



Annual National
Conference
Salt Lake City, Utah
July 12-15, 2015

**Exhibitor
Prospectus**





EXPLORE. DISCOVER. INSPIRE.

**ANC 2015:
The School Nutrition Event of the Year**

More than 30.5 million* students in America sit down to a school lunch every day, while millions more enjoy a daily school breakfast, too. When those students survey what they chose to enjoy for a morning or midday meal, is your company represented?

Make sure that the products your company offers have a place at the cafeteria table—or in the kitchen or on the serving line—by exhibiting at the School Nutrition Association's (SNA) 2015 Annual National Conference (ANC) in Salt Lake City, Utah. The premiere school nutrition event of the year, ANC is the one and only place to connect with the professionals that influence and make the decisions as to what's on the menu and in the kitchen in lunchrooms across the country.

By exhibiting at ANC 2015, your company benefits from the opportunity to demonstrate the products to thousands of school nutrition professionals, which in turn generates sales leads, creates and strengthens relationships and garners valuable feedback. At the same time, a spot at ANC demonstrates your support for feeding the nation's school children, a commitment valued by school nutrition professionals.

Claim your spot at school lunchroom tables across America. Secure your booth in ANC's Exhibit Hall today!

**USDA FY2013 preliminary data2

Exhibit Hall

Featuring more than 800 booths and 360+ companies, the ANC Exhibit Hall is simply the biggest and best in school nutrition. It is continually cited in post-conference evaluations as one of the most valuable elements of the annual conference. With 12 hours of exclusive, unopposed exhibit time, your company will gain maximum exposure to this important audience. Your exhibitor benefits will include:

- Five complimentary badges to the Exhibit Hall for each 10'x10' booth space purchased;
- Exceptional brand exposure through unique opportunities to showcase new products, demonstrate innovative solutions and gain first-hand feedback from current and potential customers;
- Company profile listed in the *ANC Program Guide*, a resource used by attendees throughout the year;
- Access to more than 80 accredited educational sessions and three general sessions;
- Expanding your customer base by connecting and communicating face-to-face with more than 3,500 school nutrition professionals; and
- Enhancing your credibility by earning continuing education units (CEUs) toward your SNA Certification or SNS Credential.

Exhibit Hall Hours

- Monday, July 13; 10:00 am–2:00 pm
- Tuesday, July 14; 9:00 am–11:30 am*
- Tuesday, July 14; 11:30 am–2:00 pm
- Wednesday, July 15; 10:15 am–1:15 pm

*Exclusive, non-competitive Exhibit Hall time is for Directors only.

Exhibit Booth Fees

EARLY BIRD BOOTH SIGN UP

Contracts received on or **before September 30, 2014**, will receive the following rates:

Industry Member Rate:

10x10 Inline: \$2,400	10x10 Corner: \$2,600
20x20 Island: \$10,400	20x30 Island: \$15,200
20x40 Island: \$20,000	30x40 Island: \$29,600

Non-member Rate:

10x10 Inline: \$3,300	10x10 Corner: \$3,500
20x20 Island: \$14,000	20x30 Island: \$20,600
20x40 Island: \$27,200	30x40 Island: \$40,400

REGULAR BOOTH SIGN UP

Contracts received **after September 30, 2014**, will receive the following rates:

Industry Member Rate:

10x10 Inline: \$2,650	10x10 Corner: \$2,850
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Non-member Rate:

10x10 Inline: \$3,550	10x10 Corner: \$3,750
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Membership Fees

Industry/Corporate	\$900 annually
Industry Patron	\$11,000 annually

For more information about SNA Industry membership, please contact **Nicolette Daleske, Industry Relations Associate, 301-686-3173** or **Sherry Carrigan, SVP Industry Relations & Meetings, 301-686-3151**.

Exhibitor Service Kit

In Spring 2015, exhibitors will receive notice when the link to the Kit is available online. All booth payments, membership fees, sponsorship and advertising fees must be paid in full in order to gain access to the Kit.



DID YOU KNOW:

30.7 million kids are served daily and 5.1 billion lunches are served annually.

(USDA NSLP FY2013)



“Our participation at the ANC is the cornerstone of our school business. There isn’t a better opportunity to engage directors from across the country about our new product innovation and our exciting marketing programs. This interaction allows us to further cultivate these important relationships.”

Travis Green, AdvancePierre Foods

SNA Contacts

Industry Relations & Meetings

Sherry Carrigan, CAE

SVP, Industry Relations & Meetings

(301) 686-3151; Fax (301) 686-3115

scarrigan@schoolnutrition.org

Exhibits

Crystal Harper-Pierre, Exhibit Sales Manager

(301) 686-3140; Fax: (301) 686-3115

charper@schoolnutrition.org

For more information on SNA, membership, exhibiting, sponsorship opportunities, CN Marketplace and our other annual meetings, contact Sherry Carrigan or visit www.schoolnutrition.org.

2015 Conference Location

The Salt Palace Convention Center

90 South West Temple, Salt Lake City, Utah 84101

(800) 541-4955, www.visitsaltlake.com

To learn more about ANC 2015, visit the SNA

website at www.schoolnutrition.org/anc.

Industry Marketing/Advertising Sponsorship Opportunities

ANC offers a broad range of sponsorship opportunities available with various price points that allow every company to generate awareness, show their latest innovation and support school nutrition professionals in their efforts to serve healthy school meals across the nation. For more information about sponsorships, contact **Nicolette Daleske, Industry Relations Associate**, at **(301) 686-3173**, or e-mail ndaleske@schoolnutrition.org.

Market Your Message with Impact!

Advertising through a combination of SNA print and other media is a smart investment and can play an important role in your promotion strategy. Take advantage of opportunities to advertise in *School Nutrition*, SNA's flagship publication, as well as in the ANC Program Guide. For more detailed information about these publications, special conference distribution and combo rates, please contact **Lisa Turner (305) 671-3763; lisaturner@lmtmedia.com (East coast) or Barbara Boyce, (303) 337-6854; bboyce@rmi.net (Midwest and West coast)**.

Traffic Building Features

To take advantage of the opportunities below to enhance your visibility, contact **SNA's Exhibit Sales Manager Crystal Harper-Pierre at (301) 686-3140, or charper@schoolnutrition.org**.

Culinary Demo

Culinary Demonstrations provide an opportunity to showcase your latest food products, recipes, techniques, nutrition and food presentation skills, and offer ways to enhance school meals and increase participation. These six demos take place in the Exhibit Hall. You must be exhibiting at ANC in order to present a Culinary Demo.

New Product Showcase

This is a one-of-a-kind display of new products, services or equipment strategically located within the high-traffic Marketplace area. It is a quick and effective way to introduce and promote your product to the 3,500+ ANC attendees. You must be exhibiting at ANC in order to participate in the New Product Showcase.

Booth Space Application and Rules

Please complete the enclosed Exhibit Space Contract and return it along with payment to SNA Headquarters. All exhibitors are entitled to the Early Bird Rate by sending their applications and payment on or before **September 30, 2014**. A 50% partially refundable deposit must accompany your contract to secure your booth. Booth space will not be held without a deposit. If full payment is not received by **December 5, 2014**, it will result in the release of your reserved booth space for general sale and forfeiture of deposit. Booths may be canceled and/or decreased until **December 31, 2014**, with a refund of 75% of the total booth payment. No refunds will be issued after **December 31, 2014**.

Contract Acceptance

The Association reserves the right to exercise its sole discretion in acceptance or refusal of applications. If an application is not accepted by the Association, all paid fees will be returned to the applicant.

Additional Services

The price of the booth rental does not include storage, placement, shipment or reshipment of exhibit materials, special lighting, booth furnishings, tables, chairs, electrical supplies, carpet, individual booth cleaning or any other special service ordered by the exhibitor.

Hospitality Suites, Meeting Space and Entertainment

SNA must approve all hospitality suites, meetings and/or events sponsored by exhibitors. No function may be scheduled to compete with conference hours. Visit **www.schoolnutrition.org** and complete the meeting request form.

Priority Point System

The Priority Point System is used to determine the order in which exhibitors sign up for the next year's booth space. These points are determined by dollars spent on advertising and sponsorships, number of years exhibiting (and consecutive years), membership and other factors. For more information on the Priority Point System, contact **Exhibit Sales Manager Crystal Harper-Pierre at (301) 686-3140, or e-mail charper@schoolnutrition.org**.

ANC 2015 Call for Proposals

SNA invites industry to help make the ANC 2015 education program as informative and valuable as possible for attendees by submitting an education session proposal for consideration. The ANC Program Committee is seeking speakers to present on key topics in the areas of Operations, Nutrition, Administration and Communications & Marketing. The Call for Proposals is open only to industry members registered to exhibit at ANC 2015, with proposals being accepted through the SNA website only between **July 12** and **September 30, 2014**. For more information, visit www.schoolnutrition.org/anc.

Maximize Your Exhibitor Listing

The official *ANC Program Guide* includes all session and event information, as well as an in-depth buyers' guide section. This program is a valuable onsite and future reference guide for attendees. To ensure your company's listing will keep working for you in the years to come, please provide us with the appropriate information. The "Program Description" form can be found on the SNA website and should be submitted by **February 27, 2015**.



EXHIBIT HALL 411:

Attendees' purposes for visiting the exhibit hall were to learn about new products (90%), gather information (89%) and test products (78%).

(ANC 2013 Evaluation Survey)



“As a manufacturer, ANC is a great opportunity to see our current customers and meet new ones. As our customer base continues to grow in K-12 food service, we value the relationships and information we attain from attending ANC each year.”

Margaret Olsen, Cookiecree Bakeries

List of Exhibitor Product Categories:

DAIRY

Cheese, Ice Cream, Milk, Yogurt

DESSERTS/SNACKS

A la carte, Beverages/Water, Cookies/Cakes, Crackers, Puddings/Desserts, Snack Foods

FRUITS/VEGETABLES

Canned/Dehydrated, Fresh, Frozen, Juices

GRAINS

Breads/Related Products, Cereals, Pasta, Rice

INFORMATION & RESOURCES

Commodity/Grower Groups, Consultants, Marketing/Promotional Materials, Nutrition Education, Staff Training, Miscellaneous, Purchasing Cooperative

INGREDIENTS & EXTRAS

Baking Ingredients, Dressings, Gravies/Sauces/Bases, Spices/Seasonings/Herbs, Sweeteners

LARGE EQUIPMENT

Disposers/Waste Handling, Fryers, Kiosks/Bars/Servers/Dispensers, Ovens/Warmers/Broilers, Refrigerators/Freezers, Steam Cooking Equipment, Storage/Shelving, Tables/Furniture, Transport Cabinets/Carriers, Vending Machines, Warewashing, Miscellaneous

PROCESSED/PREPARED FOODS

Chinese, Italian, Mexican, Pizza, Sandwiches, Soups, Miscellaneous

PROTEIN

Beef, Eggs, Fish/Seafood, Nuts and Beans, Pork, Poultry, Soy, Vegetable Protein

SMALL EQUIPMENT

Blenders/Food Processors, Cookware, Cutlery/Servingware/Choppers, Menu Boards/Signage, Scales/Timers/Thermometers, Miscellaneous

SUPPLIES

Cleaning Products/Cloths/Mops/Brooms, Disposable Serviceware/Paper Products, Trays/Utensils/Flatware, Uniforms/Aprons/Gloves, Miscellaneous

TECHNOLOGY

Computer Hardware, Computer Software, Point of Sale, Registers, Web Services/Suppliers, Miscellaneous



Future Conference Dates

ANC 2016: San Antonio, TX/July 10–13

ANC 2017: Atlanta, GA/July 9–12

ANC 2018: Las Vegas, NV/July 8–11

ANC 2019: St. Louis, MO/July 14–17

ANC 2020: Nashville, TN/July 12-15

School Nutrition Association
120 Waterfront St, #300 | National Harbor, MD 20745
(800) 877-8822 | www.schoolnutrition.org



School Nutrition Association
69th Annual National Conference
Salt Lake City, UT • July 12-15, 2015

2015 Exhibit Space Contract

ARE YOU A FIRST-TIME EXHIBITOR?
 YES___ NO___

Exhibit Operations, SNA
P.O. Box 759297, Baltimore, MD 21275-9297
E-mail: exhibits@schoolnutrition.org

Return signed contract along with check to:

Website: www.schoolnutrition.org EXH

1. INFORMATION FOR SHOW PROGRAM: (please print)

Complete Company Name (Firm name will be listed exactly as shown on all SNA publications.)

Company Street Address: _____

Company City, State, ZIP: _____

Telephone: () _____ (800) _____

FAX: () _____ E-mail: _____

Company Website: _____

Correspondence Should Be Sent To-Name: (Trade show organizer) _____

Title: _____

E-mail: _____

Product Category: (must be completed) _____

2. PREFERRED LOCATIONS: (based on single 10x10) Produce Row Dairy Way Eco-friendly Aisle

ON/BEFORE 9/30/14 AFTER 9/30/14

CORPORATE MEMBER RATES: \$2,400 inline \$2,600 corner \$2,650 inline \$2,850 corner

NON-MEMBER RATES: \$3,300 inline \$3,500 corner \$3,550 inline \$3,750 corner

If preferred location and/or booth type is not available, a comparable booth will be assigned. Please view the most current floor plan on the Website before making this decision.

1st choice _____ \$ _____ 3rd choice _____ \$ _____

2nd choice _____ \$ _____ 4th choice _____ \$ _____

3. PAYMENT: Check enclosed (payable to SNA) MasterCard VISA DISCOVER AMEX
 Contracts must be accompanied by a 50% deposit. Final payment is due by **December 5, 2014.**

Total Amt. \$ _____ (credit card will not be charged if left blank.)

Card Number: _____

Exp. Date: _____ Cardholder's Name: _____ (please print)

Authorized Signature: _____

OFFICE USE ONLY
 Date: _____ Booth Assigned: _____
 Booth Size: ___In___ Corner ___ Isl
 Patron CMI NM Total Booth cost: _____

NOTE: PLEASE RETAIN A COPY OF THIS EXHIBIT SPACE CONTRACT FOR YOUR RECORDS.

4. DESCRIPTION OF WHAT YOU WILL EXHIBIT: This information will appear in the official *ANC Program Guide*. Copy will be edited at SNA's discretion. **No more than 25 words will be printed.** Prospective exhibitors expressly agree that articles and material exhibited in the show shall be confined to what is described on the website, and that the Association shall have the right to exclude from the exhibit space, booth and floor of the Exhibit Hall any article or product not specifically and clearly stated. The prospective exhibitor is asked to make a full statement of the nature of proposed exhibit, listing materials or products. All descriptions must be submitted by **February 27, 2015**. Exhibitors will receive an e-mail notification when the site goes live. **Please do not attach copy to this contract.** SNA will also print your companies Product Categories in the official *ANC Program Guide*. Visit www.schoolnutrition.org/ancprogramlisting to submit a full description.

5. BOOTH SIGN-UP PROCEDURE:

A. PAYMENT POLICY: **Contracts must be accompanied by a partial payment equal to 50%** of the total rent for each booth requested. Space will not be held without a deposit. All payments are non-refundable, except as specifically set forth in Section 5 B below. Full payment for all booths is required by **December 5, 2014**. If full payment is not received by **December 5, 2014**, the Association shall have the right to cancel the booth reservation and retain all payments made or owed as liquidated damages; booth space may be reassigned to another exhibitor at the option of the Association without refund of payments. Contracts received after **December 5, 2014** must be accompanied by nonrefundable full payment.

B. CANCELLATIONS: All cancellations or reductions must be submitted in writing to Exhibit Operations. If and only if notice of cancellation or reduction is received prior to **December 31, 2014**, a refund limited to 75% of the total cost of the booth will be issued. **Please note that after December 31, 2014, NO REFUNDS WILL BE ISSUED UNDER ANY CIRCUMSTANCES on booth space that is cancelled or reduced for any reason.** The Association will be entitled to all monies paid and owed as liquidated damages. Any space not occupied by the opening of the conference may be reassigned by the Association without obligation to make any reduction or refund whatsoever. Booth space reductions are considered cancellations.

C. MEMBERSHIP AND OTHER FEES DUE: Exhibitors who reserve space at the Corporate Member rate must be active members at the time of the show or pay the difference between the Corporate Member rate and the Non-Member rate. Any booth payments, sponsorships, advertising, membership or other fees owed to the Association must be paid in full prior to the show dates. Any exhibiting firm with outstanding booth payments, sponsorships, advertising, membership or other fees owed to the Association will not be permitted onto the trade show floor. Exhibitors will not be permitted to set up their booth until full payment has been received.

D. EXHIBITOR SERVICE KIT: Any exhibiting firm with an outstanding booth payment will not receive access to the Exhibitor Service Kit until payment is made in full. In **Spring 2015**, exhibitors will receive notice when the link to the Service Kit will go live.

6. USE OF SPACE, SUBLETTING OF SPACE: No exhibitor shall assign, sublet, or share the space allotted with another business or firm unless approval has been obtained in writing from SNA. 10x10 space can never be occupied by more than one company. Exhibitors are not permitted to feature names or advertisements of non-exhibiting manufacturers, distributors or agents in the exhibitor's display, parent or subsidiary companies excepted.

7. RULES & REGULATIONS: It is understood that this document will become a binding Contract upon acceptance by SNA, and incorporated into this contract are the terms, conditions, rules and regulations contained herein. **Please retain a copy of this contract for your records. NOTE: Please view the Rules & Regulations on the SNA website at www.schoolnutrition.org. Your signature is acceptance of the Rules & Regulations. The Application will be returned to you if not properly signed and space will not be assigned until the contract is executed properly and/or the appropriate payment is received.**

Authorized Applicant Signature

Date

Name

Title

SNA Representative Signature

Date