

# NEW PRODUCT SHOWCASE

The New Product Showcase is a large display of the newest and most exciting products ever assembled in one venue! This is a quick and effective way to promote your products, services and equipment to the 6,000+ ANC attendees.

## RULES & REGULATIONS:

All 2025 ANC Exhibitors are eligible to participate in the New Product Showcase. You must be exhibiting to participate in the New Product Showcase.

This is defined as a product that has been introduced by your company to the school food market **from August 2024 through July 2025.**

Each participant will receive approximately **1½-ft. length x 1½-ft. height (18"x18") of display space.** If the products and/or pictures are larger than this, they will not be displayed.

***Note:** The display cases are manned. This showcase is for viewing and informational purposes only. Do not touch or move the displays.*

## SET UP & TAKE DOWN:

- All materials must be **SET UP** between the hours of 8 a.m. - 5 p.m., Friday, July 11 - Sunday, July 13.
- The display case is available for **VIEWING** from Friday, July 11 - Tuesday, July 15.
- All materials must be **TAKEN DOWN** between 3 - 6 p.m. on Tuesday, July 15.

***Note:** If the products are not claimed before 6 p.m., they will be discarded. If your company cannot be present at these times, please let SNA know to make alternative arrangements.*

## FEES:

### BASIC | \$650 PER PRODUCT

- Placement on bottom shelf
- Company & booth ID number ID card
- ANC website & related materials listing

### ENHANCED | \$1,250 PER PRODUCT

- Placement on top & middle shelves
- Company & Booth number ID card
- ANC website & related materials listing

### FEATURED | \$1,800 PER PRODUCT

- Entire display case (all 3 shelves)
- Company logo on the display case
- Company & Booth number ID card
- ANC website & related materials listing



**PLEASE RETURN YOUR APPLICATION  
NO LATER THAN MAY 30, 2025 TO:**

Crystal Harper-Pierre, Exhibits Sales  
Manager at [charper@schoolnutrition.org](mailto:charper@schoolnutrition.org) or  
(800) 877-8822.

# NEW PRODUCT SHOWCASE APPLICATION

COMPANY NAME: \_\_\_\_\_

BOOTH NUMBER: \_\_\_\_\_

CONTACT NAME: \_\_\_\_\_

PHONE: \_\_\_\_\_

EMAIL: \_\_\_\_\_

ADDRESS: \_\_\_\_\_

PRODUCT NAME: \_\_\_\_\_

**FEES:**

- Basic: \$650       Enhanced: \$1,250       Featured: \$1,800

**PAYMENT METHOD (CHECK ONE):**

- Check:** Make payable to School Nutrition Assn.  
 **Credit Card:** A secure link will be sent separately via email to pay online

**For check payments, please mail  
check with completed application to:**

SNA Depository  
PO Box 719297  
Philadelphia, PA 19171-9297

**For credit card payments, send  
completed form to:**

charper@schoolnutrition.org or  
fax to (703) 824-3015  
**Attn:** Crystal Harper-Pierre

I, THE UNDERSIGNED, DO HEREBY CERTIFY THAT THIS PRODUCT IS A "NEW PRODUCT," AS  
DEFINED IN THE RULES AND REGULATION GOVERNING THE "SNA NEW PRODUCT SHOWCASE."

\_\_\_\_\_  
Company Representative

\_\_\_\_\_  
Date