



## Sponsorship Opportunities

### Annual National Conference (ANC) – July 10 – 13, 2016

Total projected attendance: 5,500 – 6,000  
2,800 school nutrition operators (1,000 Directors)

- **Mobile App Trivia Game** **\$1,000**  
Drive traffic to your booth through our Mobile App Trivia Game. Provide a question about your firm or product to be uploaded into the mobile app's game. Attendees will need to engage you in conversation for the answer to try and get the most points. SNA will provide prizes for 3 winners.
- **Director's All-Access Pass** **\$1,900**  
During the Directors-Only Exhibit Hall hours on Tuesday, directors will be scrambling to visit booths and have their card signed by any five of the official All-Access Pass sponsors. Up to fifteen lucky directors will win free 2016 SNA Conference Packages (SNIC, LAC and ANC registrations).
- **Conference Tote Bag Premium** **\$3,300**  
Showcase your company brand or program/product by providing one collateral item to be included in every conference tote bag. This is a great way to drive attendees to your booth.
- **Official Conference Learning Journal** **\$12,500**  
Place your company's information in the hands of 3,000 attendees when you sponsor the conference learning journal that attendees will use throughout the conference and beyond. You will receive a full page ad and your logo will be featured on every page of the journal notes section.
- **Hotel Room Drops** **\$5,000**  
Drop a gift or collateral piece in the rooms of school nutrition operators at the four most populated conference hotels in San Antonio. Two non-competing companies each night: Sunday & Monday. (associated hotel fees extra)
- **Big Reveal** **\$7,500**  
Shine on the "Big Reveal" stage right on the ANC Salt Lake City exhibit hall floor. This is a great platform to present your own exciting 30 minute product launch. Seating for 100 people will be available in front of the stage. Promotional signage and announcements on the show floor will ensure attendees won't want to miss the excitement!

- **Surprise & Delight** **\$4,000**  
 Be an attention grabber with an unexpected treat for attendees in the Salt Palace Convention Center. Let us help you create a fun and exciting event for attendees when they least expect it. This pop-up event lasts 2 hours and SNA will help determine the best time and place to maximize your conference reach.
- **Theme Area at ANC** **\$4,000 - \$10,000 (call for details)**  
 Each year attendees line up to make memories and receive a personalized souvenir to remind them of their visit to San Antonio thanks to the generous sponsor who helps make it possible. Previous activities have included green screens, photo booths and video. SNA will work with the sponsor to determine activity for this 20x20 space on the exhibit hall floor.
- **District Director's Section Meeting Speaker** **\$5,000**  
 The sponsor will be recognized in onsite signage, the ANC program guide and will have honor of introducing the speaker.
- **Major City Director's Section Meeting Speaker** **\$5,000**  
 The sponsor will be recognized in onsite signage, the ANC program guide and will have honor of introducing the speaker.
- **Education Session Tracks** **\$15,000**  
 Sponsor all sessions in a specific Education Session Track for four consecutive days. Audience size ranges from 200-450 people per room. Sponsoring companies will have the opportunity to have a representative at each session within the key area to serve as presider at the session. Available Topic Tracks: Nutrition, Operations, Administration and Communications & Marketing.
- **General Session Sponsorship** **\$25,000**  
 Sponsors may provide one collateral piece to be distributed as attendees enter the hall. Your company name and logo will be strategically built into the entrance of the hall and displayed on large screens as attendees enter and exit the hall. Recognition will be received through listings on the web site and mentions in ANC related articles in *School Nutrition* magazine.
- **Gem Club**  
 Gem Club enables SNA to book top-notch speakers, bring school nutrition professionals to the conference to participate on panels, and provide for memorable meetings for all attendees. Gem Club contributors will be listed in signage and in the conference Program Guide.

<b>Diamond Club</b>	<b>\$2,500</b>
<b>Ruby Club</b>	<b>\$1,000</b>
<b>Pearl Club</b>	<b>\$ 500</b>

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