

## Priority Points

The Exhibitor Priority Point system has been developed to recognize exhibitor support of the School Nutrition Association Conferences and Programs. The cumulative number of priority points determines the time and date a company is given to choose exhibit space for the following year's conference (ANC 2027 Phoenix). Exhibit space is assigned in the order of priority points during the pre-sale appointments held during the Annual National Conference (ANC). Exhibitor Priority Points are received from June 1, 2025 – May 31, 2026, by completing tasks and by overall donations.

### Exhibitor Sign-up for ANC 2027 Phoenix will take place:

- Monday, July 13: 7:30 am – 9:30 am
- Monday, July 13: 2:30 pm – 5:00 pm
- Tuesday, July 14: 7:30 am – 9:30 am
- Tuesday, July 14: 2:00 pm – 3:00 pm

### *Priority points are earned from June 1, 2025 – May 31, 2026, and the points are compiled based on the following criteria:*

- 1 point for each booth purchased at Annual National Conference in Charlotte (ANC 2026).
- 1 point for exhibiting at ANC 2026 Charlotte
- 1 point for presenting a Culinary Demonstration at ANC 2026
- 1 point for participating within the New Product Showcase 2026 at ANC26
- 1 point for presenting an Innovative Solution Session at SNIC 2026 Austin
- 1 point for participating within the Tabletop Showcase at SNIC 2026 Austin
- 1 point for each person that a company sends to 2025 Fall Industry Boot Camp
- 1 point for being a corporate member.
- 1 point for being a Friend of the Foundation – corporate member.
- 1 point for sponsoring the National School Breakfast Week Campaign
- 1 point for sponsoring Food Allergy Resources
- 1 point for sponsoring a webinar for Webinar Wednesdays
- 1 point for sponsoring School Nutrition Foundation Match Game
- 4 points for being a Patron member (*includes 1 point for corporate membership, 1 point for Friend of the Foundation, and 2 points for Patron*)

*We strongly encourage companies to invest in sponsorship and advertising opportunities for the purpose of enhancing their overall SNA Show experience. Points for sponsorship and advertising are awarded in the following manner up to a maximum of ten (10) points:*

<b><u>SNA Advertising, Sponsorship &amp; SNF Donations</u></b>	<b><u>Point Value</u></b>
\$0 - \$2,999	1 point
\$3,000 - \$9,999	2 points
\$10,000 - \$49,999	3 points
\$50,000 - \$99,999	4 points
\$100,000 - \$149,999	5 points
\$150,000 - \$199,999	6 points
\$200,000 - \$299,999	7 points
\$300,000 - \$399,999	8 points
\$400,000 - \$499,999	9 points

\$500,000+

10 points

**Other Important information to know:**

**Mergers/Acquisitions:** Points will not be combined for companies that merge. The company with the highest point total will prevail. Priority points are neither property nor a license and cannot be transferred, sold, or assigned by an Exhibitor.

**Split/Sale:** If a company splits to form separate companies, the parent company retains the points and the new company will begin the point accumulation process as any other new exhibitor. SNA has the final approval on all revised point split decisions.

**Penalties:** The SNA Exhibitors Rules and Regulations serve to protect the integrity of the exhibition; ensure compliance with laws, codes, ordinances, and contracts with the exhibition facility and ensure all exhibitors are treated fairly. If an exhibitor fails to comply with these rules and regulations, the exhibitor may be penalized, including loss of points, charged a higher exhibit space rental rate, and/or assessed a penalty fee.

SNA will work with vendors to resolve any areas of conflict or disagreement regarding the vendor point policy decisions or the booth selection process. However, SNA retains the authority to make the final decisions and rules.

***Thank you for your continued support of the School Nutrition Association membership and programs.***

**Contact the following Centers to show your support and to increase those points at:**

- Industry Relations (exhibits/booths): Crystal Harper Pierre – [charper@schoolnutrition.org](mailto:charper@schoolnutrition.org)
- Industry Relations (membership & sponsorship): Nita Artis – [nartis@schoolnutrition.org](mailto:nartis@schoolnutrition.org)
- Communication (advertising): Heidi Funkhouser - [hfunkhouser@schoolnutrition.org](mailto:hfunkhouser@schoolnutrition.org)
- School Nutrition Foundation (donors): Nicole Giebel – [ngiebel@schoolnutrition.org](mailto:ngiebel@schoolnutrition.org)