



### Affiliate Event Guidelines

All events involving 2022 Annual National Conference (ANC) attendees require SNA approval. This includes events scheduled at unofficial facilities (corporate headquarters, non-official hotels, special venues, etc.).

Events planned independently of the School Nutrition Association are categorized as affiliate events. These activities provide opportunities for colleagues to gather and/or network with others within the industry.

SNA understands the value of having many members in one place and we offer the opportunity for corporate/industry groups and government agencies to organize meetings and events over the course of the conference. ***There is a non-refundable administrative fee for each approved application\*. See fee schedule on last page.***

***\*The administrative fee will be waived for government agency sponsored events.***

### Restricted and Approved Times

The 2022 ANC schedule is developed to maximize attendees' participation in SNA's educational program. Therefore, the availability and timing of affiliate events is limited. Affiliate events, including transportation and registration for the events, may be held during the unrestricted times listed below.

Friday July 8	Saturday July 9	Sunday July 10	Monday July 11	Tuesday July 12
Unrestricted	Unrestricted	6:00am – 8:00am  After 5:30pm	6:00am – 8:00am  After 5:30pm	6:00am – 8:00am

All restricted times are reserved for SNA programs, meetings, and functions. SNA is protective of its attendees' time, energy and attention and strongly objects to third party initiatives scheduled outside of established guidelines.

**Corporate Industry/Exhibitor Staff Meetings are permitted during restricted hours ONLY if they do not involve attendees other than company staff members. We encourage our exhibitors to attend education sessions and General Sessions, and the Closing Event.**

### Description of Affiliate/ICW (In Conjunction with) Events:

- **Board/Committee Meetings**  
Small meetings, 25 people or fewer. Sponsored and financially supported by corporate/industry groups and government agencies. A designated group of people chosen or appointed to perform a specified service or function related to a specific area of expertise.
- **Focus Group**  
Meetings that target a specific group of attendees to obtain specific data, evaluate services or test new ideas. Thirty (30) attendees or fewer.
- **Hospitality Suite**  
Social gatherings sponsored and financially supported by corporate/industry groups and government agencies. All hospitality suites must be secured through hotel.
- **Social/Networking Events**  
Receptions, dinners, or other events organized and sponsored financially by corporate/industry groups and government agencies.

- **Staff Meetings**

Meetings of corporate/industry/government staff only. Staff meetings should be closed to the public and may not include SNA attendees unless they are full time employees of the sponsoring company. Not held on a 24-hour basis.

**Other Events:**

If a proposed event is not defined or described above, the proposed event will still be subject to approval.

**To Reserve a space:**

- Applications for affiliate events must be submitted by **June 14, 2022**. ALL affiliate events must be approved by SNA and approval will be based on the guidelines outlined.
- There is a non-refundable administrative fee for each approved application. Please be advised that no event will be confirmed, approved, or have space released until the administrative fee has been received. *The administrative fee will be waived for government agencies.*
- Meeting coordinators are not permitted to reserve meeting rooms directly through the convention center or hotels contracted by SNA until the event is approved.
- Available space is limited and will be assigned on a first-come, first-served basis.
- **Email or fax your affiliate event application to Sara Kilkenny at [skilkenny@schoolnutrition.org](mailto:skilkenny@schoolnutrition.org) or 703-824-3015 for processing.**

**Alternate Venues**

Orlando offers several venues for hosting your special event. SNA is dedicated to ensuring a seamless planning process and is eager to collaborate with those interested in hosting offsite event(s). If you are interested in doing so, please feel free to email Sara Kilkenny, Director of Meetings at [skilkenny@schoolnutrition.org](mailto:skilkenny@schoolnutrition.org) with a brief description of your needs and a copy of your completed application. Once received, we will be sure to connect you with one of our preferred Destination Management companies (DMC) and/or other venue contacts to assist you with your logistical arrangements.

**Transportation**

SNA approval of bus staging is **required**. Organizations providing transportation to and/or from the convention center and participating hotels and an event venue must contact SNA no later than **June 13, 2022**.

**Marketing Activities**

**If meeting or event is approved, a copy of invitation list and/or marketing material(s) must be shared with SNA within 30 days of assigning space for approval to send.** Onsite marketing activities for affiliate events are restricted to the sponsor's exhibit booth (if applicable) and one sign outside the assigned room just prior to the start of the event only. Promotion of the affiliate or off-site event is specifically forbidden in other areas of SNA designated convention centers or hotels, unless approved by SNA in advance. This includes door drops, distribution of invitations, signs and/or exhibitor agents, designees, or staff holding signage or directing attendees. Such invitations and signage will be removed and destroyed.

The names, logos, and acronyms of the 2022 ANC are the exclusive property of SNA. They may not be used in any way, for any purpose or at any time (including but not limited to announcements, invitations, emails, Web publications, etc.) without the express written permission of SNA.

The only terminology approved for use in all printed material referencing the meeting (including emails and publications on the Web) is: **"while attending the 2022 ANC"**

It is not acceptable to use **"at the 2022 Annual National Conference"**, or **"in conjunction with the 2022 ANC."**

You may not use our trademark:

- In, as, or as part of your own trademarks
- To identify products or services that are not ours
- In a manner likely to cause confusion
- In a manner that implies inaccurately that we sponsor or endorse, or are otherwise connected with, your own activities, products, and services

The following must appear prominently and legibly in all printed material promoting the affiliate event (including emails and publications on the Web): **"This is not an official function/event of the School Nutrition Association."**

**Violations**

Anyone involved in an affiliate event agrees to observe SNA rules and regulations. All meeting organizers or potential meeting organizers are responsible for ensuring that their company representatives and/or agents adhere to all rules and regulations. Any violations may jeopardize future exhibiting status and/or affiliate event requests.

If an affiliate event is found to have violated SNA rules and regulations, the sponsoring organization, the supporting organization, and the organizer of the event may be prohibited from holding an affiliate event the following year. Violations may also result in the loss of exhibitor priority points.

SNA approval is required for all affiliate events, independent of whether the organization is requesting function space from an SNA venue. Review approved event start times above prior to submitting. Submit one form for each requested event. An administrative fee, as outlined below, will be assessed to each SNA approved request.

**SNA Administrative Fees Schedule:**

<b>Received on or before May 31, 2022</b>	<b>Received after May 31, 2022</b>
<b>\$50.00</b>	<b>\$150</b>

***\* Space at the convention center and/or hotels is limited. A request for space does not constitute approval or guaranteed placement.***

# Affiliate Event Application

Return forms by June 13, 2022, to Sara Kilkenny at [skilkenny@schoolnutrition.org](mailto:skilkenny@schoolnutrition.org) or fax to 703-824-3015

Event Name/Title/Description (*Please attach agenda*): \_\_\_\_\_

Planning Company: \_\_\_\_\_ Planning on behalf of: \_\_\_\_\_

Supporter Contact Name: \_\_\_\_\_ Supporter Contact phone: \_\_\_\_\_

Planner Contact Name: \_\_\_\_\_ Title: \_\_\_\_\_

Planner Email: \_\_\_\_\_ Planner Phone: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip Code: \_\_\_\_\_ Country: \_\_\_\_\_

**Type of Group:** ☐ Corporate/Industry ☐ Government ☐ Other: \_\_\_\_\_

**Target Audience:** \_\_\_\_\_

**Registration Fee Required:** ☐ YES ☐ NO Amount: \_\_\_\_\_

**Transportation Required:** ☐ YES ☐ NO Amount: \_\_\_\_\_

## **Type of Event:**

- ☐ Board or Committee Meeting ☐ Hospitality Suite (*Hotel Suite, not meeting space*)
- ☐ Social Event/Reception ☐ Focus Group
- ☐ Office ☐ Staff Meeting (Internal Meeting)

**Preferred Location:** ☐ Hyatt Regency (HQ Hotel) ☐ Rosen Plaza ☐ Rosen Centre ☐ Rosen Inn ☐ Hilton Orlando  
☐ Orange County Convention Center: \_\_\_\_\_ ☐ Offsite: \_\_\_\_\_

**Date:** ☐ Fri 7.8.22 ☐ Sat 7.9.22 ☐ Sun 7.10.22 ☐ Mon 7.11.22 ☐ Tues 7.12.22

**Event Begin Time:** \_\_\_\_\_ **Event End Time:** \_\_\_\_\_ **Expected Number of Attendees:** \_\_\_\_\_

**Audiovisual Required:** ☐ YES ☐ NO **Comments:** \_\_\_\_\_

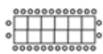
**Food and Beverage Require** ☐ YES ☐ NO **Comments:** \_\_\_\_\_

## **Set up Style:**

☐ Classroom



☐ Conference



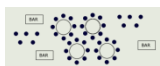
☐ Hollow Square



☐ U-Shape



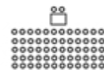
☐ Reception



☐ Rounds



☐ Theater



☐ Other \_\_\_\_\_

**Space Assignment Information:**

Space will be assigned based upon availability on a first-come, first served basis, and on date application is received. Space assignments will be confirmed via email by SNA. Once space is assigned and you receive your confirmation, you can contact the meeting facility to make further arrangements. Menus will be provided by the facility. A food and beverage minimum and room rental may apply.

OnServices presentation services is the official audiovisual company for the 2022 ANC and their services are available for your affiliate event. All arrangements for audiovisual equipment and support, including billing, must be made directly with OnServices, and not through SNA.

**Payment Method:**

- ☐ American Express      ☐ Discover      ☐ MasterCard      ☐ Visa
- ☐ Check (*make checks payable to SNA –P.O. Box 719297 Philadelphia, PA 19171-9297*)

\_\_\_\_\_  
**Billing Address/City/State/Zip (Enter the address as it appears on the billing statement)**

\_\_\_\_\_  
**Card Number**

\_\_\_\_\_  
**Expiration Date**

\_\_\_\_\_  
**Cardholder Name**

\_\_\_\_\_  
**Cardholder Signature**

**SNA Administrative Fees Schedule:**

<b>Received before May 9, 2022</b>	<b>Received after May 9, 2022</b>
<b>\$50.00</b>	<b>\$150</b>

\* Space at the convention center and/or hotels are limited. A request for space does not constitute approval or guaranteed placement.

**For SNA Meetings Office Use Only (Accounting):**

SNA Administrative Fee to charge: \$ \_\_\_\_\_