



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 2022 Orlando). 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, 2021 – May 31, 2022, by completing tasks and by overall donations.

Exhibitor Sign-up for ANC2023 Denver will take place:

- Monday, July 11: 7:30 am – 9:30 am
- Monday, July 11: 2:30 pm – 5:00 pm
- Tuesday, July 12: 7:30 am – 9:30 am
- Tuesday, July 12: 2:00 pm – 3:00 pm

Priority points are earned from June 1, 2021 – May 31, 2022, and the points are compiled based on the following criteria:

- 1 point for each booth purchased at Annual National Conference in Orlando (ANC 2022).
- 1 point for exhibiting at ANC 2022 Orlando
- 1 point for exhibiting the previous year (consecutive – Virtual ANC 2021)
- 1 point for presenting a Culinary Demonstration at ANC 2022
- 1 point for presenting an Innovative Solution Sessions – August 2021, Fall 2021, or Spring 2022
- 1 point for presenting an Innovative Solution Session at SNIC 2022 San Antonio
- 1 point for participating within the Tabletop Showcase at SNIC 2022 San Antonio
- 1 point for each person that a company sends to 2021 Fall or 2022 Spring Industry Boot Camp
- 1 point for being a corporate member
- 1 point for being a Friend of the Foundation – corporate members
- 2 points for sponsoring a Webinar for Webinar Wednesdays
- 4 points for sponsoring the National School Breakfast Week Campaign
- 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:

SNA Advertising, Sponsorship & SNF Donations

\$0 - \$2,999

\$3,000 - \$9,999

\$10,000 - \$49,999

\$50,000 - \$99,999

\$100,000 - \$149,999

\$150,000 - \$199,999

\$200,000 - \$299,999

\$300,000 - \$399,999

\$400,000 - \$499,999

\$500,000+

Point Value

1 point

2 points

3 points

4 points

5 points

6 points

7 points

8 points

9 points

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
- Industry Relations (membership & sponsorship): Nita Artis – nartis@schoolnutrition.org
- Communication (advertising): Danielle Baron – dbaron@schoolnutrition.org
- School Nutrition Foundation (donors): Sherry Carrigan – scarrigan@schoolnutrition.org