



Who's looking for a way to increase their booth traffic at ANC?

Better question...who ISN'T looking to increase booth traffic?

We've found a solution that supports the School Nutrition Foundation AND brings more ANC attendees to your booth. SNF has created a fundraising opportunity for five (5) companies to take part in

The "Fun-dation Match Game"

Here's how it would work for your \$2,500 participation fee:

- SNF prints a colorful card with the logos and booth numbers of 5 participating companies and inserts it with **all** ANC registration materials that are given to more than 5,000 school nutrition operators in Nashville.
- ANC attendees bring the card by your booth **on Monday*** and a company representative sign the cards next to your logo.
- ANC attendees return the card signed by all five companies to the Foundation Booth by 5:00 PM and are entered into a drawing to win one of five (5) registrations for ANC 2023 in Denver. (Their incentive to bring back the card.)
- Your company then "matches" \$1 for every signature by your logo and returned to the SNF Booth.
- SNF will invoice your company for this "matched" amount after ANC.

****The SNF Match Game takes place only on Monday and the Directors' All-Access Pass takes place on Tuesday.***

Benefits of participating in The SNF Match Game at ANC2022 in Orlando:

- ANC Booth promotion with your Exhibit Floor location highlighted on a map on the back of the card,
- Extensive pre-conference marketing by SNF on social media including Facebook, Twitter, Instagram, on the SNF Website and in pre-conference email blasts from SNF,
- On-site promotion and signage at the SNF Booth in the ANC Marketplace; and
- Name and contact information for all attendees who returned their cards and entered the drawing.
- One (1) ANC Booth Priority Point

Contact Dana Clerkin at dclerkin@schoolnutrition.org for more information.