

ANC EXHIBIT HALL MEDIA COVERAGE

Each year, School Nutrition Association earns extensive media coverage for the Annual National Conference and the products and services on display in the Exhibit Hall.

SNA provides complimentary ANC press registrations for credentialed media, family bloggers and trade reporters, and accompanies media guests as they tour the exhibits. Any media invited by exhibitors to attend ANC must meet [Press Registration Policies](#) (pdf), and submit a registration to SNA's Director of Media Relations.

Reporters are invited to interview exhibitors and attendees, film and photograph booths, attend demonstrations and sample products. Depending on media/social media requests, exhibitors may be asked to offer tips, interviews or samples to support positive stories.

SNA press releases, media pitches and social media activities highlight hot new trends on exhibit at ANC. These PR materials do not reference specific exhibitors or brands, but provide examples of the types of healthy foods and beverages, energy-efficient equipment, and innovative supplies and services on display. SNA's Director of Media Relations encourages exhibitors to share information about new products and services that will be featured at ANC via media@schoolnutrition.org.

The Director of Media Relations can also respond to questions regarding media outreach and complimentary press registrations. SNA does not maintain a press room at ANC, but exhibitors are encouraged to make press kits available at their booths.

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