



## Remaining Sponsorship Opportunities Annual National Conference (ANC) – July 13 – 16, 2014

Total projected attendance: 6,500 – 7,000  
3,000 school nutrition operators (1,050 Directors)

- **NEW! Video Wall and Plasma Network** **\$7,000**  
Stand out from the crowd on the 160ft wide video wall right above the SNA conference registration area. Then keep reinforcing your message on 31 plasma screens attendees will see on their way to sessions or before entering the exhibit hall. Your message(s) will display nearly 500 times during the conference.
- **Director's All-Access Pass** **\$1,800**  
During the Directors-Only Exhibit Hall hours on Tuesday, directors will be scrambling to visit booths and have their card signed by any five of the official All-Access Pass sponsors. Fifteen lucky directors will win free 2015 SNA Conference Packages (SNIC, LAC and ANC registrations).
- **Conference Tote Bag Premium** **\$3,200**  
Showcase you company brand or program/product by providing one collateral items to be included in every conference tote bag. This is a great way to drive attendees to your booth.
- **District Directors Section Meeting** **\$5,000**  
Have the honor of introducing the speaker and gain recognition in onsite signage and in the ANC Program Guide.
- **Future Leaders & New Directors Reception** **\$7,000**  
Build relationships during this networking opportunity with SNA's new and future leaders. This exclusive reception will be held on Sunday afternoon at a location TBD. You will have the opportunity to provide products, and your company representatives will be the only industry members in attendance.
- **Conference Badge Holders** **\$15,000**  
Have your company name and logo imprinted on these highly visible items that are worn by more than 3,500 attendees during the conference. Recognition also included listings on the website and in ANC related articles in *School Nutrition* magazine.

- **Education Session Tracks** **\$15,000**  
 Sponsor all sessions in a specific Education Session Track for four consecutive days. Audience size ranges from 200-450 people per room. Sponsoring companies will have the opportunity to have a representative at each session within the key area to serve as presider at the session. This is your chance to align your company with topics of interest to child nutrition professionals. Available Topic Tracks: Nutrition, Operations, Administration and Communications & Marketing. Sponsor's name and logo will be listed in extensive onsite signage and on the SNA website. Sponsor's name will also be listed in the ANC Program Guide.
- **General Session Sponsorship** **\$25,000**  
 Sponsors may provide one collateral piece to be distributed as attendees enter the hall. Your company name and logo will be strategically built into the entrance of the hall and displayed on large screens as attendees enter and exit the hall. Extensive recognition will be received through year-long listings on the web site and mentions in ANC related articles in *School Nutrition* magazine.
- **Shuttle Buses** **\$30,000**  
 Thousands of attendees ride the shuttle between the official ANC hotels and the BCEC each day, providing you with the most captive audiences available for marketing at ANC. Attendees' attention is focused on you before they arrive at the show through bus banners and shuttle bus media (video).
- **Closing Event – Huey Lewis & the News** **Call for Details**  
 Don't miss this American pop rock band as they entertain the ANC 2014 attendees. The concert takes place at 8:00 p.m. Wednesday, July 16, in the Boston Convention Center. Let us customize an amazing sponsorship package for you!
- **GEM Club**  
 The popular GEM Club enables SNA to book top-notch speakers, offer additional education sessions, bring school nutrition professionals to the conference to participate on panels, and provide for memorable meetings for all attendees. GEM Club contributors will be listed in signage, on the SNA Web site, and in the conference Program Guide.

<b>Diamond Club</b>	<b>\$2,500</b>
<b>Ruby Club</b>	<b>\$1,000</b>
<b>Pearl Club</b>	<b>\$ 500</b>

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