



ANC 2024 ANNUAL NATIONAL CONFERENCE

SHAPING TOMORROW TOGETHER

ELEVATE YOUR BRAND PRESENCE beyond the exhibit hall with exclusive print and digital branding opportunities at #ANC24! From the towering 80 ft. Marquee to the captivating Video Wall in the Convention Center's bustling North Lobby (where SNA's Marketplace and Registration take center stage) to the strategically placed digital displays—seize unique chances to extend your brand with unparalleled visibility!

PRINT BRANDING

Promote your products and services to attendees through banners, column wraps, escalator clings, and window clings displayed around the Convention Center. Costs vary depending on the size and location.

DIGITAL AD PRICING

Engage your target audience with our affordable pricing options:

- \$3,000/day for a compelling 30-Second Ad.
- \$6,000 for a premium 3-day Ad Package.

Exhibitors can choose their preferred day for the ad display between Sunday, July 14, and Tuesday, July 16 or opt for the 3-Day Package to secure daily visibility throughout the conference.

Act fast, as these are expected to sell out quickly—on a first come, first served basis.

DIGITAL AD BENEFITS

Ensure your brand shines with prime visibility and a multitude of benefits:

- **30-Second Ad:** runtime every hour, from 6:00 am to 11:00 pm daily.
- **Ad format flexibility:** Static image or a 30-Second Video (no audio).
 - o Exhibitors can opt for a different daily ad design or maintain consistency with the same ad each day.
- **Comprehensive exposure across all displays:** Marquee, Video Wall and Digital Signage throughout the convention center.
 - o Featured on the iconic 80 ft. tall Marquee on Summer Street, reaching a daily audience of 200,000+ attendees, pedestrians and vehicles.
 - o Prominently displayed on the Video Wall in the Boston Convention & Exhibition Center's (BCEC) main North Lobby.
 - o Strategically positioned on digital signage screens throughout the BCEC, including (25) 65-inch high-definition LED screens and (10) 98-inch high-definition LED screens.

DON'T MISS OUT ON THESE EXCLUSIVE OPPORTUNITIES!

Contact Nita Artis, Senior Corporate Sales Specialist, SNA Patron Program & Industry Success at nartis@schoolnutrition.org or (703) 824-3073 for more information.