



Photography & Recording Guidelines

Professional attendee

Exhibitors may not deny a reasonable request from an attendee to photograph or videotape an exhibit from the aisle.

Exhibitors

Registered exhibitor employees are allowed to photograph, and film/video record their own company's booth during exhibitor personnel access hours.

Exhibitors may request to use a third-party photographer or film/video crew for internal marketing purposes during published exhibit hours. Companies requesting a third-party contractor other than the designated official show contractor must complete and return the SNA Booth Photography Request Form no later than 30-days prior to move-in of ANC. **If permission is granted, a fee of \$750 per booth will be collected by June 14, 2024.**

Request forms can be found in the Exhibitor Service Kit. Third-party contractors must adhere to the following guidelines:

- i. Photography and video recordings may occur only within the assigned exhibit booth of the requesting exhibitor. If requesting to record outside of the assigned exhibit booth, SNA-appointed escorts are available for a fee, and paid for in advance by the individual exhibitor. Availability of official escorts is limited; escorts are assigned to exhibitors on a first come, first served basis.
- ii. All photographing, film/video recording activities must not interfere with setup, exhibition activities or teardown. Use of electrical lighting is prohibited.
- iii. Photography and video recording outside normal hours of operation are not permitted without prior approval of show management.
- iv. Register as an Exhibitor-Appointed Contractor and provide valid Certificates of Insurance (COIs) before receiving access to exhibit halls.

Refer to SNA Booth Photography/Videography Request Form for complete guidelines. Each exhibitor is responsible for controlling access to its booth(s) and may prevent non-qualified people (including exhibitor personnel) from gaining access to, photographing, and/or video recording contents of its exhibit or its presentations inside the boundaries of its rented space.

Contact an SNA floor manager or the SNA Exhibitor Help Center if you experience problems with another exhibitor videotaping your exhibit (if possible, photograph or video record the inappropriate activity for proof and ease of reference).

Booth Photography/Videography Request (July 15-16, 2024)

Company:

Booth number:

Date:

Contact Name:

Email:

Phone:

Registered exhibitor employees are permitted to photograph, film/video record from their own company's booth during exhibitor personnel access hours; a request form is not required for this activity.

Exhibitors may request to use a third-party photographer or film/video crew during published exhibit hours. Companies requesting a third-party contractor other than the designated official show contractor must complete and return the SNA Booth Photography Request Form no later than June 14, 2024. Due to space limitations and to ensure the safety and well-being of our attendees, permission will be given to a limited number of companies on a first come first served basis.

Media companies requesting access to the ANC Exhibit Hall to cover activities within the exhibition must be registered with the SNA Press Office. Media requests using this form will not be approved.

Third-party contractors must adhere to the following guidelines:

1. Photography and film/video recording may occur only within the assigned exhibit booth of the requesting exhibitor. If requesting to record outside of the assigned exhibit booth, SNA-appointed film escorts are available for a fee and paid for in advance by the individual exhibitor. The availability of official film escorts is limited. Requests after the deadline date are not guaranteed.
2. All photographing, film/video recording activities must not interfere with set-up, exhibition activities or teardown. Use of electrical lighting is prohibited during official exhibit hours.
3. Photography and video recording outside normal hours of operation are not permitted without prior approval of show management.
4. Third-party contractor must be registered as a SNA-Exhibitor-Appointed Contractor (EAC) and provide valid Certificates of Insurance (COIs). Upon SNA approval, exhibit hall access credentialing process will be shared with third-party contractor.
5. If recording takes place outside of the exhibiting company's assigned exhibit space, a film escort will be required and provided by SNA. Exhibiting companies will be invoiced at the rate of \$85/hour for the film escort. There is a 4-hour minimum.

Questions: Crystal Harper Pierre/Exhibit Sales Manager – charper@schoolnutrition.org

Note: Please allow 7-10 business days for processing.