



2021 NORTH EAST LEADERSHIP CONFERENCE

BREAKING NEWS

NYSNA is hosting the annual North East Leadership Conference this year!

🍏 **WHAT IS NELC?**

NELC is a regional association leadership conference. Each year the states in the North East region takes turns hosting this event (New York, New Jersey, Pennsylvania, Vermont, New Hampshire, Massachusetts, Connecticut, and Maine).

🍏 **WHO IS INVITED?**

State Association Leaders: Presidents, President Elects, Vice Presidents, Secretaries, Treasurers, Executive Directors, and more!

🍏 **WHEN IS IT?**

November 5-7, 2021

🍏 **WHERE IS IT?**

Clifton Park, NY

We are inviting industry partners to join us for this exciting **IN PERSON** event, and we have created some clever networking opportunities for you!

Join us at NELC and Participate in:

- Tabletop Displays
- Dinner and Trivia Night
- A Farm to Table dining experience



Connect with friends and make some new ones... and did we mention it's IN PERSON

🍏 **HOW TO REGISTER**

Registration is available online through NYSNA's Website:
www.nysna.memberclicks.net/nelc--industry-registration



CONFERENCE SCHEDULE

FRIDAY, NOVEMBER 5, 2021:

- 4:30pm Registration Open
- 5:00-6:00pm Welcome Reception & Networking Tabletop Displays
- 6:30-9:00pm Dinner & Trivia Night

SATURDAY, NOVEMBER 6, 2021:

- 8:30 – 4:30pm Association Programming
- 6:00pm Farm to Table Dinner Event

SUNDAY, NOVEMBER 7, 2021:

- 8:30 – 10:30am Workshop / Closing

EVENT LOCATION:

Courtyard by Marriott Albany Clifton Park
627 Plank Road
Clifton Park, NY 12065

REGISTRATION DEADLINE:

October 8, 2021

REGISTRATION & SPONSORSHIP OPTIONS

REGISTRATION – \$650 (10 available)

INCLUDES:

- **1 Networking Tabletop Display**
*Industry representatives will have the opportunity to showcase their products, meet and answer questions, obtain feedback about their product or service and generate quality leads. **Cooking is prohibited at tables.***
- **1 Friday Night Dinner & Trivia Ticket**
Join us for dinner and a fun-filled trivia night with industry partners and directors!
- **1 Badge for Friday Night**

SPONSORSHIPS:

- SOLD** **Friday Welcome Reception – \$500** (1 available)
Sponsor may use products to create a specialty drink to be served to attendees. Pop-up sponsor sign around the room during reception. Company rep will be able to give 5-minute welcome at dinner.
- SOLD** **Friday Dinner Sponsor – \$1000** (co-sponsors welcome)
Pop-up sponsor sign around the room during reception. Company rep will be able to give 5-minute welcome at dinner. Two (2) complimentary dinner tickets.
- SOLD** **Saturday Dinner Sponsor – \$1000** (co-sponsors welcome)
Company rep will be able to give 5-minute welcome at dinner. Two (2) complimentary dinner tickets.
- SOLD** **Saturday Networking Break – \$500** (1 available)
Company may provide products to put out for attendees to enjoy during networking breaks. Pop-up sponsor sign will be kept at refreshment area all day.
- **Attendee Registration Bag Insert – \$200** (2 available)
Company may provide one (1) item to place in attendees' registration bags (a flyer, postcard, swag item, etc).
- **Industry Supporter – \$250** (4 available)
Not able to attend in person but still want to support the conference? Your company can submit a 30 second welcome video or commercial to be played during programming for attendees.

Questions?
Contact Alyssa Molinari
NYSNA Event Coordinator
alyssa@nyschoolnutrition.org
518-446-9061



HOTEL REGISTRATION INFORMATION

Courtyard by Marriott Albany Clifton Park
627 Plank Road, Clifton Park, NY 12065

ACCOMMODATIONS:

Room Type	Room Rate
Single/Double	\$99.00

MAKE RESERVATION BY PHONE:

- Call Reservations at 518-579-6100
- For group rate, mention the "*New York School Nutrition Association*"

MAKE RESERVATION ONLINE:

→ [CLICK HERE](#)

Reservations must be confirmed by credit card

ROOM BLOCK CUT OFF DATE:

Reservations must be confirmed and guaranteed with a credit card no later than **Thursday, October 7, 2021**

Check-in: After 3:00pm; Check-out: Before 12:00pm

[Click Here for Hotel Website](#)

**Questions? Please contact:
NYSNA Event Coordinator**

Alyssa Molinari
21 Executive Park Drive, Clifton Park, NY 12065
518-446-9061
alyssa@nyschoolnutrition.org