



2023 NYSNA Event Information

2023 Annual Conference Dates:

*October 27-28, 2023
Turning Stone Resort
Verona, NY*

2023 Regional Industry Seminar Dates:

*December 7, 2023: Long Island, NY
December 13, 2023: Rochester, NY
December 14, 2023: Saratoga, NY*

Plan Ahead

Future NYSNA Annual Conference Dates:

2024

*October 25-26, 2024
Turning Stone Resort
Verona, NY*

2025

*October 24-25, 2025
Hyatt Regency & Conference Center
Buffalo, NY*

2023 Annual Conference

Exhibitor Booth Pricing

Package Includes:

- Standard 10' x 8' draped booth setup with back wall drape and side draped partition.
- One 6' and one 8' skirted table with two folding chairs and one waste basket.
- Admittance to NYSNA's Educational Workshops
- One Booth Identification Sign
- Use of refrigerated/freezer truck (if available)
- Complimentary Ice
- Complimentary Commodity Processor sign (if applicable)
- Complimentary NY Incentive Program sign (if applicable)
- Exhibitor Listing in Conference Mobile App
- Two (2) complimentary exhibitor badges
- Connecting face-to-face with 500+ school nutrition professionals
- Company profile listed in the NYSNA conference mobile app
- Access to accredited educational sessions and two general sessions
- Opportunities to earn CEUs toward your SNA certificate or SNS credential

Please Note: The price of the booth rental does not include additional services such as: storage, placement, shipment or reshipment of exhibit materials, special lighting, booth furnishings, electrical supplies, carpet, or any other special services, which are the financial responsibility of the exhibitor.

2023 Annual Conference

Hotel Info & Room Rate

Reservations:

Single/Double Rooms – Discounted Group Rate: \$175

All rooms in the hotel come equipped with free Wi-Fi, in-room movies, hairdryers, coffeemakers and an in-room safe.

Exhibit Booth Fees*

Standard Booths:

Early Bird Member Rate

10x8 Booth | \$1,300

**On or before 8/1/2023*

**Not eligible for non-members*

Member Rate

10x8 Booth | \$1,500

**After 8/1/2023*

**Not eligible for non-members*

Non-Member Rate

10x8 Booth | \$1,750

**see page 6 for membership options*

Half Booths:

Early Bird Member Rate

Half Booth | \$900

**On or before 8/1/2023*

**Not eligible for non-members*

Member Rate

Half Booth | \$1,100

**After 8/1/2023*

**Not eligible for non-members*

**ONLY members with a broker can qualify for a half booth.*

Exhibit Booth Add-ons*

Premium Booth Upgrade: \$100

Additional Badges: \$25 each

**two badges are included with purchase of booth.*

Meal Tickets:

Friday

Industry Appreciation Dinner: \$50

Saturday

Lunch & Learn: \$60

Saturday

Conference Banquet: \$65

2023 Annual Conference Sponsorships

ALL SPONSORSHIPS INCLUDE:

- Logo to Appear in Conference Mobile App
- 2023 Sponsor Pin
- Sponsor Ribbon for name badge
- Special Recognition at Industry Appreciation Dinner & Awards Night

LIST OF AVAILABLE SPONSORSHIPS:

KEY PROGRAM SPONSOR

\$7,000 (1 available)

One (1) breakout session. Free premium booth upgrade. Up to three (3) complimentary tickets to Friday night dinner or Saturday night dinner. Opportunity to introduce the keynote session at the Saturday General Session. Signage on tables at Saturday General session. One (1) complimentary banner ad in conference mobile app. One (1) complimentary table during the networking lab.

CONFERENCE BANQUET SPONSOR

\$5,000 (1 available)

Two (2) complimentary tickets to the Saturday banquet. 5-minute speaking opportunity at Saturday banquet. Complimentary advertising in banquet program. Complimentary Premium Booth Upgrade. Complimentary banner ad in conference mobile app.

CONFERENCE BAGS

\$3,500 (1 available)

Company logo will be placed on the conference bags that each attendee receives at registration.

CULINARY DEMONSTRATIONS

\$3,500 (3 available)

Company will participate in culinary demonstration during Saturday lunch. Company must provide the chef for the demo. For more information contact HQ.

AWARDS SPONSOR

\$3,000 (1 available)

5-minute speaking opportunity at Friday General Session. Two (2) complimentary ticket to the Friday Industry Appreciation Dinner & Awards. Verbal recognition at Friday Industry Appreciation Dinner & Awards and the Saturday General Session. Signage on tables for Awards Ceremony during Saturday General Session. One (1) complimentary conference bag insert.

NAME BADGE / LANYARDS

\$3,000 (1 available)

Customized lanyards with company name given to all conference attendees.

SATURDAY NIGHT AFTER PARTY

\$3,000 (1 available)

Reserved area in one of the Exit 33 clubs at Turning Stone Resort. Special signage on tables. Work with HQ to choose specialty drink. Special recognition during the Saturday night Conference Banquet to announce and invite attendees to the after party.

FRIDAY NIGHT ENTERTAINMENT

\$3,000 (1 available)

Special signage displayed during Friday night entertainment. Two (2) complimentary tickets to the Friday Industry Appreciation Dinner & Awards.

FRIDAY INDUSTRY APPRECIATION DINNER & AWARDS

\$2,500 (2 available)

Co-Sponsor: Two (2) complimentary tickets (per sponsor) to the Friday Industry Appreciation Dinner & Awards. Verbal recognition during Friday Industry Appreciation Dinner & Awards. Signage displayed during Friday Industry Appreciation Dinner & Awards.

HOTEL ROOM KEYCARD

\$2,000 (1 available)

Company may design the hotel room key cards that all attendees receive at check-in at the HQ hotel. Company must provide artwork.

BREAKFAST AFTER THE BELL

\$2,000 (1 available)

Sponsor provides breakfast items to be displayed Friday and Saturday morning at General Sessions. Special signage displayed. Sponsor will be allowed to meet and network with attendees at the BATB

REFRIGERATOR/FREEZER TRUCK

(In-Kind) (1 available)

In-kind sponsorship: Company donates a truck for exhibitors to use for storage during the conference

2023 Annual Conference Sponsorships (continued)

HYDRATION STATION

\$1,000 (1 available)

Company provides customized water bottles with company logo. Company rep may stay at station to hand out to attendees on Friday & Saturday during registration hours.

REGISTRATION WELCOME GIFT

\$1,000 (1 available)

Someone from your company may hand out a gift of your choice to attendees at conference registration on Friday and Saturday.

BREAKOUT WORKSHOP SPEAKER

\$1,000 (10 available)

Your company may provide a 45-minute breakout workshop on Saturday. Workshops are not guaranteed to be accepted.

REGISTRATION KICK PLATE

\$750 (2 available)

Company logo will be displayed on the front of the attendee registration booth.

DOOR "PRIZE" SPONSOR

\$750 (1 available)

Members of the committee hand out an item from your company on Friday to all attendees at the exhibit hall.

BREAKFAST AFTER THE BELL CART

\$500 (2 available)

Sponsor provides breakfast cart to be displayed Friday and Saturday morning at General Sessions. Special signage displayed. Sponsor will be allowed to meet and network with attendees at the BATB setup.

CONFERENCE BAG INSERT

\$500 (6 available)

Company may provide one (1) item to place in attendees' conference bags (flyer, postcard, swag item, etc.)

NETWORKING COFFEE BREAK

\$500 (2 available)

Co-sponsor: Signage will be displayed during the networking break on Saturday. Company may provide sample products to be displayed during the networking break. Company may attend the Saturday networking break to network with attendees and hand out their sample products.

2023 Annual Conference Mobile App Advertising

MOBILE APP SPLASH PAGE

\$1,000 (1 available)

Looking for top brand visibility? The mobile app splash page is a full-screen ad that is displayed every time the app is launched or refreshed by users. Be creative! This ad will be seen thousands of times by attendees! Company must provide artwork.



MOBILE APP BANNER AD

\$300 (3 available)

If you're looking for a cost-effective way to create brand awareness, then consider this! Banner ads appear at the top of the mobile app screen for attendees to see the entire time they use the app. Company must provide artwork.



2023 Annual Conference Industry Game Night



Thursday, October 26, 2023

Industry: Build new relationships with food service personnel by sponsoring a team for game night.

Cost: \$500 per five-person team.
**This is a fundraiser event for Industry scholarships.*

Includes: 5 tickets to event which includes dinner & trivia.

Additional Tickets: \$100 each
Additional tickets can be purchased for your team. Industry partners cannot purchase individual tickets without first purchasing a team. Three (3) additional tickets maximum per team.



2023 Regional Industry Seminars Dates & Booth Price

LONG ISLAND

Hilton Long Island / Huntington
598 Broad Hollow Road
Melville, NY 11747

Dates: December 7, 2023

Cost Per Table: \$400

Electric Cost: \$60 per single outlet

Additional Badges: \$25 each
two badges are included with purchase of booth

ROCHESTER

DoubleTree Inn Rochester
1111 Jefferson Road
Rochester, NY 14623

Dates: December 13, 2023

Cost Per Table: \$350

Electric Cost: \$30 per single outlet

Additional Badges: \$25 each
two badges are included with purchase of booth

SARATOGA

Saratoga Springs City Center
522 Broadway
Saratoga Springs NY, 12866

Dates: December 14, 2023

Cost Per Table: \$350

Electric Cost: TBD

Additional Badges: \$25 each
two badges are included with purchase of booth

Membership & Contact Information

NYSNA Industry Membership Fees:

5 Star Corporate Member: \$2,300/year
 Enhanced Corporate Member: \$650/year
 Standard Corporate Member: \$250/year

NYSNA Membership: April 1, 2023 - March 31, 2024

BENEFITS	5 STAR \$2,300	ENHANCED \$650
E-subscription to the NYSNA magazine	✓	✓
Member registration rates at events	✓	✓
Invited to participate at Regional Industry Seminars (<i>members only events</i>)	✓	✓
Access to NYSNA Members only site, with searchable membership directory	✓	✓
Updates and communications from NYSNA (<i>including e-newsletters/videos</i>)	✓	✓
Website: Company logo & link throughout each page	✓	
Website: Industry page - company listing with logo	✓	
Website: Industry page - company with hyperlink	✓	✓
Website: Industry page - company listing	✓	✓
Complimentary booth at annual conference (\$1750 value)	✓	
Priority booth selection & additional sponsorship opportunities at annual conference (<i>1 month in advance prior to public release</i>)	✓	
Priority booth selection & additional sponsorship opportunities at annual conference (<i>2 weeks in advance prior to public release</i>)	✓	✓
Annual conference exhibitors receive 5 Star Corporate Member Ribbon for badges	✓	
Receive list of registered attendees a week prior to event	✓	✓
Priority registration for the School Nutrition Industry Conference (SNIC) (<i>1 month in advance prior to public release</i>)	✓	
Priority registration for the School Nutrition Industry Conference (SNIC) (<i>2 weeks in advance prior to public release</i>)	✓	✓
1 full page color ad in 2 issues of NSYNA quarterly magazine (\$1800 value)	✓	
1 full page color ad in 1 issue of NSYNA quarterly magazine (\$900 value)		✓
25% discount for additional advertising options available in the media kit	✓	✓

For more information on membership and media needs, please contact:

Ashleigh Roche, MBA

Membership & Communications Manager
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For more information on event and exhibit sales, please contact:

Alyssa Molinari

Events Manager
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