



2024 NYSNA Event Information

2024 Annual Conference Dates:

*October 24-26, 2024
Turning Stone Resort
Verona, NY*

2024 Regional Industry Seminar Dates:

*December 3, 2024: Long Island, NY
December 17, 2024: Albany, NY
December 18, 2024: Rochester, NY*

Plan Ahead

Future NYSNA Annual Conference Dates:

2025

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



AVAILABLE SPONSORSHIPS

Welcome Networking Event Co-Sponsors

\$3,000 (2 Available)

Welcome the SNIC attendees as we take a 2-hour boat cruise around beautiful Lake George! Greet the guests as you check them in for the boat ride. Provide a formal welcome on the cruise and provide a giveaway/memento of your choosing. One (1) Complimentary tabletop display at the networking lunch on Wednesday (for each sponsor).

Sponsored Drawing Session

\$1750 (1 Available)

Industry Sponsored 45-minute breakout session with a twist! Come showcase the newest trends and latest innovation in school food service while your content is crafted into a live illustration on Thursday morning. Besides the live component and excitement, the branded session illustration will end up mingled with other content- elevating the sponsored discussion and giving it sticking power. All to improve your brand presence...and NYSNA brings that session drawing to the annual conference for display!

Keynote Speaker Sponsor

\$1,500 (1 Available)

Opportunity to introduce our keynote speaker, Dan Guisti, on Wednesday afternoon. We will also provide special signage on all the tables. One (1) complimentary tabletop display at the networking lunch on Wednesday.

Bling Station

\$1,250 (1 Available)

Help our attendees win the badge decorating contest! Assist attendees as they create their own personalized badge for the event. Customized lanyards with the company name will be also be provided.

Networking BINGO Sponsor

\$1,000 (1 Available)

Maximize your brand exposure by sponsoring our Networking Bingo game. Logo placed on Bingo Game Card, provided to all attendees at registration. Pull winning bingo card at Closing General Session.

Innovative Solution Sessions

\$750 (2 Available)

Do you have an innovative solution that will solve a problem for our food service professionals? Industry Sponsored 45-minute breakout sessions will take place on Thursday morning. Come showcase the newest trends and latest innovation in school food service!

Brain Food Break

\$500 (1 Available)

Sponsor provides brain food items for the attendees to be displayed and enjoyed Wednesday afternoon at the general session. Special signage provided. Sponsor is allowed to meet and network with the attendees at the station.

Tabletop Display for Networking Event

\$300 (27 Available)

Show attendees that your company has the cutting-edge products/services that will take their school foodservice operations to the next level! Industry representatives from participating organizations can join operators for lunch and then showcase their products, meet and answer questions, obtain feedback about their product or service, and generate quality leads. Exhibitors will be provided with one (1) high top table with a linen in a designated space.

Notes about Tabletop Displays:

- To secure a tabletop display, registration as an Industry Partner is mandatory.
- This is not a traditional food show and cooking will not be allowed. SNIC is about marketing and networking. Any food items must be pre-packaged/sealed.
- Each organization is limited to one tabletop display. Please note that half table-tops are NOT available.
- The quantity is limited to the first 30 table-top spaces, allocated on a first-come, first-served basis.
- Additional badges will not be available for purchase alongside the tabletop display. All badges will be issued solely to registered Industry Partners attending SNIC.

2024 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 Digital Platform
- Two (2) complimentary exhibitor badges
- Connecting face-to-face with 500+ school nutrition professionals
- Company profile listed in the NYSNA conference digital floor-plan
- 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.

2024 Annual Conference

Hotel Info & Room Rate

Reservations:

Single/Double Rooms – Discounted Group Rate: \$185

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 | \$1,350

**On or before 8/1/2024*

**Not eligible for non-members*

Member Rate

10x8 Booth | \$1,550

**After 8/1/2024*

**Not eligible for non-members*

Non-Member Rate

10x8 Booth | \$1,800

**see page 6 for membership options*

Half Booths:

Early Bird Member Rate

Half Booth | \$950

**On or before 8/1/2024*

**Not eligible for non-members*

Member Rate

Half Booth | \$1,150

**After 8/1/2024*

**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.*

2024 Annual Conference Sponsorships

ALL SPONSORSHIPS INCLUDE:

- 2024 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 (4 available)

Co-Sponsor: Four (4) 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

\$3,000 (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 (2 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

2024 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 (4 available)

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

REGISTRATION KICK PLATE

\$1,000 (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 (10 available)

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

NETWORKING COFFEE SPONSOR

\$500 (2 available)

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

2024 Annual Conference Mobile Advertising



MOBILE ENGAGEMENT - NEW PLATFORM FOR 2024

Looking for top brand visibility?

The mobile advertising will be seen thousands of times by attendees!

Pricing and opportunities released this Spring.



2024 Annual Conference Industry Game Night



Thursday, October 24, 2024

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

Cost: \$500 per team.

**This is a fundraiser event for Industry scholarships.*

Additional Tickets:

Additional tickets can be purchased. Industry partners cannot purchase individual tickets without first purchasing a team.

New for 2024: Teams will be selected at random at the event!



2024 Regional Industry Seminars Dates & Booth Price

LONG ISLAND

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

Dates: December 3, 2024

Cost Per Table: \$400

Electric Cost: \$65 per single outlet

Additional Badges: \$25 each

two badges are included with purchase of booth

Member only events

ROCHESTER

DoubleTree Inn Rochester
1111 Jefferson Road
Rochester, NY 14623

Dates: December 18, 2024

Cost Per Table: \$350

Electric Cost: \$30 per single outlet

Additional Badges: \$25 each

two badges are included with purchase of booth

ALBANY

The Desmond Crowne Plaza
660 Albany Shaker Road
Albany, NY 12211

Dates: December 17, 2024

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: \$2,350/year
 Enhanced Corporate Member: \$650/year
 Standard Corporate Member: \$300/year

NYSNA Membership: April 1, 2024 - March 31, 2025

BENEFITS	5 STAR \$2,350	ENHANCED \$650	STANDARD \$300
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 (\$1800 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:

Addy Waldie, CMP

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