



NEW YORK
SCHOOL
NUTRITION
ASSOCIATION

2025 NYSNA EVENT INFORMATION

2025 Annual Conference Dates:

October 23-25, 2025
Buffalo Convention Center & Hyatt Regency
Buffalo, NY

2025 Regional Industry Seminar:

December 2: Long Island, NY
December 11: Albany, NY
December (TBD): Syracuse, NY

PLAN AHEAD

2026 NYSNA Annual Conference Dates:

April 28 - April 30, 2026
The Oncenter &
Marriott Downtown
Syracuse, NY

*Disclaimer: Dates, pricing & offerings are subject to change.
Information within is the estimate based on 2024 NYSNA events.*



AVAILABLE SPONSORSHIPS

SCHOOL NUTRITION INNOVATION CONFERENCE 2025



\$2,500
(4 AVAILABLE)

Welcome Networking Event Co-Sponsors

Be part of the excitement as we kick off the SNIC conference with a night of networking and mystery during our "Whodunit" event! As a co-sponsor, you'll greet guests as they check in and host a clue table to foster connections while adding to the intrigue. Each sponsor will receive one (1) complimentary Speed Networking Host slot at Wednesday's networking activity.

\$1,750
(1 AVAILABLE)

Direction Stickers Sponsor

Guide attendees while showcasing your brand! As the Direction Stickers Sponsor, your logo will be prominently featured on branded directional stickers placed throughout the event venue. This sponsorship ensures high visibility as you help attendees navigate the property with ease, leaving a lasting impression on everyone in attendance.

\$1,500
(1 AVAILABLE)

Accessibility Sponsor

Enhance the attendee experience by sponsoring the floor microphones used during our educational sessions. Your support ensures that all voices are heard, fostering meaningful discussions and engagement throughout the event. This sponsorship highlights your commitment to accessibility and inclusivity while providing great brand visibility.

\$1,250
(1 AVAILABLE)

Bling Station

Help attendees shine as they personalize their badges for the event and compete in the badge decorating contest! Assist attendees in creating unique, personalized badges while showcasing your brand with customized lanyards featuring your company name. Announce the winning badge during the Closing General Session.

\$1,000
(1 AVAILABLE)

Networking BINGO Sponsor

Maximize your brand exposure by sponsoring our popular Networking BINGO game! Your logo will be featured on the Bingo game cards, which will be provided to all attendees at registration. Draw the winning Bingo card during the Closing General Session.



AVAILABLE SPONSORSHIPS

SCHOOL NUTRITION INNOVATION CONFERENCE 2025

\$750
(2 AVAILABLE)

Lunch Co-Sponsors

Fuel attendees energy and productivity while making meaningful connections as a Lunch Co-Sponsor. Gain visibility as attendees gather to recharge during lunch and engage with them in a casual, approachable setting. As a Lunch Co-Sponsor, your company will be recognized in event materials and announcements, with branding opportunities in the lunch area such as signage or pre-approved product samples.

\$500
(1 AVAILABLE)

Brain Food Break

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

\$300
(20 AVAILABLE)

Speed Networking Host

Engage directly with school foodservice operators and share how your company's cutting-edge products and services can elevate their operations! As a Speed Networking Host, industry representatives will actively move between small groups (pods) of foodservice professionals, fostering meaningful conversations, answering questions, gathering valuable feedback, and generating quality leads.

This dynamic sponsorship opportunity ensures maximum visibility and connection opportunities without the need for a stationary table display. Each sponsor receives one (1) complimentary Speed Networking Host slot during the event, offering an excellent platform to promote your brand while making impactful connections with attendees.

Key Details for Speed Networking Hosts:

- **Registration Required:** You must be registered as an Industry Partner to secure your spot.
- **Event Focus:** This is not a food show. The focus is on innovation, marketing, and networking.
- **Movement-Based Format:** Sponsors will circulate throughout the room, interacting with all foodservice attendees rather than remaining at a stationary location.
- **Limited Availability:** Spaces are limited to the first 20 hosts, allocated on a first-come, first-served basis.



2025 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.
- 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 400+ school nutrition professionals
- 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.

EXHIBIT BOOTH FEES*

Standard Booths

	Early Bird Member Rate 10x8 Booth \$1,350 *On or before 8/1/2025 *Not eligible for non-members	Member Rate 10x8 Booth \$1,550 *After 8/1/2025 *Not eligible for non-members	Non-Member Rate 10x8 Booth \$1,800
	<i>*see page 9 for membership options</i>		

Half Booths

	Early Bird Member Rate Half Booth \$950 *On or before 8/1/2025 *Not eligible for non-members	Member Rate Half Booth \$1,150 *After 8/1/2025 *Not eligible for non-members
	<i>*ONLY members with a broker can qualify for a half booth</i>	

Exhibit Booth Add-ons*

Premium Booth Upgrade:
\$100

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

2025 Annual Conference Hotel Info & Room Rate

Reservations:

Single/Double Rooms – Discounted Group Rate: \$135

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



2025 ANNUAL CONFERENCE SPONSORSHIPS



ALL SPONSORSHIPS INCLUDE:

2025 Sponsor Pin • Sponsor Ribbon for name badge • Special Recognition at Industry Appreciation Dinner

\$5,000

(1 AVAILABLE)

Conference Banquet Sponsor

Two (2) complimentary tickets to the Saturday banquet. 5-minute speaking opportunity at Saturday banquet. Complimentary advertising in banquet program. Distribute drink tickets and greet guests during Happy Hour. Premium Booth Upgrade. One (1) complimentary conference bag insert.

\$3,500

(1 AVAILABLE)

Conference Bags

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

\$3,000

(1 AVAILABLE)

Awards Sponsor

5-minute speaking opportunity at Friday General Session. Verbal recognition at Friday and Saturday General Sessions. Signage on tables for Awards Ceremony during Saturday General Session.

\$3,000

(1 AVAILABLE)

Name badge/Lanyards

Customized lanyards with company name given to all conference attendees

\$3,000

(1 AVAILABLE)

Saturday Night After Party

Reserved area in one of the downtown locations. Special signage on tables. Work with HQ on event details. Special recognition during the Saturday night Conference Banquet to announce and invite attendees to the after party.

\$3,000

(1 AVAILABLE)

Friday Night Entertainment

Special signage displayed during Friday night entertainment. Two (2) complimentary tickets to the Friday Industry Appreciation Dinner. Verbal recognition during Friday Industry Appreciation Dinner. Signage displayed during Friday Industry Appreciation Dinner. Introduce Entertainment at function.

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\$3,000

(1 AVAILABLE)

Hotel Room Keycard

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

\$2,500

(3 AVAILABLE)

Lunch & Learn

Company will participate in Lunch & Learn experience during Saturday lunch. For more information contact HQ.

\$2,500

(3 AVAILABLE)

Friday Industry Appreciation Dinner

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

\$2,000

(1 AVAILABLE)

Breakfast After The Bell

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

(IN-KIND)

(1 AVAILABLE)

Refrigerator/Freezer Truck

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

\$1,750

(1 AVAILABLE)

Direction Stickers Sponsor

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\$1,500

(1 AVAILABLE)

Accessibility Sponsor

Enhance the attendee experience by sponsoring the floor microphones used during our educational sessions. Your support ensures that all voices are heard, fostering meaningful discussions and engagement throughout the event. This sponsorship highlights your commitment to accessibility and inclusivity while providing great brand visibility.

\$1,000

(1 AVAILABLE)

Hydration Station

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.

\$1,000

(2 AVAILABLE)

Recharge, Refresh, Relax Sponsor

Help attendees recharge, refresh, and relax by sponsoring this much-needed hospitality station on the show floor! As the official sponsor, your company will provide a dedicated space where attendees can take a break, enjoy light refreshments, and energize during the event. This sponsorship includes branding at the station, providing an opportunity for your company to be front and center in a high-traffic area. Your brand will be associated with comfort and rejuvenation, allowing you to make a positive impact on attendees while they take a moment to recharge.

\$1,000

(1 AVAILABLE)

Registration Welcome Gift

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

\$1,000

(4 AVAILABLE)

Breakout Workshop Speaker

Your company may provide a 60-minute breakout workshop on Saturday. Workshops are not guaranteed to be accepted



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\$1,000
(2 AVAILABLE)

Registration Kick Plate

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

\$750
(1 AVAILABLE)

Opening Bell Sponsor

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

\$500
(6 AVAILABLE)

Conference Bag Insert

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

\$500
(2 AVAILABLE)

Networking Coffee Sponsor

Co-sponsor: Signage will be displayed during the networking break on. 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 product.



2025 ANNUAL CONFERENCE

INDUSTRY GAME NIGHT



Trivia Night

Thursday, October 23, 2025

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

Cost: \$500 per team (One Industry Rep/attendee per team)

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

Additional Tickets: Additional IP tickets can be purchased for your team. Industry partners cannot purchase individual tickets without first purchasing a team.

Teams will be selected at random at the event!



2025 REGIONAL INDUSTRY SEMINARS

DATES & BOOTH PRICE

LONG ISLAND

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

Dates: December 2, 2025

Cost Per Table: \$425

Electric Cost: \$65 per single outlet

SYRACUSE

TBD
Syracuse, NY

Dates: December 2025

Cost Per Table: \$375

Electric Cost: \$65 per single outlet

ALBANY

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

Dates: December 11, 2025

Cost Per Table: \$375

Electric Cost: \$65 per single outlet

ALL RIS Locations

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

Member Only events

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MEMBERSHIP & CONTACT INFORMATION

NYSNA Industry Membership

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

NYSNA Membership: April 1, 2025 - March 31, 2026

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 Innovation Conference (SNIC) (<i>1 month in advance prior to public release</i>)	✓		
Priority registration for the School Nutrition Innovation Conference (SNIC) (<i>2 weeks in advance prior to public release</i>)	✓	✓	
1 full page color ad in 2 issues of NYSNA quarterly magazine (\$1800 value)	✓		
1 full page color ad in 1 issue of NYSNA 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:

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 Membership Engagement Coordinator
taryn@nyschoolnutrition.org

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

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 Events Manager
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