

# CONFERENCE SPONSORSHIPS

## BECOME A CONFERENCE SPONSOR

### CONSIDER A PARTNERSHIP!

Build table traffic and obtain more qualified leads for maximum ROI with options that drive attendees to your booth! Increase Brand Awareness with strategic logo and brand placement options. Pre-show promotion is easy because we provide an attendee mailing list free of charge - available to contracted NYSNA Trade Show exhibitors only.

NYSNA offers a broad range of sponsorship opportunities to choose from with multiple price points that allow every company to raise awareness, showcase their latest innovations and support school nutrition professionals. **Exhibiting at the conference is required.**

*Do you have an idea for a sponsorship? Contact [Addy Waldie](#) to create your own sponsorship option that is right for your company*



## LIST OF AVAILABLE SPONSORSHIPS:

### ALL SPONSORSHIPS INCLUDE:

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

**\$7,000** (1 AVAILABLE)

#### Fuel Up First Sponsor

- One (1) 30-minute breakfast session.
- One (1) breakfast session (60 minutes).
- Free premium booth upgrade.
- Up to three (3) complimentary tickets to Friday night dinner or Saturday night dinner.
- Signage on tables at Saturday Breakfast session.

**SOLD**

**\$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.

**SOLD**

**\$3,500** (1 AVAILABLE)

#### Conference Bags

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

**SOLD**

**THERE'S MORE ►**



**\$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**

Customized lanyard with company name given to all conference attendees

**\$3,000** (1 AVAILABLE)

**Saturday Night After Party**

Reserved area for 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.

**\$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 on the Hill**

Sponsor provides breakfast items to be displayed Saturday morning at General Session. 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**

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.

**THERE'S MORE** ▶



**\$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** (1 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. Includes a premium booth upgrade, placed next to the sponsor lounge.

**\$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

## 2025 ANNUAL CONFERENCE

### Digital Platform

#### MOBILE ENGAGEMENT

*Looking for top brand visibility?*

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

*Pricing and opportunities released this Spring.*

**\$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. Company may provide sample products to be displayed during the networking break.

