



**NYSNA 74TH ANNUAL CONFERENCE
BUFFALO, NY • OCTOBER 24-25, 2025**



**NEW YORK
SCHOOL
NUTRITION
ASSOCIATION**

2025

Exhibitor Prospectus

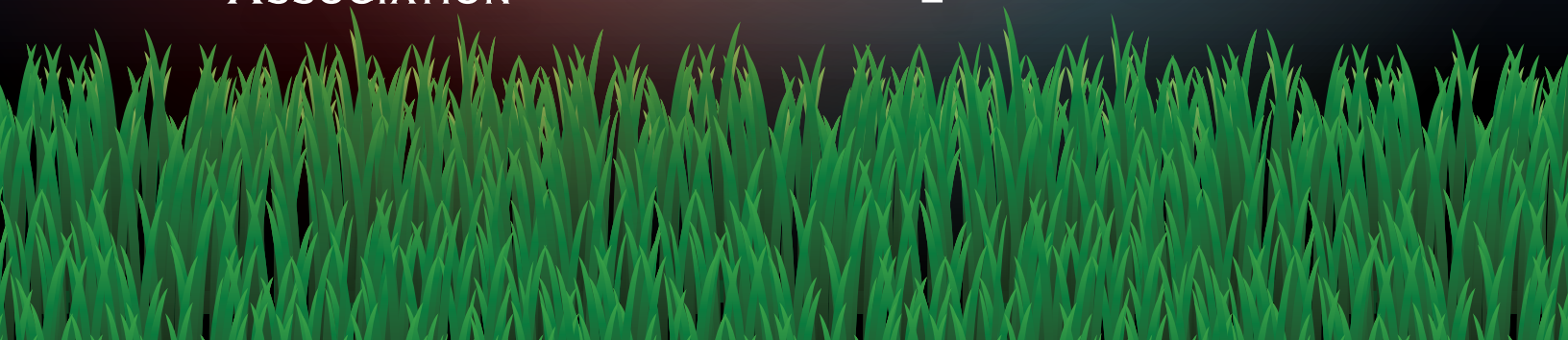


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NYSNA 74TH ANNUAL CONFERENCE
BUFFALO, NY • OCTOBER 24-25, 2025

WHY YOU SHOULD EXHIBIT



NYSNA's 74th Annual Conference is right around the corner and our 2025 conference committee has been working SO hard to make this conference another success!

There's so much in store for this conference we can't wait any longer to share with you! We are shuffling off to the heart of Buffalo to the Buffalo Convention Center in Buffalo, NY. Join hundreds of New York's finest school food service professionals at this exciting venue!

The NYSNA Annual Conference is a perfect time to reconnect in person and a great opportunity to explore what's new and what's hot in school nutrition.

We have a revamped conference schedule PLUS innovative new features, MULTIPLIED by all the amazing possibilities you've come to expect from conference to EQUAL the best return on investment for you and your school meal programs!

Bottom line: It's one of the most cost-effective ways for your company to generate visibility and profitable leads in New York state! Reserve your exhibit space today. Be front and center at the conference – it's a great investment!

Who are the Champions of School Nutrition? YOU!!



INFORMATION AT A GLANCE



Conference Date
October 24-25, 2025



Projected Attendance
400 School Nutrition Professionals



Conference Location:
Buffalo Convention Center
153 Franklin St,
Buffalo, NY 14202



Tradeshow Hours:
Friday, October 24, 2025:
12:30pm to 4:00pm



Projected Exhibitors
151 Booths



Booth Setup Dates & Times:
Thursday, October 23, 2025: 3:00pm to 6:00pm
Friday, October 24, 2025: 8:00am to 12:30pm



Conference Theme
Champions of School
Nutrition: **Together**
Everyone Achieves More



Deadlines
No Booth Application Will be Accepted After:
Wednesday, October 1, 2025
To be included in the conference digital platform,
ALL required materials must be submitted to
headquarters before **Wednesday, October 1, 2025**

Reserve Your Space Today!



Exhibitor Prospectus
2025 NYSNA Annual Conference

EXHIBITOR BOOTH PACKAGE BENEFITS

Package Includes:


- Standard 10' x 10' 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 **Must Pre-Order
- 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	Member Rate	Non-Member Rate
	10x8 Booth \$1,350 *On or before 8/1/2025 *Not eligible for non-members	10x8 Booth \$1,550 *After 8/1/2025 *Not eligible for non-members	10x8 Booth \$1,800

Half Booths

	Early Bird Member Rate	Member Rate
	Half Booth \$950 *On or before 8/1/2025 *Not eligible for non-members	Half Booth \$1,150 *After 8/1/2025 *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.

Contact Information:

Official Decorator

Mark Dries

Great Lakes Events (GLE)

100 Bickford Street, Rochester, NY 14606

585-458-2200 x267 | mdries@greatlakeevents.com

NYSNA Events Manager

Addy Waldie

21 Executive Park Drive, Clifton Park, NY 12065

518-446-9061 | addy@nyschoolnutrition.org

Ready to sign up
as an exhibitor?
Register **HERE!**

Please note when registering to use your Member Login to get discounted rate



Exhibitor Prospectus
2025 NYSNA Annual Conference

CONFERENCE HIGHLIGHTS

Exhibitor Schedule

Thursday, October 23, 2025

2:00pm – 6:00pm	Exhibitor Registration
3:00pm – 6:00pm	Exhibitor Move-in & Booth Setup
6:30pm – 8:30pm	Industry Game Night*



Friday, October 24, 2025

8:00am – 12:00pm	Exhibitor Booth Set-up & Registration
8:30am – 10:00am	NYSNA Townhall – All are welcome
10:30am – 12:15pm	General Session – State Agencies
12:30pm – 4:00pm	Exhibits
6:00pm – 9:00pm	Industry Appreciation Dinner**

Please Note:

*Access to game night must be purchased through the online registration.

**Meal tickets can be purchased through the online registration.

Saturday, October 25, 2025

7:45am – 8:45am	Fuel Up First Breakfast Program**
9:00am – 11:30pm	General Session – Awards & Keynote
11:45pm – 1:00pm	Lunch & Learn**
1:15pm – 2:15pm	Breakout Workshops
2:30pm – 3:30pm	Breakout Workshops
3:45pm – 4:45pm	Breakout Workshops
6:00pm – 8:00pm	Conference Banquet**



CONFERENCE HIGHLIGHTS

Scheduled Events



Industry Appreciation Dinner

Friday, October 24 - 6:00pm

Please join NYSNA as we thank the 2025 Annual Conference sponsors and exhibitors.



Conference Banquet

Saturday, October 25 - 6:00pm

The Conference Banquet is a very special event where we honor and say goodbye to our current President, and then welcome our incoming President & Board of Directors.



Beth Z

Every year we search for the best speakers to help you solve your toughest challenges, and you've told us that one of the biggest concerns these days is how to deal with the meteoric rise of AI tools and mind-blowing technology.

But we all know that some presentations about technology can be too lofty...or too technical...or too-let's face it-boring. So this year, we worked extra hard to secure the perfect speaker.

Meet **Beth Z, the Nerdy Best Friend** you never knew you needed. With a wit as quick as her Wi-Fi connection, Beth Z shares bite-sized practical tech tips that she guarantees you can use right away.

A Certified Professional Speaker who has spent the last decade sharing tips with hundreds of thousands of attendees and followers, Beth Z is about to become your go-to for all things nerdy. So, get your gadgets ready to take notes...and prepare to be entertained, educated, amused, and inspired.

Your Nerdy Best Friend has arrived.



Want to know more about what this year's keynote will be about? Watch the video to find out!



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CONFERENCE HIGHLIGHTS

Trivia Night



Trivia Night

Thursday, October 23, 2025

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

Cost: \$500 to host a 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!



MEET THE COMMITTEE

Conference Chair:

Katy Headwell, Shenendehowa Central Schools

Kim Abram, Hamburg CSD

Alex Clements, North Colonie Central Schools

Shakia Hall, Rocky Point UFSD

Jim LoForte, ACXION

Jeff Youker, PBAC



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 Bag Sponsor

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

SOLD

THERE'S MORE ►



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\$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 in 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 Ball

Sponsor provides breakfast items to be displayed Saturday morning at General Session. Special signage displayed. Sponsor will be allowed 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

\$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.

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.



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CONFERENCE FLOOR PLAN



[Click Here to view the online floorplan to see current available booths](#)

Once you have submitted your application/contract, please be ready with your booth preferences as Addy Waldie, CMP will email you to assign the space. Please see [Terms and Conditions](#) for further instructions.

PLEASE NOTE:

- Premium booths are shaded in gray and cost an additional \$100
- Booths are 10' wide and 10' deep unless otherwise noted



EXHIBITOR INFORMATION

- **CONTRACT ACCEPTANCE:** The Association reserves the right to exercise its sole discretion in acceptance or refusal of applications. If an application is not accepted by the Association, all paid fees will be returned to the applicant.
- **NOTICE:** 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.
- **CARPET:** Booth carpeting must be ordered DIRECTLY through Great Lakes Events (GLE). Order forms can be found in the exhibitor manual sent out by GLE approximately one to two months prior to the show. Contact NYSNA HQ for more information.
- **ELECTRIC:** Electrical supplies must be ordered DIRECTLY through Buffalo Convention Center (BNCC). Order forms can be found on the NYSNA Website.
- **KITCHEN ACCESS:** Access to the BNCC kitchen will be available day of expo for product cook off with oversight by BNCC chef. This includes the use of our coolers and freezers but note this will be shared space with the BNCC. Kitchen access must be requested on the booth application. If you are bringing your own equipment, please make sure you are ordering the correct amount of electric needed. Keep in mind - Exhibitors requiring more than 20 amps of power MUST RESERVE HIGH POWER with BNCC.

EXHIBITOR TIMELINE:

Reserve a conference sponsorship	<i>Before Completing Online Booth Application</i>
Kitchen Access Requirements: Kitchen access must be requested on the booth application	<i>Before Completing Online Booth Application</i>
Renew NYSNA corporate membership to receive the member booth rate.	<i>Before Completing Online Booth Application</i>
Read, understand and accept the Terms & Conditions .	<i>Before Completing Online Booth Application</i>
Complete online booth application/contract with payment through the website or sent to NYSNA HQ. <small>*Please note when registering to use your Member Log In to get discounted rate</small>	<i>Before August 1 (Early Bird Deadline) Before October 1 (Registration Closed)</i>
Connect with Addy Waldie, CMP regarding booth selection. Click here to see online floor plan and booth availability.	<i>As Soon as Booth Application is COMPLETED</i>
Order carpet through Great Lakes Events	<i>As Soon as Booth Application is COMPLETED</i>
Book hotel room	<i>Before October 1, 2025 by 5pm</i>
Send final required Materials for Conference Digital Platform. Submit to: jessica@nyschoolnutrition.org	<i>Before October 1, 2025</i>
Secure Industry Game Night Team	<i>Before October 1, 2025</i>
Order meal tickets (Friday Industry Appreciation Dinner &, Saturday Lunch & Learn, Saturday Conference Banquet)	<i>Before October 1, 2025</i>
Submit Certificate of Insurance naming NYSNA as additional insured. Submit to: addy@nyschoolnutrition.org	<i>Before October 1, 2025</i>
Submit final badges to addy@nyschoolnutrition.org	<i>Before October 1, 2025</i>
Submit Electric Order Form to Buffalo Convention Center	<i>Before October 7, 2025</i>
Ship sponsorship items to Buffalo Convention Center (conference bag inserts, door prizes, etc.)	<i>On October 13, 2025</i>

Please be sure to have the appropriate information specific to your service

For example: CN Information; Product Formulation Statement (PFS); SEPDS; Commodity Calculator; Ingredient and Nutritional Information; Product/Equipment Specs



HOTEL INFORMATION

Let Hyatt Regency Buffalo / Hotel and Conference Center be your destination in upstate New York for work or leisure travel. Take advantage of our hotel's design-forward rooms, on-site dining and wellness amenities. A stay at our downtown Buffalo locale puts you in walking distance to the waterfront, KeyBank Center and Shea's Buffalo Theatre, while also placing you a short drive from the spectacular Niagara Falls.

Reservations:

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

There is an additional fee of \$10.00 per person for more than 2 occupants per room. The maximum occupancy per room is 4 occupants. All reservations will require a one night's room deposit or valid credit card to guarantee the reservation.

Exhibitors will receive a link to book overnight rooms at the special conference rate AFTER REGISTERING



Hyatt Regency Downtown

2 Fountain Plaza, Buffalo, NY 14202

Check-in Time: 4:00pm

Check-out Time: 11:00am

SPACE IS LIMITED! Be sure to make your reservation as soon as you register for the conference. The cutoff date for the group rate is **October 1, 2025** or until room block is full.

Hotel reservations for the conference can also be made by call directly to the hotel at +1 716 856 1234. To ensure attendees receive the group rate, attendees should identify themselves as with the NY School Nutrition Association.

To modify your reservations: Please call Hyatt Regency Downtown accommodations at +1 716 856 1234.

Hotel Cancellation Policy:

Individuals can only cancel their room reservations online through the reservation link, up to 48 hours prior to arrival. Cancellations made after this time will result in a forfeiture of the deposit. Please contact [Addy Waldie, CMP](#) for assistance.

ADDITIONAL HOTEL OPTIONS WITHIN WALKING DISTANCE TO THE CONVENTION CENTER

Hotel at The Lafayette

391 Washington St, Buffalo, NY
Phone: (716) 853-1505

Hilton Garden Inn Buffalo Downtown

10 Lafayette Square, Buffalo, NY
Phone: (716) 848-1000

Curtiss Hotel

210 Franklin St, Buffalo, NY
Phone: (716) 954-4900

Embassy Suites by Hilton Buffalo

200 Delaware Ave, Buffalo, NY
Phone: (716) 842-1000

The Westin Buffalo

250 Delaware Ave, Buffalo, NY
Phone: (716) 854-9000

Hampton Inn & Suites Buffalo Downtown

220 Delaware Ave, Buffalo, NY
Phone: (716) 855-2223



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 (1 month in advance <i>prior to public release</i>)	✓		
Priority booth selection & additional sponsorship opportunities at annual conference (2 weeks in advance <i>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) (1 month in advance <i>prior to public release</i>)	✓		
Priority registration for the School Nutrition Innovation Conference (SNIC) (2 weeks in advance <i>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:

Taryn Connors

Membership Engagement Coordinator

taryn@nyschoolnutrition.org

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

Addy Waldie, CMP

Events Manager

addy@nyschoolnutrition.org



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2025 NYSNA Annual Conference

ADDITIONAL NYSNA INFORMATION



ADVERTISING AVAILABLE

Fresh Bites Advertising

Fresh Bites is NYSNA's quarterly e-publication distributed to the public

FUN FACTS ABOUT FRESH BITES:

- Fresh Bites is an Award Winning Publication
- Fresh Bites listed as one of members' all-time FAVORITE benefits
- Issues posted and archived in member portal of website
- Advertising in publication is also a member's only benefit
- Articles and content written and supplied by members around state

Website Advertising Options

Advertising on the NYSNA website is a great way to reach member and non-member visitors!

NYSNA's official website is the hub members visit to connect with one another, find out about upcoming events, professional development opportunities, and so much more. Advertising on nyschoolnutrition.org offers cost-effective advertising opportunities to position your company as a leader in front of an influential group of school nutrition professionals.

FUN FACTS ABOUT NYSNA WEBSITE:

- ALL event registrations are now online
- ALL membership renewals are now online
- ALL new members must sign up online

For more information, please contact Jess Cogswell
at jessica@nyschoolnutrition.org

PLAN AHEAD

2026 NYSNA Annual

Conference Dates:

April 28 - April 30, 2026

The Oncenter &

Marriott Downtown

Syracuse, NY

2025 Regional Industry Seminar:

December 2: Long Island, NY

December 9: Rochester, NY

December 11: Albany, NY



21 Executive Park Drive,
Clifton Park, NY 12065
518-446-9061



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