



HOW TO NAVIGATE NYSNA'S **REGIONAL INDUSTRY SEMINARS**

1

BEFORE YOU WALK THE FLOOR: CONSIDER THESE THOUGHTS

- What would make today feel like a successful day?
- What are the 2-3 questions you need answered by the end of the event?

2

HOW TO PREPARE TO NAVIGATE THE FLOOR

- **Where should I start?**
 - Consider going against traffic, taking a route for a productive path, viewing the show floor prior to the event (floor map available at registration), identifying what food product you would like to see first, and even spreading out on your own with colleagues to cover more vendors
- **Are you comparing products, or solving a problem?**
 - After reviewing vendors, highlight those that could answer your biggest questions
- **Are you taking notes on what matters?**
 - Are you capturing the information that matters most, or simply collecting materials? Take notes as you go and identify who you want to follow up with for a deeper conversation.

3

SUGGESTED QUESTIONS TO ASK VENDORS

- "Are there any success stories with your product in schools?"
- "What does this make easier for my staff?"
- "How versatile is this product?"
- "Where are your products currently distributed?"
- Don't stop at "How much does it cost?" Dig into why the product may be a good fit, how it works in your program, and what value it offers.

4

QUESTIONS TO ASK YOURSELF BEFORE MOVING FORWARD

- Did this solve a real problem?
- Would my staff actually use it?
- Does it make our day easier or harder?

Thank you for your support of NYSNA!

