

"ANC is the place to be for finding everything you need to enhance your operation—from exciting and healthy products to sample in the Exhibit Hall to informative education sessions and valuable networking opportunities. It is definitely a "can't-miss" opportunity. See you in Philly!"



The School Nutrition Event of the Year!

Mark Truax, SNS
Director of Food and
Nutrition Services
DC Public Schools
Washington, DC



700 S. Washington St.
Suite 300
Alexandria, VA 22314
800.877.8822
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62nd Annual National Conference
The School Nutrition Event of the Year!



EXHIBITOR PROSPECTUS

Pennsylvania Convention Center

July 20-23, 2008



SNA'S ANNUAL NATIONAL CONFERENCE 2008

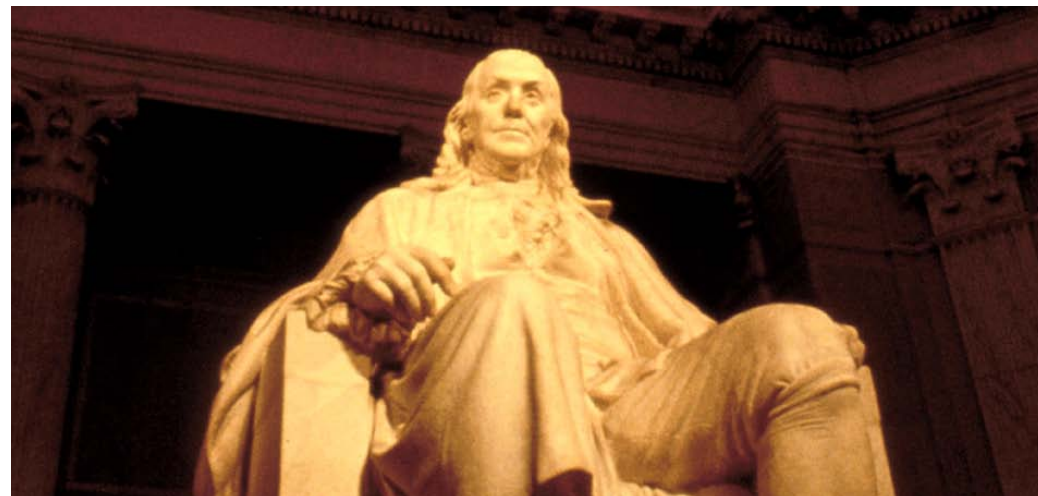
*Take advantage of a captive audience
at the school nutrition event of the year!*

Hundreds of school nutrition professionals from across the country will meet in Philadelphia, July 20-23, 2008, for a first look at the newest and best products in child nutrition. For these decision makers, the School Nutrition Association's Annual National Conference (ANC) is the event of the year for finding the innovative solutions to their diverse purchasing needs.

As an exhibitor, you will have the opportunity to strengthen relationships with some of your most important customers—those who can boost your profits and help you take your company's success to the next level!

Why Exhibit at ANC?

- ANC brings together 6,800+ attendees and is the world's leading and most substantive meeting of its kind in the nation for the school foodservice industry.
- More than 70% of attendees are authorized to purchase or give final approval on purchase decisions at ANC.
- Target the school market—55+ million children enrolled in all schools K-12; 4.7 billion lunches and 1.6 billion breakfasts served each year.
- ANC is an opportunity to show your product firsthand. Make sure your products are their choices.
- Gain knowledge on current trends and market changes that will enable you to better serve the needs of your school nutrition clients.



PHOTOS: PHILADELPHIA CONVENTION & VISITORS BUREAU AND SCHOOL NUTRITION ASSOCIATION

Future ANC Dates

ANC 2009 Las Vegas, NV	June 29-July 2
ANC 2010 Dallas, TX	July 11-14
ANC 2011 Nashville, TN	July 10-13
ANC 2012 Denver, CO	July 15-18
ANC 2013 Kansas City, MO	July 14-17



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THE EXHIBIT HALL

- Features more than 800 exhibit spaces, over 240,000 gross square feet and over 400 companies.
- The ANC Exhibit Hall, considered the biggest and best in school nutrition, consistently has been cited in post-conference interviews and evaluations as one of the most valuable elements of the annual conference.
- Exhibit hours and education sessions are not concurrent—maximizing the opportunity for members to visit industry in the Exhibit Hall.

EXHIBIT HALL HOURS

- Monday, July 21; 10:00 am-2:00 pm
- Tuesday, July 22; 9:30 am-11:00 am*
- Tuesday, July 22; 11:00 am-2:00 pm
- Wednesday, July 23; 10:00 am-2:00 pm

*This exclusive, non-competitive Exhibit Hall time is for Directors only.

EXHIBITOR BENEFITS

- Five free full meeting registrations for each 10'x10' booth (over a \$3,000 value).
- Company profile listed in the *ANC Program Guide*.
- Early notification of hotels, guest rooms, suite accommodations, meeting space and hospitality options.
- Admissions to more than 90 accredited educational sessions and four general sessions.
- Networking opportunities.

“It is advantageous to have all of the latest school nutrition products in one location to evaluate and improve your program. And the exhibitors make it exciting and fun with the various themes and entertainment.”

**Mary Owens, SNS
Coordinator of Operations
Jefferson County Public Schools
Louisville, KY**



EXHIBIT BOOTH FEES

EARLY BIRD BOOTH SIGN UP

Contracts received on or before October 31, 2007 will receive the following rates:

■ Corporate Industry Member Rate:

In Line Booth: \$2,100

Corner Booth: \$2,300

■ Non-Member Rate:

In Line Booth: \$2,800

Corner Booth: \$3,000

REGULAR BOOTH SIGN UP

Contracts received after October 31, 2007 will receive the following rates:

■ Corporate Industry Member Rate:

In Line Booth: \$2,310

Corner Booth: \$2,530

■ Non-Member Rate:

In Line Booth: \$3,080

Corner Booth: \$3,300

MEAL FACTS

School Breakfast Program (SBP)

■ 9.7 million children
served daily
(USDA FY2006)

■ 1.6 billion breakfasts
served annually
(USDA FY2006)

■ School Breakfast Programs are growing—
last year 2,300 more
schools instituted a SBP
(FRAC)



EXHIBIT SERVICE MANUAL

All contracted exhibitors will receive an Exhibitor Service Manual in CD-ROM disc format. This easy-to-follow CD-ROM is packed with all the details you will need to set up your exhibit. The Manual will be mailed only to exhibitors in good standing whose balance is paid in full.

SNA CONTACTS

EXHIBITS

Crystal Harper, Exhibits Management Specialist
(703) 739-3900, ext. 140
charper@schoolnutrition.org

MEETINGS & EXHIBITS

Cheryl Thompson, Director of Meetings
(703) 739-3900, ext. 130
cthompson@schoolnutrition.org

For more information on SNA, membership, exhibiting, CN Marketplace and our other annual meetings, visit www.schoolnutrition.org.

CONFERENCE LOCATION AND THEME

Pennsylvania Convention Center
1101 Arch Street
Philadelphia, PA 19107
(215) 418-4700
www.paconvention.com

SNA 2008 Annual National Conference

PHILLY

the school nutrition event of the year!

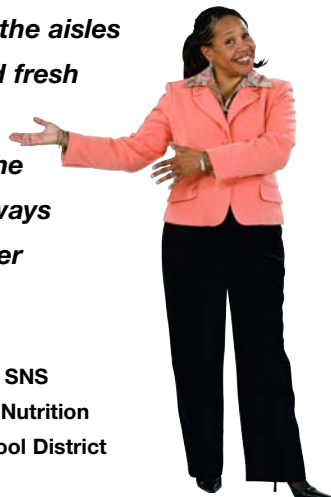
ANC 2008 Philadelphia

“The School Nutrition Event of the Year”

To receive the Philly logo, download it from the SNA website, www.schoolnutrition.org

“The ANC Exhibit Hall is always an exciting adventure. I explore the aisles to find new and fresh ideas to add to my program. The vendors are always willing to answer questions.”

Willie Pearl Gentry, SNS
Director of Food & Nutrition
Peoria Unified School District
Glendale, AZ



INDUSTRY MARKETING OPPORTUNITIES

SNA offers industry members with a variety of brand-building opportunities, which provide increased exposure to all attendees.

SPONSORSHIP OPPORTUNITIES:

- Education Session Tracks
- General Session Speakers
- Final Event
- CyberStop Internet Café
- Dance Heads™ booth
- Exhibit Hall lounges
- Conference Executive Summaries
- Tote bags
- GEM Sponsorships of varying levels
- Culinary Demos
- Shuttle Busing
- Lanyards
- Star Club Breakfast
- Badgeholders
- Others

For more information about sponsorships, contact Julie Curtis, Development Manager, at (703) 739-3900, ext. 145; jcurtis@schoolnutrition.org.

MEAL FACTS

National School Lunch Program (NSLP)

- Approximately 95% of all U.S. schools participate in the NSLP (FRAC)
- 82.9% of schools that participate in the NSLP also participate in the SBP (FRAC)



MARKET YOUR MESSAGE WITH IMPACT!

Advertising through a combination of SNA print and other media is a smart investment and can play an important role in your promotion strategy.

ANC 2008 ADVERTISING

Attain a high level of visibility by taking advantage of opportunities to advertise in SNA's flagship publication *School Foodservice & Nutrition* and the *ANC Program Guide*. For more detailed information about these publications, special conference distribution and combo rates, please contact Martin Tubridy, (203) 222-7004; mtubridy@optonline.net (East coast) or Barbara Boyce, (303) 337-6854; bboyce@rmi.net (Midwest and West coast).

ANC ATTENDEE LIST RENTAL

SNA's ANC pre-registered attendee list is made available approximately 6-8 weeks before ANC and is a great way to reach your conference audience. Mail them a postcard or flyer encouraging them to visit your booth. Patrons, members and non-members who wish to take advantage of SNA's list rental service should contact Infocus at (800) 708-5478.

CULINARY DEMO

Culinary Demonstrations provide an opportunity to showcase your latest food products, recipes, equipment, techniques, nutrition and food presentation skills, and offer ways to enhance school meals and increase participation. These popular demos take place in the Exhibit Hall.

NEW PRODUCT SHOWCASE

The New Product Showcase is a one-of-a-kind display of new products, services or equipment strategically located outside the Exhibit Hall in a high traffic area. The New Product Showcase is a quick and effective way to introduce and promote your product to the 6,800+ ANC attendees. You must be exhibiting at ANC 2008 in order to participate in the New Product Showcase.

To participate in the New Products Showcase and/or Culinary Demonstrations, contact Crystal Harper, SNA's Exhibits Management Specialist, at (703) 739-3900, ext. 140, or charper@schoolnutrition.org.

"ANC is the best opportunity to learn about the newest, hottest and most innovative products available on the school nutrition market."

**Karen Johnson, SNS
Foodservice Director
Yuma Elementary District
Yuma, AZ**



BOOTH SPACE APPLICATION AND RULES

Please complete the enclosed Exhibit Space Contract and return it along with payment to the SNA Headquarters. All exhibitors are entitled to the Early Bird Rate by sending their applications on or before October 31, 2007. A 50% partially refundable deposit must accompany your contract to secure your booth. If full payment is not received by December 31, 2007, it will result in the release of your reserved booth space for general sale and forfeiture of deposit. Booths may be canceled and/or decreased until January 31, 2008, with a refund of 75% of the total booth payment. No refunds will be issued after January 31, 2008.

ADDITIONAL SERVICES

The price of the booth rental does not include storage, placement, shipment or reshipment of exhibit materials, special lighting, booth furnishings, tables, chairs, electrical supplies, carpet, individual booth cleaning or any other special service ordered by the exhibitor.

HOSPITALITY SUITES, MEETING SPACE AND ENTERTAINMENT

SNA must approve all hospitality suites, meetings and/or events sponsored by exhibitors. No function may be scheduled to compete with conference hours. E-mail meetings@schoolnutrition.org or visit our website and complete the meeting space request form at www.schoolnutrition.org.

PRIORITY POINT SYSTEM

The Priority Point System is used to determine the order in which exhibitors sign up for the next year's booth space. These points are determined by advertising dollars, sponsorship dollars, number of years exhibiting (and consecutive years), membership and other factors. For more information on the Priority Point System, contact Crystal Harper, Exhibits Management Specialist at (703) 739-3900, ext. 140 or e-mail at charper@schoolnutrition.org.

MEAL FACTS

National School Lunch Program

- 30.1 million children served daily
(USDA FY2006)
- Over 5 billion lunches served annually
(USDA FY2006)



EXHIBITOR PRODUCT CATEGORIES

The Exhibitor Guide is an integral section of the *ANC Program Guide*, which is provided to each attendee at the conference. Attendees customarily save this program for future reference. To ensure that your organization's name and description will keep working for you in the year to come, please provide us with the appropriate information. The "Program Description" form can be found on SNA's website, www.schoolnutrition.org, and should be submitted no later than March 31, 2008.

LIST OF EXHIBITOR PRODUCT CATEGORIES

Grains

Breads/Related Products, Cereals, Pasta, Rice

Fruits/Vegetables

Canned/Dehydrated, Fresh, Frozen, Juices

Dairy

Cheese, Ice Cream, Milk, Yogurt

Protein

Beef, Eggs, Fish/Seafood, Nuts and Beans, Pork, Poultry, Soy Products, Vegetable Protein

Processed/Packaged Foods

Chinese, Italian, Mexican, Pizza, Sandwiches, Soups, Miscellaneous

Desserts/Snacks/A la carte

A la carte, Beverages/Water, Cookies/Cakes, Crackers, Puddings/Desserts, Snack Foods



"The Exhibit Hall is where the rubber meets the road. It is filled with opportunities to see new, exciting and innovative products, and allows you to get hands on experience through taste and sight before making a purchase decision."

Mary A. Hill, SNS
2007-08 SNA President
Director of Food Services
Jackson Public Schools
Jackson, MS

LIST OF EXHIBITOR PRODUCT CATEGORIES (cont'd.)

Ingredients & Extras

Baking Ingredients, Dressings/Condiments, Gravies/Sauces/Bases, Spices/Seasonings/Herbs, Sweeteners

Large Equipment

Disposers/Waste Handling Systems, Fryers, Kiosks/Bars/Servers/Dispensers, Ovens/Warmers/Broilers, Refrigerators/Freezers, Steam Cooking Equipment, Storage/Shelving, Tables/Furniture, Transport Cabinets/Carriers, Warewashing, Vending Machines, Miscellaneous

Small Equipment

Blenders/Mixers/Food Processors/Toasters, Cash Registers, Cookware, Cutlery/Servingware/ Choppers/Openers, Menu Boards/Signage, Scales/Timers/Thermometers, Miscellaneous

Technology

Computer Hardware, Computer Software, Registers, Web Services/Suppliers

Miscellaneous

Supplies, Cleaning Products/Cloths/Mops/Brooms, Disposable Serveware/Packaging & Labeling/Paper Products, Trays/Utensils/Flatware/Tableware, Uniforms/Aprons/Gloves

Information & Resources

Consultants, Commodity/Grower Groups, Marketing/Promotional Materials, Nutrition Education, Staff Training, Miscellaneous

FAST FACTS

In the 2006 ANC Attendee Survey, the Exhibit Hall was rated as excellent/very good by a majority of those who completed the survey.

EXCELLENT/VERY GOOD

86%

GOOD

13%

FAIR

1%

