



NYSNA 71st ANNUAL CONFERENCE

# PORTRAITS OF SUCCESS

#EVERYDAYESSENTIAL



NEW YORK  
**S**CHOOL  
**N**UTRITION  
**A**SSOCIATION

2022

## Exhibitor Prospectus

OCTOBER 21-22, 2022 ✦ VERONA, NEW YORK

Turning Stone Resort





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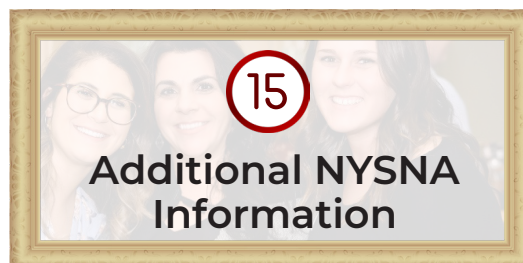
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# Why You Should Exhibit



## **The rumors are true – NYSNA's Annual Conference is BACK... and better than EVER!!**

Can you believe it has been three years? You know what we're talking about... *It has been three years since NYSNA had a "normal" in-person Annual Conference.* But we are back! NYSNA's 71<sup>st</sup> Annual Conference is right around the corner and our 2022 conference committee has been working SO hard to make this the **BEST WELCOME BACK BASH!!**



There's so much in store for this conference we can't wait any longer to share with you! We are returning to the heart of the state for the **SECOND** time at **Turning Stone Resort** in **Verona, NY**. Join hundreds of New York's finest school food service professionals at this exciting venue! A perfect time to reconnect in-person and the 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! **You DO NOT want to miss this... and yes, it was worth the wait!**

## Information at a glance



**Conference Date**  
October 21-22, 2022



**Projected Attendance**  
500 School Nutrition Professionals



**Conference Location:**  
**Turning Stone Resort**  
5218 Patrick Road  
Verona, NY 13478



**Tradeshow Hours:**  
Friday, October 21, 2022:  
12:30pm to 4:30pm



**Projected Exhibitors**  
144 Booths



**Booth Setup Dates & Times:**  
Thursday, October 20, 2022: 3:00pm to 6:00pm  
Friday, October 21, 2022: 8:00am to 12:30pm



**Conference Theme**  
Portraits of Success:  
#EverydayEssential



**Deadlines**  
**No Booth Application Will be Accepted After:  
Saturday, October 1, 2022**  
To be included in the conference mobile app,  
ALL required materials must be submitted to  
headquarters before **Saturday, October 1, 2022**

*Reserve Your Space Today!*





# Exhibitor Booth Package Benefits



As a NYSNA Exhibitor, you will enjoy exceptional brand exposure through unique opportunities to showcase new products and solutions and gain direct customer feedback.

## Package Includes:

- Standard 10' x 8' draped booth setup with 5' high back wall drape and 3' high side draped partition. Booths on the two outside walls will have an 8' high back wall drape.
- One 6' and one 8' skirted table with two folding chairs and one waste basket.
- Admittance to NYSNA's Educational Workshops
- One Booth Identification Sign
- Use of refrigerated/freezer truck
- Complimentary Ice - **MUST PRE-ORDER**
- Complimentary Commodity Processor sign (if applicable)
- Complimentary NY Incentive Program sign (if applicable)
- Exhibitor Listing in Conference Mobile App
- Two (2) complimentary exhibitor badges
- Connecting face-to-face with 500+ school nutrition professionals
- Company profile listed in the NYSNA conference mobile app
- Access to accredited educational sessions and two general sessions
- Opportunities to earn CEUs toward your SNA certificate or SNS credential

## Please Note:

**\*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 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 Great Lakes Events. Order forms can be found on the NYSNA Website.

Exhibitors ARE NOT allowed in Turning Stone Resort's banquet kitchen. A chef from Turning Stone will be in charge of warming food items. Please indicate that you will need food warmed on your registration form.

**NYSNA 2022  
Conference Exhibit  
Booth Fees\***

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**Standard Booths:**

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**Early Bird Member Rate**  
10x8 Booth | \$1,300  
*\*On or before 8/1/2022*  
*\*Not eligible for non-members*

**Member Rate**  
10x8 Booth | \$1,500  
*\*After 8/1/2022*  
*\*Not eligible for non-members*

**Non-Member Rate**  
10x8 Booth | \$1,750

## Contact Information:

### Official Decorator

**Mark Dries**

Great Lakes Events (GLE)

100 Bickford Street, Rochester, NY 14606

585-458-2200 x267 | [mdries@greatlakeevents.com](mailto:mdries@greatlakeevents.com)

### NYSNA Events Manager

**Alyssa Molinari**

21 Executive Park Drive, Clifton Park, NY 12065

518-446-9061 | [alyssa@nyschoolnutrition.org](mailto:alyssa@nyschoolnutrition.org)

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

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



# Conference Highlights

## Exhibitor Schedule

### Thursday, October 20, 2022

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

### Friday, October 21, 2022

8:00am – 12:30pm	Exhibitor Booth Set-up & Registration
10:30am – 12:30pm	General Session
12:30pm – 4:30pm	Exhibits
4:45pm – 5:15pm	Breakout Workshops
6:00pm – 7:00pm	Industry Appreciation Dinner & Awards**
7:00pm – 9:00pm	Friday Night Entertainment

### Saturday, October 22, 2022

8:30am – 9:00am	Breakout Workshops
9:30am – 11:30am	General Session – Awards & Keynote
11:30am – 12:00pm	Networking Break
12:00pm – 1:30pm	Lunch & Learn**
1:45pm – 2:15pm	Innovative Solution Sessions
2:30pm – 3:00pm	Innovative Solution Sessions
3:00pm – 3:45pm	Networking Lab
3:45pm – 4:15pm	Innovative Solution Sessions
4:30pm – 5:00pm	Innovative Solution Sessions
6:00pm	Conference Banquet**



#### Please Note:

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

\*\*Meal tickets can be purchased through the online registration. All meal tickets will be printed on name badges.



# Conference Highlights

## Scheduled Events



### *Industry Appreciation Dinner & Awards*

**Friday, October 21 - 6:00pm**

Please join NYSNA as we thank the 2022 Annual Conference sponsors and exhibitors.



### *Friday Night Entertainment:*

**Friday, October 21 - 7:00pm**

Back by popular demand!  
Dueling Pianos, presented  
by Shake, Rattle & Roll!

*Immediately following the Industry  
Appreciation Dinner & Awards*

### *2022 Conference Keynote Speakers:*

#### **ATTENTION TOP CHEF FANS!**

This year's conference keynote is going to be nothing you have seen before at a NYSNA Conference!

Two Top Chef (Season 18) contestants, Avishar Barua and Chris Viaud will be put in the spotlight for a candid discussion about ways to enhance school food service.



#### **Christopher Viaud**

***Chef/Owner,**  
[Greenleaf Milford](#) & [Ansanm Milford](#)*



#### **Avishar Barua**

***Executive Chef & General Manager,**  
[Service Bar Columbus](#)*

#### **Saturday Lunch & Learn:**

That's not all folks! Avishar and Chris will not only be your conference keynote speakers... they will also be competing head-to-head in a Quickfire Challenge to see who is NYSNA's top chef!

*Watch Avishar and Chris in Action!  
Check out Top Chef Season 18 Quickfire [Here!](#)*



**Saturday, October 22 - 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.

As everyone already knows, NYSNA's Annual Conference was canceled in 2020 and 2021 due to the pandemic.

Canceling these events not only stopped us from being together in-person but also prevented us from honoring two of our Presidents – **Mark Bordeau (2019-20)** and **Susan Bell (2020-21)**.

Our current President, **Donna Riviello** has asked to share her special night at this year's Annual Conference with Mark and Sue, so that they finally have the opportunity for a proper send-off.



# Conference Highlights Games & Raffles

## Industry Game Night Presents:

### TRIVIA NIGHT

**Thursday, October 20, 2022**  
**Event begins at 6:30pm**

**PLEASE SIGN UP BY:**  
**OCTOBER 1, 2022**

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

**Cost:** \$500 per five-person team.  
*\*This is a fundraiser event for Industry scholarships.*

**Includes:** 5 tickets to event which includes dinner & trivia.  
*\*Additional tickets can be purchased for your team. Industry partners cannot purchase individual tickets without first purchasing a team.*

## PLEASE NOTE:

**You are responsible for completing your team.**

*NYSNA will not assign your team members. A list of attendees interested in participating in game night will be emailed out to industry partners. Please work with directly with local representatives to fill your team.*

*Remember, you will receive 5 tickets total - including the Industry Representative!*

**The fun is yours to plan! Name your team, wear team shirts, etc.**

*NYSNA Presents:*



**BASKET  
RAFFLE**

**Saturday, October 22, 2022**

***NYSNA will again be hosting  
a BASKET RAFFLE!***

*We would love to have you participate, create a showpiece, or show your pride in New York State! Industry, Chapters and school districts – we would love to have all participate!*

*Be it color, size or shape;  
let your minds wander.*

## INSTRUCTIONS

*Drop off your basket at the registration booth at the Turning Stone Resort Event Center Atrium, **Friday (all day)** or **Saturday morning before 9:00 am.***

*Please be sure to attach the **Basket Raffle Registration Form** and a business card. Thank you for your support!*

*All Proceeds will be going to 2023 SNA Annual National Conference (ANC) Registration Awards!*



# Conference Sponsorships



## BECOME A CONFERENCE SPONSOR

### WHAT IS YOUR MARKETING GOAL?

The key to success at any trade show is early and often pre-show promotion of your company's participation. How else will your clients and prospects know where to find you?

### 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.**

Use our hashtag - **#EverydayEssential** - and share event details on your social media outlets. Invite clients and colleagues to the show via Facebook, Instagram, Twitter and LinkedIn!

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

### ALL SPONSORSHIPS INCLUDE:

- Logo to Appear in Conference Mobile App
- 2022 Sponsor Pin
- Sponsor Ribbon for name badge
- Special Recognition at Industry Appreciation Dinner & Awards Night



## LIST OF AVAILABLE SPONSORSHIPS:

### LUNCH & LEARN SPONSOR

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

Three (3) complimentary tickets to Saturday luncheon. Company will have the option to emcee the Saturday luncheon. Signage on tables at Saturday luncheon. Provide speaker of choice for one (1) Saturday breakout workshop. Complimentary premium booth upgrade. Complimentary banner ad in conference mobile app.



### CONFERENCE BANQUET SPONSOR

**\$5,000 (2 available)**

Co-Sponsor: Two (2) complimentary tickets to Saturday banquet (per sponsor). 5-minute speaking opportunity at Saturday banquet. Complimentary advertising in banquet program. Complimentary Premium Booth Upgrade. Complimentary banner ad in conference mobile app.

*There's More ►*





## LIST OF AVAILABLE SPONSORSHIPS (Continued):

### HAPPY HOUR ON THE SHOW FLOOR

**\$4,500 (1 available)**

90 minute happy hour on the exhibit show floor. Special recognition during exhibits to announce happy hour. Company may provide the cups with company logo. Work with HQ to choose specialty drink. Company may provide customized t-shirts for banquet staff to wear while serving.

**SOLD OUT**

### FRIDAY INDUSTRY APPRECIATION DINNER & AWARDS

**\$2,500 (2 available)**

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

**SOLD OUT**

### CONFERENCE BAGS

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

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

**SOLD OUT**

### BREAKFAST AFTER THE BELT

**\$2,000 (1 available)**

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

**SOLD OUT**

### NAME BADGE / LANYARDS

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

Customized lanyards with company name given to all conference attendees.

**SOLD OUT**

### HOTEL ROOM KEYCARD

**\$2,000 (1 available)**

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

**SOLD OUT**

### AWARDS SPONSOR

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

5 minute speaking opportunity at Friday General Session. Two (2) complimentary ticket to the Friday Industry Appreciation Dinner & Awards. Verbal recognition at Friday Industry Appreciation Dinner & Awards and the Saturday General Session. Signage on tables for Awards Ceremony during Saturday General Session. One (1) complimentary conference bag insert.

**SOLD OUT**

### FRIDAY NIGHT ENTERTAINMENT

**\$1,250 (2 available)**

Co-Sponsor: Special signage displayed during Friday night entertainment. One (1) complimentary ticket to the Friday Industry Appreciation Dinner & Awards (per sponsor).

**SOLD OUT**

### SATURDAY KEYNOTE SPEAKER

**\$2,500 (1 available)**

Opportunity to introduce the keynote session at the Saturday General Session. Signage on tables during Saturday General Session.

### REFRIGERATOR/FREEZER TRUCK

**(In-Kind) (1 available)**

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

### HYDRATION STATION

**\$1,000 (1 available)**

Company provides customized water bottles with conference logo. Company rep may stay at station to hand out to attendees on Friday & Saturday during registration hours.

**SOLD OUT**

There's More ►



## LIST OF AVAILABLE SPONSORSHIPS (Continued):

### REGISTRATION WELCOME GIFT

**\$1,000 (1 available)**

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

**SOLD OUT**

### DOOR "PRIZE" SPONSOR

**\$750 (1 available)**

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

**SOLD OUT**

### BREAKOUT WORKSHOP SPEAKER

**\$1,000 (10 available)**

Your company may provide a 30-minute breakout workshop on Saturday. \*Workshops are not guaranteed to be accepted.

**SOLD OUT**

### BREAKFAST AFTER THE BALL CART

**\$500 (1 available)**

Sponsor provides breakfast cart to be displayed Friday and Saturday morning at General Sessions. Special signage displayed. Sponsor will be allowed to meet and network with attendees at the BATB setup.

**SOLD OUT**

### REGISTRATION KICK PLATE

**\$750 (2 available)**

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

**SOLD OUT**

### CONFERENCE BAG INSERT

**\$500 (6 available)**

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

**SOLD OUT**

### CHAMPAGNE TOAST

**\$750 (1 available)**

Company representative will have the opportunity to make a toast at the conference banquet.

**SOLD OUT**

### NETWORKING COFFEE BREAK

**\$500 (2 available)**

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

## MOBILE APP ADVERTISING OPTIONS

### MOBILE APP SPLASH PAGE

**\$1,000 (1 available)**

Looking for top brand visibility? The mobile app splash page is a full-screen ad that is displayed every time the app is launched or refreshed by users. Be creative! This ad will be seen thousands of times by attendees! \*Company must provide artwork.



### MOBILE APP BANNER

**\$300 (3 available)**

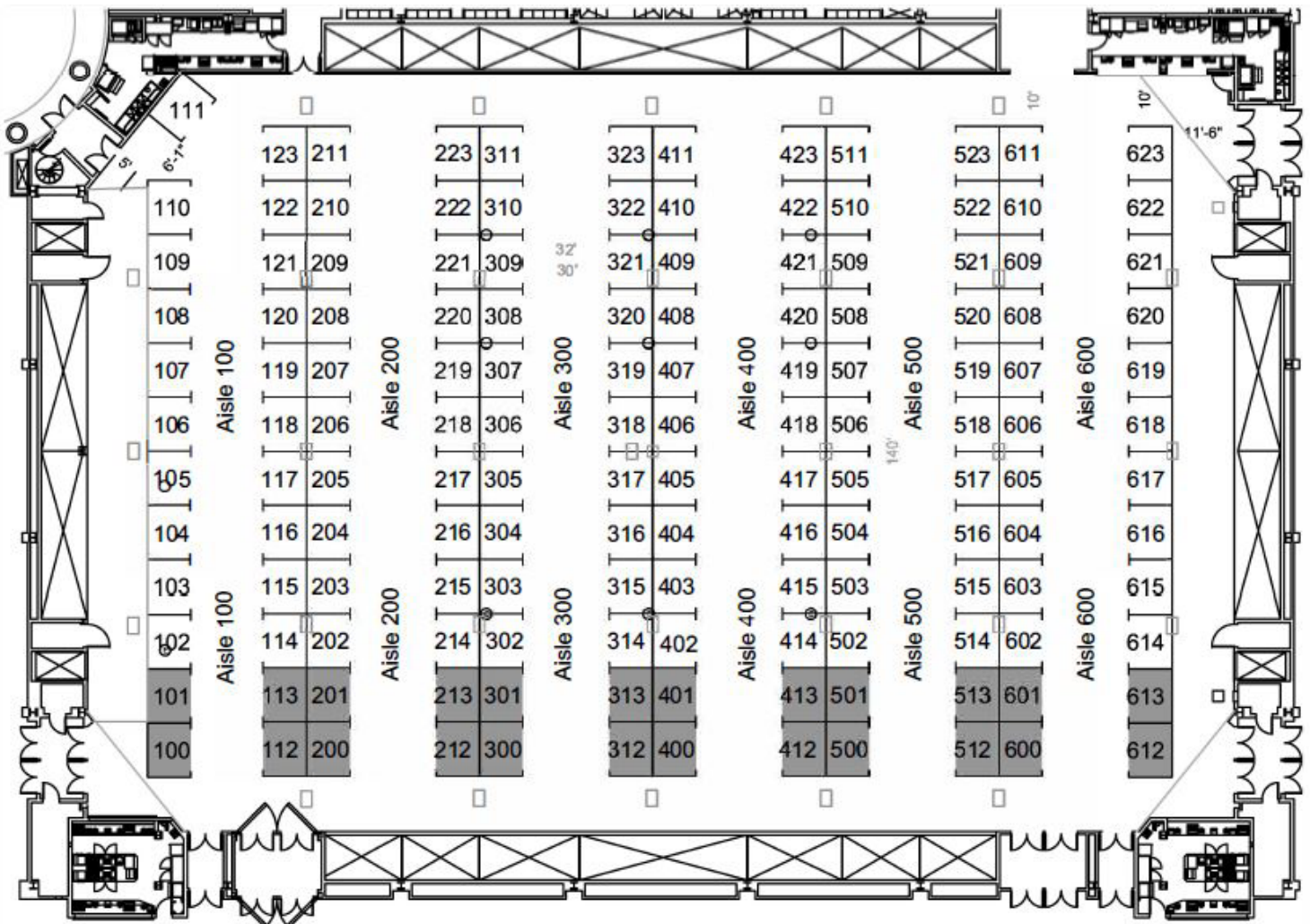
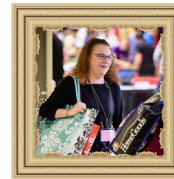
If you're looking for a cost-effective way to create brand awareness, then consider this! Banner ads appear at the top of the mobile app screen for attendees to see the entire time they use the app. \*Company must provide artwork.

**SOLD OUT**



Questions? Contact Alyssa Molinari at [alyssa@nyschoolnutrition.org](mailto:alyssa@nyschoolnutrition.org) for more information.

# 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 Alyssa Molinari 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 8' deep unless otherwise noted
- Companies requiring more than 20 amps of power **MUST** choose from booths 100-110 or 612 - 623, See [GLE Electrical Form](#)



# Exhibitor Information



## Things to know about kitchen access at Turning Stone

- Exhibitors are NOT ALLOWED in the Turning Stone Event Center kitchen.
- Turning Stone is ONLY responsible for warming products, NOT assembling them.
- If you do need your product warmed, please check the box which states "I will need the chef from Turning Stone to warm my products" on the online conference registration form.
- If you have checked the box, a form will be sent to you to fill out. It will ask what products will need to be warmed, what times you will need them for and your booth number.
- On the day of the show, a food runner from Turning Stone will deliver your warmed product to your booth at your specific time that you stated.
- 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 choose from booths 100-110 or 612-623

## EXHIBITOR TIMELINE:

Renew NYSNA corporate membership to receive the member booth rate.	<b>Before Completing Online Booth Application</b>
Read, understand and accept the <a href="#">Terms &amp; Conditions</a> .	<b>Before Completing Online Booth Application</b>
Reserve a conference sponsorship	<b>While Completing Online Booth Application</b>
Secure Industry Game Night Team	<b>While Completing Online Booth Application</b>
Order meal tickets (Friday Industry Appreciation Dinner & Awards, Saturday Lunch & Learn, Saturday Conference Banquet)	<b>While Completing Online Booth Application</b>
Complete <a href="#">online booth application</a> /contract with payment through the website or sent to NYSNA HQ <small>*Please note when registering to use your Member Login to get discounted rate</small>	<b>Before August 1 (Early Bird Deadline) Before October 1 (Registration Closed)</b>
Connect with Alyssa Molinari regarding booth selection. <a href="#">Click here to see online floor plan and booth availability.</a>	<b>As Soon as Booth Application is COMPLETED</b>
Submit <a href="#">Product Warming Form</a> : <small>Contact <a href="mailto:alyssa@nyschoolnutrition.org">alyssa@nyschoolnutrition.org</a> if you need your product warmed at TS</small>	<b>As Soon as Booth Application is COMPLETED</b>
Book hotel room	<b>Before September 26, 2022 by 5pm</b>
Send final required Materials for Conference Mobile App. Submit to: <a href="mailto:ashleigh@nyschoolnutrition.org">ashleigh@nyschoolnutrition.org</a>	<b>Before October 1, 2022</b>
Submit <a href="#">Certificate of Insurance</a> naming NYSNA as additional insured. Submit to: <a href="mailto:alyssa@nyschoolnutrition.org">alyssa@nyschoolnutrition.org</a>	<b>Before October 1, 2022</b>
Submit final badges to <a href="mailto:alyssa@nyschoolnutrition.org">alyssa@nyschoolnutrition.org</a>	<b>Before October 1, 2022</b>
Submit <a href="#">Electric Order Form</a> to Great Lakes Events	<b>Before October 7, 2022</b>
Order carpet through Great Lakes Events	<b>Before October 7, 2022</b>
Ship sponsorship items to Turning Stone (conference bag inserts, door prizes, etc.)	<b>On October 13, 2022</b>

**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

The Hotel at Turning Stone Resort Casino is located at the heart of the Resort with convenient access to gaming, dining, spa activities and pool open daily 10:00am - 6:00pm. Each of its guest rooms and specialty suites features a spacious layout and comfortable, modern conveniences.

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

## Reservations:

**Single/Double Rooms – Discounted Group Rate: \$179**

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**

Hotel reservations for the conference can also be made by call directly to the hotel at 1-800-771-7711. To ensure attendees receive the group rate, attendees should identify themselves as with the NY School Nutrition Association.

**To modify your reservations:** Please call Turning Stone accommodations at 1-800-771-7711.

## 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 [Alyssa Molinari](#) for assistance.



## Turning Stone Resort

5218 Patrick Road, Verona, NY 13478

Check-in Time: 3:00pm

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 **September 26, 2022** or until room block is full.

## ADDITIONAL HOTEL OPTIONS

### **Microtel Inn & Suites by Wyndham**

**Phone: 315-363-1850**

\*0.8 miles from Turning Stone Event Center  
5118 NY State Route 365, Verona, NY 13478



### **La Quinta Inn & Suites**

**Phone: 315-231-5080**

\*0.9 miles from Turning Stone Event Center  
5394 Willow Place, Verona, NY 13478

### **Vernon Downs Casino & Hotel**

**Phone: 315-829-3400**

\*5.9 miles from Turning Stone Event Center  
4229 Stuhlman Road, Vernon, New York 13476

### **Wingate by Wyndham Rome**

**Phone: 315-334-4244**

\*13.4 miles from Turning Stone Event Center  
90 Dart Circle, Rome, NY 13441

### **Hampton Inn Rome**

**Phone: 315-709-0000**

\*14.4 miles from Turning Stone Event Center  
1352 Floyd Avenue, Rome, NY 13441

# Membership & Contact Information

## NYSNA Industry Membership Fees:

5 Star Corporate Member: \$2,300/year  
Enhanced Corporate Member: \$650/year  
Standard Corporate Member: \$250/year

*NYSNA Membership: April 1, 2022 - March 31, 2023*

BENEFITS	5 STAR \$2,300	ENHANCED \$650	STANDARD \$250
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 ( <i>\$1750 value</i> )	✓		
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 Industry Conference (SNIC) ( <i>1 month in advance prior to public release</i> )	✓		
Priority registration for the School Nutrition Industry Conference (SNIC) ( <i>2 weeks in advance prior to public release</i> )	✓	✓	
1 full page color ad in 2 issues of NSYNA quarterly magazine ( <i>\$1800 value</i> )	✓		
1 full page color ad in 1 issue of NSYNA quarterly magazine ( <i>\$900 value</i> )		✓	
<i>25% discount</i> for additional advertising options available in the media kit	✓	✓	

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

**Ashleigh Roche, MBA**

Membership & Communications Manager  
[ashleigh@nyschoolnutrition.org](mailto:ashleigh@nyschoolnutrition.org)

For more information on event and exhibit sales, please contact:

**Alyssa Molinari**

Events Manager  
[alyssa@nyschoolnutrition.org](mailto:alyssa@nyschoolnutrition.org)



# Additional NYSNA Information



## Plan Ahead

### Future NYSNA Annual Conference Dates:

**2023**

October 27-28  
Verona, NY

**2024**

October 25-26  
Verona, NY

### Upcoming NYSNA Regional Industry Seminar Dates:

November 30, 2022  
Long Island, NY

December 14, 2022  
Rochester, NY

December 15, 2022  
Saratoga, NY

## 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](http://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

### #NYSNANews Advertising

*Join the NYSNA HQ Team as they bring you information and updates through the power of video!*

Every other week they film brief news segments and then those videos are posted to our social media platforms, Facebook and Instagram, as well as on our website! We have found this is a fun and more entertaining way to get information out....and this allows us to be more creative and engage more with the membership.

#### FUN FACTS ABOUT NEW NYSNA WEBSITE:

- Videos stay posted on social media and website
- Videos are SHAREABLE and your company can be tagged on social media sites
- NYSNA News is the "newsletter" that is more fun, creative, and engaging
- NYSNA News team will bring your product to life and help you get your message out

*We have so much to offer within our NYSNA Media Kit!  
Click Here to View!*



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