



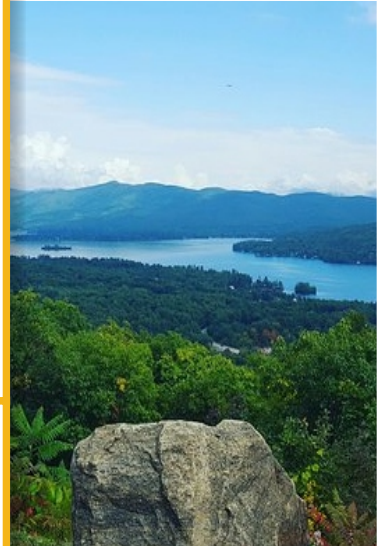
NEW YORK
SCHOOL
NUTRITION
ASSOCIATION

SCHOOL
NUTRITION
INDUSTRY
CONFERENCE

2024

MAY
14-16

LAKE GEORGE, NY
 COURTYARD MARRIOTT



WHAT IS IT?

SNIC is all about making connections to grow your network and build relationships. When it comes to networking, we mean business!

We've built in events and innovation programming to help you reconnect with friends and colleagues and meet new ones.

• Networking Lunch and Tabletop displays • Innovation Solution Sessions • Strengthening relationships between Industry Partners and Food Service members.



DAN GIUSTI

**KEYNOTE & INNOVATION TABLE
HOST**

Growing up in a food-loving Italian family inspired Dan to attend the Culinary Institute of America in New York. He quickly rose through the culinary ranks, serving as Executive Chef of 1789 in Washington, D.C. and Head Chef of Noma in Copenhagen. After three years in the latter role, he returned to the United States to tackle another culinary challenge: school food.

In 2016, he founded Brigaid, assembling a team of professional chefs who were eager to apply their culinary expertise to improve the offerings and quality of school food service programs. Today, Brigaid's work has expanded to senior centers and a prison. It remains guided by Dan's belief that everyone deserves nourishing food, cooked with care and passion.

DON'T MISS

CRUISE LAKE GEORGE!

Come out and join us for an evening of food & fun while we cruise Lake George. Nothing compares to a relaxing cruise on the waters of beautiful Lake George!

NETWORKING LUNCH | TABLETOP DISPLAYS

Industry representatives from participating organizations will join operators for lunch and then showcase their products, meet and answer questions, obtain feedback about their product or service and generate quality leads.

INNOVATIVE SOLUTION SESSIONS

These unique mini-sessions introduce school nutrition operators in attendance to the latest products and services on the market today, while giving industry representatives interested in reaching key decision-makers the opportunity to provide face-to-face, hands-on demonstrations. Don't miss the opportunity to connect with key decision makers and generate quality sales leads!

PRE-CON: EAST AND SOUTHEAST ASIAN FUSION **SPACE IS LIMITED. REGISTER EARLY!**

Menus of Flavor is a four-hour, instructor-led, hands-on training focused on global regions' healthful and flavorful foods. During each training, participants will recognize the benefits of scratch cooking, using the ingredients and flavors commonly found in the regional cuisine of focus. Participants will identify basic culinary skills and apply the skills during the hands-on culinary lab, preparing meals using regional recipes, further reinforcing the learning. After the training, participants will be able to recognize the benefits of scratch cooking, use global ingredients, and apply various culinary skills and competencies to their daily work.

INDUSTRY EDUCATION SESSION "AGENCY WORKSHOPS"

Are you looking to get updates or questions answered by New York's state agencies? Then come join NYSED, NYOGS, and NY AG & MARKETS as they lead the agency workshops; and make sure to come prepared with any questions you may have for them!

Member Only Event



Schedule (subject to change)

Tuesday, May 14, 2024

Registration Open

Welcome Networking Event- Lake George Boat Cruise

Wednesday, May 15, 2024

Registration Open

Breakfast Buffet

Opening General Session

Educational Sessions

Networking Lunch with Tabletop Displays

General Session with Keynote Dan Guisti, Brigaid

Explore Lake George / Dinner on your own.

Thursday, May 16, 2024

Breakfast Buffet

MEGA Discussion

Education Sessions

Closing General Session



Industry Partner Member

REGISTRATION FEES

(must pre-register)

Full registration includes:

- Hotel room for 2 nights
- Access to General Sessions and Education Sessions
- Tuesday Welcome Event ticket
- Wednesday Breakfast and Networking Lunch with Tabletop Displays
- Thursday Breakfast

Industry Partner Member **\$695**

AVAILABLE SPONSORSHIPS



Welcome Networking Event Co-Sponsors

\$3,000 (2 Available)

Welcome the SNIC attendees as we take a 2-hour boat cruise around beautiful Lake George! Greet the guests as you check them in for the boat ride. Provide a formal welcome on the cruise and provide a giveaway/memento of your choosing. One (1) Complimentary tabletop display at the networking lunch on Wednesday (for each sponsor).

Sponsored Drawing Session

\$1750 (1 Available)

Industry Sponsored 45-minute breakout session with a twist! Come showcase the newest trends and latest innovation in school food service while your content is crafted into a live illustration on Thursday morning. Besides the live component and excitement, the branded session illustration will end up mingled with other content- elevating the sponsored discussion and giving it sticking power. All to improve your brand presence...and NYSNA brings that session drawing to the annual conference for display!

Keynote Speaker Sponsor

\$1,500 (1 Available)

Opportunity to introduce our keynote speaker, Dan Guisti, on Wednesday afternoon. We will also provide special signage on all the tables. One (1) complimentary tabletop display at the networking lunch on Wednesday.

Bling Station

\$1,250 (1 Available)

Help our attendees win the badge decorating contest! Assist attendees as they create their own personalized badge for the event. Customized lanyards with the company name will be also be provided.

Networking BINGO Sponsor

\$1,000 (1 Available)

Maximize your brand exposure by sponsoring our Networking Bingo game. Logo placed on Bingo Game Card. Align your brand with innovative ideas and collaborative efforts in advancing school nutrition.

Innovative Solution Sessions

\$750 (2 Available)

Do you have an innovative solution that will solve a problem for our food service professionals? Industry Sponsored 45-minute breakout sessions will take place on Thursday morning. Come showcase the newest trends and latest innovation in school food service!

Brain Food Break

\$500 (1 Available)

Sponsor provides brain food items for the attendees to be displayed and enjoyed Wednesday afternoon at the general session. Special signage provided. Sponsor is allowed to meet and network with the attendees at the station.

Tabletop Display for Networking Event

\$300 (27 Available)

Show attendees that your company has the cutting-edge products/services that will take their school foodservice operations to the next level! Industry representatives from participating organizations can join operators for lunch and then showcase their products, meet and answer questions, obtain feedback about their product or service, and generate quality leads. Exhibitors will be provided with one (1) hightop table (36") with a linen in a designated space. Tabletop signage only. No Floor banners.

Notes about Tabletop Displays:

- To secure a tabletop display, full event registration as an Industry Partner is mandatory.
- This is **not** a traditional food show and cooking will not be allowed. SNIC is about marketing and networking. Any food items must be pre-packaged/sealed.
- Each organization is limited to one tabletop display. Please note that half table-tops are NOT available.
- The quantity is limited to the first 30 table-top spaces, allocated on a first-come, first-served basis.
- Additional badges will not be available for purchase alongside the tabletop display. All badges will be issued solely to registered Industry Partners attending SNIC.

Terms and Conditions

1. **Table Assignments:** The final table assignments remain the right of NYSNA. No assignment of space will be made or held unless full payment accompanies the signed application and contract.
 2. **Half Tables:** Half tables are NOT available for this event.
 3. **Brokers/Distributors:** NYSNA does not offer broker tables. Tables will be grouped with broker/distributor unless otherwise stated.
 4. **Use of Space:** There will be one exhibitor per table. Exhibitors are not permitted to sublet or divide space or display any items of any non-exhibitor. Noncompliance will result in exclusion from future shows. Distributing of advertising is limited to the table assigned to the exhibitor. Additional tables or "back tables" will not be available onsite. Keep in mind space is limited.
 5. **Limitation of Liability:** It is agreed that the exhibitors will assume responsibility for any damage to host property by their exhibits. The exhibitors further agree to make no claims for any reason whatsoever, including negligence, against the New York School Nutrition Association or the host property for loss, theft or damage or removal of exhibit, nor for any injury to himself or employees while exhibits are in progress, being set up or dismantled, nor for any action of any nature of the New York School Nutrition Association and the host property which may render any exhibit area unusable nor for failure to hold the event scheduled. Organizer makes no warranties regarding the number of persons who will attend this event. Any action arising out of this agreement or the Event shall be brought in Albany, NY. Organizer shall be entitled to recover reasonable attorneys' fees and costs in any action to enforce this Agreement.
 6. **General Show Policy:** As a matter of general policy, NYSNA reserves the right to restrict exhibits which, because of the noise, method of operation, materials, safety or any other reason become objectionable, and prohibit or evict any exhibit which in the Board's opinion may detract from the general character of any exhibit as a whole. This policy includes persons, things, conduct, printed matter or anything of a character which is determined to be objectionable to the exhibit. In the event of such restrictions or eviction, NYSNA is NOT LIABLE for any refunds of rentals or other exhibit expense, for a liability loss or prestige to the company, business volume loss, expense of personnel at the conference and so forth.
 7. **Cancellation Policy:** There will be a \$100 processing fee for each refund request for canceled registrations or reserved table submitted in writing on or before April 19, 2024. You may submit your cancellation request via email to: addy@nyschoolnutrition.org. After this date, NYSNA will not give refunds for cancellations or for NO-SHOWS.
 8. **Payments:** Payment in full must be received thirty (30) days prior to the event start date. If payment is not received thirty (30) days prior to the event start date, you will be notified, and your registration will be canceled.
 10. **Acceptance:** Upon acceptance of the table application and contract herein provided by the New York School Nutrition Association and receipt of payment by NYSNA, there shall be a legally binding contract between the Exhibitor and NYSNA. It shall be understood by both parties that the exhibitor agrees upon the terms and conditions of exhibiting stated herein. The authorized Exhibitor must sign the application and contract.
 11. **Electric:** No electricity will be made available at the table top displays for the event.
 12. **Kitchen:** NO Kitchen access. This is not a traditional food show and cooking will not be allowed. SNIC is about marketing and networking. Any food items must be pre-packaged/sealed.
 13. **Registration Lists:** Attendee registration lists will be sent to all attendees no more than one week prior to the event. We will also provide a final registration list after the event. Registration list will be sent to the email address noted as the contact person on the form.
 14. **Event Layout:** NYSNA reserves the right to adjust event format and schedule as needed due to changes in COVID-19 regulations and restrictions.
 15. **Exhibit Break Down:** No exhibitor may begin dismantling their exhibit or pack or remove articles on exhibit until AFTER the closing hour of the exhibits.
 16. **Badges:** Admission will be by NYSNA badge ONLY. Badge must be worn for entire length of event. One (1) complimentary badges will be issued to each event registration. If replacement badges are required, the fee for each badge is \$25.
 17. **Photography:** I understand that NYSNA may, at its option, make photographs, videos or recordings of conference events, which may include my likeness or participation, and reproduce them in the NYSNA educational, news or promotional material, whether in print electronic or other media, including the NYSNA website.
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