

2024 Annual 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

ALL SPONSORSHIPS INCLUDE:

- 2024 Sponsor Pin
- Sponsor Ribbon for name badge
- Special Recognition at Industry Appreciation Dinner & Awards Night
- Logo to appear in Conference Digital Platform

LIST OF AVAILABLE SPONSORSHIPS:

KEY PROGRAM SPONSOR

\$7,000 (1 available)

One (1) breakout session. Free premium booth upgrade. Up to three (3) complimentary tickets to Friday night dinner or Saturday night dinner. Opportunity to introduce the keynote session at the Saturday General Session. Signage on tables at Saturday General session. One (1) complimentary banner ad in conference mobile app. One (1) complimentary table during the networking lab.

CONFERENCE BANQUET SPONSOR

\$5,000 (1 available)

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.

CONFERENCE BAGS

\$3,500 (1 available)

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

LUNCH & LEARN

\$2,000 (3 available)

Company will participate in Lunch & Learn experience during Saturday lunch. For more information contact HQ.

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.

NAME BADGE / LANYARDS

\$3,000 (1 available)

Customized lanyards with company name given to all conference attendees.

There's More ▶

LIST OF AVAILABLE SPONSORSHIPS (Continued):

SATURDAY NIGHT AFTER PARTY

\$3,000 (1 available)

Reserved area in one of the Exit 33 clubs at Turning Stone Resort. Special signage on tables. Work with HQ to choose speciality drink. Special recognition during the Saturday night Conference banquet to announce and invite attendees to the after party.

FRIDAY NIGHT ENTERTAINMENT

\$3,000 (1 available)

Special signage displayed during Friday night entertainment. Two (2) complimentary tickets to the Friday Industry Appreciation Dinner & Awards.

FRIDAY INDUSTRY APPRECIATION DINNER & AWARDS

\$2,500 (4 available - 3 remaining)

Co-Sponsor: Four (4) 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.

HOTEL ROOM KEYCARD

\$3,000 (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.

BREAKFAST AFTER THE BELL

\$2,000 (2 available - one remaining)

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.

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.

REGISTRATION WELCOME GIFT

\$1,000 (1 available)

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

BREAKOUT WORKSHOP SPEAKER

\$1,000 (4 available)

Your company may provide a 45-minute breakout workshop on Saturday. Workshops are not guaranteed to be accepted.

REGISTRATION KICK PLATE

\$1000 (2 available)

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

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.

BREAKFAST AFTER THE BELL CART

\$500 (2 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.

CONFERENCE BAG INSERT

\$500 (10 available)

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

NETWORKING BREAK

\$500 (2 available)

Co-sponsor: Signage will be displayed during the networking break on Saturday. Company may provide sample products to be displayed during the networking break. Company may also provide the Saturday networking break to network with attendees and hand out their sample products.

2024 Annual Conference Mobile Advertising

MOBILE ENGAGEMENT – NEW PLATFORM FOR 2024

Looking for top brand visibility?

The mobile advertising will be seen thousands of times by attendees!

Pricing and opportunities released this Spring.



There's More ▶