



## 2023 ASNA Industry Packages

ASNA members rely on our industry partners as experts in their given fields. New techniques and innovations with food, equipment, supplies, chemicals, software and operational services are developed when strong ties exist between industry and the end user. This partnership of experience and knowledge is vital to our mutual success. Our state annual conference will bring together attendees from school nutrition operations, industry and allied organizations for an unparalleled networking and educational experience.

### **Save the Date- Industry Package Overview Zoom- Wednesday, December 14th- 1pm Central Time**

Hear from the ASNA leadership team about 2023 conference plans and have the opportunity to ask questions!

The live registration link will be emailed out following the Zoom on Wednesday, December 14, 2022.

### **Gold Package -- \$2250.00**

- ASNA Conference Table Top Display<sup>+</sup>
- Active company link on ASNA website
- Special recognition at ASNA Conference -- signage and information in the conference program.
- Individualized conference promo on the ASNA Facebook page promoting attendance at your table top during the exhibit hall
- Professional headshot for company representatives
- Eligibility to serve on the ASNA Industry Advisory Board
- Receive a list of registered attendees a week prior to event

### **Silver Package -- \$1500.00**

- ASNA Conference Table Top Display<sup>+</sup>
- Eligibility to serve on the ASNA Industry Advisory Board
- Active company link on ASNA website
- Individualized conference promo on the ASNA Facebook page encouraging attendance at your table top during conference
- Special recognition at ASNA Conference -- signage and information in the conference program.

### **Bronze Package -- \$750.00**

- ASNA Conference Table Top Display<sup>+</sup>
- Active company link on ASNA website and ASNA Social Media

*\*Industry package membership forms will be accepted December 14, 2022- January 31, 2023. A 10% late fee will be added for any membership package forms received after this date.*

*\*Industry partners will select their conference table tops based on their industry package and by order of receipt of payment. Gold package members will first select followed by silver package members. Bronze package partners will be assigned their tabletop location based on remaining spots.*



## 2023 ASNA Conference Details

Dates: April 21-22, 2023

Location: Birmingham, AL | Birmingham Jefferson Convention Center

1 Richard Arrington Jr Blvd N, Birmingham, AL 35203

One of the goals for the 2023 conference is to extend the length of time that industry partners have with child nutrition professionals. This includes extended hours of the exhibit hall plus the opportunity to attend the Friday night banquet and VIP After Party. We encourage all industry partners to maximize the networking times available to all conference attendees.

**Conference Theme-** School Nutrition Rocks

### Industry Schedule-

#### Friday, April 21, 2023

- 8am- 12pm- Exhibitor Registration- East Hall Registration Desk  
\*Turn in any door prizes for VIP After Party
- 8am- 12pm- Exhibit Hall Set Up- East Meeting Rooms D-M
- 12pm- Exhibit Hall Opens to Directors/Supervisors and ALSDE staff
- 1:30pm- Exhibit Hall Opens to All Conference Attendees
- 5pm- Exhibit Hall Closes
- 5-6:30pm- Exhibit Hall Clean Up
- 6:30pm- Banquet & VIP After Party- East Ballroom A & B

#### Saturday, April 22, 2023

TBD Sponsorship Opportunities Available

### Hotel Accommodations-

ASNA has secured two room blocks at the Westin and Sheraton located adjacent to the BJCC. Special conference rates of \$210 per night are available Wednesday, April 19- Sunday, April 23, 2023. Hotel reservations can be made beginning **Wednesday, February 1, 2023** through a provided link.

## **Exhibitor Set Up/Clean Up Hours**

- Set Up-8am-12pm
- Clean Up- 5- 6:30pm

Exhibitors are asked to not dismantle their exhibit or pack or remove articles on exhibit until AFTER the closing hour of the exhibit hall. This practice is disruptive to other exhibitors and discourages full participation by our conference attendees.

## **Shipping Address for Conference Items**

Awaiting a reply from Amy at the BJCC requesting this information.

## **Tabletop Details**

One (1) 2' x 8' display table (covered and skirted)

Two (2) chairs (upon request)

If you would like to purchase multiple spaces to use to exhibit equipment, processing supplies, or other marketing material, they are available for \$750.00. NO ELECTRICITY will be provided.

## **Exhibitor Fun Awards**

Registered industry partners will receive a separate email after March 1st with opportunities to participate in the industry section fun awards!

## **ASNA Gives Back!**

To add a philanthropic element to our conference, ASNA is partnering with UAB's Blazer Kitchen. Blazer Kitchen's mission is to help increase food security in the UAB community by providing healthy food and resources to UAB students, patients and their families and employees. ASNA will be collecting donations of handheld can openers OR monetary donations to purchase can openers for Blazer Kitchen.

## **Friday Banquet & VIP After Party Details**

One can't have all work without some play! Join conference attendees for an evening of fellowship and networking as we kick off the conference with dinner and our keynote speaker while decked out in our finest rock star attire. Plus find out who wins the coveted Industry Leader and Member of the Year and exhibitor awards. Next, be treated like a VIP as we dance the night away with entertainment provided by *Groove Factor*. And if dancing isn't your style, be sure to swing by the 360° photo booth, toss some cornhole or round up some friends for a game of cards. A cash bar will be available. You don't want to miss Alabama's social event of the year!

## **How can industry partners attend the Friday night banquet & VIP After Party?**

### **\$500 Banquet Table Sponsor**

Includes two tickets for company representatives to attend dinner and VIP After Party plus a reserved table for 6 additional ASNA conference attendees (directors, managers, employees) of your choice. Tables will be marked with company sponsorship signage. We ask that you do not compete over who sits at your tables or have hard feelings towards a CNP friend who is invited and chooses to sit at another table. This opportunity is being provided to give industry members more casual access to attendees without being on the exhibit hall floor and the chance to form or strengthen friendships between our industry partners and members.

OR

### **\$100 Dinner/VIP After Party Ticket Only**

Includes admittance to dinner and VIP After Party.

# Conference Sponsorship Add-ons

## **New Director Meet and Greet**

**\$500 (3 available)**

Company gets exclusive networking access to new directors who have worked less than 3 years at this casual event over appetizers and drinks on the afternoon/evening of Thursday, April 19th.

## **Name Badge / Lanyards**

**\$3000 (1 available)**

Customized VIP backstage pass name tags & lanyards given to all conference attendees.

## **Conference Bags**

**\$2500 (1 available)**

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

## **Conference Bag Insert**

**\$500 (5 available)**

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

## **VIP After Party Entertainment Sponsor**

**\$1200 (3 available)**

One complimentary ticket to the Friday night banquet & VIP party. Special signage displayed at the event.

## **VIP After Party Swag**

**\$1000 (1 available)**

Keep the dance floor rocking by placing your company logo on 250 light up foam party sticks. Company rep may help distribute throughout the VIP party.

## **VIP Party 360° Photo Booth**

**\$1000 (1 available)**

Help attendees relieve their 2023 conference experience by having an onsite 360° photo booth. Company and ASNA logo will be on all printed pictures. Photo booth vendor will provide a cutout of your company logos for attendees to hold in their picture.

## **Grab n' Go Breakfast Item**

**\$500 (1 available)**

Company may provide one cold, individually wrapped, grab n' go breakfast food item in conference attendees breakfast bags. Company reps will be allowed to greet and welcome conference attendees during the Saturday morning round table session (8am) and market the food item included in the grab n' go breakfast bag.

## **Hydration Station**

**\$500 (1 available)**

Company provides customized water bottles for event attendees. Company reps may stay at the station to hand out to attendees on Saturday morning (roughly 9:30-10am).

## **Networking Break**

**\$750 (1 available)**

Company may provide items for attendee refreshment and snack break. Company reps may stay at the station to network with attendees on Saturday afternoon (roughly 2:30-3pm).

## **WIFI Package**

**Cost TBD**

More information will be provided on this sponsorship opportunity during the Industry Package Overview Zoom Meeting; Tentative- WIFI will be available from 11am on Friday to the close of conference on Saturday.

## **Door Prize Donation**

VIP Party attendees will have the opportunity to register for special door prizes to be distributed throughout the evening. Attendees must be present to win. Door prizes may be dropped off at the Registration Desk between 8am-12pm on Friday morning.