



CHILD NUTRITION CONFERENCE



March 29 - April 2, 2027
Chicago, Illinois

Partner Information

CACFP · AFTERSCHOOL MEALS · SUMMER FOOD



Welcome to the 2027 National Child Nutrition Conference in Chicago. Thank you for supporting NCA and the child nutrition community. This guide will help you prepare for the conference by outlining key deadlines, exhibitor services, booth requirements, hotel information, and frequently asked questions.

This is intended for 2027 NCNC exhibitors, tote bag advertisers, and conference program advertisers. Please pay close attention to the Important Deadlines.

Questions? Our partnerships team is here to help. Email us at partnerships@cacfp.org.

Important Deadlines



Immediately

Please make your hotel reservations at the Hyatt Regency Chicago through the link in your registration and welcome and onboarding emails.

Saturday, August 1

Complimentary Exhibit Hall Pass Promotion Deadline

Friday, September 18

Payment Deadline for Inclusion in the Digital Brochure

Thursday, October 1

Exhibitor Kit Becomes Available

Monday, November 16

Booth Selection Begins

Tuesday, January 12

Exhibitor Orientation at 2:00 pm Eastern

Tuesday, January 19

Conference Program Ads Due

Tuesday, January 19

Deadline for All Exhibitor Conference Program Deliverables:

- High-Quality Logo (.eps or .ai file)
- Exhibitor Conference Program Directory Information
- Booth Activities Submitted for Approval (Food Sample Description and Giveaway Description)



Wednesday, February 17

Exhibit Hall Pass Prices Increase to \$350

Monday, February 22

Late Exhibitor Pricing Applies

Sunday, February 28

GES Begins Advanced Shipments

Discount deadline for Exhibit Hall Electricity and Internet Orders

Wednesday, March 3

Tote Bag Item Description Due for Approval

Monday, March 8

Catering Forms Due to Hotel

Notify NCA of Cold Storage Needs

Tuesday, March 16

Hotel Reservation Deadline, or Until Sold Out.

Wednesday, March 17

A \$25 transfer fee beings for Exhibit Hall transfers.

Friday, March 19

GES Advanced Shipping Order Deadline

Tote Bag Item Tracking Numbers Submitted to NCA

March 22 - March 26

Tote Bag Item Arrival Window

March 22 - March 28

Exhibitor Booth Shipments Arrival Window directly to Hyatt Regency Chicago

Monday, March 29

Exhibitor Meeting in Exhibit Hall (12:30 pm – 1:00 pm)

Exhibitor Move-In (1:00 pm – 4:30 pm)

Onsite Industry Partner Exclusive (5:15 pm – 5:45 pm)

Wednesday, March 31

Exhibitor Move-Out (12:30 pm – 4:30 pm)

Monday, April 5

Opt-in Leads list sent to Exhibitors

Wednesday, April 7

Exhibitor Survey Due

Monday, April 26

Last Day the Exhibitor Directory is Live





Exhibit Hall Hours

Monday, March 29	1:00 pm - 4:30 pm	Exhibitor Move-In
Tuesday, March 30	8:00 am - 9:00 am	Exhibitor Ready Hour <i>*Booth must be set up by 9:00 am</i>
	9:00 am - 1:15 pm	Exhibit Hall Open: Session #1
Wednesday, March 31	8:00 am - 12:30 pm	Exhibit Hall Open: Session #2
	12:30 pm - 4:30 pm	Exhibitor Move-Out

Booth Selection

Booth selection begins November 16, 2026, and takes place in priority order. Priority is determined by NCA's partner point system, which awards points for past participation, level of participation, and year-round support.

You will receive an email from our partnerships team when it is your turn to select your booth. Please respond within three days of receiving the booth selection directions.

Additional Conference Attendees and Exhibit Hall Passes

If you would like to bring additional staff to the conference, there are two options:

- **Full Conference Attendee:** Access to all conference events, including meals and networking events. To register additional conference attendees, please visit the [2027 NCNC website](#).
- **Exhibit Hall Pass:** Access to just the exhibit hall. To purchase exhibit hall passes, please use the [Exhibitor Registration Link](#), and select the exhibit hall pass product.

Booth Activities

Exhibitors must complete the [Booth Activity Survey](#) so NCA can review booth activities and promote approved activities in the conference program.

• Food Samples

Exhibitors may provide food samples at their booth at no extra charge. Food samples must be creditable in the CACFP and/or SFSP or must be allowable as food that increases the palatability of creditable items. All food samples must be approved. Submit all food sample descriptions with crediting information to partnerships@cacfp.org by January 19, 2027.

• Special Guests

We love interactive and creative booth activities. If you plan to have a special guest, such as a chef or caricature artist, or a special activity, such as a photo booth or packing event, please include this in your survey. The deadline is January 19, 2027.

• Giveaways

Every exhibitor is welcome to share promotional items at their booth. Please indicate on your survey whether you plan to provide a giveaway item. The deadline is January 19, 2027.

Example of Program Directory with Symbol Key



championfoodservice.com

Provides a nutritional line of shelf-stable breakfast, lunch, snack, and supper packs for schools, food banks, and faith-based community organizations.

Booth #301



Sole distributor of the Kitchen a la Cart, a portable teaching kitchen complete with hot and cold running water, induction burner and convection oven.

Booth #117



kitchenalacart.com



Gerber is a leader in childhood nutrition committed to being your partner in childcare. Access CACFP ordering options.

Booth #212



www.gerber.com



choicepartners.org

Choice Partners national co-op: competitively bid food, equipment and service contracts; EDGAR and USDA compliant; and may be used with federal funds.

Booth #318



Supporting child care providers with bilingual training, technical assistance, and the EducaPro management & CACFP platform.

Booth #311

providerfund.org/educapro-app



gro-juice.com

100% real shelf-stable juice with less natural sugar and the same fruit flavor you love. Less sugar. More peace of mind.

Booth #330



Food Sample



Giveaway



Special Activity



Industry Partner



National Ally

Virtual Exhibitor Directory

Each exhibitor receives recognition on the sidebar of our conference website and the opportunity to showcase their organization in our Exhibitor Directory. We encourage you to populate the fields fully.

You can review your Exhibitor Directory listing here: [2027 Exhibitor Directory](#)

If you would like to change your listing, please:

- Update the information for your Exhibitor Directory listing by [completing this form](#).
- Update your public-facing marketing information by [completing this form](#).

The exhibitor directory will be live until April 26, 2027.

Example of Virtual Directory Listing



High-Quality .eps or .ai Logo ✓

Food for Good by PepsiCo

Food for Good leverages PepsiCo's expertise to provide a variety of nutritious meals to underserved communities across the U.S.

130-Character Description ✓

Visit Website

Website ✓

About

Food for Good is PepsiCo's social enterprise dedicated to advancing food security in the U.S. through collaboration with local nonprofit partners. We offer a comprehensive approach to addressing food insecurity by sourcing, packing, and delivering meals that meet or exceed USDA nutritional standards. Our diverse meal programs include summer and afterschool meals, weekend "backpack" bundles, school day meals, and emergency meals, ensuring children have access to nutritious food year-round. Our social enterprise model leverages PepsiCo's expertise in taste, nutrition, and distribution to reach underserved children and scale solutions to food insecurity. Join us in our mission to make nutritious food accessible and create a lasting impact on food security.

1000-Character Description ✓

www.foodforgoodmealsolutions.com/products

Second URL ✓



Industry Partner Badge ✓

Contact Us:

pepsicoffgecomm@pepsico.com

Generic Sales Contact to Avoid Phishing ✓

Address:

7800 Sovereign Row, Dallas, TX 752475312 Riverview Dr.



YouTube or Vimeo Video ✓



Two .jpeg, .jpg or .png Images ✓

Tradeshow Services Company

GES is our exclusive tradeshow services company. Beginning October 1, 2026, the Exhibitor Kit will be available on our Exhibitor Information page on the conference website. The kit includes details about freight shipping, furniture rentals, material handling, and other exhibitor services.

Tradeshow Services Contact:

GES National Service Center
800-801-7648

Catering

If you need catering for the event, you can order it through the Food and Beverage portal here: [Food & Beverage - Hyatt Regency Chicago](#).

Internet and Electrical Services

Order electrical and internet services through GES before February 28, 2027, to receive discounted rates. Find the order form [here](#).

GES is the exclusive electrical contractor. GES manages all connections to the hotel infrastructure, and under no circumstances will power hook-ups be allowed by any party other than GES. GES will provide all electrical needs, including, but not limited to, production, audio-visual, computer sets, tradeshow, utility services, and special events. All power cords, including extension cords, must be provided by GES.

Hotel Information

Please make your hotel reservations as soon as possible. The Hyatt Regency Chicago will sell out. Reservations can be made by following the link you received in your **attendee confirmation** and **2027 NCNC Exhibitor Welcome and Onboarding** emails. If you need the link resent, please contact: partnerships@cacfp.org.

A room rate of \$189/night is guaranteed until March 16, 2027, or until the room block sells out. For more information on the [Hyatt Regency Chicago](#), please visit our conference website.

Attendee List

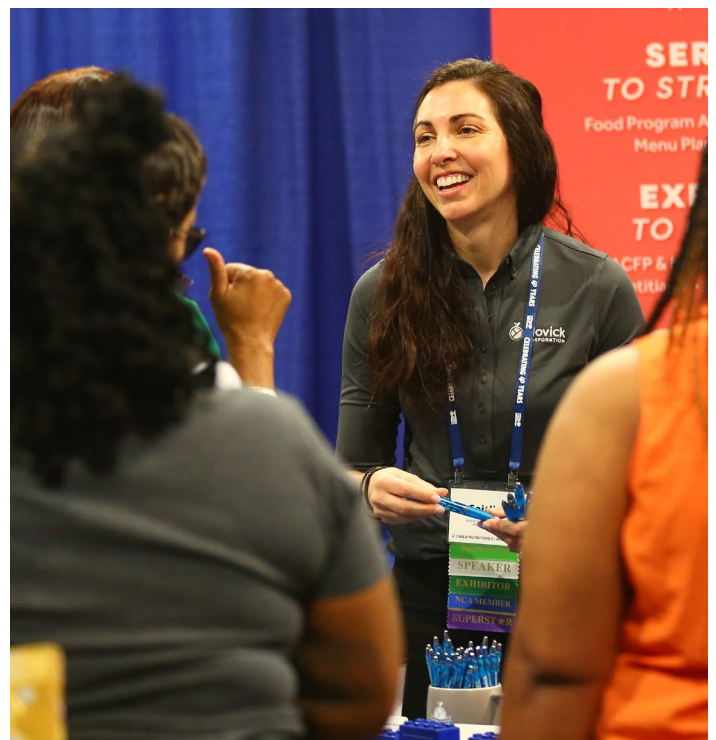
All exhibitors will receive an opt-in attendee list as part of their booth package after the conference. Exhibitors are welcome to collect additional contact information at their booths.

To support lead retrieval, we encourage all exhibitors to use the conference app.

In 2026, the app included more than 1,300 attendee profiles, many of which featured contact information and attendee photos.

When attendees visit your booth, ask them to open their conference app profile. With their permission, take a photo of the profile using your phone or tablet. This can help you capture accurate contact information and improve the quality of your exhibit hall leads.

Questions? Email partnerships@cacfp.org or visit cacfp.org/conference.





Frequently Asked Questions

When and where is the 2027 National Child Nutrition Conference?

The conference will take place March 29 – April 2, 2027, at the Hyatt Regency Chicago in Chicago, IL.

When and how should I book my hotel?

As soon as possible. The Hyatt Regency Chicago will sell out. Room rates are guaranteed until March 16, 2027, or until the room block fills. If you need your booking link resent, contact partnerships@cacfp.org.

When do I select my booth?

Booth selection begins November 16, 2026, in priority order. You'll receive an email with instructions when it's your turn and must respond within three business days.

Can I serve food samples?

Yes. They must be creditable in the CACFP or SFSP and submitted to partnerships@cacfp.org for approval by January 19, 2027, and to the hotel by March 15, 2027.

Is there an attendee list?

Yes, you'll receive an opt-in attendee list as part of your booth package after the conference. We also encourage you to collect contact info at your booth using the conference app.

How can I save on electrical and internet at the event?

Order through GES before February 28, 2027, to receive discounted pricing.