

37th National

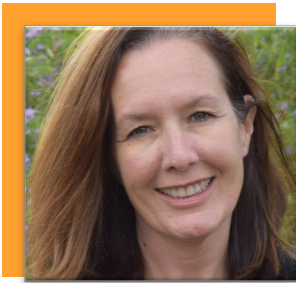
CHILD NUTRITION CONFERENCE



Exhibitor Orientation



Presented by



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National CACFP Sponsors Association



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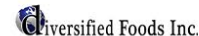
Partnership Specialist
National CACFP Sponsors Association





Exhibitor Orientation

Thank You to Our Sponsors & Exhibitors!





Agenda

- Welcome
- Conference Overview
 - Exhibitor Schedule
 - Major Deadlines
 - Sessions and Suggestions
- Exhibitor Resources
- Exhibitor Promotion
 - Conference Program
 - Exhibitor Directory
- Advertising
 - Conference Program Ads
 - Tote Bag Promotion
- Exhibit Hall Success
 - Exhibitor Tips
 - Door Prize Participation
- Q&A



CONFERENCE OVERVIEW



Exhibitor Schedule

- **Move-In:** Monday, April 10 1:00 pm - 5:00 pm
- **Ready Hour:** Tuesday, April 11 8:00 am - 9:00 am
- **Exhibit Hall Open**
 - Tuesday, April 11 9:00 am - 1:30 pm
 - Tuesday, April 11 3:30 pm - 6:00 pm
 - Wednesday, April 12 9:30 am - 1:00 pm
- **Move-Out:** Wednesday, April 12 1:00 pm - 5:00 pm



Major Deadlines

- January 30, 2023 - Hotel Reservation Recommended Deadline
- January 30, 2023 - Door Prize Program (for Opt-In Leads) Participation Deadline
- January 30, 2023 - Conference Program Ad Due
- March 1, 2023 - Tote Bag Item Description Due for Approval
- March 20, 2023 - Viper Advance Order Discount Deadline
- March 31, 2023 - Tracking Numbers Submitted to NCA for Tote Bag
- April 10, 2023 - Deadline for Electrical Services; Show Site Deliveries – 1:00 PM – 3:00 PM

Tote Bag Promotional Items are to arrive **no earlier than April 3, 2023, and no later than April 5, 2023.**



Creditable Roundtable

- **What:** Invitation only session to discuss CACFP/SFSP
- **Date:** Monday, April 10, 2023
- **Time:** 12:00 PM to 1:00 PM
- **Where:** Room Location will be shared via Paperless Post Invite

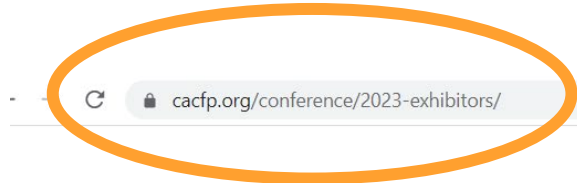


Exhibitor Resources

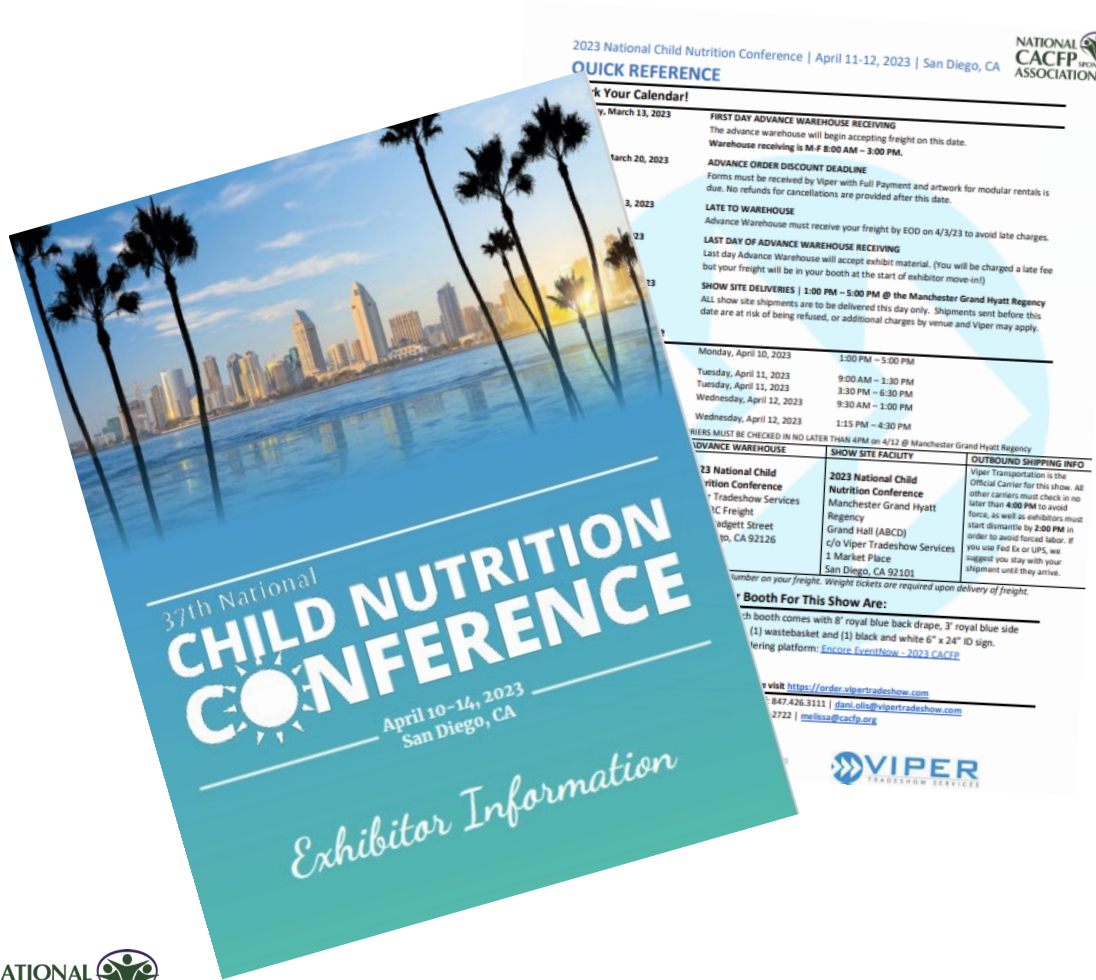


Social Media Kit

- Post and we will share.
- Build the buzz.
- Don't forget to follow us and tag us! [@nationalcacfp](https://twitter.com/nationalcacfp)
- Use the Hashtag #NCNC23 #CACFP #SFSP



2023 National Child Nutrition Conference Opportunities



[Register as an Exhibitor/Advertiser](#)

[Exhibitor Prospectus](#)

[Terms & Conditions](#)

[Exhibitor Information](#)

[Hotel Booking Info](#)

[Tradeshaw Exhibitor Kit](#)

[Social Media Kit](#)

[Tote Bag Advertising Guide](#)

[Program Ad Specs](#)

Exhibitor Information



Exhibitor Promotion



Exhibitor Directory

- Available online year-around
- Printed and distributed at the conference

Exhibitor Directory

In the US, Food for Good tackles child hunger by making healthy food more physically and financially accessible for low-income families.

Proud provider of Shelf Stable Milk. Stock up on Shelf Stable Milk. 1 year shelf life.

Since 1999, Food & Supply Source has been assisting child care centers in saving money on food and supplies.

DNO believes that education and healthy lifestyles go hand in hand. DNO offers a wide array of individually portioned items.

Grab & Go meals for afterschool & summer feeding programs.

Myers and Stauffer offers comprehensive Child Nutrition Program (CNP) compliance review services of participating organizations performed on behalf of state and federal administrative agencies.

NCA has been the leading national organization for sponsors who administer the CACFP since 1986.

Gerber is a leader in childhood nutrition committed to being your partner in childcare. #AnythingForBaby

Scan the QR code to opt into our Door Prize program & enter for a chance to win fabulous prizes!

Door Prize
 Food Sample
 Giveaway
 Special Guest
 Industry Partner
 National Ally

50 National CACFP Sponsors Association



Exhibitor Directory Features (for Conference Program)

- Logo
- 130-character description
- Booth Number
- Door Prize Symbol and Description
- Give Away Symbol
- Food Sample Symbol
- Special Guest Symbol
- Partner Badge



NCA has been the leading national organization for sponsors who administer the CACFP since 1986.

Booth #100

Opt in for a chance to win a \$50 Amazon gift card



bellinstitute.com/specific-audiences/childcare

General Mills believes food should make us better, so they work hard to make food the world loves, while improving the nutrition of our products.

Booth #300

Opt in for a chance to win a \$50 Amazon gift card



Advertising



Conference Program Advertisers

- What makes a good ad?
- Layout Tips
- Due Date: **1/30/2023**

A graphic for Novick Childcare Solutions. The left side is a red background with the Novick logo (a stylized fruit with green, orange, and red segments) at the top. Below the logo, the word "Novick" is written in large white letters, with "CHILDCARE SOLUTIONS" in smaller white letters underneath. A white horizontal line is below the text. Further down, the text "Get More From Your Nutrition Program" is written in white. At the bottom, the website "novickchildcare.com" and phone number "215.467.1400" are listed in white. The right side of the graphic is a photograph of fresh vegetables including carrots, broccoli, tomatoes, and raspberries.


Novick
CHILDCARE SOLUTIONS

Get More From Your Nutrition Program

novickchildcare.com | 215.467.1400



Tote Bag Advertisers

- Suggestions for Great Tote Bag Items
- Tracking Numbers Deadline: March 31, 2023
- Credit Card Authorization Form sent to FedEx
- Tote Bag Promotional Items are to arrive **no earlier than April 3, 2023, and no later than April 5, 2023.**



Exhibit Hall Success

Booth Tips and Selection

- Booth selection begins **January 16, 2023**
- Process
- Tips and Expectations






Door Prize Program

- Lead Retrieval
- Digital Gift Cards Only
- Deadline for Participation: Jan 30, 2023

Scan QR code to opt into door prize program





More Booth Details

- **Shipping Options**
- **Cold Storage**
- **Electricity**
- **Internet/ AV Needs**
- **Catering**



Navigating the Conference and Networking

- Social Media
- CACFP Creditable Roundtable
- Yapp App
- Networking Events
- Workshops





Q&A





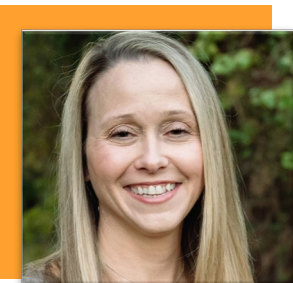
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