

January 18, 2017

Dear Potential Exhibitors:

The School Nutrition Association of North Carolina proudly presents the nineteenth annual New Horizons Trade Show. The New Horizons Trade Show will be held on Wednesday, June 21, 2017, at the Sheraton Greensboro Hotel at Four Seasons/Joseph S. Koury Convention Center in Greensboro, North Carolina.



Buyer's Morning will be held on Wednesday, June 21. We are looking at options to maximize Buyer's Morning for you. This year, it will begin at **8:00 a.m.** with Directors and Supervisors and this year Managers, who are crucial to making purchasing decisions; will enter the show at 11:30 a.m. This will give exhibitors more time to speak directly with those individuals who impact decision making. The Trade Show will follow Buyer's Morning from 12:00 noon until **2:30 p.m.** Because we have given you extra time with the Buyers and shortened the show by 30 minutes, we respectfully request that **EXHIBITORS NOT DISMANTLE THEIR EXHIBITS BEFORE 2:30 p.m.** We expect approximately 800 to 900 school nutrition personnel to attend the Trade Show.

Exhibitors will have from 9:00 a.m. until 5:00 p.m. on Tuesday, June 20, to move in and set up. This will enable you to make your own plans for Tuesday evening. You will be free to dine with clients or do as you wish.

To reserve exhibit space, please complete the enclosed contract and mail it to the New Horizons Trade Show Office. **Payment must accompany all contracts. To qualify for the Early Bird Rate, complete payment must be received by April 1, 2017.** Payments may be made with check or credit card. The Early Bird Rate for SNA-NC Sustaining Members is \$1100 and \$1500 for non-members prior to April 1, 2017. After April 1, 2017, the cost will be \$1300 for members and \$1700 for non-members. As was the case last year, exhibitors will be responsible for all electrical orders and charges directly with the Sheraton.

An exhibit layout is enclosed for selecting your exhibit location. **For brokers, no more than two manufacturers will be allowed in each booth and I can't sell a single half booth.** Every effort will be made to comply with your booth preference. However, priority will be given to Sustaining Members and multiple booths. Registration kits with hotel information, guestroom reservation forms and electrical service order forms will be e-mailed in late April.

Please don't hesitate to contact me at 800-219-4893 or jbdfroth@aol.com if you have any questions or if you need information regarding sustaining membership. We look forward to seeing you in June at the New Horizons Trade Show.

Regards,

A handwritten signature in cursive script that reads 'Dawn Ferguson Roth'.

Dawn Ferguson Roth
Executive Director, SNA-NC