

February 12, 2024

Dear Potential Exhibitors:

The School Nutrition Association of North Carolina proudly presents the twenty-sixth annual New Horizons Trade Show. The New Horizons Trade Show will be held on Wednesday, June 12, 2024, at the Sheraton Greensboro Hotel at Four Seasons/Koury Convention Center in Greensboro, North Carolina.

We will start the trade show at 9:00 a.m. You will be able to get on the show floor at 7:00 a.m. to get everything ready for our members. Please be mindful to have enough products on hand until the end of the show. We expect approximately 600 – 700 school nutrition personnel to attend the Trade Show.

We will be going back to having our Buyer’s Morning, which will begin at **9:00 a.m.** with Directors and Supervisors. This year Managers, who are crucial to making purchasing decisions; will enter the show at 11:00 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 **11:30 a.m.** until **2:30 p.m.** We respectfully request that **EXHIBITORS** N**OT DISMANTLE THEIR EXHIBITS** **BEFORE 2:30 p.m.** If you run out of products, please continue to talk with our members.

Exhibitors will have from 9:00 a.m. until 5:00 p.m. on Tuesday, June 11, 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 email or 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 15, 2024.** Payments may be made with check or credit card. The Early Bird Rate for SNA-NC Sustaining Members is $1200 and $1700 for non-members prior to April 15, 2024. On April 16, 2024, and after, the cost will be $1400 for members and $1900 for non-members**.** As is always the case, 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. I cannot 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 and electrical service order forms will be e-mailed in early May. Hotel reservation information will be on our website, [www.schoolnutrition-nc.org](http://www.schoolnutrition-nc.org) in April.

Please do not hesitate to contact me at 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,

Dawn Ferguson Roth

Executive Director, SNA-NC

**SNA-NC • 2318 N. Elm Street • Greensboro, North Carolina 27408**