

*Cultivate a
Legacy of Leadership*



SNA-NC 2025-2026

February 20, 2026

Dear Potential Exhibitors:

The School Nutrition Association of North Carolina proudly presents the twenty-eighth annual New Horizons Trade Show. The New Horizons Trade Show will be held on Wednesday, June 24, 2026, 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 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 **2:00 p.m.** We respectfully request that **EXHIBITORS NOT DISMANTLE THEIR EXHIBITS BEFORE 2:00 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 23, 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.

New this year, we are planning to have a Farmers Market Row with Farm to School items. This row is for any participants of the Farm to School program, or participants who are working to be a part of the Farm to School program. If you would like to be located in this row, please mark the contract for yes for Farmers Market Row. If you have a broker, this will mean that you will not be located in your broker's block of booths.

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, 2026.** Payments may be made with check or credit card. The Early Bird Rate for SNA-NC Sustaining Members is \$1400 and \$1900 for non-members prior to April 15, 2026. On April 16, 2026, and after, the cost will be \$1600 for members and \$2100 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 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

Dawn Ferguson Roth | Executive Director, SNA-NC