



2021

LA-CROSSE CENTER



SNA-WI Annual Conference | June 16-18 2026 | La Crosse Center, La Crosse

Vendor Prospectus

Event Information

SHOW LOCATION

The Industry Show will be held on Wednesday, June 17 at the La Crosse Center. The show will begin with 'Directors Only' early access from 11:15 am – 12:00 pm, with the full show open to all attendees from 12:30 – 1:30 pm. This is held in conjunction with the SNA-WI Annual State Conference schedule for June 15–16, 2026.

HOTEL INFORMATION

Book early as the hotel is projected to sell out! Rooms are available at the Radisson Hotel La Crosse at a special group rate of \$129/night (king) or \$149/night (2 queens) + taxes and fees per room.

[CLICK HERE](#) to book your Radisson reservation with our special booking link online. You can also call the Radisson Hotel La Crosse line at 608-784-6680 to make your reservation. If you are prompted for a code, use '2606SBAWAC.'

Reservations must be made by May 15, 2026.

Directions and Address

La Crosse Center
300 Harborview Plaza, La Crosse, WI 54601
Radisson Hotel La Crosse
200 Second St. South, La Crosse, WI 54601

SETUP AND SHOW DATES & HOURS

Tuesday, June 16

12:00 – 4:00 pm Move-in/Setup
5:00 – 9:00 pm Welcome Reception

Wednesday, June 17

6:00 – 11:00 am Move-in/Setup
8:00 – 8:45 am Products on Parade
11:15 – 12:00 pm Industry Show – Directors Only
12:00 – 1:30 pm Industry Show
2:00 – 4:00 pm Tear Down/Move Out

EXHIBIT PACKAGE

Set-up will be done in-house by The La Crosse Center. All standard & corner 8' x 10' booths include:

- back and side drape, 1-8' skirted table, two chairs,
- 1-110 electrical outlet, and 11"x 17" sign.

We will be reaching out to all registered vendors on preferred booth set-up.

Being an exhibitor gives you exclusive features in our Whova Conference App; including badge scanning and lead retrieval. A list of conference attendees' contact information who have opted in to receive communications from conference vendors is included. More information will be sent out via email.

IMPORTANT DEADLINES

Friday, May 15, 2026

- Guest room reservation deadline.
- Exhibitor Registration Deadline. No registrations will be accepted after May 25, 2026

Monday, May 18, 2026

- Additional fee of \$250 per registrations received after this date.
- Booth assignments will also be delayed for registrations received after this date.
- Booth representative badge name(s) confirmed.
- Identification sign name(s) confirmed

Monday, May 25, 2026

- Exhibit Registration Deadline. No registration will be accepted after today

BOOTH ASSIGNMENTS

Booth assignments are made based on SNA-WI's established procedure and locations are subject to change at any time. It is understood that every attempt will be made to place exhibitors in their preferred choice of locations. SNA-WI makes all final decisions on booth locations and cannot guarantee placement without payment in full.

Sponsorship Opportunities

Keynote Speaker Sponsor | \$5,000 (1 available)

- 3-minute presentation opportunity to introduce your company before you introduce the Keynote Speaker (can include video, signage)
- Separate section in app that includes only your company's information
- Logo included in slide show displayed before Conference Welcome
- Exclusive sponsorship of Opening Keynote Speaker
- Recognition in conference promotional materials and event app

Conference App Sponsor | \$3,000 (1 available)

- Company name and logo featured on home page of conference app
- Push notification sent via app once a day for three days (Sponsor can customize message)
- Separate section in app that includes only your company's information
- Company name on app instruction email sent out to all attendees before the conference
- Logo included in sponsor slide show displayed during conference
- Exclusive sponsorship of the event app
- Recognition in other conference promotional materials

Reception Sponsor | \$2,500 (4 available)

- Logo included and opportunity for promotional materials on tables at the event
- Logo included in sponsor slide show displayed during the conference
- Recognition in conference promotional materials and event app

Name Badge Sponsor | \$1,500 (1 available)

- Logo included on all attendee name tags
- Recognition in conference promotional materials and event app
- Email sna-wi@badgerbay.co to claim

Conference Sponsor | \$1,000 (6 available)

- Logo included in sponsor slide show displayed during the conference
- Recognition in conference promotional materials and event app
- Recognition as sponsor during general session remarks

SNA-WI POLICY

Any person who is not a registered attendee is not allowed on the conference premises. All conference attendees must wear their conference badge at all times while attending conference activities.

We understand the information in the exhibit info packet is part of the contract. The exhibit booth fee will be refunded less \$100 for written cancellations prior to May 25, 2026. Cancellations after May 26, 2026 are responsible for 100% of the booth fee.

*Sponsorship does NOT include a vendor booth at the SNA-WI Industry Food Show on Wednesday, June 17. Please register as an exhibitor to secure a booth!

Cost Breakdown

	8' x 10' Standard Booth	Upgrade Free Standard to Corner Booth	Upgrade Free Standard to Aisle End (2 Corner Booths)	TOTAL
Gold or Silver Member	\$0	+ \$100	+ \$750	
Gold or Silver Member Additional Booth(s)	QTY: ___ x \$675 = ___	QTY: ___ x \$775 = ___	QTY: ___ x \$1400 = ___	
Add late fee if order is received after May 18, 2026				+ \$250
GOLD or SILVER MEMBER TOTAL:				

	8' x 10' Standard Booth	Corner Booth	Aisle End (2 Corner Booths)	TOTAL
Industry Member	QTY: ___ x \$675 = ___	QTY: ___ x \$775 = ___	QTY: ___ x \$1400 = ___	
Non-Member	QTY: ___ x \$1075 = ___	QTY: ___ x \$1225 = ___	QTY: ___ x \$2100 = ___	
Add late fee if order is received after May 18, 2026				+ \$250
INDUSTRY or NON-MEMBER TOTAL:				

Exhibitor Name Badges

Rep. Name _____ Company _____

Rep. Name _____ Company _____

Rep. Name _____ Company _____

Rep. Name _____ Company _____

Exhibitor Online Portal (for booth electricity and other needs) from WI Expo will be emailed out to registered exhibitors. **Registration deadline: Monday, May 25, 2026**
Late fee applies to registrations received after Monday, May 18, 2026

2026 SNA-WI Annual Conference Sponsor & Exhibitor Registration

Please Note: After your registration is complete, SNA-WI will send you an Exhibitor Details Form to gather additional information on your on-site booth needs, companies, competitors, and on-site representatives. An email will also be sent out from Whova to set up your company's conference profile on our conference app.

Save time and register online!

Company Representative: _____

Company Name: _____

Street Address: _____

City/State/Zip: _____

Phone: _____

Email: _____

Exhibit Total: \$ _____

Sponsor Total: \$ _____

TOTAL ENCLOSED: \$ _____

Method of Payment

VISA MasterCard Discover AmEx Check

Card Number: _____

Exp. Date: _____ Security Code: _____

Signature: _____

Date: _____

School Nutrition Association of Wisconsin

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