



March 27-29, 2022 | Phoenix, AZ
Pointe Hilton Tapatio Cliffs Resort

All About **SNIX**

December 8, 2021
2:00 EDT



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What is SNX?

- Snack industry's premier education and collaboration forum
- Occurs every other year, alternating with SNAXPO
- Resort-based meetings instead of convention-based exhibits
- Approximately 600 attendees, more than 90 suppliers
- ***More trade, less show***



What is SNX?

- Education Arena
 - Speakers, education, SNAC Tank pitch competition
- Supplier Suites
 - B2B meetings, arranged through central scheduling platform
- Experience Zone
 - Collaboration Kiosks, Engagement Areas, SNAC Bites



SNX 2022 Program Schedule

Sunday, March 27

- Attendee arrival
- Golf tournament
- Education Arena
 - Keynote address
- Opening party

Monday, March 28

- Education Arena
- Experience Zone
 - 4 hours
- Supplier Suites Open
 - 2 hours

Tuesday, March 29

- Experience Zone
 - 2 hours
- Supplier Suites Open
 - 5 hours
- Education Arena
 - SNAC Tank pitch event
- Closing party

Benefits of SNX

- Stronger 1-on-1 connections
- Lighter footprint, easier to engage
- Focus on your customers and your team
- Private meetings with organic interaction of a larger event
- Get **“outside the booth”** to interact with prospects in new ways



Supplier Suites



Ambassador Suite

Standard Suite



Get in the Zone



The Experience Zone

- Replicates snack value chain
- Areas for **Ingredients, Processing, Flavor, Packaging, and Market**

Organic Engagement

- Collaboration Kiosks
- Engagement Areas
- SNAC Bites



Help make SNX a success

- Like SNAXPO, a successful SNX depends on **YOU**
 - Send a diverse delegation
 - Accept meeting requests
- Register **NOW**
- Appoint a **QB** for your team
- Start scheduling **early**
 - But some open slots are okay



Optimize your SNX experience



- SNX is *more than meetings!*
 - Education
 - Networking
 - SNAC Tank
- SNX will work for you if ...
 - You bring a **great team**
 - Your **key partners** participate
 - You **engage** enthusiastically with our suppliers and sponsors



Closing Thoughts

- SNX is ...
 - *Snack industry's premier **education** and **collaboration** forum*
 - **More trade**, less show
 - A way to think **“outside the booth”**
- Like SNAXPO, suppliers support this event financially, but its success depends on you, **so thank you for supporting SNX.**



Questions



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Thank you!