



March 19-21, 2023 | Orlando, FL

Exhibitor Webinar How to Maximize Your Experience

Presented by



What is SNAXPO?

- SNAXPO, hosted by SNAC International, is a can't-miss gathering for snack brands to find manufacturers, equipment, ingredients, seasonings, key partners, and the leaders of the snack category
- Exclusively targets cutting edge resources to snack producers
- Who attends?
 - Suppliers to the Snack Industry
 - Snack Producers
- Registration is trending ahead by more than double what it was this same time in 2018



What is SNAC International?

- Only snack-centric trade group with over 400 member companies, including brands, manufacturers, marketers, and suppliers
- Connecting the snack industry to create growth and opportunity
- Host of SNAXPO for 84 years



Who's Coming



A word cloud of various food and snack brands, arranged in a heart shape. The brands are listed in various colors and sizes, with some being more prominent than others. The brands include:

- Develey Mustard and Condiments
- Mexican Supplies
- La Canasta Mexican Food Products
- Berry Global
- Calbee America LLC
- Great Lakes Pot Pies
- Wise Foods
- PepsiCo/
- Wyandot Snacks
- Barcel S.A. de C.V.
- Frito-Lay
- 131 Copackers
- J&J Snack Foods
- Bamba Foods
- Cheeze Kurls
- HEB
- Maine Crisp Co
- Rudolph Foods
- Dali Fresh
- Utz
- Almost Famous Popcorn
- Dynamic Dish
- Conagra Brands
- Brands
- Flowers Foods
- The Krusteaz Company (Continental Mills)
- Benestar Brands
- La Cocina Foods
- Better Made Snack Foods
- The Candy Closet
- Continental Mills
- Hershey
- Campbell Snacks
- Snak King Corp
- AJIYA SNACKS
- DINANT
- Handi Foods
- good2grow
- Unique Snacks
- Eagle Family Foods Group
- MrGriffon Kitchen
- Top Shelf Snacks
- Keystone Food Products
- Shearer's Foods
- Hain Celestial
- Mondelez
- Aliments Krispy Kernels
- Barry Callebaut
- G&S Foods
- Herr Foods
- General Mills
- Old Dutch Foods
- Nanas Gourmet Popcorn
- Nana's Family Food

#1 Tip to Maximize Your Experience

- Full Conference Package = Maximum Networking Opportunities

	Exhibit Hall Only Pass	Full Conference Package
Exhibit Hall Hours Monday 3/20/23 and Tuesday 3/21/23	✓	✓
Reception inside Exhibit Hall Monday 3/20/23	✓	✓
Lunch inside Exhibit Hall Monday, 3/20/23	✓	✓
Lunch inside Exhibit Hall Tuesday, 3/21/23	✓	✓
Educational Sessions on Trade Show Floor	✓	✓
Opening Party Sunday 3/19/23		✓
Closing Cocktail Reception Tuesday 3/21/23		✓
Circle of Honor Award Ceremony		✓
General Session Breakfast with Keynote Speakers Monday 3/20/23		✓
General Session Breakfast with Keynote Speakers Tuesday 3/21/23		✓

Schedule of Events

- **Sunday**

- New Member First Timers Reception
- Opening Party

- **Monday**

- General Session with Keynote Speakers
- Exhibit Hall Open
- Exhibit Hall Reception
- SnackPAC Reception

- **Tuesday**

- General Session with Keynote Speakers
- Exhibit Hall Open
- Closing Party



Exhibitor Setup Dates

- **Move-in Dates/Times**

- Friday, March 17: 12:00 – 5:00pm ET (*Targeted Exhibitors Only*)
- Saturday, March 18: 8:00am – 5:00pm ET
- Sunday, March 19: 8:00am – 5:00pm ET

- **Exhibit Hall Hours**

- Monday, March 20: 10:00am – 4:00pm
- Tuesday, March 21: 10:00am – 4:00pm

- **Move-out Dates/Times**

- Tuesday, March 21: 4:00 – 8:00pm ET
- Wednesday, March 22: 8:00am – 4:00pm ET



General Session Keynote Speakers



A Fireside Chat with Howard Friedman

Tuesday, March 21
8:00 – 9:00am

Presented by Howard
Friedman, CEO, Utz
Brands



The Art of the Intangible

Tuesday, March 21
9:00 – 10:00am

Presented by Shane Battier,
Two-time NBA Champion
and Former VP, Analytics
and Basketball
Development, Miami Heat



KNOWLEDGE ZONE

- **Monday, March 20**

- LatAm Report: Human Insights and Snacking Trends in Latin America
- Film of the Year: Sustainable Snack Packaging Solutions
- Co-Packing, Grow Snacking: Keys to Successful Co-Manufacturing

- **Tuesday, March 21**

- In the Weeds: Legal and Technical State of Cannabis for FPA
- Regulatory Crunch: Policy Update for Snack Foods

Show Features



STARTUPS HUB



CO-PACK CENTRAL



KNOWLEDGE ZONE



SNAC BITES



FLAVOR SHOWDOWN



PUPPY WALK

SNAXPO23 ◆◆◆

***EXHIBIT HALL
RECEPTION***

Exhibitor Marketing

- **Exhibitor Marketing Toolkit**
 - SNAXPO SNAX to the MAX Logos
 - Email Signature Graphics
 - Banner ads
 - Sample social media sharing posts and graphics

Download Toolkit

- **Invite Your Customers via Custom Feathr Link**
- **Incentive Program**



Maximize Your Visibility



Be Prepared

- Freeman Exhibitor Services Manual
 - Order carpet, furniture, electrical, services, etc. **Prices increase tomorrow 2/17!**
- Submit Your Certificate of Insurance
- Review Exhibitor Quick Facts Document
- Submit Your Sampling Form
- Update Your Logo and Booth Description in Your Exhibitor Portal



Top Exhibitor Tips & Tricks

- Do Your Homework!
 - Research and target key attendees and decision makers
- Order Lead Retrieval
- Plan and execute pre-show and post-show marketing efforts
- Setup QR Codes that connect to your LinkedIn profile vs. a business card
- Reminder...Snack Producer badges are **RED**
- Stand at the edge of your booth carpet
- **Smile** 😊



Spice Up Your Booth

- Focus on experiences
- Swag if it's truly useful
- Prize Wheel
- Food or drink
- Less is more – open lounge type environments

Mobile App

- Attendee list, exhibitor list, show floor map
- Schedule of events
- Speaker info & session descriptions
- Turn on push notifications
- Activity feed
- Update your profile in your exhibitor portal!
 - End of February—link to update your company profile in the app



Get Social



@SNACintl



@SNACInternational

Branded Hashtags

#SNAXPO23

#SNAXtotheMAX



SNX 2024

Reserve your Supplier Suite and Kiosk

April 14-16, 2024

Hyatt Regency Dallas | Dallas, Texas



SNAXPO25

Reserve your Booth

Dates TBD

Orange County Convention Center | Orlando, Florida



Questions?

Exhibitor Questions?

Contact Abby Valentino
703.836.4500 ext. 201
avalentino@snacintl.org

