



SNAXPO18

MARCH 12-14, 2018

Atlanta, GA

Sponsorship Opportunities

Sponsoring an event is a great way of acquiring new clients, building a corporate reputation and increasing your organization's visibility.

SNAXPO18

SNAXPO 2018 Sponsorship Opportunities

As of 11/6/2017

Would you like a higher profile within the snack food industry that can lead to more business? SNAXPO can help! Sponsorship puts your company in the spotlight and positions you as an industry leader, leaving a strong impression of your brand in front of highly motivated snack industry professionals. The SNAXPO brand marketing packages below are uniquely designed to work best for your company's individual marketing initiatives.

TIERED SPONSORSHIPS – LEVELS BASED ON SPONSORSHIP CONTRIBUTION

PLATINUM CLUB

Sponsors who reach the \$20,000 Level or more

Features of only the Platinum Club include:

- (1) Reserved Table at each of the General Sessions & Social events

Signage at sponsored event if applicable

Customized table tent cards with your logo at all Seated Events if applicable

SNAC SHACK

Exhibitors that are Sponsors supporting SNAXPO at the \$20,000 level and above (a combination of booth space & sponsorship) have an open invitation to enjoy the SNAXPO18 SNAC Shack during trade show hours, located in a private setting conveniently on the trade show floor. Signage at the SNAC Shack entrance will display qualified company logos. These companies are welcome to invite their customers to enjoy the comfortable seating areas and enjoy lunch, hors d'oeuvres, and beverages.

Gold - \$10,000 - \$19,999

Logo on prominent signage, just below Platinum Category

Silver - \$5,000 - \$9,999

Logo on prominent signage, just below Gold Category

Allied - \$4,999 and Below

Logo on prominent signage, just below Silver Category

BENEFITS FOR ALL SPONSORS

Logo displayed in the “Sponsor” area of the SNAXPO.com website
Recognition in the SNAXPO Program Guide and Mobile App
Logo included in sponsor loop that plays at the start of each general session
SNAXPO signage displayed prominently in Registration Area
Special ribbon on badge signifying your company’s sponsorship level
Visit with SNAC International Board members and key leadership at a reception only for Sponsors

**Options with asterisks have a first right of refusal. If you are interested on one of these, just let me know and I will go back to the sponsor who previously has reserved this and determine their selection for this year.*

CORPORATE HEADSHOT

\$12,500 + cost of photographer (Limited to two sponsors)

Give Attendees a chance to update their headshot to use professionally on their corporate website, in Facebook, Linked in or any other digital platform. These photos are big currency on social networks and corporate websites and the more authentic, the higher the social credibility. Your company will get all the credit for providing this unique but necessary service.

*SNAXPO MOBILE APP

\$12,000 (Splash Page); \$6,000 (Banner); \$300 Exhibitor Listing Highlight

Attendees will see your company’s brand on their smartphone 365 days a year! As the only mobile app sponsor for the show, your company will receive a launch screen logo, schedule page watermark, banner ad and a full screen landing page.

Features of this App will include: full conference schedule, personal agenda building, search capabilities for attendees/speakers/exhibitors, integration with social media including Twitter/Facebook/Pathable and messaging.

SNAXPO WEBSITE

\$7,500 (Multiple Sponsors)

Position your logo with a strategically placed message on the SNAXPO Registration and information website – www.snaxpo.com. You will be visible throughout the registration period – until March 14, 2018.

SHOW GUIDE BOOKMARK

\$15,000 (One Sponsor)

Make your mark on the official show guide with your company's well-designed bookmark, inserted directly inside the Official Program Guide.

WINDOW/COLUMN/WALL GRAPHICS

And many other opportunities in this area.

For more information, please talk to Liz Wells.

\$12,000 (Unlimited Sponsors)

Be seen when attendees walk into the Convention Center! Your company graphics will be affixed to the windows at the first entrance to the Convention from the Omni Atlanta CNN Center. *Please refer to attached document for ideas.*

***POCKET SCHEDULE**

\$8,500 (Two Sponsors)

This pocket size daily schedule features your company. The first company to reserve will have first choice for placement of their ad.

LATIN AMERICAN EDUCATIONAL SESSIONS

\$8,500 (Multiple Sponsors)

There will be (3) Latin American Breakout Sessions presented in Spanish that will run concurrently with the other SNAXPO Breakouts. These sessions will focus on issues of importance that affect the Latin American snack industry.

Sponsor(s) will be invited to introduce one of the educational sessions as well as provide company materials on the tables.

SNAXPO KICK-OFF PARTY

College Football Hall of Fame

\$25,000 (Multiple Sponsors)

Attendees will be treated to a Themed Opening Party to include an evening with great food and unique, interactive entertainment. There are numerous opportunities for branding at this venue.

For more details, contact Liz Wells 703.836.4500 ext. 202 or lwells@snacintl.org.

***TUESDAY MORNING CENTERPIECES**

\$5,500 (One Sponsor)

Your company logo will be displayed on every table thanking you for providing the center pieces.

***TUESDAY KICK-OFF BREAKFAST**

\$15,000 (Multiple Sponsors)

SNAXPO Attendees with a full package registration will enjoy this hearty breakfast as attendees wait to hear the kick-off speaker, yet to be announced.

TUESDAY GENERAL SESSION SPEAKER (TBD)

\$15,000 (Multiple Sponsors)

Sponsor will have the opportunity to introduce this session. Signage will promote your support for this important educational session.

TUESDAY EDUCATIONAL SESSION #1

Food Law and Regulation Update (?)

\$8,500 (Multiple Sponsors)

Sponsor will have the opportunity to introduce this session. Signage will promote your support for this important educational session.

TUESDAY EDUCATIONAL SESSION #2 (TBD)

\$8,500 (Multiple Sponsors)

Sponsor will have the opportunity to introduce this session. Signage will promote your support for this important educational session.

***TUESDAY RECEPTION**

\$20,000 (Multiple Sponsors)

All SNAXPO Attendees are invited to experience another networking session, this time on the trade show floor. Enjoy some interactive fun while hanging out with and talking with your colleagues and prospective customers

WEDNESDAY INSTALLATION OF 2018 – 2019 OFFICERS

\$10,000 (Three Sponsors)

Here the 2017 - 2018 SNAC International Board members will transition into the 2018 – 2019 Board. Your company logo will welcome attendees as they enter the ballroom and be prominently displayed on the big screens in the room.

WEDNESDAY GENERAL SESSION SPEAKER (TBD)

\$15,000 (Multiple Sponsors)

Sponsor will have the opportunity to introduce this session. Signage will promote your support for this important educational session.

WEDNESDAY BREAKFAST

\$15,000 (Multiple Sponsors)

Breakfast for all attendees just before the Installation of 2017 – 201 SNAC International Officers Ceremony. Sponsor logo will be on table tent cards offering more exposure for your brand.

WEDNESDAY MORNING CENTERPIECES

\$5,500 (One Sponsor)

Your company logo will be displayed on every table thanking you for providing the center pieces.

WEDNESDAY GENERAL SESSION SPEAKER - TBD

\$15,000 (Multiple Sponsors)

Sponsor will have the opportunity to introduce this session. Signage will promote your support for this important educational session.

WEDNESDAY KEYNOTE SPEAKER - TBD

\$35,000 (One Sponsor)

Sponsor will have the opportunity to introduce this session. Signage will promote your support for this important educational session.

WEDNESDAY EDUCATIONAL SESSION #1

TBD

\$8,000 (Multiple Sponsors)

Sponsor will have the opportunity to introduce this session. Signage will promote your support for this important educational session.

WEDNESDAY EDUCATIONAL SESSION #2

TBD

Sponsor will have the opportunity to introduce this session. Signage will promote your support for this important educational session.

***HOSTED BAR FOR WEDNESDAY CLOSING DINNER EVENT**

\$7,500 (Multiple Sponsors)

Your company logo will prominently be displayed at every bar, on the table tent cards and on signage prominently placed throughout the event.

WEDNESDAY CLOSING DINNER

\$5,000 (Multiple Sponsors)

Your company logo will prominently be displayed on the table tent cards and on signage prominently placed throughout the event.

REGISTRATION AREA REFRESHMENTS

\$8,000 (Multiple Sponsors)

Food and drink will welcome attendees as they check-in for their meeting credentials. Signage will be displayed showing them who provided the support for their enjoyment.

EXHIBIT HALL LUNCH & FRITO CHILI PIES

\$8,500 (Multiple Sponsors)

This sponsorship will provide lunch on Tuesday and Wednesday during show hours, along with the famous chili pies and beverages for all attendees visiting the exhibit hall. Signage will be placed at every food station providing more exposure to your brand.

SNAXPO REGISTRATION AREA SIGNAGE

\$12,000 (Multiple Sponsors)

Welcome all SNAXPO attendees and be the first sponsor logo they see on the registration desk counters and headers.

ADVERTISEMENT ON THE BACK OF ALL BADGES

\$12,000 (One Sponsor)

Everyone knows our badges are always twisting and turning. Why not take advantage of a twist by placing your corporate logo on the back side?

SNAXPO SIGNAGE

\$12,000 (One Sponsor)

Your logo will be displayed on all signage that is not devoted to a sponsored event.

SNAXPO PROMOTIONAL EMAIL BLASTS

\$7,500 (Multiple Sponsors)

Each time an email blast is sent to SNAC INTERNATIONAL's 6,000-person database, your logo/message will be inserted in a prominent place so your brand can become familiar to all the prospective and confirmed attendees. Blasts announcing the opening of registration, announcements of speakers and program changes, deadlines approaching for registration and hotel reservations, and the "need to know" email and more, will be part of this sponsorship.

SNAXPO “DAILY” EMAIL BLAST

\$7,500 (Multiple Sponsors)

The SNAXPO News Team prepares a show summary each evening and reports on what attendees can expect the next day. This is emailed out to all SNAXPO attendees. Your logo or message can be on the “Show Daily” every day.

OFFICIAL SHOW GUIDE BELLY BAND

\$10,000 (One Sponsor)

The Belly Band is the first thing attendees see when they pick-up the Program/Registration Book at SNAXPO. This band wraps around the middle of the book after it is printed and bound. Your company can choose to advertise your name, products and booth number. Let the “Belly Band” carry your message to all attendees.

***PROGRAM/EXHIBITOR DIRECTORY/FLOOR PLAN GUIDE INSIDE FRONT OR INSIDE BACK COVER AD**

\$10,000 (Multiple Sponsors)

A full page, four color advertisement will be placed on the inside front cover of the program/registration book.

PROGRAM/EXHIBITOR DIRECTORY/FLOOR PLAN GUIDE ADVERTISEMENT INSIDE THE BOOK

\$8,000 (Multiple Sponsors)

A full page, four color ad will be strategically placed inside the program/registration book, a publication used by all attendees during the event.

Options:

- Beside Table of Contents
- Beside the General Information Page
- Beside the Schedule of Events
- Beside the start of the Booth Descriptions
- Beside the Exhibitor Category Listing

**ATTENDEE REGISTRATION LIST - ONLINE
AND IN MOBILE APP
\$10,000 (One Sponsor)**

An advertisement on the front page of the attendee registration list found online. Attendees will not be included in the Program Book this year but can only be found online and in the Mobil App. Talk about your brand staying in front of attendees!
Attendees will see your ad before anything else.

MOBILE APP ADVERTISEMENT

\$7,500 (Multiple Sponsors)

Mobile Apps are becoming a staple of all trade shows. Not only are they easy to navigate but they are easy to carry around since they are on your phone. Attendees will use this tool to check who's attending, read booth descriptions, find out who's exhibiting and where they are on the floor plan. If you advertise in the app, they will see your company each time they use it!

PHONE/TABLET CHARGING STATION

\$7,500 (Multiple Sponsors)

Attendees will appreciate the convenience to charge their device and have you to thank. The station will be in the SNAC International booth, in the heart of the exhibit hall.



MONEY CUBE – USED FOR HOURLY DRAWINGS

You draw winning name

***\$12,500 (One Sponsor)**

**Cash provided by sponsor*



***SNAXPO OFFICIAL TOTE BAG**

\$15,000 (One Sponsor)

Where else are attendees going to stash their snacks? Sponsors of this bag puts your company logo on the official show floor bag and provides tremendous exposure both during and after the show.

INSERT YOUR GIVE AWAY INTO THE TOTE BAG ALL ATTENDEES RECEIVE

***\$6,000 (Multiple Sponsors)**

Whatever fits into the tote bag can be your way to grab the attention of the attendees.

***HOTEL ROOM KEYS**

\$12,000 (One Sponsor)

“Check-in” with the SNAXPO attendees receiving a custom key card with your logo and message at the headquarters hotel. Production and material charges are at an additional cost.

***HOTEL ROOM KEY POCKET BROCHURE**

\$10,000 (One Sponsor)

Production and material charges are at an additional cost.

***FOOT STEPS TO EXHIBIT HALL**

\$15,000 (One Sponsor)

Make a huge statement as attendees enter the Convention Center. Your company’s logo or brand would lead attendees to the registration area and Exhibit Hall. All attendees must take this route to the Convention Center from the Omni.

BRANDING OPPORTUNITIES IN GEORGIA WORLD CONGRESS CENTER

To be added

Digital opportunities presented by Freeman

To be added

SNAXPO18 Industry Support Opportunities

All opportunities are available on a first come, first served basis and are non-exclusive. To request sponsorships, please list above the option that interests you and return this page to:

Liz Wells, SNAC International, 1600 Wilson Blvd., Suite 650, Arlington, VA 22209, USA
Email: Lwells@snacintl.org Tel: 703-836-4500 or 1-800-628-1334, ext. 202

Name: _____

Company Name: _____

Address: _____

City: _____ State: _____ Zip: _____

Email: _____ Phone: _____

My Company would like to support the following:

Signed: _____ Date: _____

Please Invoice Me

Please Charge My Credit Card: Expiration Date: _____ Security Code: _____

Card Number _____ Amount to Charge _____

Name on Card _____

Signature _____

I will forward a check made payable to SNAC International for \$ _____

Continued

Please Email your Corporate Logo to Liz Wells (lwells@snacintl.org) for use in promoting your support in a .jpg format and one of the following formats:

Acceptable file formats:

VECTOR

Vector files contain artwork whose lines and fills are defined by mathematical formulas. This type of artwork is resolution independent and hence can be enlarged or reduced without any loss of quality. ****Note:** Saving a non- vector file as a .eps format **does not** make it infinitely scalable.

EXTENSION	PROGRAM	VERSION
.eps**	Encapsulated Postscript	An export option of various programs
.ai	Adobe Illustrator	Version 9.0 or earlier