

SPONSORSHIP OPPORTUNITIES



Acquire new clients, build your corporate reputation and increase your organization's visibility—**secure your sponsorship today.**

SNAXPO18

MARCH 12-14, 2018

Georgia World Congress Center | Atlanta, GA | SNAXPO.com

SNAXPO18

SPONSORSHIP OPPORTUNITIES As of 11/27/2017

Looking for 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, making a strong impression for your brand in front of highly motivated snack industry buyers. The SNAXPO brand marketing packages below are uniquely designed to help achieve your company's specific marketing goals.

TIERED SPONSORSHIPS LEVELS BASED ON SPONSORSHIP CONTRIBUTION

PLATINUM CLUB

Sponsors Who Reach the
\$20,000 Level or More

EXCLUSIVE FEATURES OF THE PLATINUM CLUB INCLUDE:

- Reserved Table (1) 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 relax in 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 Official Program Guide and SNAXPO Mobile App
- Logo included in sponsor loop that plays at the start of each general session
- SNAXPO signage displayed prominently in the Registration Area
- Special ribbon on badge signifying your company's sponsorship level
- Visit with SNAC International Board members and key leadership at a reception for sponsors only

MONDAY KICK-OFF PARTY

College Football Hall of Fame

\$25,000 (multiple sponsors)

SNAXPO will kick-off at The College Football Hall of Fame, a museum devoted to college football. The National Football Foundation launched the Hall in 1951 to immortalize the players and coaches of college football.

In addition to underwriting this event, as attendees enter the venue, there is a video screen that can be branded for your company with opportunities to have your company name/logo on a banner that hangs on a wall inside the football field.

Please contact Liz Wells for more details. lwells@snacintl.org or 703.836.4500 ext. 202.

CORPORATE HEADSHOT

\$12,500 + Cost of Photographer (limited to two sponsors)

Give attendees a chance to update their professional headshot to use on their corporate website, Facebook, LinkedIn 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 and 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 full-screen landing page.

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

**Options with an asterisk have the first right of refusal.
If you are interested in one of them, please contact Liz Wells to learn if this option is available.*

SOCIAL MEDIA WALL

\$12,500 (One Sponsor)

At SNAXPO, an online sponsor will be highlighted on the social media wall throughout the meeting. Take advantage by tweeting and posting on Instagram, and see your social handles appear on the screen throughout the event. The result is twofold: more branding in the room, but also appearing philanthropic to their followers who aren't at your event and seeing their tweets from afar. Company logos can be created as backgrounds on the screen as well.

VIRTUAL REALITY INTERACTIVE ACTIVITY

\$15,000

SNAXPO will introduce an interactive VR experience to its show for the first time in Atlanta. SNAXPO's VR Provider is able to take brand logos and images and incorporate them into the virtual environment.

Please contact Liz Wells for more details. lwells@snacintl.org or 703.836.4500 ext. 202

SNAXPO WEBSITE

\$7,500 (multiple sponsors)

Position your logo with a strategically placed message on the SNAXPO main website at 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 SNAXPO Official Show Guide with your company's well-designed bookmark, inserted directly inside the program booklet.

WINDOW/COLUMN/WALL GRAPHICS

and many other opportunities for high visibility

\$12,000 (unlimited sponsors)

Be seen when attendees walk into the Georgia World Congress Center! Your company graphics will be affixed to the windows at the center's first entrance from the Omni Atlanta Hotel at CNN Center.

Please refer to attached document for ideas.

Please contact Liz Wells for more details. lwells@snacintl.org or 703.836.4500 ext. 202

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 its ad.

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LATIN AMERICAN EDUCATIONAL SESSIONS

\$8,500 (multiple sponsors)

The Latin American Educational sessions will be presented in Spanish and focus snack growth trends in the Latin American Snack Market with a focus on most popular snack categories by brand level and the driving growth in each category.

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

TUESDAY MORNING CENTERPIECES*

\$5,500 (one sponsor)

Your company logo will be displayed on every table to thank you for providing the centerpieces.

TUESDAY KICKOFF BREAKFAST*

\$15,000 (multiple sponsors)

SNAXPO attendees with full package registration will enjoy a hearty breakfast as attendees wait to hear the kickoff speaker, yet to be announced.

TUESDAY GENERAL SESSION SPEAKER:

Sally Lyons Wyatt, IRI, New and Emerging Snacks

\$15,000 (multiple sponsors)

Sponsors will have the opportunity to introduce this session.

Table tent cards and signage will promote your support for this important educational forum.

TUESDAY GENERAL SESSION SPEAKER:

Jonah Berger, Best Selling Author and Expert on Why Things Catch On

\$15,000 (multiple sponsors)

Sponsors will have the opportunity to introduce this session.

Table tent cards and signage will promote your support for this important educational forum.

TUESDAY EDUCATIONAL SESSION #1

Food Law and Regulation Update

Martin Hahn, Partner, Hogan Lovells

\$8,500 (multiple sponsors)

Sponsors will have the opportunity to introduce this session.

Table tent cards and signage will promote your support for this important educational forum.

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TUESDAY EDUCATIONAL SESSION #2 (TBD)

\$8,500 (multiple sponsors)

Sponsors will have the opportunity to introduce this session.
Table tent cards and signage will promote your support for this important educational forum.

TUESDAY RECEPTION INSIDE EXHIBIT HALL*

\$20,000 (multiple sponsors)

All SNAXPO attendees are invited to experience this networking session, right on the trade show floor. Enjoy some interactive fun while talking with your colleagues and prospective customers in a casual setting that encourages socializing.

WEDNESDAY MORNING CENTERPIECES

\$5,500 (one sponsor)

Your company logo will be displayed on every table to thank you for providing the centerpieces.

WEDNESDAY BREAKFAST

\$15,000 (multiple sponsors)

All attendees will enjoy breakfast just before the installation ceremony for the 2018-2019 SNAC International Board Officers. Sponsor logos will be on table tent cards, offering more exposure for your brand.

WEDNESDAY INSTALLATION OF 2018 – 2019 OFFICERS

\$10,000 (three sponsors)

At this event, the 2017-2018 SNAC International Board will transition to the 2018-2019 Board. Your company logo will welcome attendees as they enter the ballroom and will be prominently displayed on the big screens in the room.

WEDNESDAY GENERAL SESSION SPEAKER (TBD)

\$15,000 (multiple sponsors)

Sponsors will have the opportunity to introduce this session.
Table tent cards and signage will promote your support for this important educational forum.

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WEDNESDAY KEYNOTE SPEAKER

Rob O'Neill, is a former United States Navy sailor. A former U.S. Navy SEAL and special warfare operator, O'Neill is best known for claiming to have fired the head shots that killed Osama.

\$35,000 (one sponsor)

Sponsors will have the opportunity to introduce this session.

Table tent cards and signage will promote your support for this important educational forum.

WEDNESDAY EDUCATIONAL SESSION #1 (TBD)

\$8,000 (multiple sponsors)

Sponsors will have the opportunity to introduce this session.

Table tent cards and signage will promote your support for this important educational forum.

WEDNESDAY EDUCATIONAL SESSION #2 (TBD)

\$8,000 (multiple sponsors)

Sponsors will have the opportunity to introduce this session.

Table tent cards and signage will promote your support for this important educational forum.

HOSTED BAR FOR WEDNESDAY CLOSING COCKTAIL PARTY 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 COCKTAIL PARTY

\$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, and signage will show 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 Frito chili pies and beverages for all attendees visiting the exhibit hall. Signage will be placed at every food station providing more exposure for your brand.

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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 the 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

\$8,500 (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 prospective and confirmed attendees. Blasts announcing the opening of registration, speakers and program changes, deadlines approaching for registration and hotel reservations, the "need to know" email and more will be part of this sponsorship.

SNAXPO "DAILY" EMAIL BLAST

\$8,500 (multiple sponsors)

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

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.

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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:

- Next to the Table of Contents
 - Next to the General Information page
 - Next to the Schedule of Events
 - Next to the start of the Booth Descriptions
 - Next to the Exhibitor Category Listing
-

2ND ANNUAL FLAVOR PAVILION COMPETITION

\$8,000 (multiple sponsors)

Sponsors will have their highly visible logos placed on the perimeter wall outside of the pavilion. The 2nd Annual SNAXPO Flavor Pavilion and competition, located in the exhibit hall, showcases the newest and most innovative flavors from SNAC International's flavor and seasoning exhibiting supplier members. All attendees are encouraged to stop by to taste the products and vote for their favorites. Tastings will take place Tuesday and Wednesday during show hours. The winner will be awarded the 2nd Annual SNAXPO Flavor of the Year award at the Closing Dinner on Wednesday, March 14.

PHONE/TABLET CHARGING STATION

\$8,500 (multiple sponsors)

Attendees will appreciate the convenience of charging their device on the go, and they'll have you to thank. The station will be in the SNAC International booth, in the heart of the exhibit hall.

SNAXPO OFFICIAL TOTE BAG*

\$15,000 (One Sponsor)

Where else are attendees going to stash their snacks? Sponsoring this bag puts your company logo on the official tote 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)

This can be whatever you want as long as it fits into the tote bag—a very effective way to grab the attention of the attendees and drive them to your booth.

HOTEL ROOM KEYS*

\$12,000 (one sponsor)

“Check in” with SNAXPO attendees when they receive a custom key card with your logo and message at the headquarters hotel—and every time they return to their room. Production and material charges are an additional cost.

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HOTEL ROOM KEY POCKET BROCHURE*

\$10,000 (one sponsor)

Get in front of attendees before they even get to the convention center. Production and material charges are an additional cost.

INNOVATION STAGE PRESENTATION - 30 MINUTES

\$3,000 (multiple time slots)

These Innovation Stage 30-minute seminars are open to exhibitor members and are non-sales sessions. They feature breakthrough ideas, technologies and techniques for snack manufacturers and cover applications in a wide variety of areas. To secure a slot, please send a short outline of how your session will benefit snack professionals.

FLOOR DECAL IN CONVENTION CENTER

\$15,000 (One Sponsor)

Make a huge statement as attendees enter the Georgia World Congress Center. Your company's logo or brand leads attendees to the Registration Area and Exhibit Hall. All attendees must take this route to the convention center from the Omni Atlanta Hotel at CNN Center.

BRANDING OPPORTUNITIES IN GEORGIA WORLD CONGRESS CENTER

Georgia World Congress Center, where the majority of the SNAXPO events and trade show will be held, offers unique and traditional sponsorship opportunities including an extensive digital signage network, window/elevator/escalator clings, floor decals and advertisements on columns and walls. These creative opportunities give you extensive exposure during SNAXPO, reaching all participants throughout the event—and provide maximum return on your investment due to the recognition and impressions they make in the center's high-traffic areas.

Contact Liz Wells for options and pricing - lwells@snacintl.org or 703-836-4500 ext. 202.

SOCIAL MEDIA WALL

Details to come

**Options with an asterisk have the first right of refusal.
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SNAXPO18 Industry Support Opportunities

All opportunities are available on a first-come, first-served basis and are non-exclusive. To request your sponsorships, please list 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

Name on Card: _____

Card Number: _____ Amount to Charge: \$ _____

Expiration Date: _____ Security Code: _____

Signature: _____

I WILL SEND A CHECK

Make \$ _____ payable to: **SNAC International**

1600 Wilson Blvd., Suite 650

Arlington, VA 22209, USA

SUBMITTING *Your* LOGO

Please email your corporate logo to Liz Wells (lwells@snacintl.org) for use in promoting your support. Include a .jpg format for reference and also one of the following formats:

Acceptable file formats:

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

Vector files contain artwork where 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 (i.e. .jpg, .png, .gif) as a .eps format does not make it infinitely scalable.**

