

# SNAXPO19

## EXHIBITOR CHECKLIST

Trade Show Open:

Monday, April 1 – 12:00 – 4:00 pm

Tuesday, April 2 – 8:00 – 11:30 a.m.

To help you plan for a successful show at SNAXPO19, please review the following details. If you have any questions on any of the items listed below, please contact Liz Wells at [lwells@snacintl.org](mailto:lwells@snacintl.org); (o) 703-836-4500 ext. 202; (c) 571-239-2168

**Badge Registration:** Each person from an exhibiting company that plans to attend SNAXPO and/or work in their booth must register online ([www.snaxpo.com](http://www.snaxpo.com)) to receive an exhibitor badge and be listed in the on-line SNAXPO Attendee List and mobile app, on or **before March 1, 2019**. The individual that completed the booth contract has been emailed a link and a password to register your personnel online. This link can also be forwarded to your individual employees to register themselves, if you wish.

**Please Note:** *Exhibitors will receive one (1) complimentary full conference package registration and one (1) complimentary exhibit hall-only registration. The full conference package registration includes access to the opening and closing networking events, the Monday, April 1 general session breakfast with speakers, the Tuesday, April 2 general session luncheon with speakers, lunch in the exhibit hall Monday, breakfast in the exhibit hall Tuesday, participation in the educational sessions, the reception inside the exhibit hall, and setup, work in, and teardown of your booth. The exhibit hall-only registration includes setup, work in, and teardown of your booth, lunch in the exhibit hall Monday, breakfast in the exhibit hall Tuesday, and the reception in the exhibit hall. Additional registrations may be purchased. All booth staff must register for SNAXPO. Exhibitors will receive an email with login and password to register staff online. If you have not received this email by November 1, 2018, please contact Liz Wells at [lwells@snacintl.org](mailto:lwells@snacintl.org) or 703.836.4500 ext. 202.*

*All exhibitors are entitled to an unlimited number of exhibit hall-only customer passes to give to their customers that are snack producers and that will be thoroughly vetted by SNAC International to visit the exhibit hall. Staff from exhibiting companies and non-snack producers are not eligible to register for a customer pass.*

**On Line Exhibitor Portal:** Soon or perhaps already, you should have received a link to the exhibitor portal where you can register your employees, make a payment, or provide a booth description that will be listed on the SNAXPO 2019 website and for the SNAXPO Mobile App.

**Included with your booth:** Standard 10' x 10' booths have 8' high back wall, 3' side dividers, a wastebasket and an ID sign. Carpet does not come with your booth and must be ordered. All equipment and signage must fit within the 8' height dimensions. Booths are regulated by IAEE standards.

First time exhibitors/attendees are paired up with members of the SNAXPO Planning Committee, Membership Committee, and Associate Executive Council, to help you navigate the show, and make the most of your time. First timers also are invited to a reception with our Board of Directors and committee members and get a graphic in front of their booth saying "First Timer."

**Not included with your booth:** All furniture, carpet, and services are the responsibility of the exhibitor. Log into your exhibitor portal to access the Exhibitor Service Manual with order forms for carpet, furniture, lead retrievals, decorations, photography, electrical, labor, and shipping instructions. *Please contact Liz Wells for link if they aren't working. [lwells@snacintl.org](mailto:lwells@snacintl.org).*

**Exhibit Setup/Dismantle and Show Times:** *(Please note these times are subject to change)* The times listed will be strictly enforced. This year, a Monday Evening Networking Reception will be held inside the exhibit hall and allow all exhibitors to continue to showcase their products and services and to socialize with prospective clients at the same time.

**Set-Up**

Saturday, March 30	8:00 a.m. – 4:00 pm	Set-Up
Sunday, March 31	8:00 a.m. – 4:00 p.m.	Set-Up

**All booths must be set up by 4:30 p.m. on Sunday, March 31.**

**Tear Down**

Tuesday, April 2	4:00 – 7:00 pm
Wednesday, April 3	8:00 am – 12:00 pm

**All dismantling must be completed by 12:00 pm on Wednesday, April 3.**

**Exhibitor Booth Description:** Please go to your exhibitor portal and provide a brief description **(limited to 200 words)** of your company and/or the products and services you will exhibit so it can be posted to the SNAXPO website. This description will also be on the SNAXPO Mobile App, so if you haven't provided one for the website, we'll need one by **Friday, March 1** to be included. To better promote your booth and company, SNAC will link your exhibit information and company web site to the SNAXPO website, **so the sooner you submit your description, the more exposure you will have.**

**Customer Passes:** To help generate traffic on the trade show floor, SNAXPO provides each exhibitor with an unlimited number of complimentary "Customer Passes" for their current and prospective, ready to eat, snack producing and co-packing customers. This pass will allow them to enter the exhibit hall during show hours. Each exhibiting company receives an unlimited number of passes. Employees or relatives of exhibiting firms may not use these passes. **All customer registrations will be vetted to ensure they meet the ready-to-eat, snack producing, co-packing, or snack marketing, qualification.** The individual that completed the booth contract has been emailed a link and a password to register your customers (not relatives or staff not qualified) online. This link can also be forwarded to your individual customers to register themselves, if you wish. An electronic hard copy version of this pass can also be emailed to you upon request so you can email it to your customers to print, complete and send back to SNAC International or bring it with them to register on-site to Orlando. Contact Abby Valentino anytime at 703.836.4500 extension 201 or [avalentino@snacintl.org](mailto:avalentino@snacintl.org) for assistance with this.

**Appointments During Non-Exhibit Hours:** Exhibitors may schedule appointments with attendees during non-exhibit hours in their booth and may also utilize the networking areas on the show floor on a first come, first served basis. After hour appointments must be coordinated in advance with Liz Wells at the SNAXPO Exhibitor Sales Office on the Show Floor so security can be notified.

**Announcements in the Exhibit Hall:** Consideration will be given for announcements of giveaways and prizes during the last hour of the show on Tuesday, April 2, for prizes that have a minimum value of \$1,000. Prior arrangements must be made with show management.

**Exhibitor Authorization Form:** (for independent service contractors) Exhibitors that plan to use a firm other than the Official Service Contractor (**Freeman Exposition Service**), must complete the Exhibitor Authorization found in the Exhibitor Service Manual.

**Insurance:** All property of the Exhibitor is understood to remain under its custody and control in transit to and from or within confines of the Facility. SHOW MANAGEMENT does not maintain insurance covering Exhibitor's property. Exhibitor shall carry Comprehensive General Liability coverage including premises, operations and contractual liability coverage of at least \$1,000,000 for Personal Injury Liability and \$500,000 for Property, Worker's Compensation with Employer's Liability with applicable statutory coverage. Certificates must be provided to Show Management no later than **February 1, 2019**. If you need an insurance provider recommendation by SNAC International, please contact Rainprotection.net at 800.528.7975, Steve Snyder, ext. 105.

**No Activities During SNAXPO:** Exhibitors **may not schedule** private functions or events that conflict with officially scheduled **SNAXPO** events.

**Cameras/Video Recorders:** Please note that exhibitors and attendees may not bring any photography equipment, including video cameras and video recorders, into the exhibit hall. Only members of the press and the official SNAXPO photographer will be permitted to bring such devices into the exhibit hall. Exhibitors violating this policy will be penalized.

**Shipment of Food or Beverages into the U.S.:** The Public Health Security and Bio-terrorism Preparedness and Response Act of 2002 requires domestic and foreign facilities that manufacture, process, pack, or hold food for human or animal consumption in the United States, to register with the U.S. Food and Drug Administration. Registration is accepted via the Internet at [www.cfsan.fda.gov](http://www.cfsan.fda.gov). No registration fee is required. Once registered, you must then submit a "Prior Notice of Imported Food." That requirement may also be completed via the Internet at [www.cfsan.fda.gov](http://www.cfsan.fda.gov). To expedite your shipping process, please schedule your shipment for 45 days prior to the show dates.

**Please Help Promote Attendance at SNAXPO 2019:** Please be sure to promote your booth and encourage attendance by your ready-to-eat customers and prospective customers. We hope you will find the Customer Exhibit Hall Pass we are providing you with will be a positive incentive for additional traffic on the trade show floor.

**Additional Opportunities to Promote Your Company:** Exhibiting at SNAXPO 2019 is an excellent way to get in front of the people who count so you can generate quality leads and gain new business – not to mention track the competition. After all, SNAXPO is the world's premier annual event for the snack industry. **Sponsorship adds** another level to demonstrate your support for SNAXPO as well as increase your company's visibility and exposure throughout the conference. There are sponsorship items priced for every budget. Please contact Liz Wells for a copy of the "Sponsorship Opportunities" Prospectus with many options to build your brand. After you've had a chance to review it, contact Liz to secure the sponsorship you'd like to reserve or discuss any questions you may have. [lwells@snacintl.org](mailto:lwells@snacintl.org) or 703-836-4500 ext. 202.

## **Hotel & Travel**

### **Gaylord Palms Resort and Convention Center**

(SNAXPO Headquarters hotel \$245/night)

Reserve Rooms online at: <https://book.passkey.com/event/49711491/owner/6738/home>  
or call 407-586-2000

Gaylord Hotels are renowned for their magnificent atriums and "everything in one place" approach to meetings and the Gaylord Palms is no exception. This spectacular resort is located in an exceptionally convenient and desirable destination, and is purpose-built to meet the needs of convention attendees. The breathtaking Gaylord Palms Resort & Convention Center in Kissimmee, Florida, offers a unique meetings experience in a remarkable setting, celebrating the diverse beauty and history of the Sunshine State while guaranteeing a memorable event that goes far beyond the

boundaries of typical convention hotels — and will exceed your expectations. For convenient arrivals and departures, the Orlando International Airport is located just 20 minutes away.

**Hotel Cancellation penalties take affect if reservation is cancelled within three days of arrival. Penalty is one nights room and tax.**

**Cut-off date is Monday, February 27. SNAXPO Room block will be released after that time.**

## **Hotel/Attendee List, etc. Poachers**

**Please be vigilant if dealing with any housing companies or services that imply or claim an affiliation with the SNAXPO Show. We have been made aware of housing companies that may be aggressively pursuing you, or your company, to book your guest rooms through their company at supposedly significant discounts.**

Unfortunately, some attendees and exhibitors have fallen prey to these companies and have either: lost their significant deposits; been relocated with little or no warning; have not had the guest rooms they thought they had booked; or have not received reservations at the hotel they had thought were confirmed. This has caused great hardships and significant financial loss to these companies and individuals. Reservations made through any method other than directly with the hotel will be at your own risk. If you are contacted by a housing company trying to sell hotel rooms, please notify Show Management at [lwells@snacintl.org](mailto:lwells@snacintl.org).