

MARCH 19-21, 2023 ♦ GAYLORD PALMS RESORT & CONVENTION CENTER ♦ ORLANDO, FL

SNAXPO23 ♦♦♦

**snax**  
to the  
**max**

COMING TOGETHER TO REACH THE NEXT LEVEL

# EXHIBITOR PROSPECTUS



#SNAXPO23

SNAXPO.COM

Snacking. Nutrition. Convenience.  
**SNAC**  
INTERNATIONAL

# COME TOGETHER & CONNECT

Simply put, SNAXPO is where the bright, innovative minds of our industry gather to set their companies up for growth. SNAXPO is the only vertically integrated supply chain trade show that exclusively targets cutting edge resources to snack producers. Whether you're a start-up brand or a well-established manufacturer, SNAXPO is your source to create better tasting, nutritious snacks, while improving production, quality, and overall profits.

SNAXPO is the premier full equipment international sourcing expo for snack producer and supplier companies from across the industry looking for the latest innovations to grow their business to the next level and achieve greater efficiency, profitability, and market share.

- Emerging ingredients, flavors, and seasonings
- Full snack manufacturing equipment lines
- Packaging equipment and materials
- Quality assurance and technical solutions
- Operations and marketing solutions
  - Analytical testing
  - Computer systems
  - Consulting
  - Promotional Publications
  - Truck/transportation
  - Warehousing

SNAXPO unites top management and qualified buyers from throughout the snack industry, including manufacturers and distributors of:

- Potato Chips
- Tortilla Chips
- Veggie Chips
- Cereal Bars
- Pulse-based Pellet Snacks
- Fruit Snacks
- Pretzels
- Popcorn

- Baked Snacks
- Cheese Snacks
- Snack Crackers
- Meat Snacks
- Pork Rinds
- Snack Nuts
- Party Mix
- Trail Mix

- Corn Snacks
- Extruded Snacks
- Snack Bars
- Granola
- Snack Cakes
- Cheese Dips
- Salsa Dips
- Cookies

No matter what your specialty is - startup, mid-sized or multinational - you'll stand out from the competition when you choose a targeted exhibitor placement that will maximize your visibility, draw attention to your brand and bring attendees directly to you.

# RESERVE YOUR EXHIBIT SPACE TODAY

The exhibit hall will be open Monday, March 20 and Tuesday, March 21. See more information on travel, accommodations, and exhibit space details on pages 5 and 6. Booths are assigned on a first come, first-serve basis. \*

## RESERVING A BOOTH IS EASY.

- Go to the Exhibitors page on SNAXPO.com and place a booth on hold
- Or complete the enclosed application and contract and send it to SNAC International with your deposit.

\*A 50% deposit of total space rental cost and 100% of other fees must be submitted with this application. The balance is due by November 30, 2022. Applications received after this date must include a 100% payment of space rental cost and other fees. Please be sure to include this figure in your total due if applicable. This fee is not required for SNAC International members that have paid their membership dues for fiscal year 2022.

10'x10' Space: \$3,400

Island Add-On: \$800

SNAC Non-Members: \$1,250 additional fee

## EXHIBITORS WILL RECEIVE:

- **One complimentary full conference registration package**
- Includes access to the opening and closing networking events, two general sessions with breakfast and speakers, educational breakout sessions, lunch in the exhibit hall, reception in the exhibit hall, set-up/tear down, and work in the booth.
- **One complimentary exhibit hall-only registration for the first booth.** For each additional booth, they receive an additional complimentary exhibit hall only registration.

The exhibit hall-only registration includes setup, work in, and teardown of the booth, lunch in the exhibit hall, and the reception in the exhibit hall. We strongly recommend that this registration be upgraded to the full package to get the most out of your SNAXPO experience and have more time with the customers you want to meet.

- Exhibitors are entitled to an unlimited number of exhibit hall-only customer passes to give to their customers that are snack producers, who will be thoroughly vetted by SNAC International to confirm they meet the requirement of being with a snack producing company. Staff from exhibiting companies and non-snack producers are not eligible to register for a customer pass. Please contact Christina Briones (cbriones@snacintl.org) to receive a customized invitation that can be sent to your customers/prospects.
- Lunch and beverage stations are available complimentary to all attendees and exhibitors.

“SNAXPO is unarguably the most valuable few days of the year for a snack professional.”

**Jeff Higgins**  
*Savor Seasonings*

# GAYLORD PALMS CONVENTION CENTER EXHIBIT HALL



## BE SEEN BEYOND THE BOOTH

At SNAXPO, the benefits of exhibiting go way beyond the booth:

### Innovation Stage

Participation: \$4,000

Step onto the Innovation Stage to provide your company's pioneering ideas, technologies, and techniques maximum visibility. Held directly on the trade show floor, each 30-minute presentation is FREE to all trade show attendees. Must be a SNAC member and SNAXPO23 exhibitor to apply.

### Flavor Pavilion

Two Ways to Participate

1. Sponsor the Flavor Pavilion: \$9,500
2. Participate only without full sponsorship: \$2,000

SNAC International invites exhibiting SNAC members, to participate in the Flavor Pavilion by submitting one flavor on a base product to be sampled and voted on by SNAXPO23 attendees. The Flavor Pavilion will be open during SNAXPO23 show hours on Monday, March 20 and Tuesday, March 21. Attend the closing reception when the winner of the best flavor is revealed.

### Drive Traffic to Your Booth

The best way to put your company front and center is by combining a strategic exhibit placement with a high-visibility, high-impact sponsorship that drives traffic to your booth. A SNAXPO23 sponsorship positions you as an industry leader and shines a spotlight on your brand. There are options to fit every goal and budget!

To discuss sponsorship opportunities, contact David Walsh at 703.836.4500, ext. 213 or [dwalsh@snacintl.org](mailto:dwalsh@snacintl.org).

# TRAVEL AND LOCATION

## Airport

Fly into Orlando International Airport. Distance to Gaylord Palms Resort & Convention Center is approximately 19 miles, 20 minutes.

## Gaylord Palms Resort & Convention Center: \$264/Night

Located in beautiful Central Florida, Gaylord Palms Resort & Convention Center welcomes guests to an upscale, one-of-a-kind experience. From Cypress Springs Water Park with our new Crystal River Rapids action river, to an exciting lineup of family-friendly activities and entertainment, there's something for everyone to enjoy. Explore four-and-a-half acres of indoor garden atriums, nine award-winning restaurants, bars, world-class Relâche Spa, and a state-of-the-art fitness center. And the newly expanded convention center is conveniently located within the resort.

Reservations can be made online [here](#) or by calling 877.491.0442 and mention SNAXPO23 to get the negotiated room rate of \$264.

## EXHIBITOR FAST FACTS

### Exhibit Hall

Gaylord Palms Resort & Convention Center  
6000 West Osceola Parkway  
Kissimmee, FL 34746  
407.586.9556  
Exhibit Hall Open Monday, March 20 and Tuesday, March 21

### Accommodations

Gaylord Palms Resort & Convention Center  
6000 West Osceola Parkway  
Kissimmee, FL 34746  
Online: <https://book.passkey.com/go/snaxpo23>  
Call-In: 877.491.0442  
Rate \$264 Single/Double



Reservations are guaranteed with a deposit of one night's room plus tax at the time of booking; deposits are refundable for cancellations 3 days/72 hours prior to their arrival date. Online reservations can be made through the link above or by calling 877.491.0442 and mention SNAXPO23 to receive the negotiated rates.

## RESERVATIONS FOR EXHIBIT SPACE

Please visit the current 2023 floor plan to review available booth space and request your preferred location. All requests for booth space will be assigned on a first-come, first-served basis. SNAC International reserves the right to use discretion in reassigning spaces in cases where companies with competitive products have exhibitors adjacent to each other. Final space assignments are at the discretion of SNAC International. SNAC International members and non-members may exhibit at SNAXPO23.

Please sign and return your completed booth contract with payment made out to:

SNAC International  
SNAXPO23 Booth Contract  
1300 17th Street N, Suite 540  
Arlington, VA 22209

For further booth sales information or help selecting the best available location, contact:

Abby Valentino  
SNAC International  
avalentino@snacintl.org  
703.836.4500 ext. 201

### Exhibit Show Hours (subject to change)

Monday, March 20, 2023, 10:00am - 4:00pm  
Tuesday, March 21, 2023, 10:00am - 4:00pm

### Set-up and Dismantling Schedule (subject to change)

#### Set-Up:

Friday, March 17, 2023, 12:00 pm - 4:00 pm (Targeted Exhibitors Only)  
Saturday, March 18, 2023, 8:00am - 4:00pm  
Sunday, March 19, 2023, 8:00am - 4:00pm

#### Dismantling:

Tuesday, March 21, 2023, 4:00pm - 11:59pm  
Wednesday, March 22, 2023, 8:00am - 4:30pm

### Event Service Manual

An email will be sent to the booth contact with a link to the Exhibitor Service Manual. It will have event order details, forms for carpet, furniture, decorations, photography, electrical, labor, shipping instructions, to name a few, will be provided 60-90 days prior to the show.

“For me SNAXPO means the great pleasure of seeing old friends and making new ones. It is a place where trust and long-term commitment are still highly valued when doing business.”

**Martin Prakken**  
Blueprint Automation Group

“The Flavor Pavilion was a unique opportunity to try ‘flavor creators’ future innovations in one place. The experience was a great way to compare side-by-side which flavors really stood out in a single setting removing many variables that normally occur.”

**Justin Spanuth**

*Unique Pretzel Bakery*

“2019 was our first time exhibiting at SNAXPO and we were very impressed by the networking opportunities as well as the wide range of educational sessions that were offered. We are looking forward to displaying our packaging machinery solutions at SNAXPO21 in Charlotte.”

**Jeff Porcaro**

*Midwest, PPI Technologies*

## Booth Information

- All booth dimensions are 10’ x 10’ or a combination thereof. Standard 10’ x 10’ booths have 8’ high back wall, 3’ side dividers and an ID sign. Sign hanging is permitted over island booths that are 400 sf or larger. All furniture, carpet and services are the responsibility of the exhibiting company. For standard booths, all exhibitor equipment and signage must fit within the 8’ height dimensions. Booths are regulated by IAEE standards.
- There is an additional \$1,250 fee for non-members of SNAC International. Ask about becoming a member of SNAC and save.
- Each exhibitor is entitled to up to a 200-word booth listing description in the official SNAXPO Mobile App.
- Exhibitors receive a free listing on theSNAXPO23 website, upon receipt of exhibit contract, payment, and booth description. Exhibitors will have the opportunity to link to their website.
- Attendees can make appointments with exhibitors online, another way to promote your products/services.
- Exhibitors will receive with their first booth, one (1) complimentary full conference registration and one (1) complimentary exhibit hall-only registration. With each additional booth they will receive one (1) additional complimentary exhibit hall-only registration. The full conference package registration includes access to the opening and closing networking events, the Monday and Tuesday, general session breakfast with speakers, lunch in the exhibit hall Monday and 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 the booth, lunch in the exhibit hall Monday and Tuesday, and the reception in the exhibit hall.
- General Sessions are not scheduled during exhibit hours.
- Exhibitors will receive an email that includes a login and password to register online for badges at [www.snaxpo.com](http://www.snaxpo.com) in the Fall.
- To encourage traffic in the exhibit hall:
  - The SNAC International information booth in the exhibit hall
  - 5th Annual Flavor Pavilion with competition for tastiest new flavor
  - Innovation Stage Presentations
  - Lunch and beverage stations are available complimentary to all attendees and exhibitors.

## SNAC International’s Long-Standing Policies are as Follows:

- Exhibitors may not schedule private functions or events that conflict with officially scheduled SNAXPO events. An exhibitor in violation of these regulations will not be allowed to exhibit at SNAXPO for two consecutive years.
- To protect the privacy and proprietary interests of other exhibitors, exhibitors may not use any photographic equipment, including video cameras, cell phones, and video recorders within the exhibit hall. Exhibitors violating this policy will be penalized.

# SUBMITTING YOUR LOGO

Please email your corporate logo to Abby Valentino (avalentino@snacintl.org) for use in promoting your support. Include a .jpg format for reference as well as 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.





# QUESTIONS?

## Exhibitor Booths

Abby Valentino  
avalentino@snacintl.org  
703.836.4500 ext. 201

## Sponsorship Opportunities

David Walsh  
703.836.4500 ext. 213  
dwalsh@snacintl.org

## SNAXPO Program and Registration Information

Christina Briones  
703.836.4500 ext. 206  
cbriones@snacintl.org



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## SNAC International

1300 17th Street N, Suite 540  
Arlington, VA 22209  
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