



Sweets & Snacks Expo

Principles and Strategies for Floor Plan Design and Space Reservations

Objectives: In developing the floor plan and reserving space, the goal is to create an overall plan and sales reservation program that supports a favorable and productive customer experience while balancing the interests and needs of the manufacturers and the industry.

Guiding Principles: The guiding principles in creating this balance are:

1. Customers must be able to navigate the hall in a logical manner
2. Integration and accommodation of large, medium and small booths
3. Equitable placement of all booth sizes including the upfront positions
4. Creation of destination areas further back in hall to:
 - Enhance customer experience
 - Drive traffic to all areas of the floor
5. Plan must be logistically feasible
6. Priority points will be used to guide placement
7. Design plan for growth and expansion

Priority Points:

Priority points are used to determine the order in which companies can choose space. Points are earned through show participation, NCA membership and sponsorship involvement as noted below:

| | |
|--------------------|--|
| NCA Membership | 5 |
| Snack Companies | 2 (not eligible for membership) |
| Show Participation | 1 |
| Sponsorships | varying levels (applied to future show, not current) |

Points are cumulative, and are used for assignment purposes.

Mergers and Acquisitions: In the event of mergers where one company purchases another the lower point total is canceled out and the higher point total then becomes the new total. Points are not added together. This point restructuring is irrespective of which company is the buyer or the seller. Ownership is defined as a minimum of 51% and documentation will be requested as validation for point adjustments.