

EXHIBITOR EDUCATION



**Winning Strategies for
Sweets & Snacks Expo:**
Supplier Showcase Tips

Agenda

- Showcase dates & times
- What's included in your booth
- Who attends?
- What should you place in your booth
- Plan for the expo



Supplier Showcase Dates & Times



Move-In:

Monday, May 12
8 a.m. to 12 p.m.

Supplier Showcase:

Monday, May 12
1 p.m. to 5 p.m.

Tuesday, May 13
9 a.m. to 1 p.m.

Move-Out:

Tuesday, May 13
1 p.m. to 4 p.m.

What's Included in the Booth?



Exhibiting in the Supplier Showcase gets you a turnkey 8'x6' booth including:

- 6' draped table
- Two chairs
- Electrical (110-volt/5 amp)
- Wastebasket
- Identification sign
- SSE registration badges that include access to the show floor:
 - NCA Members: 4
 - Non-members: 2
 - *Additional badges available at a discounted rate*

Supplier Showcase Attendees

Who can I expect to visit my booth?

- Manufacturers of confectionery and snacks
- Large Retailers and Distributors



Booth Setup

Make your booth look its best!



Remember, the booth is small!

- Videos of your processes and equipment or services
- Small samples of ingredients, flavors and colors
- Backdrop should explain what you do, don't over explain.

Booth Setup Examples



Plan for the Expo

Make the most of your time after the Supplier Showcase.



Make appointments to see your current customers.

- Remember, they are here to make sales
- Use the pre-show hours on Wednesday and Thursday for breakfast appointments

Attend education sessions to learn about the new trends.

- How can your business take advantage of what's next?

Visit booths of customers you meet

- How can your products/services enhance their products?

Use the lead retrieval app on your phone throughout the week.

Questions?

Need to order additional furniture or electrical?

- Sign into your Exhibitor Resource Center

Registration?

- ExhibitorHelp@sweetsandsnacks.com

Other Questions?

- Steve Bucaro: 833-336-3206 ext. 252 or Steve.Bucaro@sweetsandsnacks.com

