

EXHIBITOR EDUCATION



Make Your Customers' Day:
Tools for sending free Sweets
& Snacks Expo registrations

Agenda

- What is Feathr?
- Why use this tool?
- Frequently asked questions
- How to walkthrough



What is Feathr?

A free customer invitation platform.



The tool provides 3 free resources:

- A **custom landing page** with your logo
- **Social media posts** you can share
- **Ads and email signatures** to make promotion even easier

Why Use Feathr?

Get the word out to
your current
customers.



Give your customers something valuable.

Help both your and their business!

Boost booth traffic.

The more people at your booth the better!

Make the most of your time.

See your customers in-person.

Frequently Asked Questions

What you need to know to get started.



How much does it cost?

Zero dollars!

How many invites can I send?

Unlimited!

Does the free registration offer expire?

Share until the end of the show!

What does “qualified retailers or distributors” mean?

All new registrants are verified by our customer service team. Learn more at

SweetsAndSnacks.com/Qualifications



Get started!

How to access your Feathr resources

Fastest option:

Search your inbox for an email with the subject "*Invite Your Customers*".

Most common option:

Log on to the Exhibitor Resource Center (SweetsandSnacks.com/ERC), click "Resources" on the left side menu, then select "Feathr"

Feathr

Dashboard URL

Click here to update your information.

Landing Page URL

Click here to customize the web page your buyers will see when they click on your invitation

Need Help?

Email Paul.Kissin@CandyUSA.com

Customization & Marketing Resources

Make your page stand
out!



Step 1: Add your logo to your landing page

Personalize your invite and build brand recognition.

Step 2: Use the whole suite of marketing tools

- Share your landing page
 - Copy the link
 - Email right from feathr
- Use graphics for social media, an email signature or banner ads
- Track your leads

Important Reminder

This free registration is only valid for **qualified retailers, distributors, and foodservice attendees.**

Questions?

SweetsAndSnacks.com/Qualifications

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