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SP  **ICY &**
SAV  **ORY.**

Exhibitor Town Hall

**Wednesday,
April 15**



**Bigger
(AND BETTER)
than ever ...**

We're (nearly) sold out!

1,000+ snack and candy companies.

New faces

300 new exhibitors will join us in 2025.

We're global

7 international pavilions and an estimated 225 exhibitors from around the world.

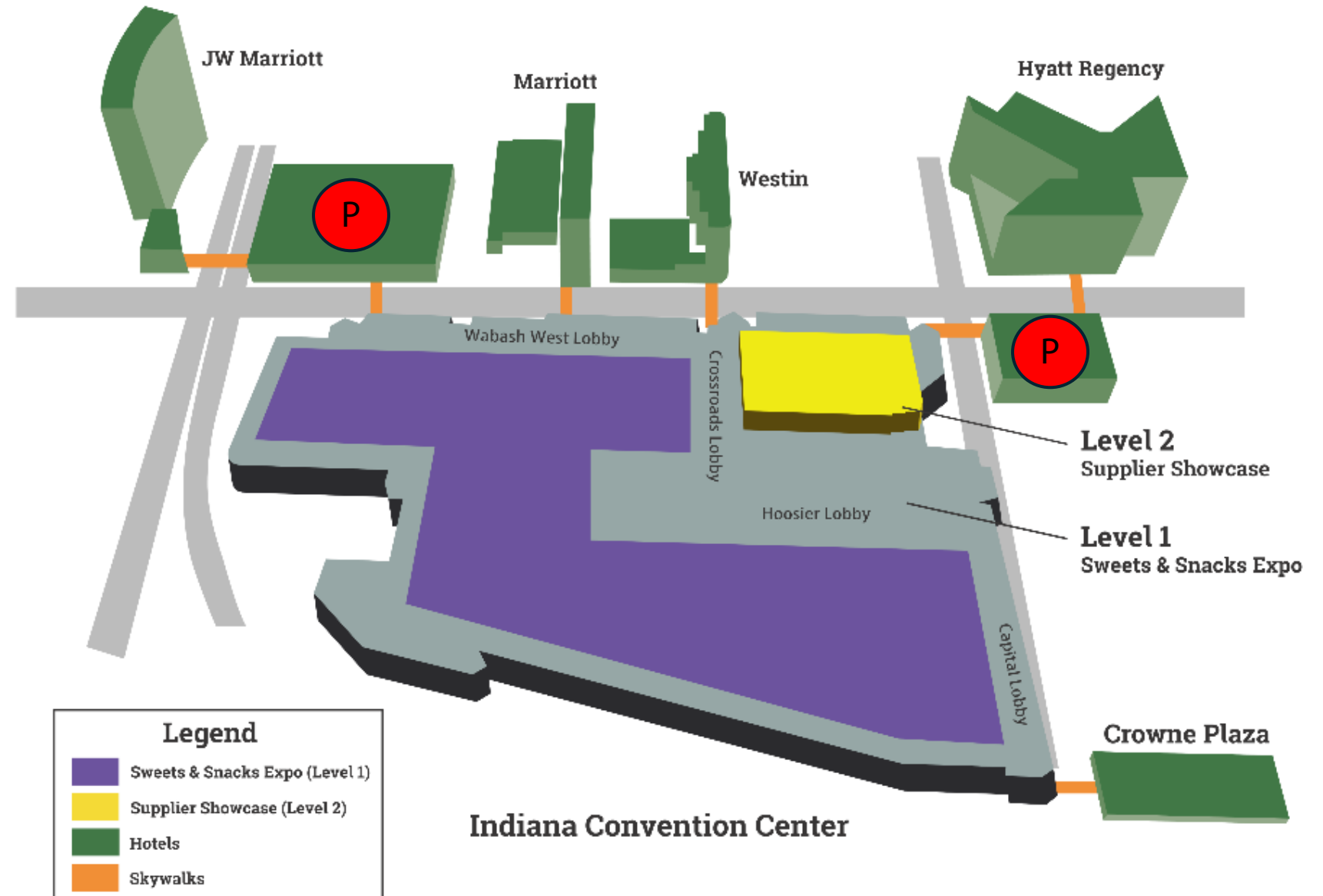
You'll be there!

This is the center of candy and snack world – and the ONLY place to be in May 2025!

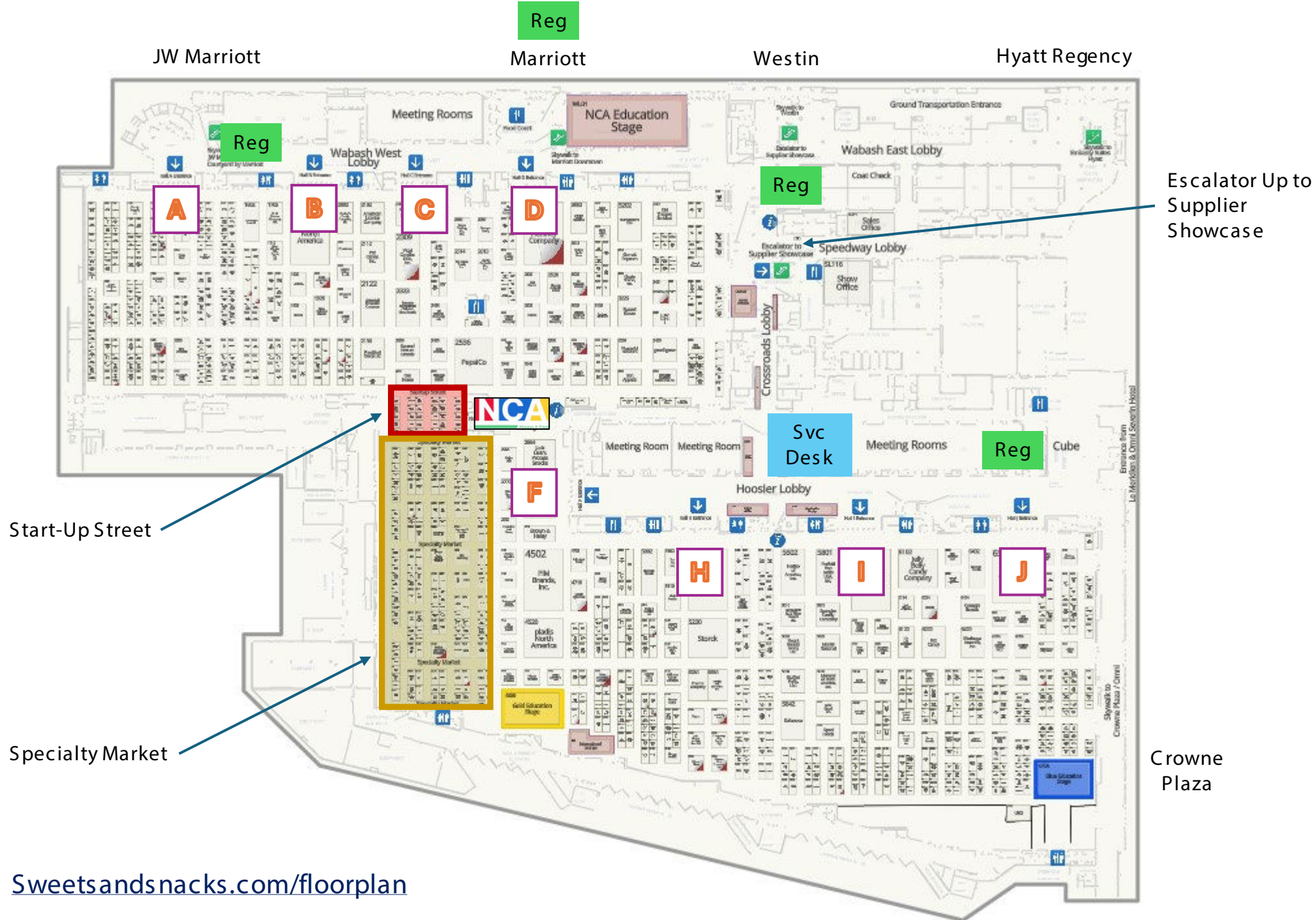
Indiana Convention Center Map

Indy is connected!

- Skywalks from several downtown hotels.
- Parking at individual hotels
- Public parking – near JW Marriott and Westin/Hyatt
- Call in advance for pricing



Show Floor Map



Move-in & Move-out

Be sure to check your target dates for both move-in and move-out

MOVE-IN

- Service Desk – Room 140 – corner of Crossroads and Hoosier Hallways
- Keep freight information handy in case you need to follow up on site.
- Have you ordered electrical?
 - Electrical will be laid according to target times; lay electrical before carpet.

MOVE-OUT

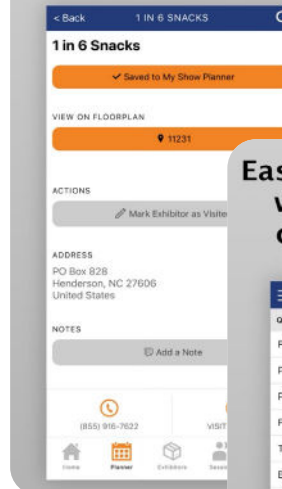
- All freight must be picked up by 6 p.m. Friday, May 16 – no exceptions.
- Trucks not checked in by 2 p.m. may result in forced freight and additional charges.
- There are target times for move-out this year – be sure to watch for them.
- Have a plan for any exhibit materials/extra product you are leaving behind.
 - Give Kids The World or USO; stickers handed out with move-out instructions on Wednesday.

There's an app for that

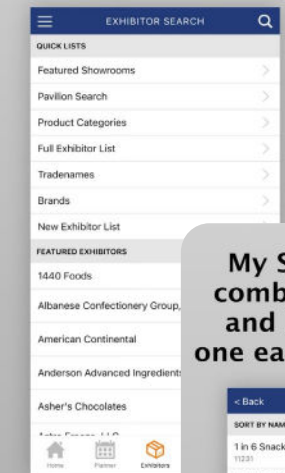
- Customers are searching for you!
- Is your company information up to date?
 - Check the dashboard
 - Review your description
 - Place your logo (complimentary)
 - Add up to ten brand names
 - Double check your product categories
- Go to the dashboard and choose **Boost My Listing**



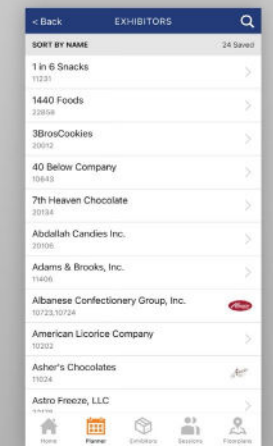
Learn more about exhibitors through their showroom.



Easily find exhibitors with the product category search.



My Show Planner combines planning and logistics into one easy-to-use tool.



The industry is turning up.



On track for a great show

Pacing ahead of 2024; tracking with 2022 and 2023

High-impact customers are ↑

High-impact customer registration +37%

International customers are ↑

International registrations +8%

These numbers will continue to grow!

In all, we expect more than 14,000 industry members on site.



Chip in!

Use your custom Feathr page to invite customers.



Opportunities for Global Engagement

Let us help you be prepared!

Work with our export coach -

Contact Rick LaRue: rick@exportandgrow.com

He can help –

- Create an export price list
- Provide basic Q&A's when meeting with foreign buyers
- Give tips for post-show follow-up
- Guide you to global success!



★ PRO TIP

Display our “We Export” placard to show buyers you’re open for international business.

Schedule of Events

Monday, May 12

8 a.m. – 5 p.m.

Registration

1 p.m. – 5 p.m.

Supplier Showcase

1:15 p.m. – 4 p.m.

Supplier Showcase Education

5:30 p.m. – 6:30 p.m.

MINPA Reception & Awards Ceremony

Tuesday, May 13

7:00 a.m. – 5:00 p.m.	8:00 a.m. – 5:00 p.m.	9:00 a.m. – 9:50 a.m.	9:00 a.m. – 1:00 p.m.	10:00 a.m. – 1:00 p.m.	10:00 a.m. – 5:00 p.m.	11:00 a.m. – 4:00 p.m.
Registration	Featured Products Showcase	Eye Opener Morning Education Session	Supplier Showcase	Supplier Showcase Education	Show Floor Exhibit Hours	Show Floor Education

Wednesday, May 14

8:00 a.m. – 5:00 p.m.	8:00 a.m. – 5:00 p.m.	8:00 a.m. – 9:30 a.m.	9:00 a.m. – 9:50 a.m.	10:00 a.m. – 5:00 p.m.	11:00 a.m. – 4:00 p.m.	5:15 p.m. – 7:15 p.m.
Registration	Featured Products Showcase	WLG Breakfast	Eye Opener Morning Education Session	Show Floor Exhibit Hours	Show Floor Education	Happy Hour, Gainbridge Plaza – open to all

Thursday, May 15

8:00 a.m. – 1:00 p.m.	8:00 a.m. – 10:00 a.m.	8:00 a.m. – 1:00 p.m.	9:00 a.m. – 1:00 p.m.	1:00 p.m. – 6:00 p.m.
Registration	Distributor Connect	Featured Products Showcase	Show Floor Exhibit Hours	Fast Track, IMIS Ticket required, shuttle service will be provided

Supplier Showcase

- 200 suppliers of packaging, equipment, ingredients, flavors, services, and more

Monday, May 12
1-5 p.m.

Tuesday, May 13
9 a.m. – 1 p.m.



MINPA

- 12 confectionery & snack categories + Best in Show and Small Business Innovator
- Judged on innovation, taste, packaging, and saleability
- 47 judges across channels

Awards Reception & Ceremony
Monday, May 12
5:30 p.m.



Entries: MINPA & Featured Product Showcase



MINPA

Deadline to enter: This Friday, April 18

Getting your product there

Product check-in Sunday 11-5 in Room 104 – OR – ship it in advance

Questions?

mindicherry@sweetsandsnacks.com



Featured Product Showcase

SOLD OUT!



Education



- 40+ new show floor education sessions on three stages: Wabash Ballroom and two show floor stages (Blue & Gold)
- PLUS: Supplier Showcase education focused on ingredients and innovation
- Eye Opener sessions Tuesday & Wednesday; distributor networking Thursday



WLG Breakfast

featuring Mel Raines
President & CEO
Pacers Sports & Entertainment

Roundtable discussions

- + Leadership & Skills Building
- + Work-Life Balance
- + Mentorship



Wednesday, May 14
8 a.m.





Happy Hour

Gainbridge Field House

Wednesday, May 14

5:15-7 p.m.



YPN Late-Night

Pins Mechanical
Wednesday, May 14
8-10 p.m.



Distributor Connect

Thursday, May 15
8-10 a.m.



★ NEW EVENT

Grow your business with distributors – an event for manufacturers and retailers to find their best partners.





Fast Track

Thursday, May 15
1-6 p.m.



★ **PRO TIP**

The best way to get
there is to take the
free shuttle from ICC.



Discover Indy

In the last year, Indy has been named:

- One of the best places to travel in 2025.
- One of America's next great food cities.
- #1 airport in America.

Plan your time off
the show floor. >>



FAQ



What is/is not included in the booth fee?

- Carpet and electrical are not included. Be sure to order.
- All the networking events are included – make sure you plan to attend them. This show is about building community and networking.

How do I ensure smooth booth setup?

- Read the concierge emails and visit the [Exhibitor Resource Center](#); contact us if you have questions!
- Call Freeman and the Indiana Convention Center pre-show to confirm any orders – numbers in the ERC.
- Use your floor manager (assigned on site) to troubleshoot and help with any issues – don't wait.

Where can I find the attendee list?

- It's posted every Friday in the [Exhibitor Resource Center](#).

FAQ



Can we give away samples not in packages?

- Yes; samples portioned into paper/plastic ramekins work best. Make sure there are tongs, scoops, etc., to distribute bulk product. Use gloves.

Can we give away alcohol in our booth?

- You can, but you need to go through the catering service (Sodexo) for appropriate licensing and bartenders. Reach out to your concierge.

Is it acceptable to have a pop-up tent at my booth?

- Yes, though it should not have sides and it must fit within your booth footprint.

Anything I should do to be successful in Start-Up Street?

- The turnkey booth is advantageous but it's incumbent on you to make it stand out with an impactful backdrop, colorful linens, etc. Show off what makes you and your product unique.

FAQ



What are tips for exhibitor success?

- Ensure your online profile is robust and up-to-date.
- Consider upgrading your listing, advertising, or sponsorship.
 - kim.nolan@sweetsandsnacks.com for sponsorship/branding; teresa.tarantino@candyusa.com for magazine advertising
- Enter your product(s) in the Most Innovative New Product Awards. (Deadline is Friday!)
- Be present! Stand while engaging booth visitors. Don't wait for them to talk to you. Highlight what makes your product unique – physically in the booth and in your intro.
- Have adequate samples – 2,500-3,000.
- Be ready to talk to all kinds of buyers – domestic and international, small and large.
- Be able to talk about your distribution and ability to meet order minimums.
- Use a lead retrieval device (get it from the Service Center) and scan visitor badges.
- **FOLLOW UP with buyers the week after Expo.**
- Wear different shoes each day. Hydrate! If you can, schedule staff for a few hours on and then off for an hour.
- Take advantage of networking and industry education/insights.

FAQ



How is the floor plan arranged/curated?

- Each hall is “anchored” by a large candy/snack company.
- Product categories are not grouped together – provides better exposure and more reason to walk the whole show.
- Specialty Market and Start-Up Street are exceptions.

What about signage? Will it be better this year?

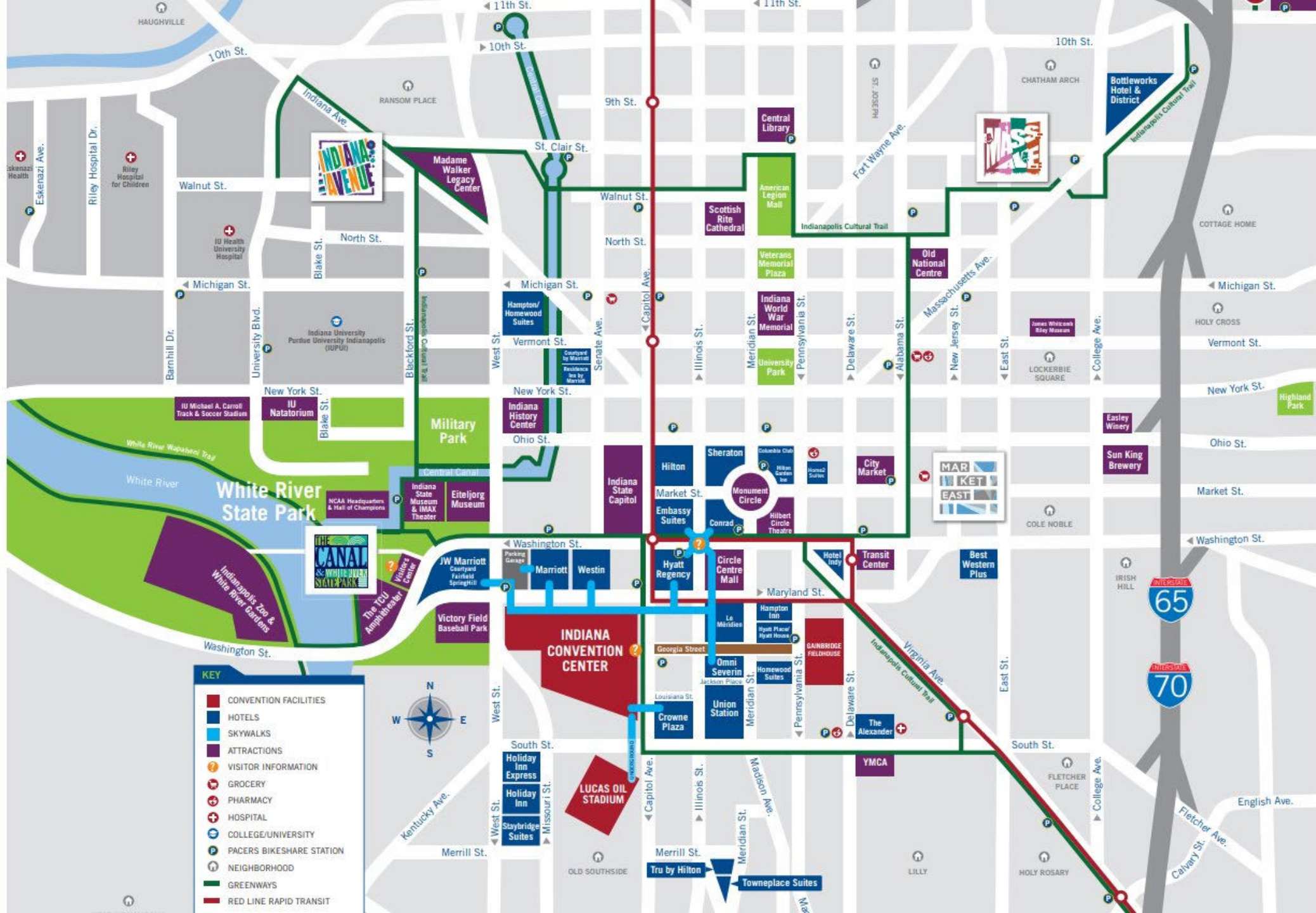
- Yes. Developed a crossroad (carpeted pathway) to “lead” buyers from North Hall to South Hall.
- Printed Locator Map shows entire hall with company & brand names and booth numbers.
- Aisle signage is clearer with arrows.
- All booths now 4 numbers instead of 5 – easier to navigate.

FAQ

What is the best restaurant in Indy?

- St. Elmo Steakhouse/Harry & Izzy's – famous shrimp cocktail
- Bluebeard – farm to table American kitchen
- Livery – neighborhood restaurant with Latin influence
- Vida – trendy; modern American plates
- The Garage Food Hall – community of food, drink and all things Indy





KEY

- CONVENTION FACILITIES
- HOTELS
- SKYWALKS
- ATTRACTIONS
- VISITOR INFORMATION
- GROCERY
- PHARMACY
- HOSPITAL
- COLLEGE/UNIVERSITY
- PACERS BIKESHARE STATION
- NEIGHBORHOOD
- GREENWAYS
- RED LINE RAPID TRANSIT