

EXHIBITOR EDUCATION



**Winning Strategies for the
Sweets & Snacks Expo:**
Expand Your Brand

Agenda

- Sponsorships
- Most Innovative New Product Awards
- Featured Products Showcase
- Retail Shippers
- Mascot Appearances
- Press Releases/Collateral—Free!





Sponsorships

Lift your products' brands above the noise of the show floor.



There's something for every size company and every budget!

Enhance your presence with an activation, banner, column, product sampling, or customized activity.

Learn more and explore options:

Visit SweetsAndSnacks.com/Sponsorship or email kim.Nolan@SweetsAndSnacks.com.

Most Innovative New Product Awards

Showcase your
achievements.



**Open to products introduced
since May 2025.**

Up to 10 entries per company.

**Selected by a panel of some of
the world's largest retailers.**

The buying power represented on the panel accounts for nearly 85% of candy and snack buying sales in the U.S.

**Win or not, every entrant
benefits.**

All MINPA entries are displayed in showcases and receive a nomination seal. Winners and finalists receive trophies to display in your booth.



Featured Products Showcase

Get your products in front of the buyers before they head to your booth.



Open prior to and during all show hours.

The perfect place to highlight new products, line extensions, packaging and more.

Instant information to customers.

Scans deliver more information about your company and product, driving booth traffic during the show.

Follow up with interested buyers.

Post-show, receive a list of all scans with contact information.



Retail Shippers

Show off your merchandising to retail buyers and drive incremental sales!



Increase brand engagement and unplanned purchases.

Place your merchandiser in an eye-catching location in the Expo lobby.

Help retailers envision your product in their store.

Showcase your shippers and semi-permanent displays to key decision makers.

“Silent Salesperson” included.

QR codes provide information and contact details for retailers interested in placing orders.

Mascot Appearances

Brand recognition
throughout the show!

Have a mascot?

Mascot performers and brand ambassadors stay in your booth and interact with attendees. Opportunities to participate in our Happy Hour parade or greet attendees are available.

Contact

ExhibitorHelp@SweetsAndSnacks.com
for more information.



Press Releases & Collateral

Free!



Digital press in the Show Planner

Upload releases & collateral to our digital press room for online and app viewing by attendees and media.

Connect with media onsite

Plan to drop off press releases to the media center.

Final Tip

**Bring your brand
outside of your
booth.**

There are a host of ways to promote your brand and products at the Sweets & Snacks Expo. Contact us today to get started!

