

# SPONSORSHIP PROSPECTUS

Give your business more bite in **2024**.

Explore the possibilities and start planning your **SNX** presence today.

# SNX

April 14-16, 2024 | Dallas, TX  
Hyatt Regency Dallas  
[SNXevent.com](http://SNXevent.com)

# TAKE YOUR BRAND TO THE CENTER OF OPPORTUNITY

# SNX

**SNX is a high-level opportunity to reach the right decision-makers, build brand visibility and collaborate with customers and prospects.**

This newly launched industry forum breaks down the barriers of the traditional trade show structure, providing the ideal immersive setting to engage with your customers and prospects across a variety of inventive formats. Working alongside its sister trade show, SNAXPO, this interactive forum is dedicated to collaboration, opening a world of possibilities for participating suppliers to put their brand in front of the industry's key players in a meaningful way.

“ SNX presents an entirely new dynamic that mimics the snack manufacturing process, providing suppliers and producers a unique opportunity to collaborate at each step. The new concept has me considering bringing a whole new group of employees so they can benefit from this immersive experience.

Justin Spannuth  
VP and COO,  
Unique  
Snacks

“ It provides a platform for a different, yet still meaningful, presence as a leader in the industry. I get to ‘think outside the booth’ to interact with prospects in new and engaging ways.

David Read  
Senior VP of Sales,  
Printpack

## GET STARTED

1. The first step to engaging with attendees at SNX is reserving your **Supplier Suite**, which will elevate your experience through dedicated hours for private, focused meetings where business deals get done.
2. After you reserve a Supplier Suite, you can further expand your presence in the **Experience Zones**. The five zones (Ingredient, Processing, Flavor, Packaging and Market) afford snack producers the chance to walk through the snack manufacturing process, while allowing you to network and ignite profitable relationships. Meet directly with attendees in your **Collaboration Kiosk**, give a short **SNAC Bites** presentation related to your zone or take part in special **Engagement Area** activities.

# Benefits For All Sponsors

- Logo displayed in the Sponsor area of the SNX website
- Recognition in the SNX mobile app
- SNX signage displayed prominently in the Registration Area at Hyatt Regency Dallas
- Resort Logo included in sponsor loop that plays at the start of each general session
- Special ribbon on badge signifying your company's sponsorship level
- Visit with SNAC International Board members and key leadership at a reception for sponsors only

## Tiered Sponsorships

### Levels Based On Sponsorship Contribution

#### Diamond

A new tier for SNAC's most supportive members.

Sponsors Who Reach the \$45,000 ANNUAL Level (\$35K SNX, \$10K ELF)

Diamond Sponsors make a commitment of \$35,000 at SNX and \$10,000 at the Executive Leadership Forum, or a **total of \$45,000 for the year**. Please contact David Walsh for more Diamond Sponsor benefits.

- Year-Round Exclusive Features include:
- Company logo and company description on SNAC International's website
- Call-outs on all SNAC webinars and email promotions
- Special SNAXPO benefits

#### Platinum

\$25,000 - \$34,999

Reserving a table (1) at each of the general sessions & social events

#### Gold

\$10,000-\$24,999

Logo on prominent signage, just below Platinum Category

#### Silver

\$5,000-\$9,999

Logo on prominent signage, just below Gold Category

#### Allied

\$3,000 - \$4,999

Logo on prominent signage, just below Silver Category

These offerings are just a start. We encourage new ideas and creativity. Contact us if your company has specific ideas not covered in an existing sponsorship and we will work with you to make those concepts a reality.

## NETWORKING OPPORTUNITIES

### SNX Opening Party

**\$30,000**

SNX will kick off with an opening party at Hyatt Regency Dallas. Make your brand highly visible to all attendees with an impactful first impression.



### SNX Kickoff Breakfast

**\$10,000**

All SNX attendees will gather for a networking breakfast prior to the breakout education sessions on Monday morning.

### Tuesday Breakfast

**\$15,000 Exclusive Sponsor, \$5,000 Multiple Sponsors**

All attendees will enjoy breakfast in the Experience Zones. Sponsor logo will be placed on dedicated breakfast signage and on tent cards on all tables.

### Tuesday Hosted Bar For Closing Party Event\*

**\$7,500**

Your company logo will prominently be displayed at every bar, on the table tent cards and on signage prominently placed throughout the event.

### Tuesday Closing Party

**\$5,500**

Your company logo will prominently be displayed on the table tent cards and on signage prominently placed throughout the event.

### Networking and Recharging Lounge in Experience Zone

**\$7,500 + Production**

Fill a need that many attendees will have by providing a charging station and networking lounge strategically placed in the Experience Zone.

*\*Options with an asterisk have the first right of refusal.  
If you are interested in one of them, please contact David Walsh to learn if this option is available.*

## Tuesday Experience Zone Lunch

**\$8,500**

This sponsorship will provide lunch on Tuesday for all attendees in the Experience Zone. Signage will be placed at every food station providing more exposure for your brand.

## SNAC Tank Pitch Competition

Featuring Guest Judge, Daymond John, Founder of FUBU and Star of "Shark Tank" along with other industry experts along with other industry experts

**Exclusive Sponsor: \$35,000 // Non-Exclusive: \$20,000**

Sponsors will be promoted as the sole sponsor in all promotional materials before, during as well as PR after the event. Sponsor will have the opportunity to provide resources and counseling to the winner of the SNAC Tank Competition.

## Golf Tournament

**Opportunities Ranging from \$5,000 - \$20,000**

Sponsors will be promoted in pre-event announcements as well as during the tournament. Opportunities range from: exclusive tourney sponsor, to sponsorship of individual holes, lunch, longest drive / closest to pin contests, and more. .

Contact David Walsh at [dwalsh@snacintl.org](mailto:dwalsh@snacintl.org) for more information.

## EDUCATION SESSIONS

### Opening Keynote Speaker

**TBD**

**\$35,000**

Sponsors will have the opportunity to introduce this session. Table tent cards and signage will promote your support for this important educational forum. Sponsors may also place a leave behind at each table setting.

### Monday Educational Breakout Sessions

**\$8,500 each**

The breakout education sessions will be held on Monday, April 15 in the Education Arena, and will focus on key industry trends and pressing issues. Sponsor(s) will be invited to introduce one of the educational sessions as well as provide company materials on the tables. Sponsor will also have a branded slide on screen before and after presentation and can play a short video before things begin.

### SNAC Bite Presentation – 30 Minutes

**\$4,000**

These 30-minute seminars held in the Experience Zone are open to supplier members and are non-sales sessions. They feature breakthrough ideas, technologies and techniques for snack manufacturers and cover applications in a wide variety of areas. To secure a slot, please send a short outline of how your session will benefit snack professionals.

## ON-SITE PROMOTION

### SNX Registration Area Signage

**\$10,000**

Welcome all SNX attendees and be the first sponsor logo they see on the registration desk counters and headers.

### Experience Zone Signs

**\$4,000 Each**

Your branding will be placed on signage marking the Experience Zone of your choosing, including: Ingredient, Processing, Flavors, Packaging and Market. Attendees will reference these signs to find which zone to visit in an interactive area meant to provide you with the chance to visit with suppliers at each step of the snack production process.

### Lanyards

**\$15,000 + Materials and Production (One Sponsor)**

Place your logo front and center with exclusive registration badge lanyard sponsorship. Lanyards front and center your brand in front of attendees' eyes continually throughout the event.

### Advertisement On The Back Of All Badges

**\$12,000 (One Sponsor)**

Everyone knows our badges are always twisting and turning. Why not take advantage of the twist by placing your corporate logo on the back side?

### Water Stations / Water Bottles

**\$10,000 (+ production for water bottles)**

Help SNX attendees stay hydrated by sponsoring water stations and/or branded water bottles, strategically located throughout the event.

### SNX Official Tote Bag\*

**\$15,000 + Cost of Bag, Production and Shipping (One Sponsor)**

Where else are attendees going to stash their snacks? Sponsoring this bag puts your company logo on the official tote and provides tremendous exposure both during and after the show.

### Floor Decal(s) in the Hyatt Regency Dallas

**\$10,000 + Production and Materials (One Sponsor)**

Make a huge statement as attendees enter the resort. Your company's logo or brand leads attendees to the Registration Area, Experience Zone, Supplier Suites and Education Arena. All attendees must take these routes to access the conference.

### Name That Flavor Creation Station

**\$5,000**

Sponsors will have their highly visible logos placed on the perimeter wall outside this Engagement Area. This station, located in the Experience Zone, showcases the newest and most innovative flavors from SNAC International's flavor and seasoning supplier members. All attendees are encouraged to stop by to taste the products and come up with their most creative name for each flavor. The best names, as selected by the suppliers of each flavor, will be revealed on Tuesday.

# HOTEL PROMOTION

## Hotel Room Key Pocket Brochure\*

**\$10,000 + Cost of Brochure, Production and Shipping (One Sponsor)**

Have your brand visible to attendees as they arrive at the resort, before they even get into their hotel rooms. This opportunity delivers a loud first impression.

## Hotel Room Keys\*

**\$15,000 + Production, Materials and Hotel Charges (One Sponsor)**

“Check in” with SNX attendees when they receive a custom key card with your logo and message at the headquarters hotel—and every time they return to their room. Production and material charges are an additional cost.

## Hotel Room Door Hanger

**\$10,000 + Production and Delivery Costs**

Greet attendees as they enter and leave their rooms. Handle branding provides graphic printing on all conference hotel room block door hangers, to include your logo, advertising or other messaging for one per night.

## Hotel Room Drop

**\$5,000 + Delivery**

Have a message or gift you’d like to give the attendees? How about a specific group or list you want to target? SNX can make this happen for you. Just supply the item to be dropped and we’ll get it done!

## Branding Opportunities at the Hyatt Regency Dallas

**Pricing Varies - Contact for Details**

The Hyatt Regency Dallas offers unique and traditional sponsorship opportunities including window/elevator/escalator clings, floor decals and advertisements on columns and walls. The unique resort also offers creative areas to display lighted logos at night, as well as other outdoor opportunities such as branded beach balls for high-traffic pool areas, courtyard signage, moon balloons / GOBO projections, umbrellas, and more. These creative opportunities give you extensive exposure during SNX, reaching all participants throughout the event—and provide maximum return on your investment due to the recognition and impressions they make at the resort's high traffic areas.

*Please contact David Walsh for options and pricing, [dwalsh@snacintl.org](mailto:dwalsh@snacintl.org) or 703-836-4500 ext. 213.*

# EMAIL MARKETING

## Supplier Spotlight Email + Social Package

**\$5,000**

Reach all registered and prospective attendees directly through a sponsored spotlight email. Promote all the latest you have to offer and "tease" what you will be showcasing at SNX with this unique marketing opportunity.

## SNX Promotional Email Blasts

**\$8,500**

Your logo will be positioned prominently on three SNX promotional email blasts sent to SNAC International’s 6,000- person database. Your brand will become familiar to all prospective and confirmed attendees and your logo will be linked to your website. You have the choice of any three announcements: opening of registration, speaker announcements, program changes, deadlines approaching for registration and hotel reservations, and the “need to know email.” Additional blasts can be purchased for \$3,000.

# DIGITAL PROMOTION

## Mobile App\*

**\$25,000 Splash Page (One Sponsor)**

**\$5,000 Push Notifications (Two Sponsors)**

**\$8,000 Banner (Four Sponsors)**

Attendees will see your company's brand on their mobile phone each time they open the SNX app! Options include a launch screen logo, schedule page watermark, banner ad and full-screen landing page.

Push Notification Sponsors – a message will go out to all who downloaded the App with a promotion of your choosing, encouraging attendees to engage with you in your Suite or at your Kiosk.

Features of this app include: full conference schedule, personal agenda building, search capabilities for attendees/speakers/suppliers, integration with social media, and private appointment scheduling.

## SNX Website

**\$8,500**

Position your logo with a strategically placed message on the SNX website. Single options include the home page, the schedule page, the registration page, speakers page and more. You will be visible throughout the registration period until after the meeting concludes.

## SNX Hotel Reservation Website

**\$8,500**

Position your logo with a strategically placed message on the SNX Hotel reservation website. You will be visible throughout the registration period.

## SNX Wi-Fi Access

**\$10,000**

Give attendees the connection they'll really be looking for. High-speed wireless Internet access will be provided to attendees who will see your brand before accessing password information. Once the attendee connects to the Wi-Fi it will redirect to your company website.

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*\*Options with an asterisk have the first right of refusal.  
If you are interested in one of them, please contact David Walsh learn if this option is available.*



# SNX 2024 Industry Support Opportunities

All opportunities are available on a first-come, first-served basis and are non-exclusive. To request your sponsorships, please list the option that interests you and return this page to:

David Walsh | SNAC International | 1300 17th Street N, Suite 540 | Arlington, VA 22209, USA  
Email: [dwalsh@snacintl.org](mailto:dwalsh@snacintl.org) | Tel: 703-836-4500 or 1-800-628-1334, ext. 213

Name \_\_\_\_\_

Company Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Email \_\_\_\_\_ Phone ( \_\_\_\_\_ ) \_\_\_\_\_ - \_\_\_\_\_

My company would like to support the following:

\_\_\_\_\_

Signed \_\_\_\_\_ Date \_\_\_\_\_

## Please Invoice Me

## Please Charge My Credit Card

Name on Card: \_\_\_\_\_

Card Number: \_\_\_\_\_ Amount to Charge: \$ \_\_\_\_\_

Expiration Date: \_\_\_\_\_ Security Code: \_\_\_\_\_

Signature: \_\_\_\_\_

## I Will Send A Check

Make \$ \_\_\_\_\_ payable to:  
SNAC International  
1300 17th Street N, Suite 540  
Arlington, VA 22209, USA



# Submitting Your Logo

Please email your corporate logo to David Walsh (dwalsh@snacintl.org) for use in promoting your support. Include a .jpg format for reference and also one of the following formats:

## Acceptable file formats:

FORMAT	EXTENSION	PROGRAM	VERSION
VECTOR	.eps**	Encapsulated Postscript	An export option of various programs
	.ai	Adobe Illustrator	Version 9.0 or earlier

Vector files contain artwork where lines and fills are defined by mathematical formulas. This type of artwork is resolution-independent and hence can be enlarged or reduced without any loss of quality.

\*\*Note: Saving a non-vector file (i.e. .jpg, .png, .gif) as a .eps format does not make it infinitely scalable.

