All About SNX

December 5, 2023
2:00 EDT
What is SNX?

• Snack industry’s premier education and collaboration forum
• Occurs every other year, alternating with SNAXPO
• Hotel-based meetings instead of convention-based exhibits
• Approximately 600 attendees, more than 90 suppliers
• More trade, less show
What is SNX?

• Education Arena
  • Speakers, education, SNAC Tank pitch competition

• Supplier Suites
  • B2B meetings, arranged through central scheduling platform

• Experience Zone
  • Collaboration Kiosks, Engagement Areas, SNAC Bites
SNX 2024 Program Schedule

Sunday, April 14
- Attendee arrival
- Welcome reception
- Education Arena
  - Keynote address
- Opening party

Monday, April 15
- Education Arena
- Experience Zone
  - 4 hours
- Supplier Suite Meetings
  - 3 hours

Tuesday, April 16
- Supplier Suite Meetings
  - 5 hours
- Experience Zone
  - 2 hours
- Education Arena
  - SNAC Tank
- Closing party
# Benefits of SNX

- **Stronger 1-on-1 connections**
- **Lighter footprint, easier to engage**
- **Focus on your partners and your team**
- **Private meetings with organic interaction of a larger event**
- **Get “outside the booth” to interact with suppliers in new ways**
TRAVEL ONCE, SAVE THOUSANDS

Save More Than 77% By Holding Your Business Meetings in One Location

Attend SNX and Conquer Travel Inflation Costs

20+ Business Meetings Held at SNX’s 3 Day Event

VS.

Travel to 8-10 Business Meetings 21 Days of Travel

<table>
<thead>
<tr>
<th></th>
<th>3 Day Event</th>
<th>Travel</th>
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<tbody>
<tr>
<td>AIRFARE</td>
<td>$325</td>
<td>$3,250</td>
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<tr>
<td>TRANSPORTATION</td>
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<td>HOTEL</td>
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<td>PER DIEM</td>
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<td>SNX ADVANCED RATE**</td>
<td>$995</td>
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<td>GRAND TOTAL</td>
<td>$2,860</td>
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77% Savings by Combining Your Meetings at SNX

Learn More at SNXevent.com

*Savings based on average current travel costs for a SNX member company headquartered in Oregon
**Supplies advanced rate
Supplier Suites

PRESIDENTIAL SUITE

SKY SUITE
Supplier Suites

SUNSET SUITE

STANDARD SUITE

Crescent Rounds Setup

Conference Setup

U-Shape Setup
Get in the Zone

Ways to Engage

• Collaboration Kiosks
• Engagement Areas
• SNAC Bites

The Experience Zone

• Replicates snack value chain
• Areas for Ingredients, Processing, Flavor, Packaging, and Market
Get in the Zone

Engagement Areas

• Go deeper on important issues via interactive features

• Partnering with Flexible Packaging Association for deep-dive on packaging sustainability

• Texas-inspired Flavor Showdown, winner selected by attendee vote
Education at SNX

- **Keynote** address: Martin Otto, H·E·B

- Six **breakout** sessions
  - What’s New with the American **Consumer**?
  - The State of **Sustainability**
  - **Tech and AI** in Your Snack Operation
  - Surveying the **Regulatory** Landscape
  - Plus, two legal sessions offering CLE credit

- **SNAC Bite** sessions in Experience Zone
Education at SNX

• 2024 **SNAC Tank** pitch competition
  • $10K cash prize for winner
  • Sampling opportunities for all participants
  • **Daymond John**, star of ABC’s “Shark Tank” joining as special guest judge and speaker
  • Judging panel includes **Ryland Allen, VP of Snack Merchandising @ Walmart**
  • More judge announcements coming soon
Help Make SNX a Success

- Like SNAXPO, a successful SNX depends on **YOU**
  - Send a diverse delegation
  - Accept meeting requests
- Register **NOW** *(don’t wait!)*
- Appoint a **QB** for your team
- Start scheduling **early**
  - But some open slots are okay
Optimize Your SNX Experience

- SNX is more than meetings!
  - Education
  - Networking
  - SNAC Tank

- SNX will work for you if …
  - You bring a great team
  - Your key partners participate
  - You engage enthusiastically with our suppliers and sponsors
Closing Thoughts

• SNX is …
  • Snack industry’s premier **education** and **collaboration** forum
  • Hotel-based meetings instead of convention-based exhibits
  • **More trade**, less show
  • A way to think “**outside the booth**”
  • **Hundreds** of the most important snack category executives
  • Already **exceeding 2022 supplier participation**, with 5 months to go!

• The SNAC team is here to help!
“Walking the manufacturing process helped the team contextualize each individual step, our goals for these processes, and what was available to support those goals. From that, we held private meetings to describe our organizational objectives and where those partners (present or new) fit.

Shearer’s met with a company at SNX for the first time and two years later we are now engaged in a multi-year agreement and a great partnership. I don’t think we would have gotten that “right start” through an informal meeting on the show floor.”

-- Chris Read, Shearer’s Foods VP, Procurement & Sourcing
Thank you!

April 14-16, 2024 | Dallas, TX
Hyatt Regency Dallas