

PARTICIPATING SUPPLIER PROSPECTUS

Give your business more bite in **2022**.

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

SNX

March 27 – 29, 2022 | Phoenix, AZ
Pointe Hilton Tapatio Cliffs Resort
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.

I really hope our members walk away from SNX with thought-provoking possibilities to consider, in terms of tweaking their product line or enhancing some of their policies in the workplace or contributing more towards environmental and social causes.

Rob Sarlls
CEO,
Wyandot, Inc.

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.

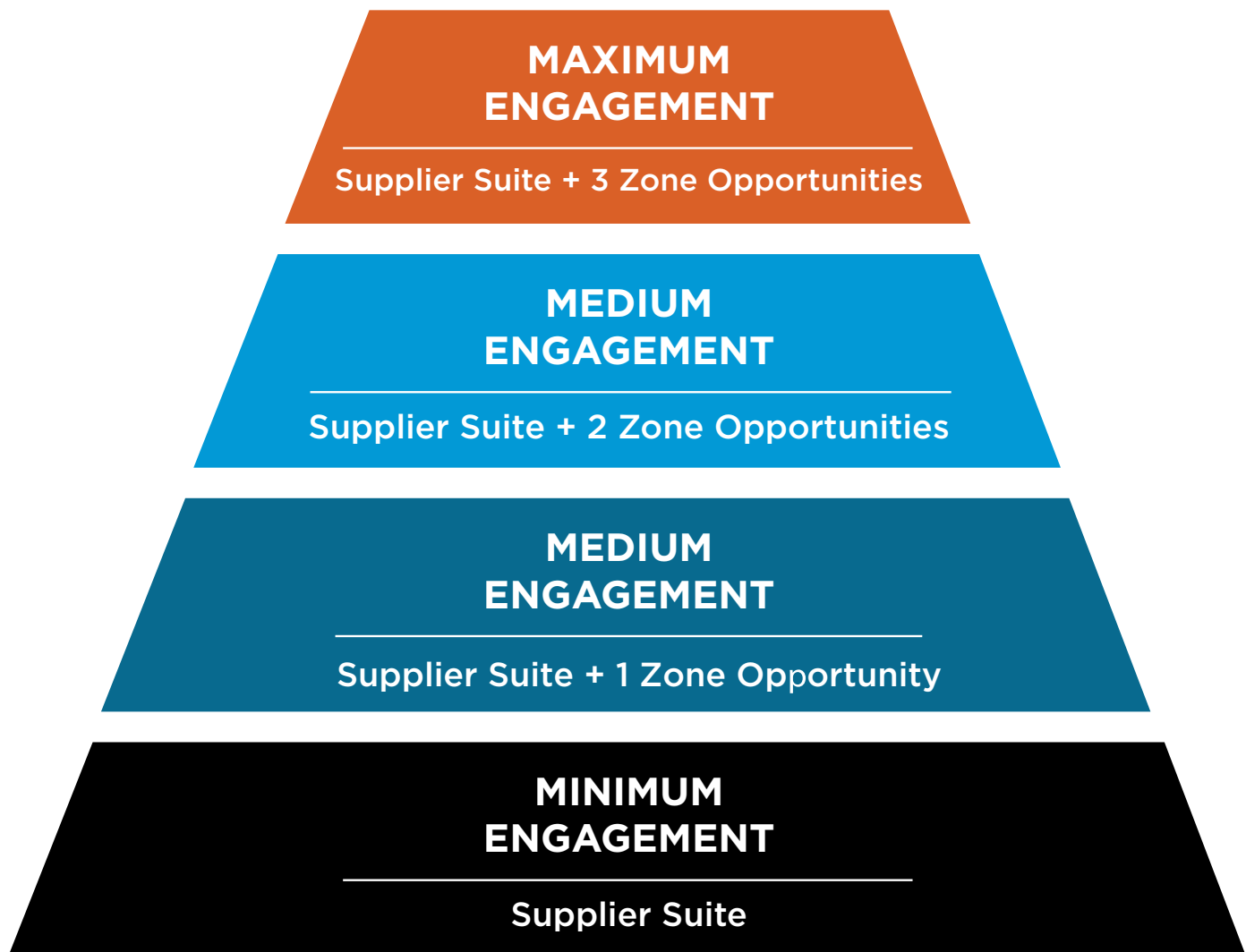
David Read
Senior VP of Sales,
Printpack

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.

Build your brand's visibility and reach as a Participating Supplier.

SNX offers so many ways to get involved and amplify your presence—from reserving a Supplier Suite to leveling up with a Collaboration Kiosk and more*—it's an experience built to deliver the ROI you seek.



**Collaboration Kiosks, SNAC Bites and the Engagement Area are all sub-components of a Supplier Suite. After you purchase a Supplier Suite, you have the opportunity to reserve a Collaboration Kiosk, submit a proposal for a SNAC Bites session or sponsor an Engagement Area.*

1.

Choose a tier to secure your suite dedicated to seven hours* of producer-supplier meetings

A	Single	\$7,500
	Double	\$15,000
B	Single	\$6,000
	Double	\$12,000
C	Single	\$4,500
	Double	\$9,000

Ambassador Suite	\$15,000
Sunset & Sunrise Suites	\$19,500

Nonmember Participating Supplier Fee	\$2,250**
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*Day one will include 2 hours of open-house style suite visitation. Day two will include 5 hours for prescheduled meetings.
 **There is a \$2,250 one-time fee for nonmember participating suppliers that is added on top of the supplier suite price.



2.

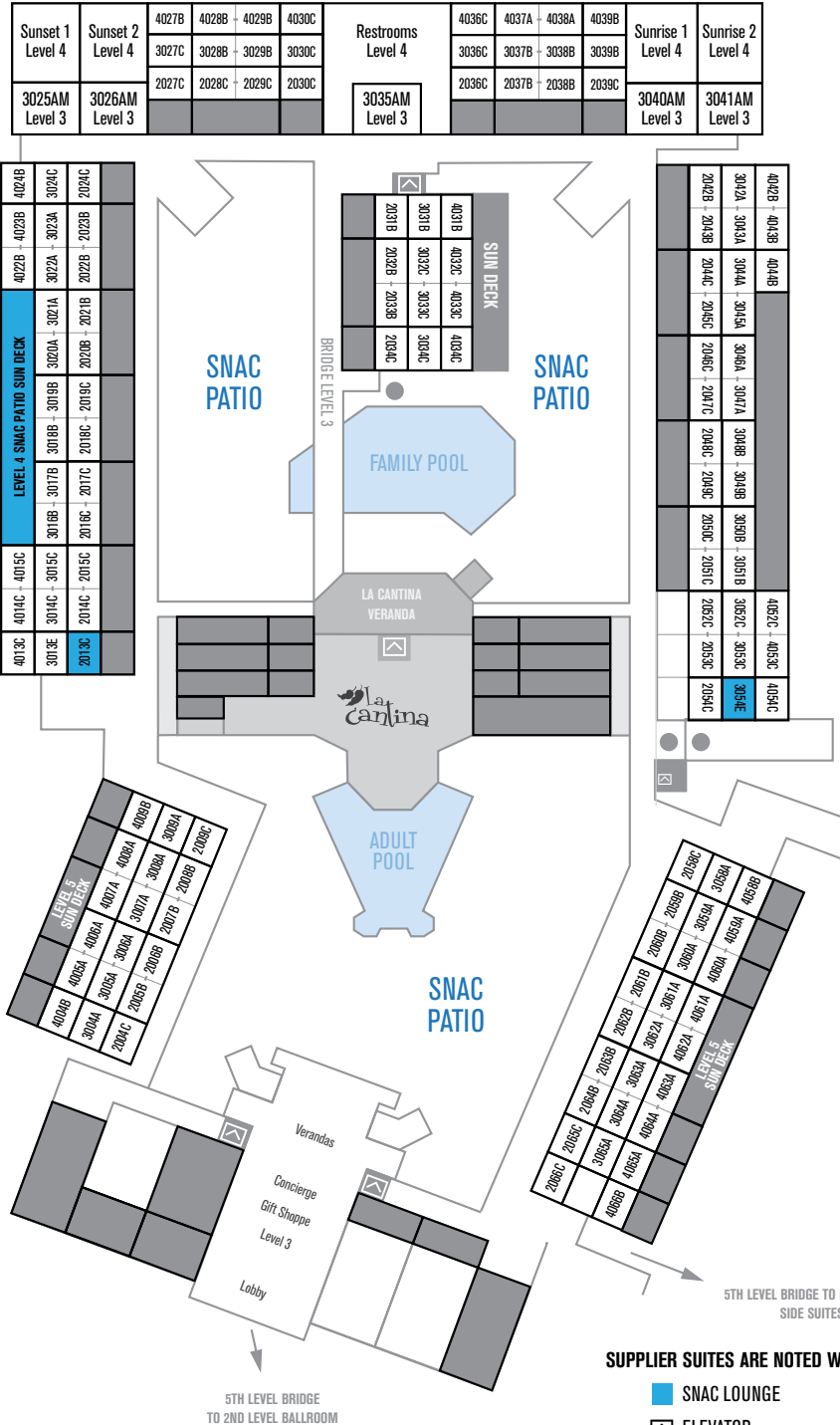
Your suite includes:

- Existing living room furniture, including sofa, coffee table, chair, and side table
- Two 6' x 18" tables along wall and two ballroom chairs
- Waste basket and cleaning service will be provided

Note: Sleeping room in back will be impacted as some living room furniture will be moved there. Contact SNAC for further information.



SUPPLIER SUITES



ZONE OPPORTUNITIES

The Experience Zone will be open for six hours during SNX. Participation in Supplier Suite is required to purchase the following options:

COLLABORATION KIOSKS

\$4,500

Available in each zone, these genius bar-style setups provide a branded space for impromptu Q&A's with attendees, fostering producer-supplier relationships.

What's included: Two chairs and logo customization
You may upgrade your kiosk through general show contractor Freeman by purchasing a monitor or additional storage space.



ENGAGEMENT AREAS

Extend your brand exposure by opting into a pre-planned SNAC International-developed activity relating to each zone. This will be an immersive, hands-on, and educational activity for attendees. Each participating supplier will receive a placard to place in their suite and, if applicable, their kiosk. All companies involved will be featured on signage promoting the activity and in online marketing.

Contact SNAC International for more details.



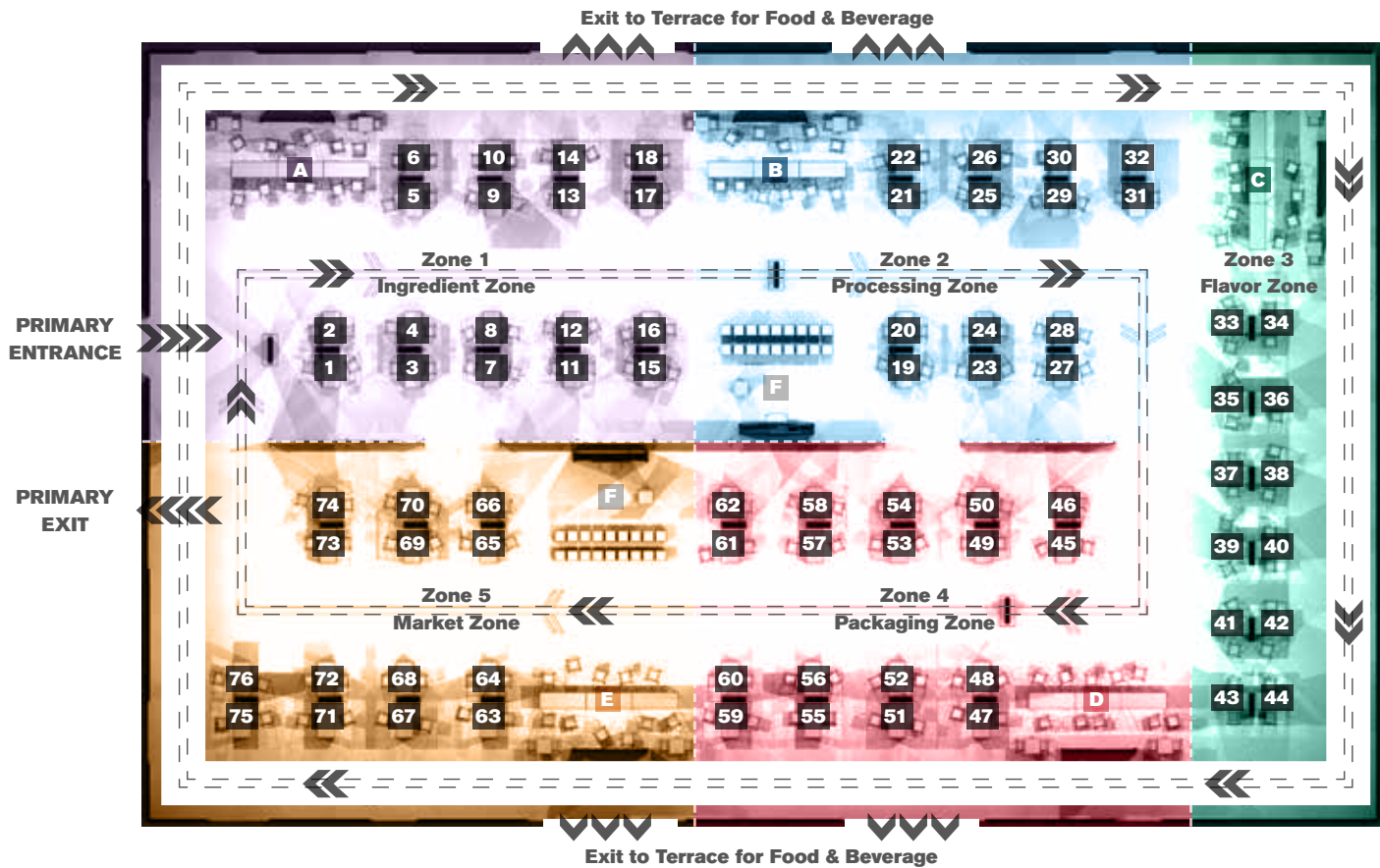
SNAC BITES

A limited number of opportunities will be available for participating suppliers to deliver brief, 20-minute snack industry educational presentations related to their designated zone. Suppliers are invited to submit a one-page proposal applicable to their zones that they wish to present for SNAC International's review and approval. A proposal that tackles a key industry trend, issue, or challenge will warrant the most consideration. All companies delivering a SNAC Bites presentation will receive a placard to place in their suite and, if applicable, their kiosk. Participating companies will have their name featured on signage displaying the SNAC Bites sessions offered and the website's pre-forum marketing.

Contact SNAC International for more details.



EXPERIENCE ZONE MAP



- A** Ingredient Zone Engagement Area
- B** Processing Zone Engagement Area
- C** Flavor Zone Engagement Area
- D** Packaging Zone Engagement Area
- E** Market Zone Engagement Area
- F** SNAC Bites
- Kiosks #1-76

Participating Supplier	\$1,295	<ul style="list-style-type: none">▪ Includes suppliers who purchase a Supplier Suite▪ Includes members and nonmembers
Spouses	\$595	Includes participating supplier spouses and supplier member attendee spouses.
Supplier Member Attendee	\$2,295	Includes Suppliers who do not purchase a Supplier Suite.
Supplier Nonmember Attendee	\$3,295	Includes Suppliers who do not purchase a Supplier Suite.

PLAN YOUR TRIP

SNX's Headquarters Hotel is a 24-minute drive (15.5 miles) from Phoenix Sky Harbor International Airport.



→ **POINTE HILTON
TAPATIO CLIFFS RESORT**

Breathtaking views of the Phoenix North Mountain Preserve make this amenity-filled property a picture-perfect destination for any traveler.

**11111 N. 7th Street
Phoenix, AZ 85020
602-866-7500**

A hotel link and passcode will be provided for suppliers to book reservations within a limited timeframe before rooms open to attendees.



**Discounted rate:
\$269/night**

SNX22 APPLICATION AND CONTRACT FOR SUITES AND KIOSKS



SNAC International Education and Collaboration Forum
Point Hilton Tapatio Cliffs – Phoenix, AZ – March 27-29, 2022

My Supplier Suite Location Preferences are:

1. _____
2. _____
3. _____
4. _____

My Collaboration Kiosk Location Preferences are: (Kiosks are only available to Suppliers who have purchased a Supplier Suite)

1. _____
2. _____
3. _____
4. _____

2. Please list all companies competitive with your product line.

3. Please list all products that will be displayed or promoted at SNX22.

4. Company name for promotion

5. SPACE RENTAL (Kiosks are only available to Suppliers who have purchased a Supplier Suite)

A 50% deposit of your Supplier Suite and Kiosk cost and 100% of other fees must be submitted with this application. The balance is due by 11/30/21. Applications received after this date must include a 100% payment of space rental cost and other fees.

Supplier Suite pricing is based on location. Two suites may be combined. There is an additional \$2,250 fee for nonmembers of SNAC International. Please be sure to include this figure in your total due, if applicable. This fee is not required for SNAC International members who have paid their membership dues for fiscal year 2022.

With the purchase of a Supplier Suite, Suppliers receive one (1) complimentary registration. With additional suites and/or Kiosks reserved, they receive an additional registration at a discounted price of 50%. Registration includes access to all events at SNX. Additional registrations may be purchased. All staff must register for SNX. Suppliers will receive an email with login and password to register staff online. If you have not received this email by November 1, 2021, please contact Abby Valentino at avalentino@snacintl.org or 703.836.4500, ext. 201.

# Requested	Total Cost	50% Deposit
_____ Supplier Suite Tier A @ \$7,500	_____	_____
_____ Supplier Suite Tier B @ \$6,000	_____	_____
_____ Supplier Suite Tier C @ \$4,500	_____	_____
_____ Ambassador Suite @ \$15,000	_____	_____
_____ Sunrise & Sunset Suites @ \$19,500	_____	_____
_____ Collaboration Kiosk @ \$4,500	_____	_____
Nonmember Fee	\$2,250	_____
		100% Due with Deposit

6. My company agrees to abide by the rules, regulations, terms and conditions of the SNAC International contract, printed on the back of this application. We understand that acceptance of this application by SNAC International constitutes a contract.

Signature _____ Date _____

Amount enclosed or to be charged _____

FINAL BALANCE DUE NOVEMBER 30, 2021

Forward credit card information or check (payable in U.S. funds and drawn on a U.S. bank) made payable to SNAC International with this application to: SNAC International, Abby Valentino, 1560 Wilson Blvd., Suite 550, Arlington, VA 22209 (Phone: 703-836-4500, ext. 201 Fax: 703-836-8262).

Please check one: Payment Enclosed Please charge my credit card

Credit Card Number _____ Sec. Code _____

Print name on credit card _____ Exp. Date _____

Signature _____ Date _____

SUPPLIER SUITE/COLLABORATION KIOSK ASSIGNMENTS

All requests for Supplier Suites and Collaboration Kiosks will be assigned on a first-come, first-served basis. The SNX22 Sales Manager reserves the right to use discretion in reassigning Supplier Suites and/or Collaboration Kiosks if necessary. Final space assignments are at the sole discretion of the SNX22 Sales Manager.

CANCELLATION:

In the event of a Supplier canceling, SNAC International (SNAC) shall have the right to use said space to suit its own convenience, including selling the space to another Supplier, without any rebate or allowance to the canceling Supplier. SNAC International assumes no responsibility for having included the name of the canceling Supplier or descriptions of products in the show magazines, brochures or other materials. (1) The Supplier shall give SNAC International notice in WRITING of intention to cancel or withdraw from the show. (2) In the event the said notice is postmarked on or before September 25, 2021, and received by SNAC International, the Supplier shall be obligated and agrees to pay a cancellation charge of 25% of the total cost of space assigned. (3) In the event the said notice is postmarked after September 25, 2021, and received by SNAC International, the Supplier shall be obligated and agrees to pay a cancellation charge of 50% of the total cost of space assigned. (4) In the event the said notice is postmarked after November 30, 2021, and received by SNAC International, the Supplier shall be obligated and agrees to pay the total cost of space assigned.

Please return to SNAC International and copy for your records
DO NOT WRITE IN THIS SPACE—FOR SNAC USE ONLY

Date received _____

Supplier Suite/Collaboration Kiosk No.(s) Assigned _____

Amount Due _____

For Supplier Suite and Collaboration Kiosk reservations, please contact:

Abby Valentino
avalentino@snacintl.org
703.836.4500, ext. 201

For sponsorship opportunities, please contact:

David Walsh
dwalsh@snacintl.org
703.836.4500, ext. 213

For program and registration information, please contact:

Christina Briones
cbriones@snacintl.org
703.836.4500, ext. 206

SUPPLIER TERMS AND CONDITIONS



ELIGIBLE APPLICANTS

SHOW MANAGEMENT reserves the right to determine the eligibility of any Company or Product to participate in the Show and further reserves the right to reject any application and/or limit space assigned to any one Company.

SET-UP AND DISMANTLEMENT:

Supplier agrees to comply with assigned installation, event and dismantle days and hours as outlined in the Sales Kit. Supplier Suites and Collaboration Kiosks may not move out from the Facility until final closing of the show unless special permission is obtained in writing in advance from SHOW MANAGEMENT. Supplier Suites and Collaboration Kiosks must be removed from the hotel when specified in the Sales Kit. Any displays or materials left without instructions will be discarded.

SPACE ASSIGNMENTS will be made according to the procedures outlined on the contract for space. Suppliers may not sublease the Supplier Suite or Collaboration Kiosk, or any equipment provided by SHOW MANAGEMENT, nor shall Supplier assign this lease in whole or in part without written approval by SHOW MANAGEMENT in advance of the trade show.

RELOCATION OF SUPPLIER SUITES AND/OR COLLABORATION KIOSKS:

SHOW MANAGEMENT reserves the right to alter the official floor plan, and/or reassign any Supplier's location as deemed advisable. SHOW MANAGEMENT further reserves the right to make such changes, amendments and additions to these terms and conditions and such further regulations as it considers necessary for the good of the Show.

LIMITATION OF SUPPLIER SUITES AND/OR COLLABORATION KIOSKS:

SHOW MANAGEMENT reserves the right to stop or remove from the Show any Supplier, or his representative, performing an act or practice which in the opinion of SHOW MANAGEMENT is objectionable or detracts from the dignity of the Show or is unethical to the business purpose of the Show. SHOW MANAGEMENT reserves the right to refuse admittance of materials to the Show until all SNAC International dues and fees owed are paid in full. No Supplier shall hold any social event, hospitality suite, meeting or demonstration to which attendees are invited that conflicts with the official Show schedule. In addition, ANY such activities may not take place outside the official Show schedule without the express written permission of the Convening Organization(s). Dues to the nature of the show, having a networking and education focus, equipment or machinery will not be allowed.

MUSIC, AUDIO EFFECTS, PHOTOGRAPHY and VIDEOTAPING:

Music and audiovisual devices with sound are permitted only in those locations designed by SHOW MANAGEMENT and at such decibel intensity as not to interfere with the activities of other Suppliers. Photography and video-taping other than by official SHOW MANAGEMENT photographers are not permitted within Suites or on the Experience Zone. Only the Supplier may grant permission to have its Supplier Suite, Collaboration Kiosk, and/or products photographed.

PHOTO RELEASE:

By registering for and participating in SNX22, you grant permission to SNAC International to use your image appearing in any photographs, videotape, motion picture or any other media taken by official photographers and videographers during and in relation to SNX22 for any of SNAC International's advertising or promotional purposes.

COPYRIGHT LAW:

No copyrighted music may be played or sung in the Supplier Suite or Collaboration Kiosk in any fashion (including, nor limited to, background music on video or audio presentations) without obtaining appropriate licensing. The Supplier shall indemnify SHOW MANAGEMENT, the Convening Organization(s) and the facility, their officers, directors, employees, and agents and save them free and harmless from any and all liability whatsoever, for any infringement of or other violation arising out of the use of copyrighted music.

SECURITY:

Although security service will be furnished, SHOW MANAGEMENT cannot and will not be responsible for damage to, loss and/or theft of property belonging to any Supplier, its agents, employees, business invitees, visitors or guests. Each Supplier must carry their own insurance.

APPLICABLE LAWS: This contract shall be governed by the laws of the State of Virginia. Supplier agrees to abide by all federal (including but not limited to FDA), state, and city laws, ordinances, and regulations concerning fire safety, health, environment, public safety and hazardous materials and all regulations and restrictions imposed by the Facility. All displays and decorations must be fireproof.

LIMITATION OF LIABILITY:

The Supplier agrees to make no claim for any reason whatsoever against: SHOW MANAGEMENT, the Convening Organizations, their officers, directors, employees, agents and authorized representatives, the facility/hotel, Official General Service Contractor, for any of the following:

- Loss, theft, damage to goods, or injury to one's self, one's employees, or attendees while in a Supplier Suite or in the Experience Zones, nor any consequential damage to one's business for failure to provide space for the Supplier Suite or in the Experience Zones, for the failure to hold the event as scheduled. The Supplier assumes entire responsibility and hereby agrees to protect, indemnify, defend and save harmless all parties from claims, losses, damages to persons or property, governmental charges for fines and attorney's fees related to the use of the exhibition premises or part thereof. In addition, Supplier acknowledges that neither SHOW MANAGEMENT nor the Convening Organization(s) maintain insurance covering Supplier's property and that it is the sole responsibility of Supplier to obtain business interruption and property insurance covering such losses by Supplier.

- THE ABOVE-CITED REGULATIONS, as well as all conditions stated in the Sales Kit and Supplier Suite/Collaboration Kiosk application, become a part of the contract between the Supplier and the Convening Organization(s).

INSURANCE:

All property of the Supplier is understood to remain under its custody and control in transit to and from or within confines of the Facility. SHOW MANAGEMENT does not maintain insurance covering Supplier's property. Supplier shall carry Comprehensive General Liability coverage including premises, operations and contractual liability coverage of at least \$1,000,000 for Personal Injury Liability and \$500,000 for Property, Worker's Compensation with Employer's Liability with applicable statutory coverage.

The Certificate of Insurance should have the following information:

As Certificate Holder:

SNAC International - 1560 Wilson Blvd, Suite 550, Arlington, VA 22209

As Additional Insured:

1) SNAC International - 1560 Wilson Blvd, Suite 550, Arlington, VA 22209

2) Ponte Hilton Tapatio Cliffs - 11111 N. 7th Street, Phoenix, AZ 85020

3) Freeman - Viceroy Drive, Suite 100, Dallas, TX 75235

Certificates shall be furnished upon request.

FORCE MAJEURE:

The performance of this Agreement is subject to termination without liability upon the occurrence of any circumstance beyond the control of either party—such as acts of God, war, acts of terrorism, federal, state or local government regulations or orders, disaster, strikes, civil disorder, epidemic, pandemic or other public health emergency or threat (as determined by the Centers for Disease Control and Prevention or other relevant federal, state or local health agencies) or curtailment of transportation facilities—to the extent that such circumstance makes it illegal, impossible, commercially impracticable or inadvisable from a personal safety or health perspective for SHOW MANAGEMENT or Participating Supplier to hold the Event as contemplated under this Agreement. The ability to terminate this Agreement without liability pursuant to this paragraph is conditioned upon delivery of written notice to the other party setting forth the basis for such termination as soon as reasonably practical—but in no event longer than ten (10) days after learning of such basis.

TERMINATION OF RIGHT TO EXHIBIT:

SHOW MANAGEMENT reserves the right to terminate without notice a Supplier's right to display if a Supplier or any of their representatives fail to observe the conditions of this contract in the opinion of SHOW MANAGEMENT, or they conduct themselves in an unethical or unprofessional manner. Such Suppliers will be dismissed without refund.

ADDENDUM:

SHOW MANAGEMENT reserves the right to make changes, amendments and additions to these rules as considered advisable for the proper conduct of the exposition, with the provision that all Suppliers will be notified of such changes.

SUPPLIER RULES AND REGULATIONS:

EVENT SERVICES: Supplier Suites will come with the existing living room furniture, including sofa, coffee table, chair, and side table that will stay in living room. Two (2) 6' x 18" tables will be placed in living room along the wall, along with two (2) ballroom chairs and a waste basket; basic cleaning services will be provided. Sleeping room in back room will be impacted as some living room furniture will be moved back there. Contact SNAC for further information. Decorations, furniture, signs and electrical connections are available to the Supplier through the Official General Service Contractor, who will bill the Supplier directly. SHOW MANAGEMENT is not responsible for any service provided by independent contractors.

BOUNDARIES:

All parts of all Collaboration Kiosks must remain within assigned boundaries. Aisle space is under the control of SHOW MANAGEMENT.

GENERAL SHOW POLICIES:

Noisy or offensive displays are prohibited. Distribution of literature or samples must be related to display and distribution limited to within Supplier's space. Canvassing the Show Venue is strictly prohibited. No food or beverages may be distributed from Supplier's space without the pre-show approval of SHOW MANAGEMENT. The Supplier may not display signs that are not professionally prepared or that in the opinion of the Show Manager detracts from the appearance of the Show in any manner whatsoever. SHOW MANAGEMENT shall have sole control over all admission policies at all times. Only giveaways valued at more than \$1,000, can request permission from SHOW MANAGEMENT to announce the winner. Must be announced in the last hour of the last day of the show.

CONFERENCE ACTIVITY APPROVAL: Any conference activity or demonstration planned before, during or after the meeting by vendors (including but not limited to Suppliers, sponsors) that involve conference invitees, meeting attendees, delegates, officers must be approved by SNAC International. Generally such activities may not take place without pre-approval to maintain the educational integrity of the conference or meeting. Certain activities, once approved, may warrant premium charges.

USE OF DISPLAY SPACE: A representative of the participating company must always be present at the Supplier Suite/Collaboration Kiosk(s) during the posted Event hours. Except for book publishers, the sale of merchandise or equipment of any kind is prohibited. The use of the Convening Organization(s) logo on displays, signs, giveaways, promotional literature or other material is strictly prohibited. In addition, the use of the acronym of the Convening Organization must not be used on pre, at-show and/or post show promotional material unless specific written permission is granted. Use of any Convener, Sponsor or other logos is strictly prohibited unless permission is granted directly from those organizations in writing. Signs or other articles are prohibited from being fastened to the walls, pillars or electrical fixtures. The use of thumbtacks, tape, nails, screws, bolts or any other tool or material which could mar the floor or walls is prohibited. Drip pans must be used under all equipment where there is a possibility of leakage. No helium-filled balloons or adhesive-backed stickers may be used or given out by Suppliers. Because this is a networking and education focused forum, there will be no equipment or machinery allowed on display in the Supplier Suite or at your Collaboration Kiosk, unless approved by SHOW MANAGEMENT.

FDA APPROVAL/CLEARANCE:

If a Supplier intends to display, introduce or feature an article whose pre-market approval or clearance is pending from the U.S. Food & Drug Administration, the Supplier's materials, and the Supplier's personnel must disclose that such article has not received final FDA approval/clearance and clearly conveyed the status of such article consistent with such laws, rules and regulations administered by the FDA. The Supplier Suite or Collaboration Kiosk displays and any associated materials also must adequately and completely disclose that the article is not currently available for sale or commercial distribution in the U.S. shall indemnify and hold harmless SHOW MANAGEMENT and the Convening Organization(s) from and against any and all costs, fees, expenses, penalties, damages and claims arising from Supplier's failure to comply with all laws, rules and regulations (including those of FDA) applicable to such article (including any law, rule or regulation governing the display, introduction, or advertising of such article prior to final FDA approval/clearance).

SUPPLIER BADGES: All personnel must be registered. Instructions for this process will be provided when confirmation of booth assignment is made. **UNION LABOR:** Suppliers are required to observe all union contracts in effect among SHOW MANAGEMENT, official contractors, facilities and various labor organizations represented. Any labor required for installation or dismantle, decoration or use of equipment must be ordered through the general service contractor. Tipping is strictly forbidden for any personnel providing any services.

BADGES

All Suppliers and attendees must be registered. Instructions for this process will be provided when confirmation of Suite/Kiosk assignment is made.

UNION LABOR:

Suppliers are required to observe all union contracts in effect among SHOW MANAGEMENT, official contractors, facilities and various labor organizations represented. Any labor required for installation or dismantle, decoration or use of equipment must be ordered through the general service contractor. Tipping is strictly forbidden for any personnel providing any services.

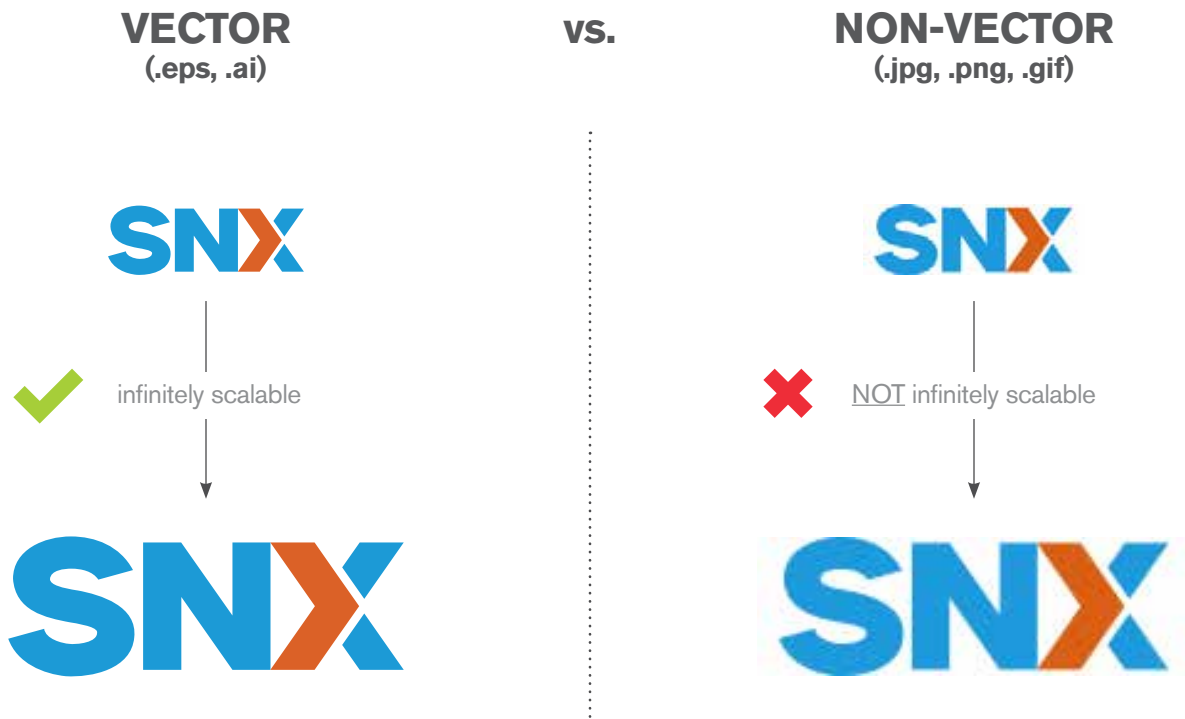
Please email your corporate logo to Abby Valentino (avalentino@snacintl.org) for use in promoting your presence. Include a .jpg format for reference and also one of the following formats:

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 an .eps format does not make it infinitely scalable.





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