



79TH Annual Exhibition & Conference

March 19-22, 2016 in Houston, Texas

Hilton Americas-Houston • George R. Brown Convention Center



Customer Registration Form For use by Snack Manufacturing Customers of SNAXPO 2016 Exhibitors only

To register as a guest of an exhibitor, please email, fax or mail on or before Thursday, March 10, 2016.

Send to:

SNAXPO 2016
Attn: Meegan Smith
1600 Wilson Blvd., Suite 650, Arlington, VA 22209

Email: msmith@sfa.org

Fax: 703.836.8262

If registration is not received by Friday, February 26, 2016, you will not be included in the published registration list. Registration forms will be accepted until March 10, 2016. After March 10, 2016, you may pick up your badge and tickets on-site in the Hall C Foyer of the George R. Brown Convention Center starting at 8:00 am on Saturday, March 19, 2016. After March 19, 2016, you may still register on-site when you arrive at SNAXPO.

This pass is for admission to the SNAXPO 2016 Exhibit Hall during show hours and Educational Breakout Sessions only. (Purchase of full SNAXPO Package required to attend Sunday/Monday/Tuesday general sessions and other networking events). Please complete one form per person or couple.

Customer Pass can be used all three days of Exhibit Hall hours.

Exhibit Show Hours: *Times are subject to change*

Sunday, March 20, 2016 from 11:15 am – 4:30 pm

Monday, March 21, 2016 from 10:30 am – 5:00 pm

Reception Inside Exhibit Hall from 3:30 – 5:00 pm

Tuesday, March 22, 2016 from 10:00 am – 12:00 pm

NOTE: Please exchange this form for a Badge at the Pre-Registration Desk located in the Hall C Foyer of the George R. Brown Convention Center. Please feel free to attach a business card.

***These fields MUST be completed or this registration cannot be processed.**

Name, company and contact phone of exhibitor who provided this pass: _____

*First Name: _____ *Last Name: _____

Nickname on Badge if Different: _____ *Title: _____

*Company: _____

*Address: _____

*City: _____ *State: _____ *Country: _____ *Zip/Postal Code: _____

*Email: _____ *Phone: (_____) _____ *Mobile: (_____) _____

(If attending) Spouse's First Name: _____ Spouse's Last Name: _____

Spouse's Badge Name: _____

Name of person to contact in case of questions regarding this form: _____ Phone: (_____) _____

Emergency Contact Name and Phone Number: _____ (_____) _____

*Membership Type (Please circle one): A. Snack Manufacturer Member B. Snack Manufacturer Non-Member

For Snack Manufacturers Only:

PLEASE ANSWER QUESTIONS 1-3

(check all that apply):

***1. PRODUCTS YOU SELL**

- A. Potato Chips
- B. Tortilla Chips
- C. Cereal Snacks
- D. Pretzels
- E. Popcorn

- F. Cheese Snacks
- G. Snack Crackers
- H. Meat Snacks
- I. Pork Rinds
- J. Snack Nuts
- K. Party Mix
- L. Corn Snacks
- M. Pellet Snacks
- N. Fruit Snacks

- O. Snack Bars
- P. Granola
- Q. Snack Cakes
- R. Cookies
- S. Other Snacks

***2. DEPARTMENT**

- A. President/Owner/CEO/COO/Senior Management

- B. Purchasing/Procurement
- C. Production/Operations
- D. Sales/Marketing
- E. Research & Development/Engineering
- F. Finance
- G. Human Resources and/or Administration

- H. Other (Please list): _____

***3. ROLE IN PURCHASING DECISIONS:**

- A. Final Decision
- B. Recommend or Influence
- C. No Role

Please mail, email or fax this form to:

SNAXPO 2016, Meegan Smith
1600 Wilson Blvd., Suite 650
Arlington, VA 22209

Questions?

Please call 703.836.4500 ext. 210; Fax: 703.836.8262 or email: msmith@sfa.org

See page 2 for registration instructions, registration information and hotel information.





Registration Instructions

Registrations can be made online at www.snaxpo.com until March 10, 2016.

SNAXPO 2016 registration forms will be accepted by mail, email or fax at the Snack Food Association until Thursday, March 10, 2016. After Thursday, March 10, 2016, registrations will be accepted on-site in the Hall C Foyer of the George R. Brown Convention Center, starting at 8:00 am on Saturday, March 19, 2016.

International Registrants Registration payment may be made by wire transfer, credit card or by check payable to 'SNAXPO 2016' or 'Snack Food Association' with a U.S. bank and made payable in U.S. funds. Please contact Meegan Smith at SFA for wire transfer instructions and additional fees at msmith@sfa.org or 703.836.4500 ext. 210.

Pre-registered attendees with a balance due, or those wishing to register on-site, can pick up badges and applicable tickets, or be processed at the SNAXPO Pre-Registration desk in the Hall C Foyer of the George R. Brown Convention Center starting at 8:00 am on Saturday, March 19, 2016.

Registration

SNAXPO 2016 Name Badges and Convention Events A SNAXPO 2016 name badge and appropriate tickets are required to attend all events, including the exposition. To obtain a SNAXPO 2016 name badge, recipients must be registered with the proper fees paid. Badges and registration materials can be

picked up starting at 8:00 am on March 19, 2016 at the SNAXPO Pre-Registration Desk in the Hall C Foyer of the George R. Brown Convention Center.

Registration List A list of registered SNAXPO 2016 attendees will be available on the SNAXPO mobile app or for pickup on-site during the convention. To be included in this list, your registration form, with full payment, must be received by Friday, February 26, 2016. For companies with association dues not paid to date, SFA reserves the right to impose non-member fees on any and all company personnel registering for SNAXPO 2016.

Refunds To receive a refund of registration fees, cancellations must be received no later than March 4, 2016 and must be sent in writing to Meegan Smith, SFA, 1600 Wilson Blvd., Suite 650, Arlington, VA 22209, by email to msmith@sfa.org, or by fax to 703.836.8262. A \$100 administrative fee will be deducted for each registration cancelled, including spouse registrations. NO REFUNDS will be made after March 4, 2016.

SFA/SNAXPO has NOT engaged the services of anyone to solicit hotel rooms on its behalf. Please be vigilant if dealing with any housing companies or services that imply or claim an affiliation with the SNAXPO show. We have been made aware of housing companies that may be aggressively pursuing you, or your company, to book your guest rooms through their company at supposedly significant discounts. Reservations made through any method other than directly with the hotel will be at your own risk. If you are contacted by a housing company trying to sell hotel rooms, please notify Liz Wells at lwells@sfa.org or 703.836.4500 ext.202.

Hilton Americas – Houston

The Hilton Americas - Houston hotel, conveniently located in downtown, is directly connected via two covered sky bridges to the George R. Brown Convention Center. The hotel has 1,200 guest rooms and received the 2014 TripAdvisor Certificate of Excellence Award. The hotel is located 12 miles/15 minutes from the William P. Hobby Airport (HOU); 25 miles/30 minutes from Houston Intercontinental Airport. Complimentary internet is available in guest rooms.

George R. Brown Convention Center

Located in east downtown, the George R. Brown Convention Center remains one of the top convention centers in the United States. Spanning more than five blocks, the GRB anchors the revitalized east end of downtown Houston, where the surrounding bustle with new urban development and world class amenities meet. Just steps away from 90 restaurants, Broadway-style entertainment, concerts, sporting events and nightlife.

Exhibit Hall Facility & Headquarters Hotel

Exhibit Hall Facility
George R. Brown Convention Center
1001 Avenida de las Americas
Houston, Texas 77010
713.853.8000

Headquarters Hotel
Hilton Americas-Houston
1600 Lamar Street
Houston, Texas 77010
713.739.8000

Exhibit Show Hours:
Sun., March 20 11:15 am-4:30 pm
Mon., March 21 10:30 am-5:00 pm
Tues., March 22 10:00 am-12:00 pm

Room Rate:
\$229/per night

For Reservations:
713.739.8000

Or Visit:
<http://snaxpo.com/show-info/hotel-travel/>

Rooms will be available until Thursday, February 25, 2016 or until the rooms are sold out, whichever comes first.

Rates are only guaranteed when SNAXPO is mentioned. These rates are offered three days prior to and three days after the meeting dates based on availability.

Reservation Deadline:
Friday, February 26, 2016, to be included on the registration list; Thursday, March 10, last day registrations will be accepted; after March 10, 2016, registrations will be processed on-site.

Cancellation Fee:
Deposits are only refundable for cancellations occurring at least three days prior to arrival.

Parking:
Hilton of the Americas-Houston Parking is \$22/self-parking; \$32/ valet. Wi-Fi internet is included in your guest room.

Travel Information

Houston Intercontinental Airport
Distance from Hotel: 25 miles
Drive Time: 30 minutes

Airport Transportation and Typical Minimum Charge
Limousine: \$95.00
Super Shuttle: \$24.00
Taxi: \$56.00

William P. Hobby Airport
Distance from Hotel: 12 miles
Drive Time: 15 minutes

Airport Transportation and Typical Minimum Charge
Limousine: \$95.00
Super Shuttle: \$20.00
Taxi: \$27.00

Attire & Event Information

Exhibit hours and educational sessions:
Business Casual.

Opening & Closing Reception/Dinner:
Casual (*No jacket or tie required*).

Weather:
Avg. High/Low Temperature 73/51 F

FOR MORE INFORMATION visit SNAXPO.com

Program: Meegan Smith at 703.836.4500 x210 or msmith@sfa.org | **Sponsorship:** Liz Wells at 703.836.4500 x202 or lwells@sfa.org