

NEW IN 2019!

The Flavor Pavilion, produced by *Snack Food & Wholesale Bakery* & SNAC International will provide IBIE 2019 attendees the ability to take part in a blind taste test of a multitude of flavor profiles. These snacks might include Salty Snacks, like Potato Chips, Multigrain Chips, Pretzels, Popcorn, Puffed & Extruded Snacks and Tortilla Chips, as well as Crackers and Snack Mixes & Nuts. Attendees vote on the prototypes, selecting their top choice, with the top three winners announced at IBIE.

Voting is conducted through iPad kiosks within the Flavor Pavilion. Booth personnel will be on hand to refill bins and assist with questions on voting.

SPONSORSHIP

EACH SPONSOR SUPPLIES SNACKS IN THEIR SELECTED FLAVOR PROFILE. SPONSOR NAMES/LOGOS WILL APPEAR IN A VARIETY OF DIFFERENT FORMS:

- Sponsor logo to appear in signage in the Flavor Pavilion.
- Flavor Pavilion sponsors will have half page profiles in the August *SF&WB* IBIE Planner.
- Flavor Pavilion sponsors will have logo inclusion in Must see eBlast with lead generation.
- Flavor Pavilion sponsors will receive leads from those who voted.
- Flavor Pavilion sponsors will have logo included on thank you ad in the November issue of *SF&WB*.

SPONSOR DELIVERABLES:

- Product to Sample
- High-Resolution logo
- 200 words of text, image and URL.

DEADLINE:

July 1, 2019

PRICE:

\$6500 net per sponsor

Reserve your space for this NEW and UNIQUE opportunity at IBIE! Contact your *SF&WB* sales manager right away!