

The Hub for Natural Snack Innovation at Expo West

The Snack Lab – where taste, wellness, and innovation meet retail discovery.



Located in the [Hilton, California Ballroom](#)

Tue 3/2 from 12-5PM | Wed 3/3 from 10AM-6PM | Thu 3/4 from 10AM-6PM

As consumer snacking habits evolve, demand for clean-label, functional, and planet-friendly snack products is skyrocketing. Expo West, the largest gathering of the natural and organic community, features a dedicated snack section – making it easier than ever for brands to connect with high-intent buyers looking to stock their shelves with the next big thing in better-for-you snacking.

Why Exhibit in the Snack Lab?

COST-EFFECTIVE PROMOTIONAL PACKAGES

- Streamlined promotional packages designed to reduce complexity and maximize ROI
- Included essentials like carpet and electricity, plus optional visibility add-ons to help you focus on buyer engagement

RETAIL BUYERS ARE HUNGRY FOR WHAT'S NEXT:

- Buyers from Whole Foods, Sprouts, Kroger, Thrive Market, Erewhon, UNFI, and hundreds more walk the floor looking for emerging snack brands
- With snacking on the rise, retailers are actively expanding sets for functional, plant-based, and globally inspired snacks

CONSUMER DEMAND IS DRIVING SHELF EXPANSION

- Natural and organic snack sales are projected to grow 5-7% YoY, outpacing conventional categories (Source: Nutrition Business Journal)
- Shoppers want more than just crunch – they want nutrition, transparency, and values-driven brands



Package Options

All Booths Include Carpet and Electricity at no additional cost. 1 power drop per booth.
Note: For corner booth spaces an additional \$1,645 will be applied. 5x10s excluded.

Package 1

Raw Space + Basic Package

- 5x10: \$5,145 (valued at \$7,515)
- 8x10: \$11,200 (valued at \$12,320)
- 8x20: \$19,350 (valued at \$21,720)

Includes:

Carpet + electrical (not optional)

8x10 package includes:

A press release, Nexty submission, Lead Retrieval (1 license), & Lead Insights.

Package 2

Raw Space + Basic + Upgrade Package

- 5x10: \$9,845 (valued at \$11,965)
- 8x10: \$14,650 (valued at \$16,770)
- 8x20: \$24,050 (valued at \$26,170)

Includes:

Carpet + electrical (not optional)

8x10 package includes:

A press release, Nexty submission, Lead Retrieval (1 license), Lead Insights, Must See Brands, & Product Showcase.

NEW

Two Show Package

New Newtopia
Now exhibitors for
2026 ONLY

10% off each
show (Expo West
2027 & Newtopia
Now 2026)

+

1 free Nexty
submission

Where Better-For-You Snacking Gets Discovered

Expo West attracts tens of thousands of top-tier retailers, distributors, and media – making it the must-attend show for brands ready to scale and be seen. In fact, **approximately 80% of attendees** influence or make the final purchasing decision.*

*Source: Expo West 2026 Post-Show Survey, Attendees

Snack Smarter in the Snack Lab

Spaces are limited in this high-visibility section. Don't miss your chance to exhibit alongside the most innovative snack brands in the Snack Lab at Expo West.

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**Get details and
reserve your spot today.**

Contact your account rep or
email: newbusiness@newhope.com.