

Expo West 2016: How to Prepare for Your BEST Anaheim Show Ever



Expo West 2016: What's Hot and How to Stand Out





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Trends we will be watching



Ferment
Frenzy



Global-Inspired
Convenience



Protein
Probiotics

Trends we will be watching



Ancient
Superfoods



Snackification

Trends we will be watching



Traceable Everything



Next-Gen Dairy Alternatives



Clean Energy

Trends we will be watching



Chia ... it's still hot



Ready for
Mainstream

Trends we will be watching



Eco-Innovation



Sustainable Packaging

Tips for gaining attention & standing out



- Stay up on the trends so you know where you fit in and stand out (do you best not to be a 'me-too')
- Craft your story—and make sure everyone on your team can tell it effectively and with authenticity. We want to know your mission!
- Show us (and other media ... including bloggers) some love when we visit your booth. Give us USB drives ... not heavy folders to lug around.
- Surprise us!
- Use social media to connect before, during and after the show!