### CANDYINDUSTRY.COM EXCLUSIVE CONTENT

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<th>MONTH</th>
<th>AD CLOSE</th>
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#### EXCLUSIVE WEB CONTENT/ SPECIAL REPORTS
- ISM Preview
- Global Top 100
- ISM Coverage
- ECRM Buyer's Choice Winners
- European Kettle Award Recipient
- Candy Industry / ECRM Kids' Choice Awards Coverage
- Sweets and Snacks Expo Preview
- North American Sweet 60
- Sweets and Snacks Expo Coverage

#### STATISTICAL SPOTLIGHT
EUROMONITOR INTERNATIONAL'S QUARTERLY EXAMINATION OF EMERGING AND MATURE MARKETS THROUGHOUT THE GLOBE

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### SWEET & HEALTHY eNEWSLETTER

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#### INGREDIENT TECHNOLOGY
- Fruit
- Sweeteners
- CBD
- Colors
- Fats and Oils
- Functional

#### PROCESSING & PACKAGING TECHNOLOGIES
- Tempering
- Robotics
- Depositors
- Flow Wrappers
- Metal Decorators
- Conching Equipment

#### INDUSTRY TRENDS
- CBD
- Popcorn
- Licorice
- Chocolate Bars
- Vegan and Vegetarian
- Better-for-You

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### May

**Candy Industry Sweets & Snacks Sponsorship Program:**
- One (1) Exclusive Must Visit eBlast
- Inclusion in Multi-Sponsor Sneak Peek eBlast
- Topic Sponsorship for one month
- One Month Text ad in the eNews
- Rate: $6,500 Net

**Kettle Awards Sponsorships**

- **The Kettle Awards 75th Commemorative Program Advertising Sponsorships**
  - Full Page ................. $5,100 Net
  - ½ Page .................... $4,430 Net
  - ¼ Page .................... $3,390 Net
  - ⅛ Page ..................... $3,235 Net
  - ⅛ Page ..................... $2,775 Net

**2020 marks the 75th Anniversary of the prestigious Kettle Awards and Candy Industry will develop a Commemorative Issue to handout during the awards the first night of Sweets & Snacks. This Program will then be distributed from the Candy Industry booth the remaining two days of Sweets & Snacks with the digital edition posted to the Candy Industry Website. Take this opportunity to celebrate the 75th Anniversary of the Kettle Awards!**

### 2020 Editorial Calendar

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### CANDYINDUSTRY.COM EXCLUSIVE CONTENT
- Global State of the Industry Webinar
- Candy Industry's Kettle Award Recipient Profile
- Pack Expo Preview
- European Roundtable
- Cocoa Sustainability Webinar
- ECRM Buyer’s Choice Award Coverage
- AACT Coverage
- Seasonal Candy Trends

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### STATISTICAL SPOTLIGHT
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### INGREDIENT TECHNOLOGY
- Flavors
- Chocolate
- Nuts and Seeds
- Compound Coatings
- Fats and Oils
- Dairy

### PROCESSING & PACKAGING TECHNOLOGIES
- Enrobers
- Pick n’ Place Robotics
- Pouch Packing
- Metal Detectors
- Twist Wrappers
- Form / Fill / Seal

### INDUSTRY TRENDS
- Sweet & Salty
- Gum and mints
- Hard Candy
- Premium Chocolates
- Gummies
- Caramels

### North American Sweet 60 Sponsorship Package
- Logo placement online

### Candy Industry State of the Industry Sponsorship includes:
- “Sponsored By” with Sponsor 4/C logo for exclusive topic of choice
- Multi Sponsor Sneak Peek for the State of the Industry. Each sponsor receives a logo
- Exclusive Focus On eBlast – each sponsor receives an exclusive Focus On eBlast featuring the topic sponsorship for the State of the Industry
- Topic Sponsorship or Article Sponsorship for one month on Candy Industry
- One Month Text ad in the eNews
- Candy Industry State of the Industry Multi Sponsor Editorial Webinar
- All SOI Sponsors share leads from the 2020 webinar
- Rate: $6,825 Net

### GOLD BOOK SPONSORSHIPS
Get year-round exposure for your company online, in the GOLD BOOK.

An exclusive buyers guide and reference tool for product and supplier information in the global confectionery manufacturing and retail industry.

List your company in our online directory for year-round exposure. Attract buyers with videos, spec sheets, product photos and more.