



Supplier Guide

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Overview

Each year, the Food Solutions Expo provides SpartanNash's suppliers and customers with opportunities to network with new partners, capture record sales, learn and share industry insights, and further develop relationships that allow us to achieve success together.

The 2024 SpartanNash Food Solutions Expo will be held July 23-25 at the DeVos Place in Grand Rapids, Mich. Customers from our Fargo, Grand Rapids, Lima, Lumberton, Menominee, Omaha and St. Cloud distribution centers will be in attendance.

Following our 2023 in-person event and 2024 virtual show, we collected customer feedback so we can continue providing the best experience possible – and customers largely expressed the value of meeting with SpartanNash suppliers face-to-face to learn about new products. Our goal is to carry on the education, excitement and profitability from past Food Solutions Expos as we Fly in Formation to drive sales during the fall and winter selling season.

In response to the customer feedback, we are also excited to announce that we are expanding show floor hours:

- The GM/HBC selling area of the Expo floor will be open Wednesday, July 24, from 8:30 to 11:30 a.m. and during full Expo floor show hours below.
- The full Expo floor will be open Wednesday, July 24 from 2 to 6 p.m. and Thursday, July 25, from 8 a.m. to 2 p.m.

Our goal is to provide customers with dedicated time to view and experience your products and services without any scheduling conflicts or added time pressure, and to provide you with adequate time to sell your products and foster new relationships on the show floor.

As you and your sales and planning teams prepare for your involvement in this event, please carefully review the information provided in the 2024 SpartanNash Food Solutions Expo Supplier Guide and take note of any changes or updates from previous shows. Your support in adhering to all deadlines and instructions is greatly appreciated.

Additional Information and Documentation

All necessary vendor documentation will be available on the vendor booth registration dashboard on Insite. Please ensure you have an active Insite login for a more user-friendly experience. You can reference the 2024 SpartanNash Food Solutions Expo Supplier Guide for information on the following:

- [Vendor booth registration](#)
- Lodging
- [Notice of Online Exhibitor Kit letter](#)
- [Art Craft Display Exhibitor Kit](#)
- Sample item guidelines
- Product Image Submissions
- Temptation stations and sampling
- Setup and tear down information

At SpartanNash, our Vision is to see a day when our customers say, "I can't live without them." We know it takes coordination and flawless execution with our suppliers to see that Vision come to life. Thank you for your commitment to innovation, collaboration and finding new ways to win in the industry. We are looking forward to celebrating your efforts and welcoming new ideas and activities to drive attendance and sales at the 2024 Food Solutions Expo.

If you have any questions about information in this guide or about the 2024 SpartanNash Food Solutions Expo, please contact your category manager or email expo@spartannash.com.

Registration

The vendor booth registration dashboard will contain vendor/broker booth registration and documentation for the 2024 SpartanNash Food Solutions Expo. **Booth registration is due Friday, May 3.** Please ensure you have a registered Insite vendor login for a more efficient registration experience.

All brokers must clarify whether registration fees should be broken down by company. If no clarification is provided, brokers can expect to be invoiced for the full registration.

Please contact your category manager to discuss the following:

- **Booth fees**
- **Deadlines**
- **Pre-sell fees**

Communication

All vendors and brokers will receive communication about vendor booth registration and initial attendee registration information. All vendors and brokers who have registered for a vendor booth will receive additional attendee registration information.

If you would like to add yourself or other individuals to the communication lists for the Food Solutions Expo, you can do so at any time through the 2024 Food Solutions Expo Communication List.

Hotel Lodging

A limited vendor room block will be available when attendee registration launches in May. You will be responsible for making your own hotel reservation.

Key Dates

- **May 3:** Vendor booth registration information due
- **May 3:** PPA Contracts, Auction and Show Stoppers due
- **May:** Event attendee registration begins
- **July 9:** Art Craft advance orders due
- **July 22-24:** Vendor setup
- **July 23-25:** 2024 SpartanNash Food Solutions Expo

Booth Information

Each booth is 10' x 10' and comes with the following standard booth equipment items:

- 8' skirted table
- 2 chairs
- Prep area
- Booth sign

If you require anything in addition to the standard booth equipment or need to request booth décor for the SpartanNash Food Solutions Expo, please indicate your needs on the 2024 SpartanNash Food Solutions Expo Exhibitor Kit or contact **Bill Vander Bos**, Art Craft Display, Inc. at (616) 742-6632.

Booth Art Craft Display Exhibitor Kit Guidelines

If you plan to order additional display or supply opportunities or coordinate freight handling or cleaning services for vendor load-in and load-out, please review the information provided by our exposition service contractor.

Art Craft Display, Inc. has been selected as our official exposition service contractor for the 2024 SpartanNash Food Solutions Expo. Please follow the instructions below to access the 2024 SpartanNash Food Solutions Expo Exhibitor Kit and place your online order directly through their website. **The advance order deadline is Tuesday, July 9.**

- Review the [Notice of Online Exhibitor Kit letter](#).
- Review the [Art Craft Display Exhibitor Kit](#)
- View the Online Display Exhibitor Kit at artcraftdisplay.com by clicking “Download Exhibitor Kit” or by clicking the button below.
- Enter Event Code: **353152**
- You will be prompted to register if you do not already have an account. Please complete the online form and work directly with Art Craft on any additional needs.

Booth Décor

Like our virtual Expo, the theme for the 2024 Food Solutions Expo is “Flying in Formation,” which is the joy of executing flawlessly. Blue Angel pilots are the best at what they do. When these pilots Fly in Formation, their wing tips are a mere 18 inches apart – but you don’t become the best without practice.

Being the best means repetition of the best way. Flying in Formation is built on the foundation that all members communicate and trust each other. It’s exciting to be the best at something and to do it alongside other people, and we want to Fly in Formation with you at the 2024 Expo. We encourage you to lean into the theme of Flying in Formation in your own way through décor, prize giveaways, product displays or deals that reinforce the theme and align with your brand.

Event Submission and Execution

We will be utilizing Acoustic/DemandTec for all offer submissions for the 2024 Food Solutions Expo. Prior to the event, items must be loaded per the training and guidelines provided; this includes sending item images of all items you submit for the show.

Online ordering will be open for customers on the SpartanNash Expo Order Portal two weeks before and after the in-person Expo. *Please note: Order adjustments and new orders can be placed at each booth and at designated order laptops during the show.* Customers will be encouraged to work with the vendors at the vendor booths to develop sales opportunities for their stores.

Please contact your category manager or business planner team with any questions.

Product Image Submissions

Product images for each Food Solutions Expo offer will be required for the Order Portal. Images provide critical customer support within the Expo catalogs to enhance the order process. If a photo isn’t provided, the offer will be published as a traditional pre-sell offer and will not be included in the Expo show.

Requirements for the image file:

- The image file cannot be larger than 20 MB
- Acceptable file formats include .JPG, .PNG or .PDF
- All images must be titled with the 10-digit Case or Mod UPC and needs to be “padded” to be a 17-digit number, adding seven zeros (i.e., 00000001234567890.jpg). Do not include any check digits.

After you complete the 2024 SpartanNash Food Solutions Expo Vendor Booth Registration form, please send the image files to your category manager and business planner. **PPA deals and photo images due to your category manager on Friday, May 3.**

Attendee Badges and Meals

Registration for event attendance will launch in May; please make every effort to identify who will be representing your company and complete their attendee registration as soon as possible. Each vendor booth will have two complimentary tickets for a Wednesday grab-and-go lunch, Wednesday dinner and Thursday buffet breakfast. Any additional registered attendees will automatically be billed \$75 per person/per meal.

Schedule and Setup

Monday, July 22

DeVos Place Convention Center
Exhibit Halls A-C
303 Monroe Ave., NW
Grand Rapids, Mich. 49503

Upon your arrival to DeVos Place, please proceed to the registration booth in the DeVos Place Grand Gallery to check in and receive your attendee badge. To ensure the safety of all attendees, badges are required to gain entry to all Expo events. All vendors will also receive booth setup and tear down checklists.

All vendors will have access to the Expo floor on Monday, July 22, from 1 to 6 p.m. to set up their booths.

Tuesday, July 23

Expo setup will continue Tuesday, July 23 from 8 a.m. to 6 p.m. All GM/HBC vendors must complete booth setup by 6 p.m.

Wednesday, July 24

The GM/HBC show floor will be open on Wednesday, July 24 from 8:30 to 11:30 a.m. All other vendors may continue setting up their booths from 8 a.m. to noon.

The full show floor will be open on Wednesday, July 24 from 2 to 6 p.m. All booths must be completed and staffed by noon. Failure to comply with these expectations may result in a fine and your booth being removed.

Thursday, July 25

You will have access to the Expo floor at 6 a.m. on Thursday, July 25 to prepare for the final selling day of the Expo. The Expo show floor will be open 8 a.m. to 2 p.m.

Expo Sample Item Guidelines

All vendors will have two options for delivering sample items to the DeVos Place Convention Center.

Option 1: SpartanNash will deliver your samples to the SpartanNash Food Solutions Expo.

SpartanNash offers the convenience of advance shipping to our Grand Rapids Distribution Center. You can also order your samples from the Grand Rapids DC.

You may begin shipping your samples to the Grand Rapids Distribution Center at any time. If you choose to do so, please use the [Expo Shipping Label linked here](#) or follow the instructions below:

- Clearly mark each box for the SpartanNash Food Solutions Expo and separate it from regular inbound product that may arrive with the Expo sample items.
- If possible, please have a separate "Samples" packing list/BOL to help identify the samples and keep them separate from other product being shipped to the DC.

- Please use the following shipping addresses:

Center Store Samples:

SpartanNash – Grocery Warehouse
Attn: Andrew Rodela
7895 Clyde Park Ave., SW
Byron Center, MI 49315

Fresh Samples:

SpartanNash – Perishables Warehouse
Attn: Keith Scott
7895 Clyde Park Ave., SW
Byron Center, MI 49315

*All product must be received by the Grand Rapids Distribution Center **no later than Friday, July 12.***

Requesting Samples from SpartanNash

If you plan to order products from SpartanNash, please indicate your interest in your vendor booth registration. You can submit your sample order anytime throughout the registration process to your department's product ordering contact below:

- Meat/Seafood: Julie Vidro – Julie.Vidro@spartannash.com
- Produce: CC Grossi – Crystal.Grossi@spartannash.com
- Floral: Sarah Roesch – Sarah.Roesch@spartannash.com
- Deli: Kevin Scott – Kevin.Scott@spartannash.com
- Bakery: Christine Harwood – Christine.Harwood@spartannash.com
- Center Store (Grocery, Frozen, Dairy): Jodie Chappell – Jodie.Chappell@spartannash.com
- GM/HBC: Jodie Chappell – Jodie.Chappell@spartannash.com

Option 2: Bring your samples to the Expo.

Merchandise *cannot* be shipped in advance to DeVos Place Convention Center; however, you can bring your items in at any time during setup hours. If you require the use of a loading dock, please contact Promotions and Events Manager **Lance Barrett** (Lance.Barrett@spartannash.com) by Friday, July 12 to coordinate a time for delivery. You should only be using the loading dock if your delivery requires the use of a semi or box truck. All other deliveries should be completed by parking in the DeVos Place parking ramp and using the freight elevators.

At the Expo

Fresh Items

SpartanNash will supply a refrigerated trailer and a frozen trailer at the loading dock for product storage. The trucks will be labeled accordingly.

Food Preparation

You are encouraged to be creative with your product sampling! While no open flames will be permitted, you can prepare your product using ovens and deep fryers. Please contact DeVos Place if you have any questions regarding the preparation of your samples.

Please note: You must bring a Type K fire extinguisher if you are cooking food on the show floor.

Temptation Stations

Temptation Stations will be available for vendors at the 2024 SpartanNash Food Solutions Expo and will be offered on a first-come, first-served basis. If you would like to reserve the use of a Temptation Station, please indicate your interest in your vendor booth registration.

Expo Sampling

As we will not be serving lunch at the Expo, all vendors should plan to offer samples throughout the event. We encourage you to offer butler-style product sampling throughout the show. This is a great opportunity to highlight new items.

Expo Extras – Celebrities/Mascots/Prizes/Booth Activities

Fun plays a key role in the culture at SpartanNash, and we can't wait to embody that at the 2024 SpartanNash Food Solutions Expo! Your previous support with hosting celebrity appearances for the evening events – as well as on the day of the Expo – has been well-received. Our customers look forward to these interactions, and we encourage you to use your industry contacts to secure a celebrity appearance again this year.

Similarly, mascots provide a great sense of celebration throughout the show. Incorporating mascots is another opportunity to engage with our customers and provide creative photo opportunities. Please reach out to your marketing teams and confirm the commitment of your company mascots to make an appearance on the show floor on **Wednesday, July 24 and Thursday, July 25**.

Sweepstakes, games and other booth activities also contribute to a high level of retailer engagement that we anticipate at the 2024 SpartanNash Food Solutions Expo. If you have a specialty vehicle, show car, NASCAR, etc., with your company logo, we would be happy to display them on the Expo floor. Your generous commitment to this area is always appreciated.

If you would like to participate in any of these opportunities, please provide the details in your vendor booth registration.

Clean-Up and Check-Out

To ensure a best-in-class customer experience for all attendees, all supplier and service booths must remain open and staffed at all times during the Food Solutions Expo. **If your booth is not staffed or you begin tearing down your booth before 2 p.m. on Thursday, July 25, you will incur a nonnegotiable fine of \$1,000.**

Vendors are expected to clean up their booth areas, including all displays, before 4 p.m. on Thursday, July 25. We are contracted to be fully removed from DeVos Place Exhibit Hall by 10 a.m. on Friday, July 26, which includes all booth areas and equipment being picked up by third parties. Vendors are responsible for moving any display materials to designated disposal areas. **Additional details regarding disposal of display equipment and large trash items will be provided on the vendor check-in/check-out checklist. Each violation of the check-in/check-out checklist will result in a fine.**

Product Donations

Products being donated to Feeding America will be collected when the show floor closes. At 2 p.m., Feeding America collection bins will be placed on the floor for vendors to clear displays and move donated product. SpartanNash interns will also be walking the show floor during this time to support donation collection.

Additional details regarding the check-out process and product donations will be outlined in the check-in/check-out checklist provided to all vendors at the show.

Load-In and Load-Out

The loading docks should be used only for semi and box trucks during your scheduled delivery and pickup times as previously coordinated with SpartanNash. Cars will not be allowed to enter the loading dock. If you are bringing your samples and booth décor in a car, please use the DeVos Place Ramp and take the freight elevators into the Exhibit Halls.

If you will be using a semi or box truck to deliver your product, you must coordinate a dock time for delivery and pick up with Lance Barrett (lance.barrett@spartannash.com) by **Friday, July 12**. If you do not have a scheduled time coordinated, we cannot guarantee that a dock will be available when your truck arrives.

Show Tear Down Information

Immediately after the SpartanNash Food Solutions Expo closes at 2 p.m. on Thursday, July 25, all vendors will have until 4 p.m. to complete the teardown process. Vendors will be responsible for moving any display materials to designated disposal areas; DeVos Place will dispose of designated disposal area materials.

Product Donations

At SpartanNash, a key part of **Our Winning Recipe™** is living our Core Behaviors – **We Serve, We Create Solutions, We Win** and **We Have Fun** – each and every day. We are determined to work with vendors who share our commitment to operating in a legal, ethical, safe, fair and environmentally responsible manner.

After the SpartanNash Food Solutions Expo closes at 2 p.m., all products brought to the show will be donated to Feeding America West Michigan. Vendors will be responsible for stickering all products eligible for donation. SpartanNash stickers will be provided and interns will begin collecting product at 2 p.m. for donation.

Last year, we were proud to donate 39,022 pounds of food to Feeding America West Michigan. Our goal for the 2024 Food Solutions Expo is to double our donation amount. To ensure we donate the most product possible, SpartanNash will be providing Associates with new guidelines to reduce product sampling. Similarly, we are asking our vendors to limit trading leftover product samples. In this way, we can enhance our environmental efforts locally and globally.

Thank you for contributing to our shared environmental, social and governance efforts.

Final Comments

Every year, we look forward to bringing our customers and vendors together to further our Mission to deliver the ingredients for a better life. We can't wait for the continued opportunity for our customers and vendors to network, collaborate and earn new business as we head into the holiday season, and we thank you for your continued support.

If you have any questions regarding the 2024 SpartanNash Food Solutions Expo, please contact your category manager or email expo@spartannash.com.