




	January/February Closes Jan. 7	March/April Closes March 9	Special Issue Close March 20	May/June Closes April 17	Special Issue Closes April 24	July/August Closes July 7	September/October Closes Sept. 4	November Closes Oct. 9			
<b>Cover Story</b>	<p><b>2009 New Product Handbook</b></p>  <p>An in-depth look at new products, trends, brand leaders and sales stats in the following confection and snack categories:</p> <ul style="list-style-type: none"> <li>• Chocolate</li> <li>• Novelty</li> <li>• Non-Chocolate Candy</li> <li>• Gum</li> <li>• Breath Fresheners</li> <li>• Snack Nuts</li> <li>• Meat Snacks</li> <li>• Pretzels/Chips</li> <li>• Sugar-Free</li> </ul> <p><b>NEW FOCUS FOR 2009!</b></p>	<p><b>The Premium Report</b></p> <p>An analysis of what's new in the premium segment of the confection and snack industry and where experts think the upscale arena is headed next.</p>	<p><b>ALL CANDY EXPO SHOW PACKAGE</b></p>			<p><b>The All-Organic Issue</b></p> <p>We examine the breadth of new organic and all-natural products in the confectionery and snack marketplace.</p>	<p><b>Distribution Channel Focus</b></p> <p>An in-depth look at the various distribution channels for confection and snack products, including:</p> <ul style="list-style-type: none"> <li>• Grocers</li> <li>• Convenience Stores</li> <li>• Box Stores</li> <li>• Discount Stores/Outlets</li> <li>• Drug Stores</li> <li>• Movie Theaters</li> <li>• Specialty Stores</li> </ul>	<p><b>The Chocolate Report</b></p> <p>What's on-trend in this growing category? Read up on new products and their influences, as well as who's purchasing what and from whom.</p>			
<b>New Products</b>	In Every Issue	In Every Issue	<p><b>The Planner</b></p> <p>A planning tool for retailers and wholesalers attending the All Candy Expo. The planner includes a show floor plan, an exhibitor list, and details on seminars and other at-show events. The planner mails out to buyers six weeks prior to the show.</p> 			<p><b>The Magazine</b></p> <p>Preview new products and trends to be featured at the upcoming All Candy Expo.</p> <p><b>Bonus Feature: What Customers Want</b></p> <p>We break down consumer groups by both demographic and psychographic in this informative guide to consumer shopping habits.</p>			<p><b>The Daily</b></p> <p>An All Candy Expo tradition, The Daily covers everything at this annual industry event, from the show floor to the seminars to everything in between. Fresh issues are distributed each morning of the show.</p> 		
<b>Local Market Insights</b>	In Every Issue	In Every Issue	POP Displays			In Every Issue					
<b>Retail Strategies</b>	In-Store Promotions	In-Store Promotions	Sugar-Free			Cross-Merchandising					
<b>Confectionery Trends</b>	Gift Sets	Gift Sets	Meat Snacks			Gum/Non-Chocolate					
<b>Snack Trends</b>	Gift Sets	Gift Sets	Valentine's Day			Fruits/Nuts/Seeds					
<b>Seasonal Strategies</b>	Fall and Winter Holidays	Fall and Winter Holidays	All Candy Expo Preview			Easter					
<b>Show Coverage</b>	ECRM Preview	All Candy Expo Preview	All Candy Expo Preview			All Candy Expo Post-Show Report					
<b>Bonus Show Distribution</b>	<ul style="list-style-type: none"> <li>• NCA State of the Industry</li> <li>• ECRM Winter Confectionery</li> </ul>		<ul style="list-style-type: none"> <li>• All Candy Expo</li> <li>• ECRM Spring Confectionery</li> </ul>			<ul style="list-style-type: none"> <li>• NACS Preview</li> <li>• ECRM Preview</li> </ul>					
<b>Value-Added Programs</b>	<p>Half- and full-page January/February issue advertisers receive FREE 40-word writeup with product photo</p>	<p>Pre-All Candy Expo e-blast with purchase of print ad in March/April issue</p>	<p>Enhanced All Candy Expo listings for advertisers in May/June issue</p>			<p>Enhanced listing for advertisers in the NACS Preview issue</p>					

**December**  
Closes Nov. 10



**2010 Source Book**

Your one-stop source for information on candy and snack suppliers