

Nutrition for Heart Health

Underwriter Deliverables

Pre-Show

- Underwriter mentioned in write-ups on appropriate Health & Nutrition brand websites, including Natural Products INSIDER
- Underwriter recognition and hyperlink to company web site to appear on INSIDER and SupplySide West website
- Underwriter logo in Show Agenda, included on SupplySide West website, Attendee Guidebook, Show Planner, Expo Companion and Mobile App
- Underwriter logo featured on Heart Health Workshop ad within SupplySide West Show Planner

Post-Show

- Post event email distributed to all Heart Health Workshop participants
 - Underwriter may submit up to 20 double-sided pages of scientific literature (abstracts, white papers, etc) to be included in post-event email
- Underwriter to receive complete contact information for each attendee participating in the workshop

On-Site

- Workshop will take place on **Friday, September 29 from 8:30 – 11:30am**
- Underwriter logo on Workbook distributed to attendees – underwriter to provide 75-word bio and complete contact information to be included
- Underwriter logo to appear on signage promoting Workshop in SupplySide West registration area September 27 & 28
- Underwriter logo to appear on signage in Heart Health Workshop room and Continental Breakfast
- Underwriter literature or promotional item distributed to attendees at Heart Health Workshop
- Verbal recognition of underwriters at beginning of session
- Underwriter receives two (2) complimentary passes for company representatives to attend the Workshop

While heart health still means managing healthy cholesterol and blood pressure, consumers are also looking for different types of products and delivery systems that can bolster their cardiovascular health throughout a lifetime. What is the global market opportunity for heart health products, and what do sales trends tell us about the most common nutritional ingredients for this market? Researchers will also explore some of the key nutritional ingredients for heart health, including fiber, polyphenols, B vitamins and more.

- What are the global areas of market opportunity?
- How can macronutrients such as fiber and micronutrients like B vitamins positively affect heart health?
- What is the status of science on omega-3s for heart health?

Underwriter: 6 available at \$8,000 each