

SupplySide<sup>®</sup>  
WEST



# EXHIBITOR PROSPECTUS

NOVEMBER 6-10, 2018  
EXPO HALL NOVEMBER 8 & 9, 2018

[west.supplysideshow.com](http://west.supplysideshow.com)



#SSWExpo



TO BE CONNECTED WITH A SALESPERSON  
and/or inquire about Sponsorship Opportunities, please contact  
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(480) 281-6713 or [danica.cullins@informa.com](mailto:danica.cullins@informa.com)

# ABOUT SUPPLYSIDE WEST

In an increasingly competitive market, it's critical to build brand loyalty and get face time with key CPG manufacturers that are looking for innovative ingredients and services. If you're looking to grow your business, it's time to exhibit at SupplySide West—the world's leading ingredient and solutions tradeshow where science & strategy intersect.

SupplySide West offers a unique opportunity to reach leading product development teams and C-level execs at an event that draws together key decision-makers from around the world in the dietary supplement, food, beverage, personal care and sports nutrition markets—all in one location. For more than 20 years, SupplySide West has consistently delivered the world's largest, most diverse trade show devoted to CPG innovation.

## SUPPLYSIDE WEST 2017 AT A GLANCE

10% PARTICIPATION INCREASE FROM 2016-2017!



\*This figure is based on 804 survey respondents \*\*Independent research conducted by Fusion Communications, December 2017

## KEY COMPANIES IN ATTENDANCE

Abbott Nutrition  
Amazon  
Amway/Nutrilite  
Anheuser-Busch InBev  
Arbonne International  
Atrium Innovations  
Aveda  
Bai Brands  
Bayer Healthcare  
Beachbody  
Bobo's Oat Bars  
Bodybuilding.com  
Bolthouse Farms  
Bumble Bee Seafoods  
Burts Bees/Renew Life/  
Clorox

Califia Farms  
Capital Brands (Nutribullet)  
Carlson Laboratories, Inc.  
Celsius  
Church & Dwight  
Clif Bar and Company  
Costco Wholesale  
Cott Beverages  
Country Life LLC  
DanoneWave  
Del Monte  
doTERRA  
Dr Pepper Snapple Group  
DrVita Inc.  
Ecolab  
Enjoy Life Foods

Fairlife, LLC  
Florida Supplement  
FoodState  
Gaia Herbs, Inc.  
GNC  
H-E-B  
Herbalife  
Hersheys  
Isagenix  
It Works!  
Jamba Juice  
Jarrow Formulas  
Juice Plus+  
Kashi  
Kellogg Company  
Land O' Lakes

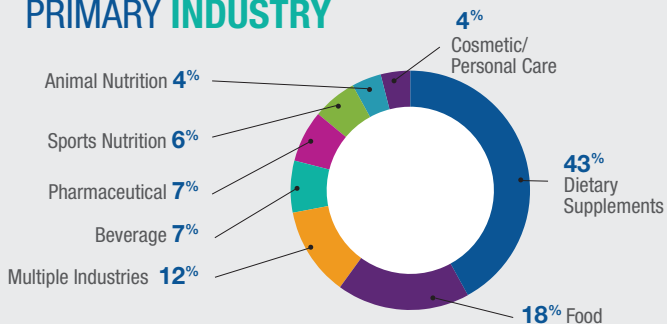
Life Extension  
Mars Petcare  
Mary Kay Inc.  
Mercola  
MeriCal  
Metagenics  
Mission Foods  
Monster Energy  
MusclePharm  
Natrol  
Naturade  
Nature's Way  
New Chapter/Procter &  
Gamble Co  
NOW Health Group  
Nu Skin

NutriGold  
Nutrisystem  
OLLY  
PepsiCo  
Perfect Bar  
Perrigo  
Pfizer  
Pharmavite  
Post Holdings  
Quest Nutrition  
Reckitt Benckiser  
Sam's Club/Walmart  
Shaklee  
Slimfast  
SmartyPants Vitamins  
The Nature's Bounty Co

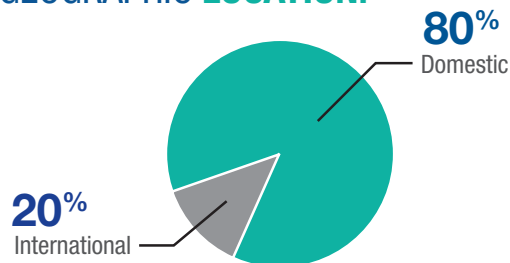
The Coca-Cola Company  
The Republic of Tea  
The Vitamin Shoppe  
Twinlabs  
UST Corp.  
Vega  
Vitacost.com  
Walgreens  
Whole Foods Market  
Yogi Tea  
Zarbee's Naturals

# ABOUT SUPPLYSIDE WEST 2017 ATTENDEES

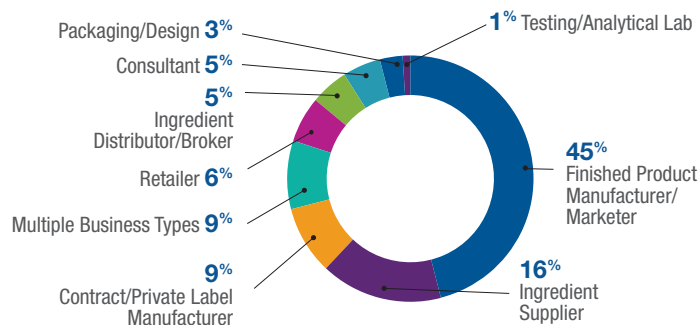
## PRIMARY INDUSTRY



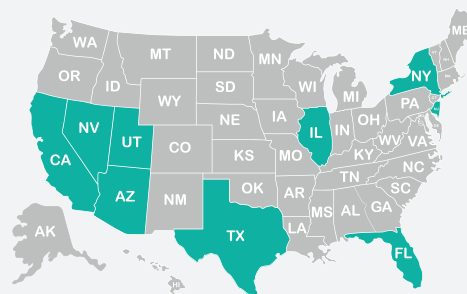
## GEOGRAPHIC LOCATION:



## PRIMARY BUSINESS TYPE

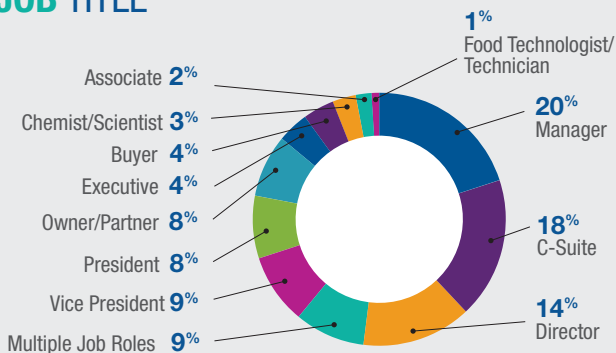


## TOP STATES IN ATTENDANCE:



CA, UT, NJ, IL, FL, NY, NV, AZ, TX

## JOB TITLE



## TOP INTERNATIONAL COUNTRIES IN ATTENDANCE:



Canada



China



South Korea



India



Japan



Mexico

# HERE'S WHAT 2017 ATTENDEES ARE SAYING...

*"Great place to find new raw materials, vendors and contract manufacturers all in one place."*

*"The opportunities are endless for networking and discovering new suppliers, manufacturers, etc."*

*"It is the best opportunity to find what you need in the industry"*

*"It is for sure the best show in North America that is the most important region in the world for supplements."*

*"Great forum to get to learn new trends and projects in the industry, networking, prospecting and partnerships."*

**"...this is the best show in the industry."**



\*Independent research conducted by Fusion Communications, December 2017

# THE HEALTH & NUTRITION INDUSTRY IS A GROWING MARKET AND WILL CONTINUE TO EXPAND

In an increasingly competitive market, it's critical to build brand loyalty and get face time with key CPG manufacturers who are looking for innovative ingredients and services. If you're looking to grow your business, it's time to exhibit at SupplySide West, the leader in connecting suppliers with product development teams, formulators, C-level executives and marketers from around the world.

Being involved at this year's show provides you with the opportunity to leverage an engaged audience that has relied on SupplySide West for over 20 years.

- + The global **dietary supplements market** is predicted to grow at a compound annual growth rate (CAGR) of 6.9 percent from 2017 to 2025. *(Source: Research and Markets)*
- + The global **functional foods market** is projected to reach approximately \$2.5 billion by 2020. *(Source: MarketsandMarkets)*
- + World demand for **sports nutrition products** is expected to reach \$2.5 billion in retail value sales by 2019. *(Source: Euromonitor International)*



## AS A RESULT OF EXHIBITING AT SUPPLYSIDE WEST 2017...

on average, exhibitors anticipated to generate more than

**\$1 MILLION** in business  
GROWTH.\*

\*Independent research conducted by Fusion Communications, December 2017

# ABOUT SUPPLYSIDE WEST EXHIBITORS

## WHO EXHIBITS?

- Ingredient Suppliers
- Contract Manufacturers
- Equipment and Machinery Companies
- Flavor and Flavor Masking Suppliers
- Packaging and Labeling Suppliers
- Consulting and Service Companies
- Lab Testing and Analytical Firms
- Wholesalers, Distributors and Brokers
- Business Support Services
- Software Manufacturing
- Supply Chain & System Management

## SNEAK PEEK OF 2018 EXHIBITING COMPANIES:

- AIC
- AIDP Inc.
- Aker BioMarine Antarctic US
- Alpha Packaging
- Anderson Global Group
- AstaReal, Inc.
- Bio-Botanica Inc.
- Capsugel
- Charles Bowman & Company
- ChromaDex
- Deerland Enzymes & Probiotics
- DSM Nutritional Products
- Fuji Chemical Industries USA, Inc.
- Gelita USA
- Horn Company
- Indena USA
- Ingredientsonline.com
- Jiaherb, Inc.
- KSM-66 Ashwagandha
- Kyowa Hakko
- MIDI Labs Inc.
- Mitsubishi International Food Ingredients
- Natreon, Inc.
- Nexira
- NSF International
- Package All Corp.
- Probi USA dba Nutraceutix, Inc.
- Sabinsa Corporation
- Soft Gel Technologies (OptiPure Technologies)
- Stryka Botanicals
- Suan Farma, Inc.
- Unique Biotech USA
- Watson Inc.

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## TOP REASONS EXHIBITORS CHOOSE SUPPLYSIDE WEST:

The quality of attendees at the show

The quality & quantity of the networking opportunities

Success at previous shows

Reputation of the show





# HERE'S WHAT 2017 EXHIBITORS ARE SAYING...

*"Lots of attendees and exhibitors that pertain to my business attend."*

*"It is really a very good show in our industry, we always consider it is the most important one in North America."*

*"I felt there is a very strong potential for ROI..."*

*"Excellent networking and business opportunities."*

**"This is the best ingredient show in the US."**

\*Independent research conducted by Fusion Communications, December 2017

## SPONSORSHIPS

As a sponsor, your company will receive exposure throughout the months leading up to the conference and at the show. Whether you are launching a new product, interested in increasing the traffic to your booth or looking to build brand identity, SupplySide offers a sponsorship to meet your goals. Have a unique sponsorship idea or want additional branding at the show? Our creative, experienced staff can help create a custom package that's right for you.

## SUPPLYSIDE CONNECT

**Extend your show impact beyond SupplySide West 2018.**

SupplySide Connect is a new product sourcing tool designed to increase your brand's awareness, but also help product formulators source and identify your innovative ingredients.

Visit [connect.supplysideshow.com](http://connect.supplysideshow.com) or contact your account manager today to get started.



# RESERVE BOOTH SPACE

## EXHIBIT HALL SCHEDULE

### EVENT HOURS

**November 8** 10am-5:30pm

**November 9** 10am-5pm

*Hours subject to change*

## BOOTH FEES

- Linear Booth: \$67.00 per sq. ft.
- Island Booth: \$75.00 per sq. ft.
- Each Corner Premium: \$600

## BOOTH FEES INCLUDE:

- Booth Space
- Draped back wall and 3' draped side rails (Linear Booth only)
- 7" x 44" ID Sign (Linear Booth only)
- Company listing on the show website, mobile app and Show Guide
- Four exhibitor badges per 100 sq. ft.

# BOOTH PACKAGES

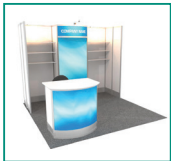
Having a presence on the show floor has never been easier or more affordable.

## PACKAGE A - \$12,950



- 100 sq. ft. of booth space
- 10'x8' Backwall with custom graphics
- Welcome counter with custom graphics
- Black diamond stool
- 36" café round table
- Black diamond side chairs (2)
- Wastebasket
- Carpet (9 color choices)
- Electricity
- Booth cleaning
- Exhibit set-up/removal (material handling of rented structure, delivery to and from show site)
- 4 exhibitor badges

## PACKAGE B - \$14,550



- 100 sq. ft. of booth space
- 10'x8' backwall with custom graphics and 6 shelves
- Welcome counter (lockable) with custom graphics
- Black diamond stool
- Wastebasket
- Carpet (9 color choices)
- Accent lighting
- Electricity
- Booth cleaning
- Exhibit set-up/removal (material handling of rented structure, delivery to and from show site)
- 4 exhibitor badges

## PACKAGE C - \$25,550



- 200 sq. ft. of booth space
- Curved backwall structure with custom graphics and 3 shelves
- Black diamond arm chairs (4)
- Welcome counter (lockable) with custom graphics
- 36" café round table
- Wastebasket
- Carpet (9 color choices)
- Accent lighting
- Electricity
- Booth cleaning
- Exhibit set-up/removal (material handling of rented structure, delivery to and from show site)
- 8 exhibitor badges

Corner locations will have an added corner fee. Any additional orders that are not included in the booth package are at the expense of the exhibitor. All nongraphic panels will be white in color.