



SupplySide[®]
WEST



Food ingredients
North America

PRESENTED BY



KSM-66
Ashwagandha[®]

WORLD'S BEST ASHWAGANDHA

Send Me to Vegas Toolkit

#SSWexpo



OCTOBER 15-19, 2019
Expo Hall October 17 & 18
Mandalay Bay, Las Vegas, NV

supplysidewest.com

SupplySide West 2019

WHERE SCIENCE & STRATEGY INTERSECT

For 22 years, SupplySide West has brought together brands, manufacturers, formulators, suppliers, market leaders and disruptors.

We invite you to join more than 17,000 of your peers October 15 to 19 in Las Vegas for SupplySide West and Food ingredients North America where you will find 1,300+ leading suppliers of ingredients, manufacturing services, packaging, lab services and more. They will be showcasing their latest products, research, prototypes and technologies ... all intended to help you succeed.

In addition to a packed show floor, SupplySide West also offers a variety of resources to help you identify trends, discover opportunities, understand issues, address challenges and dive into key topics. We have an extensive education program, featuring four days of sessions focused on specific areas of interest: CBD & Hemp, Sports Nutrition, Probiotics, Beverage Innovations, Contract Manufacturing, Organic Supply Chain, Biotechnology and more.

If you have any questions or need assistance, please don't hesitate to [contact us](#). We look forward to welcoming you to SupplySide West and Food ingredients North America this October.

The SupplySide Team

Top Reasons You Should Attend SupplySide West

Shape Your Product Innovation

10,000+

unique & innovative
ingredient offerings

Expand Your Knowledge

140+ hours

of education on the hottest topics
shaping the health and nutrition
industry. Grow your mind,
grow your business

Network with the Best

17,000+

industry professionals
representing
Dietary Supplement,
Food and Beverage,
Sports Nutrition and
Personal Care Industries

Get The Experience



This kit includes materials you can tailor to meet your needs and make things easier to organize a request for approval to attend and show ROI upon your return. It contains:

- ✓ A request letter template
- ✓ Exhibitor overview
- ✓ Who attends
- ✓ Conference program summary
- ✓ Pricing & Package options
- ✓ An expense worksheet



Letter

Dear [Name],

I am writing to request your approval to attend SupplySide West and Food ingredients North America on October 15-19, 2019 in Las Vegas, NV, USA. This valuable event welcomes 17,000+ attendees and showcases more than 1,300+ exhibitors from the dietary supplement, beverage, functional food, personal care and sports nutrition industries. My event pass comes with access to networking events, learning sessions, and keynote presentations at no additional cost. The comprehensive educational program includes several presentations I'd love to attend that directly addresses things we're doing right now:

- [presentation title]
- [presentation title]

And as far as the exhibitors on the tradeshow floor, many of them can help us with projects we have on the horizon [list related project(s) here]. If I'm there, I can meet face-to-face with the following vendors to discuss solutions, see product demos, and bring back intel for us to evaluate:

- [exhibitor]
- [exhibitor]

Additionally, the full exhibitor listing can be found at <https://connect.supplysideshow.com/exhibitorlist/58576>.

I am seeking approval for the registration fee and travel expenditures. The total cost will be \$[XXXX]. Here is a complete breakdown of the conference costs:

- Badge Price: \$ [XXX]
- Airfare:\$ [XXX]
- Transportation:\$ [XXX]
- Hotel: \$ [XXX]
- Meals: \$ [XXX]

I've done quite a bit of research, and SupplySide West is the only event of its kind—unmatched in size, scale, and worldwide influence.

Thanks in advance for your consideration! I'm confident that you'll agree it's a wise investment, and our best chance all year to get the advanced research, emerging technologies, and strategic innovations to enhance our organization—all while building some important connections with leaders in the health and nutrition community.

[Your standard close]

Who Exhibits?

Source Your Business Solutions from 1,300+ Exhibitors Including

- Food, Supplement & Beverage Ingredient Suppliers
- Contract Manufacturers
- Flavor & Fragrance Suppliers
- Equipment & Machinery Companies
- Packaging & Labeling Suppliers
- Lab Testing & Analytical Firms
- Wholesalers, Distributors & Brokers
- Legal/Regulatory Services

[View Exhibitor Listing](#)

Who Attends?

SupplySide West brings together the health and nutrition industry's most prominent ingredient suppliers and food, beverage and supplement innovators. **Are you one of the following?**

Health & Nutrition Professionals With a Focus On:

- Research & Development
- Product Development
- QA/QC
- Purchasing
- Supply Chain Management
- Marketing



From The Following Industries:

- Dietary Supplement
- Functional Food & Beverage
- Sports Nutrition
- Personal Care



4 Out Of 5 Attendees say SupplySide West helps them*...

- ✓ **SOURCE** new products/suppliers
- ✓ **MEET** with existing suppliers
- ✓ **NETWORK** with peers/other attendees
- ✓ **LEARN** about new developments within the marketplace

**Source: Independent research by Fusion Communications, January 2019*

NEW for 2019

Together with SupplySide West, Food ingredients North America brings a curated ingredient sourcing platform, giving you direct access to...



LEARN

from new trends
and technologies



CONNECT

with innovative
suppliers



SOURCE

ingredients
and solutions

Who Exhibits?

Top suppliers from the food & beverage industry with a focus on:

- ✓ Natural colors, flavors and sweeteners
- ✓ On-trend healthy ingredients
- ✓ Clean label solutions
- ✓ Organic and non-GMO ingredients
- ✓ Innovative co-packing and contract manufacturing solutions

Co-Branded Workshops:

This year, the SupplySide and Food ingredients teams are collaborating on four special co-branded workshops:

- How to Win in the Booming Plant-based Nutrition Sector
- How to Create Disruption in the Beverage Aisle
- Colors & Flavors: Superheroes of Product Success
- Sweet dreams are made of these:
Shifting from Sugar to Natural Sweeteners

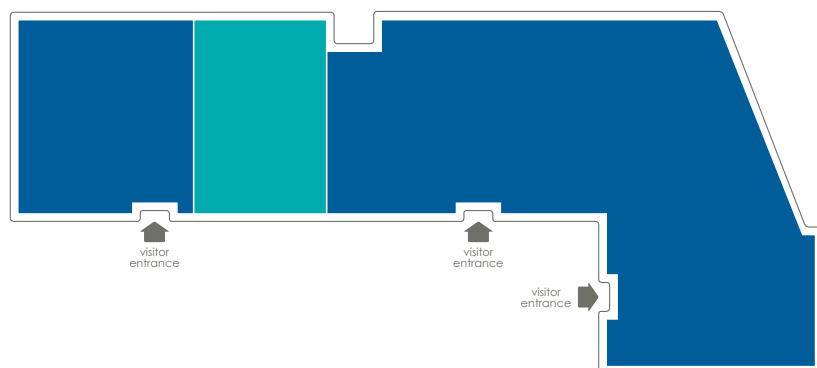
FiNA Presentation Theater:

Join us at the Food ingredients North America theater on the show floor Thursday and Friday for educational content focused on the latest market, scientific and regulatory insights affecting brands in the global food and beverage space.

**Official Presentation Theater Schedule coming July, 2019*

-  Food ingredients North America
-  SupplySide West

October 17 & 18, 2019
Mandalay Bay, Las Vegas, NV



supplysidewest.com/FiNA

Conference and Education Programing

Free Content & Conference Programming:

- **Featured Speaker Presentation**

- **Supplier Presentation Theater**

One of the most effective ways to learn about new and innovative ingredient technologies. These exhibitor-sponsored presentations are devoted to ingredient-and service-specific science, applications, formulation and marketing.

- **SupplySide Central**

Offers extensive, interactive and quick-paced programming around some of the hottest topics affecting the industry.

- **New Products Zone**

Designed to highlight ingredients and finished products at the forefront of innovation and invention. Visit this attraction to source the latest offerings to hit the market and learn about the exhibitors who are producing them.

Education Overview:

140+ Hours of Education & Learning

You can maximize your experience at SupplySide West by attending our in-depth education sessions. Whether you are looking for GMP Training courses, or information on market trends, formulation considerations or regulatory changes—we've got you covered.

- [GMP and Regulatory Compliance Training Program](#)
- [Workshops](#)
- Breakfast & Lunch Briefs

[NEW for 2019] Summits

Looking to take a deep dive into two of the hottest markets around? This year, SupplySide West is offering two full-day summits.

- [CBD from Seed to Shelf: The Supply Side Story](#)
Offering proprietary market trend data, insights on seed genetics and extraction technologies, testing considerations and active discussion of the regulatory landscape.
- [Finding New Pathways in Sports Nutrition](#)
Designed to first explore new approaches to ideation and market innovation, and then showcase emerging ingredients that will fuel development of new products serving the active consumer.

**GMP Training sessions, workshops, breakfast & lunch briefs, and summits all require separate registration when purchasing an Expo Hall Pass. A choice of 3 workshops are included in an Education Pick 3 Pass. All workshops and both summits are included in the Global Pass.*

What's the Cost?

With a variety of package options and a la carte pricing, you can select the pass that best suits your business needs! Whether it's meeting new suppliers, getting ahead of industry trends, networking with our peers or all of the above, SupplySide West has the right pass for you.

Expo Hall (Manufacturer)

- ✓ Daily access to Expo Hall during show hours. Includes Food ingredients North America
- ✓ Access to all Featured Speaker Presentations
- ✓ Access to Supplier Presentation Theater

\$149

Expo Hall (Non-Exhibiting Supplier)

- ✓ Daily access to Expo Hall during show hours. Includes Food ingredients North America
- ✓ Access to all Featured Speaker Presentations
- ✓ Access to Supplier Presentation Theater

\$499

Education Pick 3 (Manufacturer)

- ✓ Daily access to Expo Hall during show hours. Includes Food ingredients North America
- ✓ Access to all Featured Speaker Presentations
- ✓ Access to Supplier Presentation Theater
- ✓ Access to any 3 of the 25 workshops

\$349

Global

- ✓ Daily access to Expo Hall during show hours. Includes Food ingredients North America
- ✓ Access to all Featured Speaker Presentations
- ✓ Access to Supplier Presentation Theater
- ✓ Access to ALL workshops
- ✓ Access to both summits

\$649

See a la carte options and our full packages & pricing overview [here](#).

**Prices increase 8/22/2019.*

Housing

SupplySide West has negotiated special event rates with hotels close to Mandalay Bay Convention Center.



[View Hotels Here](#)



REGISTER TODAY

[Register Here](#)

supplysidewest.com/register

Expense Worksheet

Item	Expense
Badge Cost	\$
Flight + Luggage	\$
Parking	\$
Mileage	\$
Hotel	\$
Taxi	\$
F&B	\$
TOTAL	\$

Notes:

[illegible]