

SupplySide[®] WEST

THE INDUSTRY'S
GATHERING POINT
WHERE
SCIENCE & STRATEGY
INTERSECT

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

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.

16,000
industry
participants

2,790
first-time
attendees

65+
countries
represented

1,300+
exhibiting
companies

1/3
of attendees
have not visited
another show in
the past
12 months

*This figure is based on 804 survey respondents

**Independent research conducted by Fusion Communications, December 2017

As a result of exhibiting at SupplySide West 2017...on average, exhibitors anticipated to generate more than \$1 million in business growth.*

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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
Burt's 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

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

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

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

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

"Great venue for networking and business development across the ingredient supply chain."

supplysidewest.com

RESERVE BOOTH SPACE

WHO EXHIBITS?

- Ingredient suppliers
- Contract manufacturers
- Equipment and machinery companies
- Flavor and fragrance suppliers
- Packaging and labeling suppliers
- Lab testing and analytical labs
- Wholesalers, distributors and brokers
- Service providers
- Legal/regulatory
- Clinical research
- Product development

WHO ATTENDS?

- **New prospects** – 30% of surveyed attendees have not visited another show in the past 12 months
- **More than 16,000 CPG decision-makers representing 65+ countries in these key industries:** dietary supplements, beverages, functional foods, personal care and sports nutrition

BOOTH FEES

- Linear Booth: \$71.00 per sq. ft.
- Island Booth: \$79.00 per sq. ft.
- Each Corner Premium: \$700

BOOTH FEES INCLUDE:

- Booth Space
- Draped back wall and 3' draped side rails (Linear Booth only)
- Company listing on the show website, mobile app and Expo Companion
- 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: \$13,500	Package B: \$15,000	Package C: \$26,500
<ul style="list-style-type: none"> • 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 	<ul style="list-style-type: none"> • 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 	<ul style="list-style-type: none"> • 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

READY TO RESERVE YOUR SPACE?

To reserve your booth, inquire about Sponsorship Opportunities, contact your Account Manager or **Danica Cullins, VP Sales, Health & Nutrition**, at (480) 281-6713 or danica.cullins@informa.com.