

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.



*This figure is based on 804 survey respondents

**Independent research conducted by Fusion Communications, December 2018

As a result of exhibiting at SupplySide West 2018...on average, exhibitors anticipated to generate more than \$1 million in business growth.*

*Independent research conducted by Fusion Communications, December 2018

KEY COMPANIES IN ATTENDANCE

Abbott Nutrition
Amazon
Amway/Nutrilite
Anheuser-Busch InBev
Arbonne International
Atrium Innovations
Aveda
Bai Brands
Bayer Healthcare
Beachbody
Bodybuilding.com
Bolthouse Farms
Life/Clorox
Califia Farms
Carlson Laboratories, Inc

Celsius
Church & Dwight
Clif Bar and Company
Costco Wholesale
Cott Beverages
Country Life LLC
DanoneWave
doTERRA
Dr Pepper Snapple Group
DrVita Inc.
Enjoy Life Foods
Florida Supplement
FoodState
Gaia Herbs, Inc.
GNC

Herbalife
Isagenix
Jarrow Formulas
Juice Plus+
Kellogg Company
Land O' Lakes
Life Extension
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
PepsiCo
Perfect Bar
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
Vega
Vitacost.com
Walgreens
Whole Foods Market
Yogi Tea
Zarbee's Naturals

"It is a great opportunity for networking and you always see what is trending in the industry."

"...the most important show of the year."

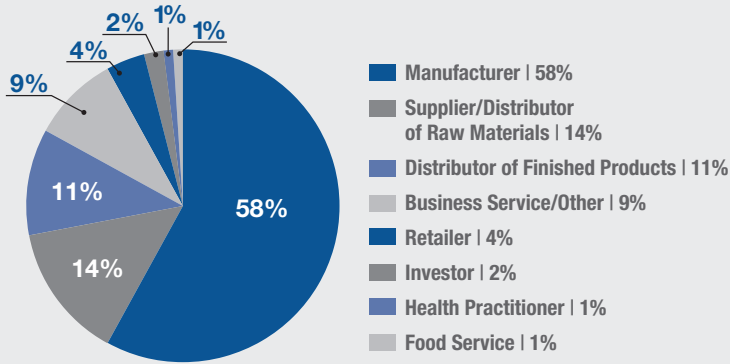
"The opportunities are endless for networking and discovering new suppliers, manufacturers, etc."

"Networking opportunities are endless..."

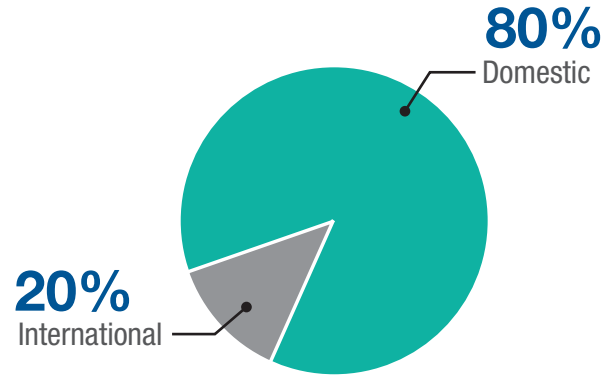
"Great venue for networking and business development across the ingredient supply chain."

suppliesidewest.com

PRIMARY BUSINESS TYPE



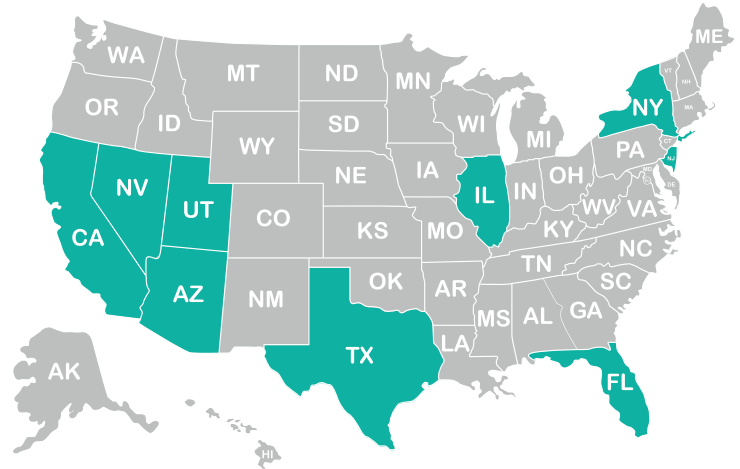
GEOGRAPHIC LOCATION:



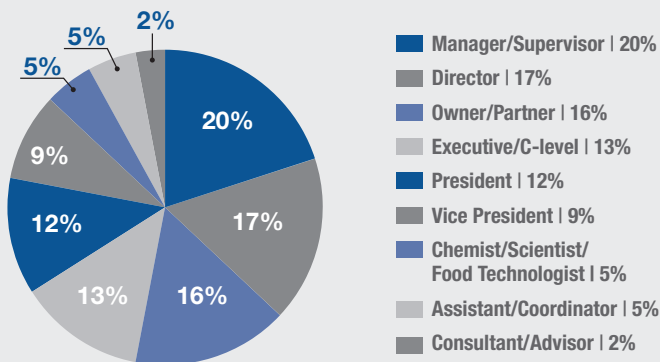
TOP 10 PRIMARY INDUSTRIES

Vitamin/Mineral/Herb/Supplements	16%	Wholesaler of Finished Products	6%
Food/Beverage Manufacturer	15%	Ingredient Importer/Exporter	4%
Contract Manufacturer	11%	Third Party Distributor of Finished Products	4%
Nutraceuticals	9%	Personal Care	2%
Raw Ingredient Producer/Supplier	7%		

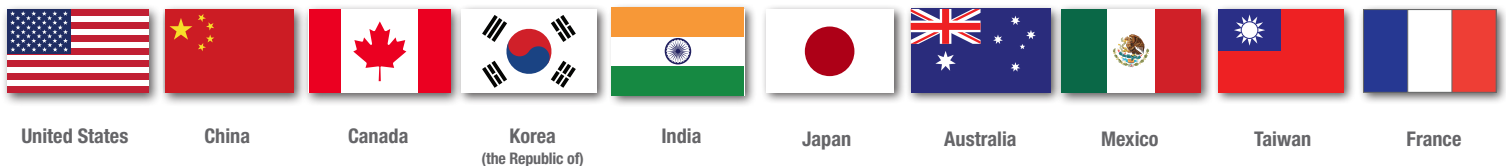
TOP STATES IN ATTENDANCE:



JOB TITLE



TOP 10 COUNTRIES IN ATTENDANCE:



RESERVE BOOTH SPACE

EXHIBIT HALL SCHEDULE

EXHIBITOR MOVE-IN

October 15 8am-5pm
(Targeted exhibitors)

October 16 8am-9pm

October 17 7am-9:30am

EVENT HOURS

October 17 10am-5:30pm

October 18 10am-5pm

EXHIBITOR MOVE-OUT

October 18 5pm-11pm

October 19 7am-10am

Hours subject to change

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.

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

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.



PRESENTED BY



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RESERVE BOOTH SPACE | INTERNATIONAL

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- Linear Booth: \$71.00 per sq. ft.
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- Each Corner Premium: \$700
- General Liability Insurance: \$185

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**General Liability Insurance – required for all companies located outside of the United States and Canada.*

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