

Post-Show Report 2021

Show Dates October 25-28, 2021 | Expo Hall October 27 & 28, 2021
Mandalay Bay, Las Vegas, NV
supplysidewest.com

Visitor Stats



11,000
Total Attendees



40%
Of our visitors indicated it was their first time attending

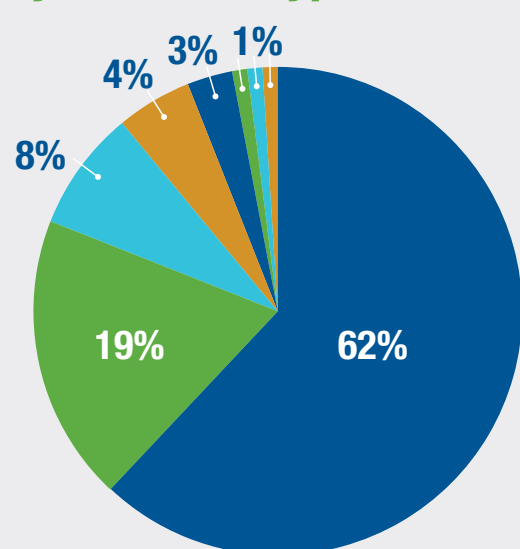


+50%
Jump in registered visitors participating in the Education Program



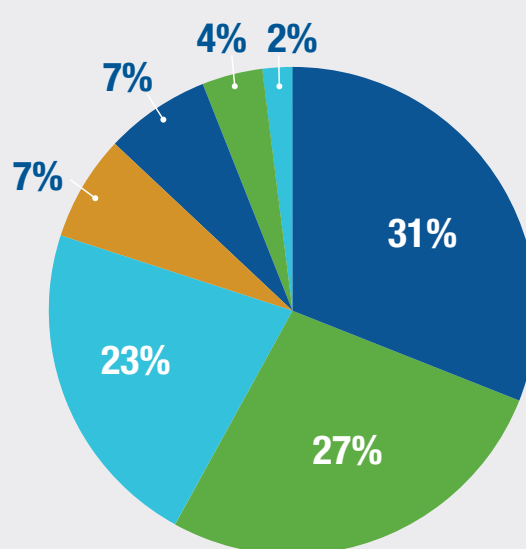
55
Unique countries represented

Primary Business Type



■ Manufacturer	62%
■ Supplier/Distributor of Raw Ingredients	19%
■ Business Services/Other	8%
■ Distributor	4%
■ Retailer	3%
■ Investor	1%
■ Health Practitioner	1%
■ Press	1%

Area of Focus

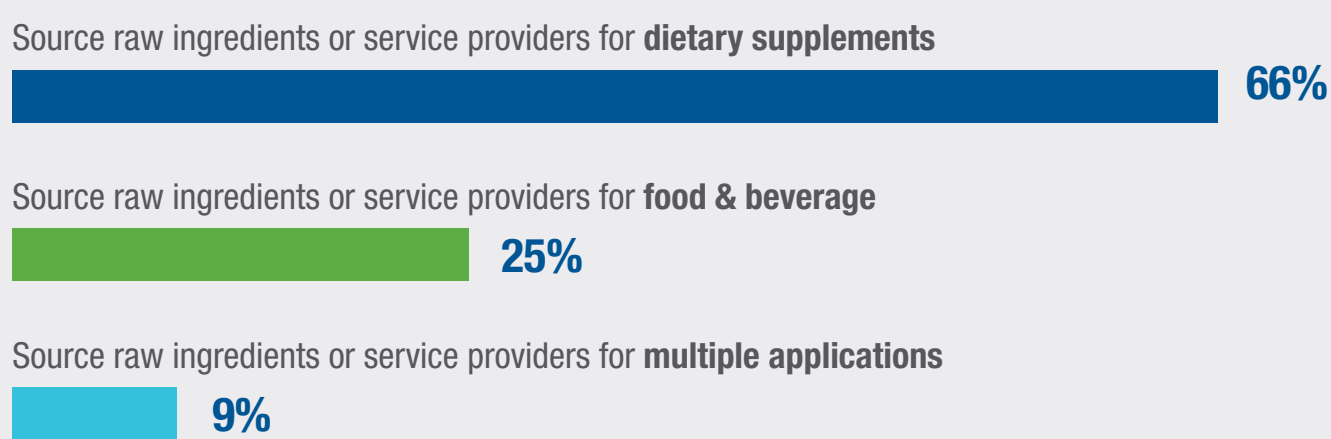


■ Purchasing/Supply Chain/Operations	31%
■ Business Development	27%
■ R&D/Product Dev/Food Tech	23%
■ Marketing/Brand Management	7%
■ Corporate Management/Other	7%
■ Quality Assurance/Quality Control	4%
■ Accounting/Finance	2%

Companies in Attendance

Adirondack Beverages	Glaxosmithkline	Megafood	Procter & Gamble
Ajinomoto	Good Karma Foods Inc.	Michael Foods Inc.	Reckitt Benckiser
Alaskomega	Gt's Living Foods	Mid-Day Squares	Rise Brewing Co.
Amway	Irwin Naturals	Natrol	Ritual Beverage Company
Arbonne International	Isagenix International	Natures Bounty Co.	Sambazon
Ardent Mills	Iwon Organics	Nestlé Health Science	Sara Lee Frozen Bakery
Bausch & Lomb	Zarbee's	New Chapter	Shaklee Corporation
Bayer	Jarrow	Now Foods	Sierra Nevada Brewing Co.
Beachbody	Kings Hawaiian Bakery	Nuun & Company	Smartypants Vitamins
Bulletproof	Krave Jerky/Chef's Cut	Oats Overnight	The Bountiful Company
Carlson Laboratories Inc.	Laird Superfood	Olly	Twinlab Consolidation Corporation
Chobani	Land O'Lakes	One Degree Organics	Youtheory
Clif Bar & Company	Life Extension	Onnit	Zevia
Clorox	Lifeaid Beverage Company	Pepsico	
Dupont	Loli's Foods	Pharmavite	
Enzymedica	Mary's Gone Crackers	Planterra Foods	

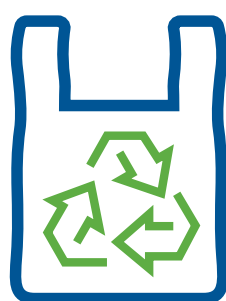
Visitor Sourcing Focus



Sustainability



Eliminated carpet & saved 275,373 sq. ft. of carpet, padding and visqueen.



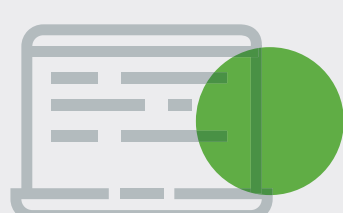
Eliminated the use of polybags resulting in 32,000 plastic bags no longer being used as covers.



The switch to renewable electricity for SSW saved an estimated 51.4 tons of CO2e.

SupplySide[®] NETWORK 365

SupplySide Network 365 Participation (October 25-October 28)



13k+
Visits to exhibitor and sponsor pages



3k+
Unique clicks on company pages



3k+
Unique clicks on official agenda page