

**SupplySide<sup>®</sup>**  
**WEST**

PRESENTED BY



**KSM-66**  
**Ashwagandha<sup>®</sup>**

WORLD'S BEST ASHWAGANDHA



**Fi** North America

Show dates: Oct. 28-31, 2024 | Expo Hall: Oct. 30 & 31, 2024 | Mandalay Bay, Las Vegas

# Marketing planner

To help you make the most of your event experience, we have put together this planner with can't-miss sessions and events relating to **marketing**.



# Education sessions

Deep dive into various nutrition topics and get empowered with practical knowledge to navigate the complexities of modern wellness during our 2-hour sessions. Additional fee required. Education sessions are included with the Expo Pass Plus only.

**Monday, Oct. 28**

**Ingredient claims and legal flames: An interactive workshop to dodge regulatory heat**

2-4pm | South Pacific Ballroom F



# Knowledge and networking

Join our learning parties! These 1-hour 45-minute education sessions are followed by a 60-minute happy hour Q&A/networking. Additional fee required. Knowledge and networking sessions are included with the Expo Pass Plus only.

**Tuesday, Oct. 29**

**After 30 years of DSHEA, the question is: What now?**

1-3:45pm | Islander Ballroom H

**Pulse check: Uncovering supplement consumer insights and trends**

1-3:45pm | Islander Ballroom E



# Learning power-hour sessions

These 1-hour sessions are crafted to provide rich learnings in a condensed time frame and are open to all show participants.

## Wednesday, Oct. 30

### Unleashing the untapped potential of pet supplements

9-10am | South Pacific Ballroom F

### Food and beverage trends: Demystifying the science

9-10am | Islander Ballroom E



# FiNA Theater

During these mostly half-hour events, participants are encouraged to engage beyond the usual Q&A portion. Get ready for tastings, audience-participation exercises and more. *Open to all show participants.*

All below sessions are located at the **FiNA Theater, Booth #1250** on the show floor.

**Thursday, Oct. 31**

**Failing forward: Lessons learned in the lab**

2:45-3:15pm



# SupplySide Stage

The SupplySide Stage is designed to delve into hot topics facing the industry and offers inspiring presentations to expand your thinking and outline strategic tactics to advance businesses in the industry. *Open to all show participants.*

All below sessions are located at the **SupplySide Stage, Booth #5764** on the show floor.

**Wednesday, Oct. 30**

**First look: An exclusive preview of SupplySide West & Food ingredients North America 2024**

10:30-11am

**Supply chain sustainability stories: Sustainability in practice**

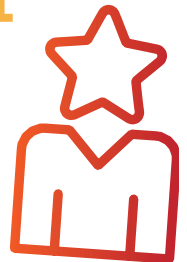
11:45am-12:30pm



**Thursday, Oct. 31**

**Probiotic comedy show: Laughter is the best supplement**

4:15-4:45pm



# Guided tours

Attend the expert-led women's wellness walk and path to sustainability guided tours to explore innovations in women's health, sustainable ingredients, and eco-friendly practices. *Open to all show participants, 20 spots available, first come, first served.*

## Wednesday, Oct. 30

**Path to sustainability: A guided tour exploring sustainable solutions in food and beverage**

11am-12pm

**Women's wellness walk: A guided expo tour through women's health innovations**

2-3pm



## Thursday, Oct. 31

**Women's wellness walk: A guided expo tour through women's health innovations**

11am-12pm

**Path to sustainability: A guided tour exploring sustainable solutions in food and beverage**

2-3pm

# Show features and events

SupplySide West and Food ingredients North America has countless show features and events designed to fuel product innovation, discovery and networking.

## Show features:

- + Tasting Bar
- + New Products Zone
- + SupplySide Networking Hub
- + Sustainability Zone
- + Supplier Presentation Theaters
- + FiNA Theater
- + SupplySide Stage
- + Headshot Lounge
- + New Exhibitor Zone
- + GOED Omega-3 Resource Center
- + IPA Pre-, Pro- and Post- Biotics Center



Check out where each show feature is on the floorplan!

## Events:

- + First-Time Attendee Reception
- + Women In Nutraceuticals Reception
- + LGBTQ+ Allies Networking Reception
- + What's Up With SUPPS
- + Diwali Celebration
- + SpookySide West



# SupplySide Networking Hub

The SupplySide Networking Hub is a lively and dynamic space to facilitate enjoyable connections with fellow professionals.

*Open to all show participants.*

All below sessions are located at the **SupplySide Networking Hub, Booth #4614** on the show floor.

## Wednesday, Oct. 30

### Speed networking

11am-12pm

### Functional beverage mixer

1:45-2:30pm

### Sustainable packaging social

3-3:45pm

## Thursday, Oct. 31

### Speed networking

11am-12pm

### Supplement delivery forms meetup

12:30-1:15pm



# Looking for more show information?



Exhibitor list



Floor plan



Schedule

Still need to register?



[supplysidewest.com](https://supplysidewest.com)