

Supplier Presentation Theater Kit

Program Overview

Tell your story. Discuss innovation. Share intelligence. Promote your product. These 20-minute sessions located in the Supplier Presentation Theater give you an opportunity to speak to attendees about your science, products and marketing findings. Located on the show floor, these presentations are free for all SupplySide West participants to attend.

Inclusions

- **Room Set-Up**
 - Theater seating for 50 people
- **Audio/Visual**
 - includes podium with microphone, clip-on microphone, LCD projector, projector screen, and a lap top if needed (PC). Sound will be available, and internet will be provided.
- **Literature Table**
 - A 6' draped table will be provided where you may provide literature to session attendees. Literature intended for distribution must meet SupplySide Compliance Program standards (see Prohibited Claims for more information).
- **Lead Retrieval Scanner**
 - Mobile badge scanner provided to capture contact information of industry executives attending your seminar – leads will be sent to the sponsor post-show.

Submissions & Promotional Material

To gain maximum marketing exposure for your presentation, **all items below should be submitted immediately** to Samantha Torres Duran.

- **Session Title** – Limit 10 words.
- **Company Logo**
 - Email company logo to Samantha Torres Duran
 - **Logos must be in vector based .eps or .ai format created in illustrator (Do not send jpeg)**
 - 4-color (CMYK) logo
- **Presentation Description** –
 - Provide a 75-word max description explaining the content of the presentation for use in promotional literature.
 - Be as specific as possible. The SupplySide Team reserves the right to make changes to the session description to meet SupplySide standards.
- **Speaker Information** –
 - First and Last Name, Title, Organization
- **Presentation**
 - Your presentation should be emailed by no later than **September 20th, 2019**

- The Presentation should be formatted to work with a PC. The suggested programs are Microsoft PowerPoint or Adobe Acrobat.
- The SupplySide Team will ensure the emailed presentation is readily available for your seminar.
- The file should be easily accessible- Our technician will open the labeled file and initiate.

Marketing Exposure

Supplier Presentations receive marketing exposure through multiple vehicles pre-show and on-site. *The sooner your title and description is submitted and approved, the more marketing exposure you will receive.*

- SupplySide West website
- Expo Preview (deadline to receive information is **June 14th, 2019**)
- Mobile App
- Promotional Emails
 - Emails will be sent to pre-registered attendees with other relevant show information.
- Brochure
 - Presentation title and logo will be included in a Supplier Presentation Theater dedicated brochure and distributed at the Show
- On-Site Signage – Session title and company logo will be featured on signage placed outside of the Theater.

Promote Your Session

There are many ways you can promote your Exhibitor Presentation. Below are a few marketing tips.

- **E-blast to your customers** – Send promotional emails to your current client base inviting them to attend your session.
- **E-mail signature** – Encourage your staff to update their email signature a few weeks before the show to include the following: Visit us at SupplySide West 2019, booth #XXX and Exhibitor Presentation on Date, Time and Location.
- **Social Media** – Utilize existing social media networks to promote your session. Twitter, LinkedIn, Facebook, etc. Use hashtags (#SSWExpo) and networking groups to capture the right audience.
- **At your booth** – Promote your session at your booth and encourage attendees to attend your presentation. Hand out fliers promoting the session and offer an incentive to come to the presentation.
- In addition to promoting this event on your own, there are other ways to leverage your exposure through the SupplySide brand and Natural Products INSIDER media. **If you're interested in a more custom plan, please contact your sales associate.**

Best Practices:

- Be respectful of your fellow presenters.
- Keep your session to the scheduled time.
- Wait until the previous session has finished before handing out literature and welcoming your guests.
- Clear any remaining literature after your session ends.

General Info

- **Location** – Booth #1266 or #1467
- **Registration** – Presentations are free for all SupplySide West participants to attend.

Contact Info

Samantha Torres Duran

Sponsorship Coordinator

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