

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

Workshop Underwriter Kit

Program Overview

Inclusions

- Underwriter Recognition
 - Please send Company Logo to Samantha.Collins.US1@informa.com
deadline to submit logo is **June 14, 2019**
 - Pre-Show
 - Underwriter mentioned in write-ups on the appropriate Health & Nutrition brand websites, including Natural Products INSIDER
 - Underwriter logo and hyperlink to the company website to appear on the Workshop page of SupplySide West website
 - Underwriter recognition in the show agenda, included on
 - **SupplySide West website**
 - **Expo Preview Attendee Guidebook**
 - **Show Guide**
 - **Mobile App**
 - **Underwriter recognition featured on the Workshop ad within Expo Preview-**
 - On-Site
 - Underwriter logo and contact information printed in workbook distributed to attendees –underwriter to provide complete contact information to be included. Deadline: **September 3, 2019** (Company contact information that is currently on file will be used unless new information is provided by the deadline listed above)
 - Underwriter recognition to appear on signage promoting Workshop in SupplySide West registration area October 17 & 18
 - Underwriter logo to appear on signage in the Workshop room
 - Verbal recognition of underwriters at the beginning of session
- Lead Retrieval Scanner
 - Underwriter to receive complete contact information for Workshop attendees, excluding those who have opted out of Informa's privacy policy
- Post-Show
 - Post-show email distributed to all Workshop participants
 - Underwriter may submit to 40 pages of scientific literature (abstract, whitepapers, etc.) to be included in post-show email that is in conjunction with speaker appreciation email. Deadline to submit this material is **September 3, 2019**. All Pages should be combined in to **one, single** document. PowerPoint and PDF formats are recommended.

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- Literature Table
 - Underwriter can provide literature or promotional items to be distributed to attendees at Workshop in the back of the room; underwriter is responsible for bringing literature/promotional items to Workshop and the set-up/tear-down of items. Underwriter will have access to the room up to 90-min prior to the start of Workshop.
- Complimentary Passes
 - You may provide the names of 2 registered show participants to attend the workshop. Please send the following information for each participant by **September 30, 2019**.
 - Name
 - Title
 - Company
 - Address
 - Phone Number
 - Email address

Prohibited Claims

Product information being disseminated at any SupplySide event must meet the following standards:

- Disease claims are prohibited for dietary supplements.
- Promotion of a product to treat, prevent, mitigate or cure any disease or condition, including but not limited to diabetes, cancer, flu, cold, heart disease, Alzheimer's disease is not permitted for dietary supplements.
- Claims based on traditional use must clearly communicate that the sole basis for the claim is its history of use for a particular purpose.
- Claims must be appropriate for dietary supplements and do not advertise the product as a "drug" under the FDCA. Claims that are a high priority for FDA include (but are not limited to): weight loss, body building, sexual enhancement and products for children. For more information about claims that can be made for conventional foods and dietary supplements, visit fda.gov.

For more information about SupplySide Compliance Standards, click [here](#).

Contact Info

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Sponsorship Coordinator

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