



EXHIBITOR PROSPECTUS



**SupplySide[®]
EAST**

2019

April 9-10

Meadowlands Exposition Center
Secaucus, NJ

supplysideeast.com

#SSEExpo



TO BE CONNECTED WITH A SALESPERSON
and/or inquire about Sponsorship Opportunities, please contact
Danica Cullins- VP Sales, Health & Nutrition Network,
(480) 281-6713 or danica.cullins@informa.com

About SupplySide East

In 2018, SupplySide East, the east coast's leading ingredients and solutions trade show, celebrated the largest event in its 20-year history gathering more than 3,500 decision-makers and industry experts from the global health and nutrition industry. If you're looking to grow your business, it's time to exhibit at SupplySide East.

SupplySide East offers a unique opportunity to reach leading product development teams and C-level execs at an event that draws together key decision-makers from around the world in the dietary supplement, food, beverage, personal care and sports nutrition markets—all in one convenient location. Take the initiative to stake your claim in the growing health and nutrition market, and make strategic business connections at SupplySide East 2019!



+ SUPPLYSIDE EAST 2018 AT-A-GLANCE



+ DID YOU KNOW

- As a result of exhibiting at SupplySide East 2018, on average each exhibitor anticipates to generate **more than \$775,000** in business growth over the next 12 months, a significant increase from 2017.*
- Meet new prospects you will not find anywhere else – **28% of attendees** have not visited another show in the past 12 months.**

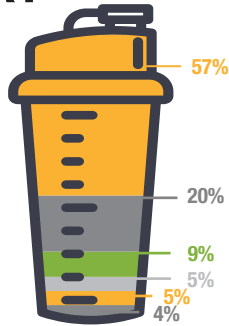
**This figure is based on 87 survey respondents*

***Independent research conducted by Fusion Communications, June 2018*

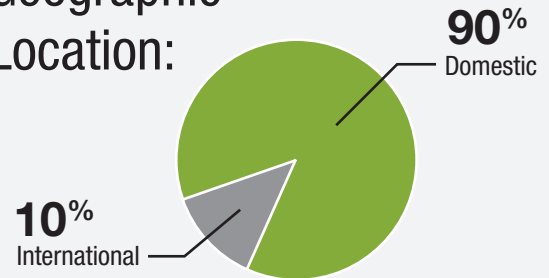
ABOUT SUPPLYSIDE EAST 2018 ATTENDEES

PRIMARY INDUSTRY

Dietary Supplements | 57%
Food | 20%
Pharmaceutical | 9%
Beverage | 5%
Cosmetic/Personal Care | 5%
Animal Nutrition | 4%

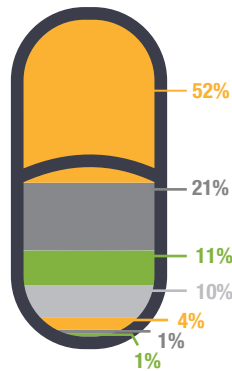


Geographic Location:

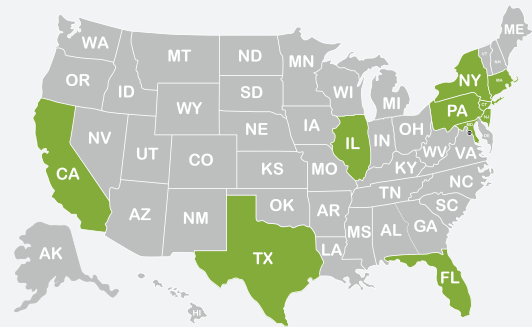


PRIMARY BUSINESS TYPE

Manufacturer | 52%
Supplier/Distributor of Ingredients | 21%
Distributor of Finished Goods | 11%
Business Services/Other | 10%
Retailer | 4%
Health Practitioner | 1%
Investor | 1%



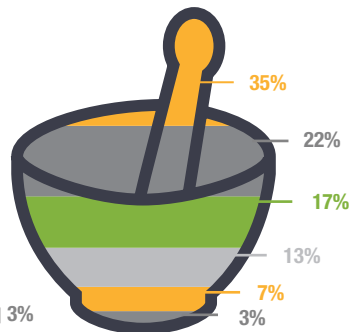
Top States in Attendance:



NJ, NY, CA, PA, FL, IL, MA, MD, CT, TX

JOB TITLE

C-Level | 35%
Manager Supervisor | 22%
Vice President | 17%
Director | 13%
Assistant/Associate/Coordinator | 7%
Chemist/Scientist/Food Technologist | 3%



Top International Countries in Attendance:



Canada



China



Brazil



Japan



India



France

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Key 2018 Companies in Attendance:



Here's What 2018 Attendees Are Saying...

Great way to network and see industry trends

It was small, but this provided ample time to speak with exhibitors and not be rushed away

Still the best show for ingredients

Returning to New Jersey is a good decision, NJ is the important region for pharmaceutical and nutritional industry

Wide spectrum of companies, excellent location, very good time of the year

The Health & Nutrition Industry is a Growing Market and Will Continue to Expand...

- + **The global dietary supplements market** is predicted to grow at a compound annual growth rate (CAGR) of 6.9 percent from 2017 to 2025. *(Source: Research and Markets)*
- + **The U.S Natural, Organic, & Functional Foods & Beverage** market is predicted to reach approximately \$200 billion in sales by 2021. *(Source: Nutrition Business Journal)*
- + **World demand for sports nutrition products** is expected to reach \$44 billion in retail value sales by 2021. *(Source: www.alliedmarketresearch.com)*

The East Coast's Leading Ingredients & Solutions Tradeshow

supplysideeast.com

ABOUT SUPPLYSIDE EAST EXHIBITORS

Who Exhibits?

- Ingredient Suppliers
- Contract Manufacturers
- Equipment and Machinery Companies
- Flavor and Fragrance Suppliers
- Packaging and Labeling Suppliers
- Consulting and Service Companies
- Lab Testing and Analytical Firms
- Wholesalers, Distributors and Brokers
- Business Support Services
- Software Manufacturing
- Supply Chain & System Management

Sample of 2019 Exhibiting Companies:

AIC	Jiaherb, Inc.
AIDP Inc.	KSM-66 Ashwagandha
Aker BioMarine Antarctic US	Kyowa Hakko
Alpha Packaging	MIDI Labs Inc.
Anderson Global Group	Mitsubishi International
AstaReal, Inc.	Food Ingredients
Bio-Botanica Inc.	Nexira
Capsugel	NSF International
Charles Bowman & Company	Package All Corp.
ChromaDex	Probi USA dba Nutraceutix, Inc.
Deerland Enzymes & Probiotics	Sabinsa Corporation
DSM Nutritional Products	Soft Gel Technologies
Fuji Chemical Industries USA, Inc.	(OptiPure Technologies)
Gelita USA	Stryka Botanics
Horn Company	Suan Farma, Inc.
Indena USA	Watson Inc.
Ingredientsonline.com	

Top Reasons Exhibitors Choose SupplySide East:

- The quality of attendees at the show
- The show's location
- The reputation of the SupplySide brand
- The quality of networking opportunities at the show
- The success at previous shows

Here's What 2018 Exhibitors Are Saying...

The show was well attended by key people in the industry

Is one of the main events regarding ingredients industry on the East Coast

Good attendance, easy show to get around and accessible

Not as large as SupplySide West, but great show especially if you do business on the East Coast

Incredibly positive experience with a direct focus on our target market - ingredients

Would recommend this to our clients, quality of the vendors was good and the size of the show was manageable

ABOUT EXHIBITING AT SUPPLYSIDE EAST 2018

EXHIBIT HALL SCHEDULE

EXHIBITOR MOVE-IN

April 8: 8:00am – 5:00pm

April 9: 8:00am – 10:00am

SHOW HOURS

April 9: 10:30am – 4:00pm

April 10: 10:30am – 3:30pm

EXHIBITOR MOVE-OUT

April 10: 3:30pm – 7:00pm

** Dates & Hours are subject to change*

BOOTH FEES

- Linear Booth: \$51.50 per sq. ft.
- Island Booth: \$57 per sq. ft.
- Each Corner Premium: \$200
- General Liability Insurance: \$185 flat fee*

BOOTH FEES INCLUDE:

- Booth Space
- Draped back wall and 3' draped side rails (Linear booth only)
- 7" x 44" ID Sign (Linear Booth only)
- Company listing on the show website, mobile app, Expo Preview and Show Guide
- Four Exhibitor badges per 100 sq. ft.

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

WHO ATTENDS?

Nearly 3,500 CPG decision-makers representing 40 countries in the key industries of nutrition, health, food and beauty.



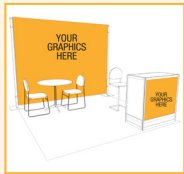
READY TO RESERVE YOUR SPACE?

To reserve your booth or inquire about Sponsorship Opportunities, contact your Account Manager, or **Danica Cullins** at (480) 281-6713 or danica.cullins@informa.com.

BOOTH PACKAGES

Having a presence on the SupplySide East show floor is even easier and affordable.

Package A: \$8,350



10' X 10' (100 sq. ft.) in-line booth space

- backwall with custom graphics
- side chairs (2)
- welcome counter with custom graphics
- wastebasket
- carpet
- electricity
- booth cleaning
- exhibit install and dismantle
- material handling of rented exhibit structure, delivery to and from show site
- 4 exhibitor badges

Package B: \$9,350



10' X 10' (100 sq. ft.) in-line booth space

- backwall structure with custom graphics and 6 shelves
- custom header and center wall graphic
- lockable welcome counter with custom graphics
- arm light
- track lights (2)
- electricity
- black stool
- wastebasket
- carpet
- booth cleaning
- exhibit install and dismantle
- material handling of rented exhibit structure, delivery to and from show site
- 4 exhibitor badges

Package C: \$16,500



10' X 20' (200 sq. ft.) in-line booth space

- curved backwall structure with custom graphics and 3 shelves
- black chairs (4)
- black pedestal 36" x 30"
- lockable welcome counter with custom graphics
- arm lights (5)
- electricity
- wastebasket
- carpet
- booth cleaning
- exhibit install and dismantle
- material handling of rented exhibit structure, delivery to and from show site
- 8 exhibitor badges

*All non-graphic panels will be white in color. Any additional orders that are not included in the booth package are at the expense of the exhibitor.

Ready to reserve your space? Contact Danica Cullins at (480) 281-6713 or danica.cullins@informa.com