

## Official Category Sponsors of SupplySide East

Stand out among competitors as the leader in your category at SupplySide East! As the show continues to grow, it is important that you not just have a presence, but demonstrate your dominance in front of potential customers who are trying to find you. The Official Sponsor Program will showcase your company as the frontrunner in your category, with pre-show exposure, onsite branding and ongoing post-event recognition.

*\*This sponsorship is only available to exhibitors*

### Category Examples:

#### Ingredients

- Flavors
- Colors
- Protein
- Sweeteners
- Vitamins
- Probiotics
- Omega 3's
- Fiber

#### Solutions

- Joint Health
- Bone Health
- Heart Health
- Weight Management
- Digestion
- Cognitive Health
- Energy
- Healthy Aging
- Sports

#### Services

- Contract Manufacturing
- Packaging
- Lab Analysis
- Digital
- Financial / CRM
- Logistics
- Distributors
- Compliance
- Legal
- Equipment

**Sponsorship: 8 available at \$15,000 each**

### Program Deliverables

- **Pre-Show**

- Recognition as the Official (Category) Sponsor along with company logo on SupplySide East website
- Landing page on SupplySide East website highlighting all Official Sponsors with company logo, description and booth number
- Specific recognition as the Official (Category) Sponsor in SupplySide East Expo Preview
- Email campaign to SupplySide East pre-registered attendees highlighting all Official Sponsors
- Ad highlighting all Official Sponsors in show issue of *INSIDER*, with recognition as Official (Category) Sponsor
- Ad highlighting all Official Sponsors in Attendee Guidebook, which is mailed to all pre-registered attendees and distributed onsite.

- **On-Site**

- Recognition as the Official (Category) Sponsor in SupplySide East mobile app
- Single-sided banner on-site with Official (Category) Sponsor recognition in Convention Center Lobby / Registration Area
- 4' x 8' booth extender floor sticker in front of your booth with recognition as the Official (Category) Sponsor
- PLUS – Enhanced Mobile App Listing

## Examples of Sponsorship Promotion

### Website Promotion

OFFICIAL CATEGORY SPONSORS

**Welch's Global Ingredients Group**  
Booth #R169

**Antioxidants**

Welch's is the processing and marketing subsidiary of the National Grape Cooperative. Located across America and in Ontario, Canada, the cooperative's approximately 1,000 family farmers own the company and grow the delicious and inherently healthy Concord grape used in Welch's juices and other grape-based products. Welch's is committed to research and development that will meet the growing demand for products that address consumers' health and nutrition needs. [LEARN MORE](#)

**AstaReal, Inc.**  
Booth # KK151

**AstaReal® Astaxanthin**

AstaReal is a wholly owned subsidiary of Fuji Chemical Group, Toyama, Japan. We are a global pioneer and expert in natural astaxanthin cultivation, R&D and clinical science. Nearly 30 years ago, AstaReal® pioneered the natural astaxanthin industry, establishing the quality and safety standards for natural astaxanthin. AstaReal® has built the natural astaxanthin industry on a foundation of scientific research, quality, safety, and innovation that has made it possible for this ingredient to grow into a variety of human health platforms, including muscle function, eye health and skin health. AstaReal® Astaxanthin has been used as a key ingredient for innovative brands around the world. We offer AstaReal® Astaxanthin in a variety of forms to suit your food, beverage and dietary supplements or pet food formulations. AstaReal® offers traceability and is made in USA from closed indoor algal cultivation to extraction. We have FDA GRAS, NDI, Health Canada approved, Kosher, Halal, non-GMO Verified, USP verified, NSF GMP registered, we are a NASC preferred supplier, and Paleo certified. With over 70 AstaReal® human clinical trials in our portfolio, we dedicate ourselves to educate the world about the outstanding benefits for human health and setting the highest standards of product quality. As the world's most studied and trusted brand of natural astaxanthin, AstaReal® is truly the gold standard for natural astaxanthin. [LEARN MORE](#)

**EVI Chia Specialties**  
Booth #BB170

**Chia**

EVI International Group is an importer and distributor of organic certified and conventional grains and natural products. These raw materials are further used for processing and distribution in the United States and from the US to the rest of the world. We place high priority and keen interest in the research and development of value added and innovative raw materials for food, supplements, and functional foods. All of these developments are done in the USA with highly qualified expert professionals in fully FDA certified and state of the art facilities. We focus on bringing highly nutritious ingredients to food and supplements manufacturers making it viable to add omegas, fiber, protein, minerals and much more to products. [LEARN MORE](#)

### Pre-show Email

**IM** INGREDIENT MARKETPLACE  
April 18-20  
Orlando, Florida  
Expo Hall April 19-20

AGENDA EXHIBITORS REGISTER

**THANK YOU TO OUR OFFICIAL CATEGORY SPONSORS**

**AstaReal**  
Booth #L42

**ASTAREAL INC.**  
**Official Natural Astaxanthin Sponsor**

AstaReal Inc. is a global pioneer and expert in natural astaxanthin cultivation, R&D and clinical science. For over 20 years, AstaReal® astaxanthin has been used as a key ingredient for innovative brands around the world.  
[LEARN MORE](#)

**GELITA**  
Booth #M29

**GELITA**  
**Official Collagen Protein Sponsor**

GELITA is the leading company for collagen proteins—collagen peptides with proven body-stimulating capabilities and tailor-made gelatins for food and pharmaceutical applications. All collagen proteins from GELITA possess a set of unique technical and physiological properties.  
[LEARN MORE](#)

**SABINSA CORP.**  
Booth #J32

**SABINSA CORP.**  
**Official Curcumin Sponsor**

As the inventor of the patented Curcumin C3 Complex®, the No. 1 clinically studied curcumin brand in the world, Sabinsa continues to develop more science, ranging from joint health support to understanding curcumin's role in metabolic syndrome.  
[LEARN MORE](#)

### Booth Extender



## Hanging Banner

