



**SupplySide<sup>®</sup>**  
**EAST**

PRESENTED BY



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

WORLD'S BEST ASHWAGANDHA

# Drive-in Toolkit

**#SSEexpo**



**Secaucus, NJ**

Meadowlands Exposition Center

**JUNE 23-24, 2020**

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[supplysideeast.com](http://supplysideeast.com)

# SupplySide East 2020

## The East Coast's Leading Ingredient and Solutions Tradeshow

Why should you attend SupplySide East 2020? We've laid out a few reasons we think it would be a good idea. SupplySide East has the tools to drive your brand forward, AND it's just a short drive away. Don't miss this opportunity to increase your market credibility, learn from GMP experts, gain insight and network with leading health and nutrition industry professionals from all over the world.

We invite you to join more than 3,500 of your peers June 23 & 24 in Secaucus, New Jersey, where you can connect with more than 290 leading providers of innovative ingredients and services offering targeted solutions.

If you have any questions or need assistance, please don't hesitate to [contact us](#). We look forward to welcoming you to SupplySide East this June.

**The SupplySide Team**

## Top Reasons You Should Attend SupplySide East

### Shape Your Product Innovation

**5,000+**

unique & innovative  
ingredient offerings

### Expand Your Knowledge

**Gain Insight**

into the latest science and trends  
in key categories including hemp  
& CBD, sports nutrition, heart  
health, and probiotics.

### Network with the Best

**3,500+**

decision-makers and industry  
experts from the global health  
& nutrition industry

### Location, Location, Location

**Located**

conveniently in Secaucus, NJ,  
(right outside New York City!) your trip to  
SupplySide East doesn't require airfare

This kit includes materials you can tailor to meet your needs and make things easier to organize a request for approval.

- ✓ **A request letter template**
- ✓ **Exhibitor overview**
- ✓ **Who attends**
- ✓ **Conference program summary**
- ✓ **Pricing & Package options**



# Letter

Dear [Name],

I am writing to request your approval to attend SupplySide East on June 23 & 24, 2020 in Secaucus, NJ. This valuable event welcomes more than 3,500 attendees and showcases 290+ exhibitors from the dietary supplement, beverage, functional food, personal care and sports nutrition industries. My event pass comes with access to networking events and a learning session for only \$49 if booked before May 15, 2020. The conference program includes presentations I'd love to attend that directly address things we're doing right now:

- [presentation title]
- [presentation title]

And as far as the exhibitors on the tradeshow floor, many of them can help us with projects we have on the horizon [list related project(s) here]. If I'm there, I can meet face-to-face with the following vendors to discuss solutions, see product demos, and bring back intel for us to evaluate:

- [exhibitor]
- [exhibitor]

Additionally, the full exhibitor listing can be found on [supplysideconnect.com](https://supplysideconnect.com).

I am seeking approval for the registration fee and travel expenditures. The total cost will be \$[XXXX]. Here is a complete breakdown of the conference costs:

- Badge Price: \$ [XXX]
- Transportation:\$ [XXX]
- Hotel: \$ [XXX]
- Meals: \$ [XXX]

I've done quite a bit of research, and SupplySide East is one of the best events for sourcing ingredients on the East Coast.

Thanks in advance for your consideration! I'm confident that you'll agree it's a wise investment, and our best chance all year to get the advanced research, emerging technologies, and strategic innovations to enhance our organization—all while building some important connections with leaders in the health and nutrition community.

[Your standard close]

# Who Exhibits?

Visit 290+ Exhibitors From The Following Categories:

- Dietary Supplement and Functional Food & Beverage Ingredient Suppliers
- Contract Manufacturers
- Flavor & Fragrance Suppliers
- Equipment & Machinery Companies
- Packaging & Labeling Suppliers
- Lab Testing & Analytical Firms
- Wholesalers, Distributors & Brokers
- Legal/Regulatory Services

[View Exhibitor Listings](#)

# Who Attends?

SupplySide East connects over 3,500 health & nutrition professionals focused on the development of supplements and functional food & beverage CPG products. **Are you one of the following?**

## Health & Nutrition Professionals With a Focus On:

- Research & Development
- Product Development
- QA/QC
- Purchasing
- Supply Chain Management
- Marketing

## From The Following Industries:

- Dietary Supplement
- Functional Food & Beverage
- Sports Nutrition
- Animal Nutrition

# Conference and Education Programing

## Free Content & Conference Programming:

- [Top Trends Driving the Health & Nutrition Industry](#)
- [SupplySide Presentation Theater](#)

## Additional Education:

SupplySide East also offers GMP Training and an a la carte education session for a separate registration fee.

- [GMP and Regulatory Compliance Training Program](#)
- [The Buzz Continues with Hemp and CBD](#)

[See Pricing Here](#)



# What's the Cost?

## For Manufacturers

- ✓ 2-day Expo Hall
- ✓ "Top Trends" Session
- ✓ SupplySide Presentation Theater
- ✓ Opening Reception
- ✓ Visitor Appreciation Reception

**\$99**

## For Suppliers

- ✓ 2-day Expo Hall
- ✓ "Top Trends" Session
- ✓ SupplySide Presentation Theater
- ✓ Opening Reception
- ✓ Visitor Appreciation Reception

**\$199**

### Pricing increases after May 16.

See full pricing, package options, and learn about visitor qualification requirements [here](#).

## Housing

SupplySide East has once again partnered with onPeak to negotiate special event rates with hotels close to the Meadowlands Exposition Center.



[View Hotels Here](#)

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# REGISTER TODAY

[Register Here](#)

[supplysideeast.com/register](https://supplysideeast.com/register)