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EXPO PREVIEW



APRIL 12 & 13, 2022

Meadowlands Exposition Center
Secaucus, NJ

suppliesideeast.com

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WE'RE EXCITED TO CONNECT THIS SPRING!

We're just a few short months away from SupplySide East and we can't wait to see you there! After a couple challenging years of industry disruptions, we're excited to be back in New Jersey at our traditional event time!

For the past 23 years, SupplySide East has been the East Coast's gathering place for innovators within the supplement, nutraceutical, functional food, and beverage space. Each spring, suppliers of ingredients, manufacturing services, lab services, and packaging services will gather for this special two-day event. Don't miss this opportunity to connect with all the suppliers and service providers you need to create success in the ever-important food, beverage, and supplement categories.

If you've been to the show before, welcome back! If you're looking to learn more about our community (or simply get a head-start on planning), be sure to join SupplySide Network 365 (supplieside365.com), download the SupplySide Network 365 app (available on Google Play or in the Apple App Store), and start connecting with exhibiting ingredient suppliers or other industry professionals going to SupplySide East.



Jon Benninger

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in [linkedin.com/in/danicacullins](https://www.linkedin.com/in/danicacullins)

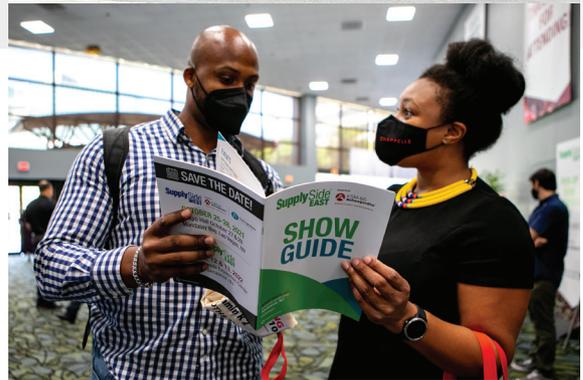
EVENT AT A GLANCE

6 Education Sessions covering food, beverage, supplement, and regulatory issues

2 Day Expo Hall with ample industry networking opportunities

175+

Exhibitors representing ingredients, manufacturing services, lab services, and packaging



HEALTH & SAFETY

The health & safety of our SupplySide community remains our top priority as we plan for our in-person events in 2022. We are making preparations to run SupplySide East in accordance with all national, government and local authority guidance, as well as adapting the Informa AllSecure Plan, Informa's approach to ensuring the highest standards of safety, hygiene, cleanliness and operational effectiveness for all show participants.

Questions about on-site health & safety measures?

Visit suppliesideeast.com/safety for the latest updates and information.





SCHEDULE

= Livestreamed on SupplySide Network 365 | = Underwritten by

MONDAY, APRIL 11

8am-5pm Registration Hours Meadowlands Expo Center, Lobby

TUESDAY, APRIL 12

8am-12pm Coffee Service Meadowlands Expo Center, Lobby

8am-4pm Registration Hours Meadowlands Expo Center, Lobby

10:30am-4pm Expo Hall Hours Meadowlands Expo Center

11am-12pm Top supplement industry trends for 2022 and beyond KSM-66 Ashwagandha WORLD'S BEST ASHWAGANDHA SupplySide Education Theater, Booth #643

12:30-1:30pm Dietary supplement delivery forms for future growth SupplySide Education Theater, Booth #643

2-3pm Contract manufacturing partnerships with stressed supply chains SupplySide Education Theater, Booth #643

3-4pm Happy Hour Meadowlands Expo Center, Expo Hall

WEDNESDAY, APRIL 13

8:30am-12pm Coffee Service Meadowlands Expo Center, Lobby

8:30am-3:30pm Registration Hours Meadowlands Expo Center, Lobby

10:30am-3:30pm Expo Hall Hours Meadowlands Expo Center

11am-12pm Immune health as the new baseline for general health SupplySide Education Theater, Booth #643

11am-1pm Pies & Pints Reception Meadowlands Expo Center, Expo Hall

12:30-1:30pm Leadership during labor disruptions SupplySide Education Theater, Booth #643

2-3pm The NAC story and its greater industry impact SupplySide Education Theater, Booth #643



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SUPPLYSIDE EDUCATION THEATER

Booth #643 | Open to all attendees.

The 2022 SupplySide East educational offerings include six sessions that occur conveniently on the show floor. The SupplySide Education Theater at booth #643 will showcase these insightful presentations that will help drive the natural products industry forward. Check out supplysideeast.com for updates to speakers and topics.

Top supplement industry trends for 2022 and beyond Tuesday, April 12 | 11am-12pm

Join supplement trend spotters from the Nutrition Business Journal and NEXT Data & Insights to learn about the forces driving the industry in 2022 and beyond. This session will cover the top-selling categories, health conditions and ingredients that are driving more consumers to supplements for improved health.

Speakers:

- Bill Giebler, content & insights director, Nutrition Business Journal
- Claire Morton Reynolds, senior industry analyst, New Hope Network

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Dietary supplement delivery forms for future growth Tuesday, April 12 | 12:30-1:30pm

Consumers are increasingly turning away from capsules and tablets to obtain their nutrients, but that doesn't mean they are shunning supplements. Instead, they are looking at new delivery formats such as gummies, shots, stick packs, chewable soft gels and more. This session will discuss delivery formats that are capturing a new audience of supplement users who are less interested in pills and capsules. We will also cover how brands can ensure new formats are compliant with U.S. supplement regulations.

Speakers:

- Bill Giebler, content & insights director, Nutrition Business Journal
- Wilson Lau, CEO, NuTraditions & VP NuHerbs
- Ivan Wasserman, managing partner, Amin Talati Wasserman LLP

Contract manufacturing partnerships with stressed supply chains Tuesday, April 12 | 2-3pm

During recent periods of limited supplies, ingredients and workforces, many contract manufacturers had to consider their ability to service all existing and prospective clients. Supplement brands that suddenly find themselves without a contract manufacturing partner must pivot quickly or find themselves out of business. This session will discuss how brands can secure their place with a contract manufacturer during supply chain and logistic disruptions.

Immune health as the new baseline for general health Wednesday, April 13 | 11am-12pm

The supplement industry may have already seen immune health's peak pandemic sales, but the category is still thriving and likely will morph to a place akin to multivitamins, where consumers address immune health nutrient needs year-round. This session will cover market data that show current consumer interest and future predictions in

the immune health category, tips on marketing immune health to consumers year-round and the science of consistent supplementation for immune health.

Speakers:

- Jeffrey Crumpton, senior manager, Retail Reporting Solutions, SPINS
- Nicole Hill, group strategy director, MarketPlace

Leadership during labor disruptions

Wednesday, April 13 | 12:30-1:30pm

In late 2021, more U.S. workers quit their jobs than ever has been recorded by the Labor Department, and the supplement industry hasn't been immune to the great resignation. This session will bring together industry leaders to speak about how they foster employee engagement, growth, and retention.

Speakers:

- Gunny Sodhi, CEO, YouVeda
- Amy Summers, founder and president, Pitch Publicity and INICIVOX
- Anand Swaroop, Ph.D., FACN, president, Cepharm Inc.

The NAC story and its greater industry impact

Wednesday, April 13 | 2-3pm

NAC (N-acetyl-L-cysteine) was marketed as a supplement before DSHEA (the Dietary Supplement Health & Education Act) passed in 1994, yet FDA sent a batch of warning letters in 2020 to retailers to halt sales of NAC due to its approved drug status. This much delayed use of the drug exclusionary clause—a substance can't be a supplement if it was first approved as a drug—has left the industry concerned about FDA's potential next target. This session will review the NAC story, discuss how the agency's enforcement of this clause may affect other long-standing ingredients and outline ways industry can limit the impact.

Speakers:

- Kevin Bell, partner, Arnall Golden Gregory LLP
- Jim Emme, CEO, NOW Health Group
- Josh Long, senior legal and regulatory editor, Informa Markets
- Megan Olsen, vice president and associate general counsel, Council for Responsible Nutrition (CRN)

NSF TRAINING COURSES

Virtual Training

April 18 - April 28

Separate registration required.

SupplySide East has again partnered with NSF Health Sciences to offer you education courses to expand your industry knowledge on regulatory requirements and risk mitigation. Virtual courses will take place within the NSF Health Sciences platform in the two weeks following the show.

Courses include:

- 21 CFR 111 Dietary Supplement GMP Overview
- QMS Technical Writing & Audit Observation Report Writing
- Dietary Supplement Label Compliance
- Dietary Supplement Claims Substantiation
- Vendor Qualification and Audit Training

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View course details and register today at supplysideeast.com/NSFtraining.



REGISTRATION OPTIONS

Expo Hall Pass

Includes access to:

- 2-day Expo Hall featuring 175+ exhibitors and 4,500+ ingredients, solutions & services
- All education sessions at the SupplySide Education Theater
- Happy Hour (April 12th)
- Pies & Pints Reception (April 13th)

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March 2 - April 6

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April 7 - On-Site

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April 12th & 13th
at Booth #213 to
learn more!

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ATTENDEE RECEPTIONS

Happy Hour

Tuesday, April 12 | 3-4pm

Expo Hall

Cheers to a great Opening Day during this special happy hour! Network with old colleagues and new partners and find complimentary bites and beverages throughout the show floor during the last hour of the Expo Hall.

Open to all attendees.

Pies & Pints

Wednesday, April 13 | 11am-1pm

Expo Hall

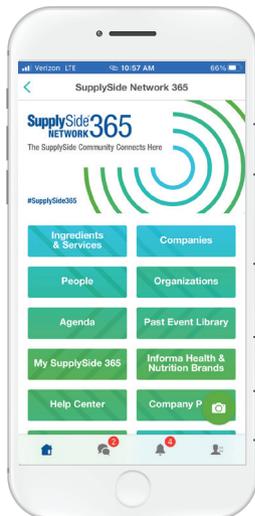
Looking to grab a quick bite to eat in-between meetings or while walking the aisles of the Expo Hall? We will be serving pizza, beer and wine at four grab-and-go stations throughout the show floor on Wednesday! Take a break and enjoy a slice, or cheers a beer or two, while making new connections.

Open to all attendees.



Don't Miss Exclusive Show Features & Content!

Download the SupplySide 365 app today to prepare for SupplySide East!



- See which companies will be at SupplySide East
- Find out who is attending, setup meetings, and message new potential partners
- View the up-to-date agenda of livestreamed and on-demand sessions
- Find specific ingredients & services
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aicma.com

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AlfaCaps LLC
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Ambe Phytoextracts Pvt. Ltd.
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American Custom Drying (ACD)
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Booth #606

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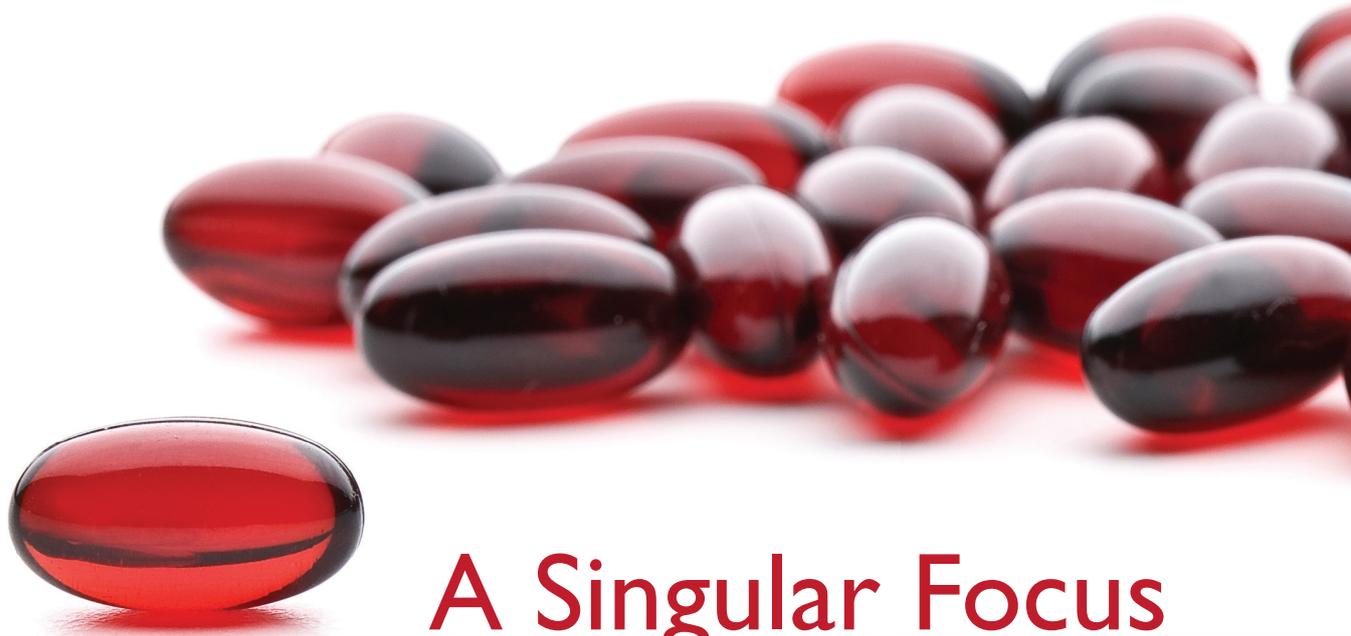
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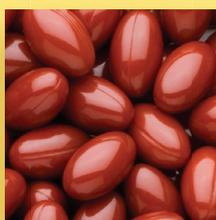


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- The Guest Editors Issue
- Active Lifestyle
- Market Overview
- Awards
- Condition Specific
- Sales Channel
- Finance
- Global Market Overview
- Branding & Marketing
- Longevity
- Trends Issue

2022 REPORTS

- Personalized Nutrition Report
- Delivery Format Report
- Sports Nutrition/Weight Management Report
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- Condition Specific Report
- Microbiome Special Report
- Global Supplement Business Report
- Special Report on a 2022 trending topic

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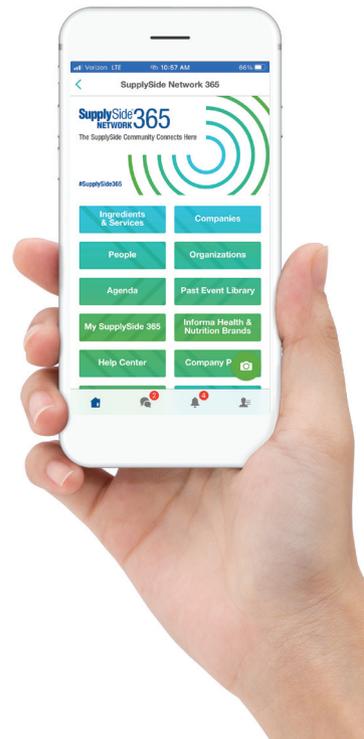
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