

## 2023 Post-Show Report

April 18 & 19, 2023

Meadowlands Exposition Center, Secaucus, NJ + [suppliesideeast.com](http://suppliesideeast.com)



**2,800+**  
Total Participants



**21%**  
Increase in registrations from 2022



**50%**  
Of our visitors indicated it was their first time attending

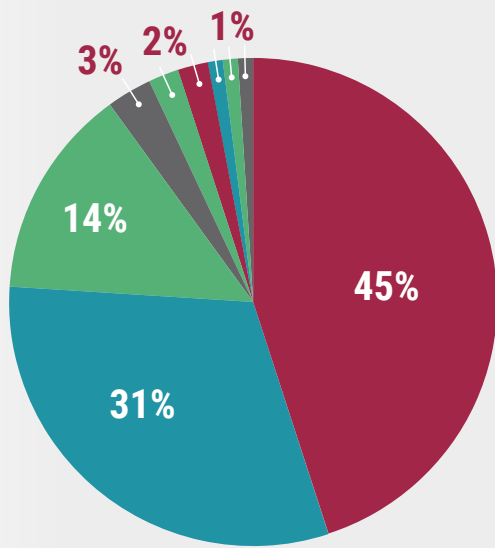


**63%**  
Increase in participation of the Education Program from 2022



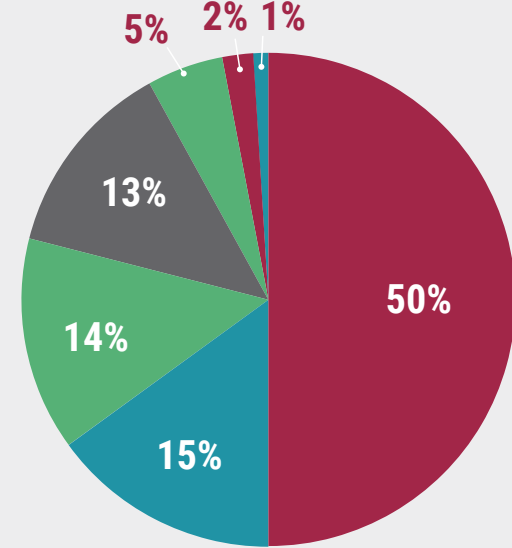
**39**  
Unique countries represented

### Primary Business Type



- Manufacturer 45%
- Supplier/Distributor of Raw Ingredients 31%
- Business Services/Other 14%
- Distributor 3%
- Retailer 2%
- Investor 2%
- Press 1%
- Health Practitioner 1%
- Food Service 1%

### Area of Focus



- Business Development 50%
- R&D/Product Dev/Food Tech 15%
- Purchasing/Supply Chain/Operations 14%
- Marketing/Brand Management 13%
- Corporate Management 5%
- Accounting/Finance 2%
- Quality Assurance/Quality Control 1%

### Companies in Attendance

Amazon  
Anheuser-Busch  
Bayer Consumer Health  
Beam Organics  
Bear Maple  
Blue Buffalo  
Bonafide Health  
California Greens  
Church & Dwight  
Cibo Vita Inc  
Country Life LLC  
Country Maid  
Enzymedica  
Harris Tea Company  
Hawaiian Macadamia Nut Company  
Herbalife Nutrition  
Himalayan Salt Company

Hims & Hers  
Javy Coffee  
Johnson & Johnson  
Life Extension Foundation Buyer's Club  
MaryRuth Organics  
McCormick & Co. Inc  
Mega Lifesciences Public Company Limited  
MegaFood Inc  
Mind & Mane  
Mondelez International  
Natural Dairy products  
Nestlé Health Science  
Now Foods  
Oriflame R&D  
PepsiCo  
Pharmavite  
Quality of Life Labs

Reckitt  
Red Peacock Brands LLC  
Reliance Vitamin  
RIND Snacks  
Rx Vitamins Inc  
Sakara Life  
Simpson Labs  
Sixth City Beverage Group LLC  
Slow Foods Kitchen Inc  
Star Kay White  
The Coca-Cola Company  
The Stardust Food Company  
The Vitamin Shoppe  
TreeHouse Foods  
Unilever  
Vital Proteins

### Visitor Sourcing Focus

Source raw ingredients or service providers for **dietary supplements**



Source raw ingredients or service providers for **multiple or other applications**



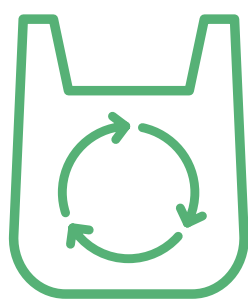
Source raw ingredients or service providers for **food & beverage**



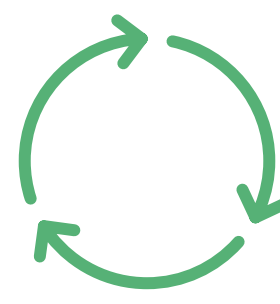
### Sustainability



The SupplySide East Expo Preview went digital saving 3,000 copies from being printed.



Show Bags were manufactured from recycled materials. Through a partnership with 1% For The Planet, one percent of the purchase of these bags is donated to nonprofits dedicated to protecting the planet.



Partnered with THROW, an organization whose purpose is to propel, up-cycle & repurpose. They will transform 2023 show banners and graphics into something beautiful and new rather than having them end up in landfill.



Donated 10 trees to the Town of Secaucus, who will replant them at Secaucus Middle School in honor of National Arbor Day.

### Mobile App Participation (April 17 - April 20)



**13,270**  
Visits to the Exhibitor List & Search



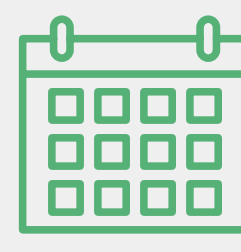
**3,295**  
Visits to the Exhibitor pages



**1,560**  
Visits to the Floor Plan



**2,158**  
Visits to the Product Category List



**2,010**  
Visits to the Schedule page



**1,827**  
Banner ad impressions