



## 2024 Post show report

April 16 & 17, 2024

Meadowlands Exposition Center | Secaucus, NJ



**2,800+**  
total participants



**55%**  
of our visitors indicated it was their first time attending

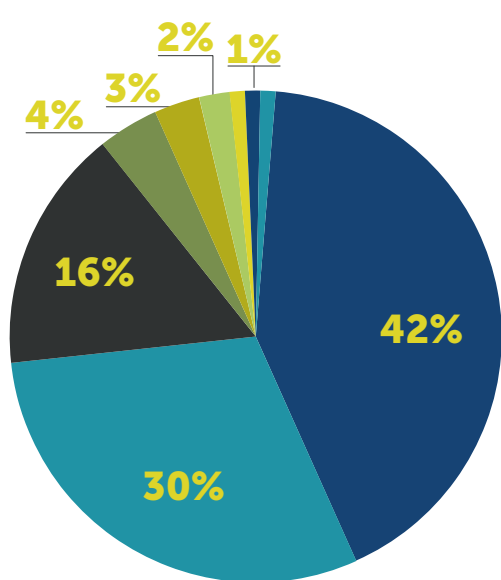


**20%**  
of participants attended education sessions



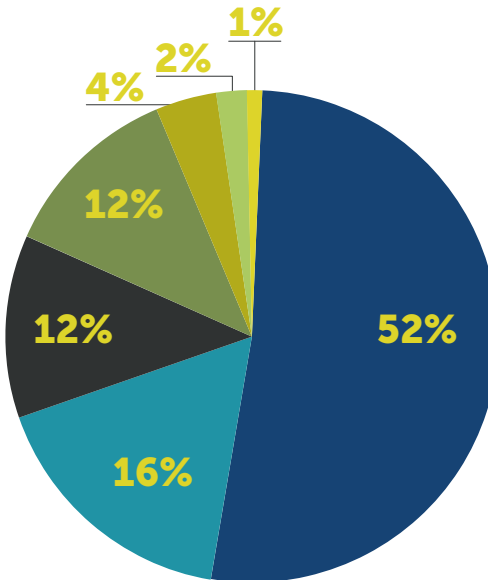
**39**  
unique countries represented

### Primary business type



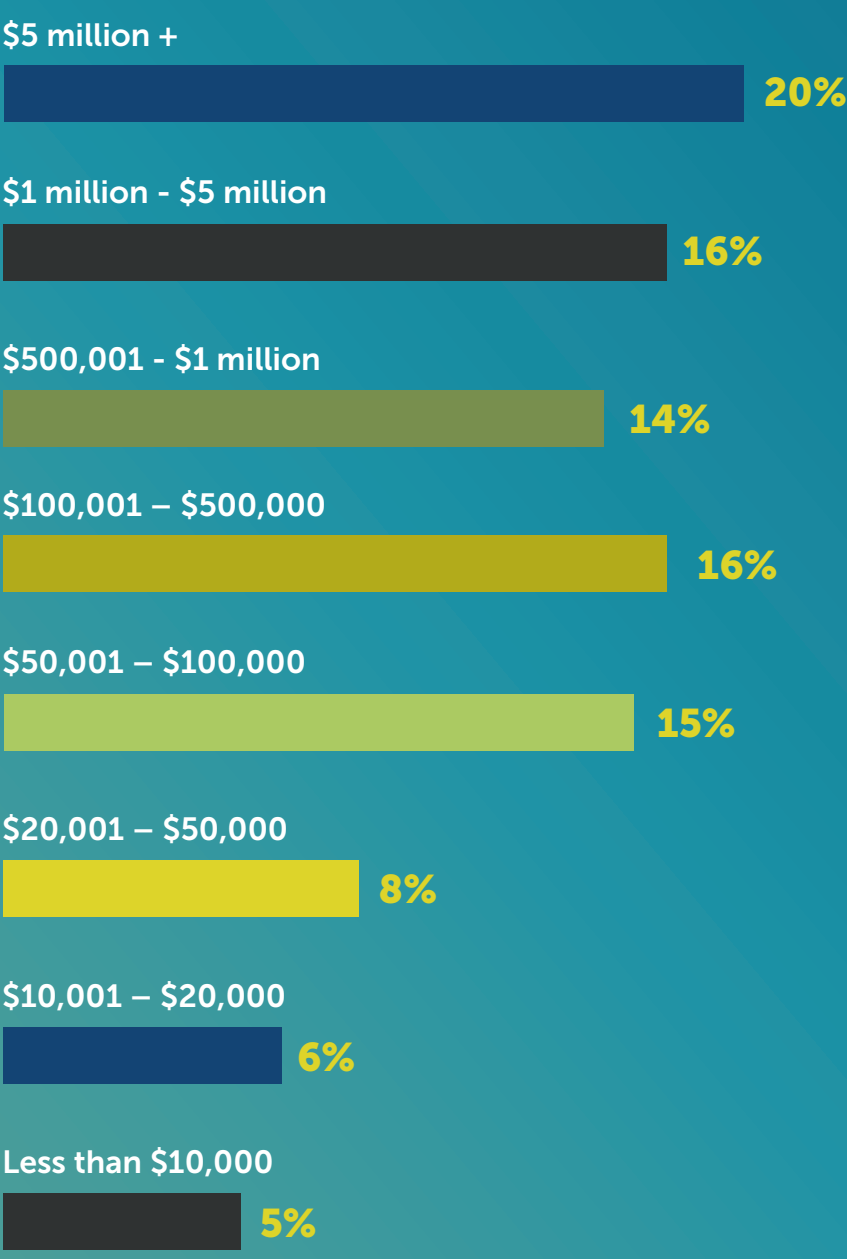
- Manufacturer 42%
- Supplier/Distributor of Raw Ingredients 30%
- Business Services/Other 16%
- Distributor 4%
- Retailer 3%
- Press 2%
- Investor 1%
- Health Practitioner 1%
- Food Service 1%

### Area of focus

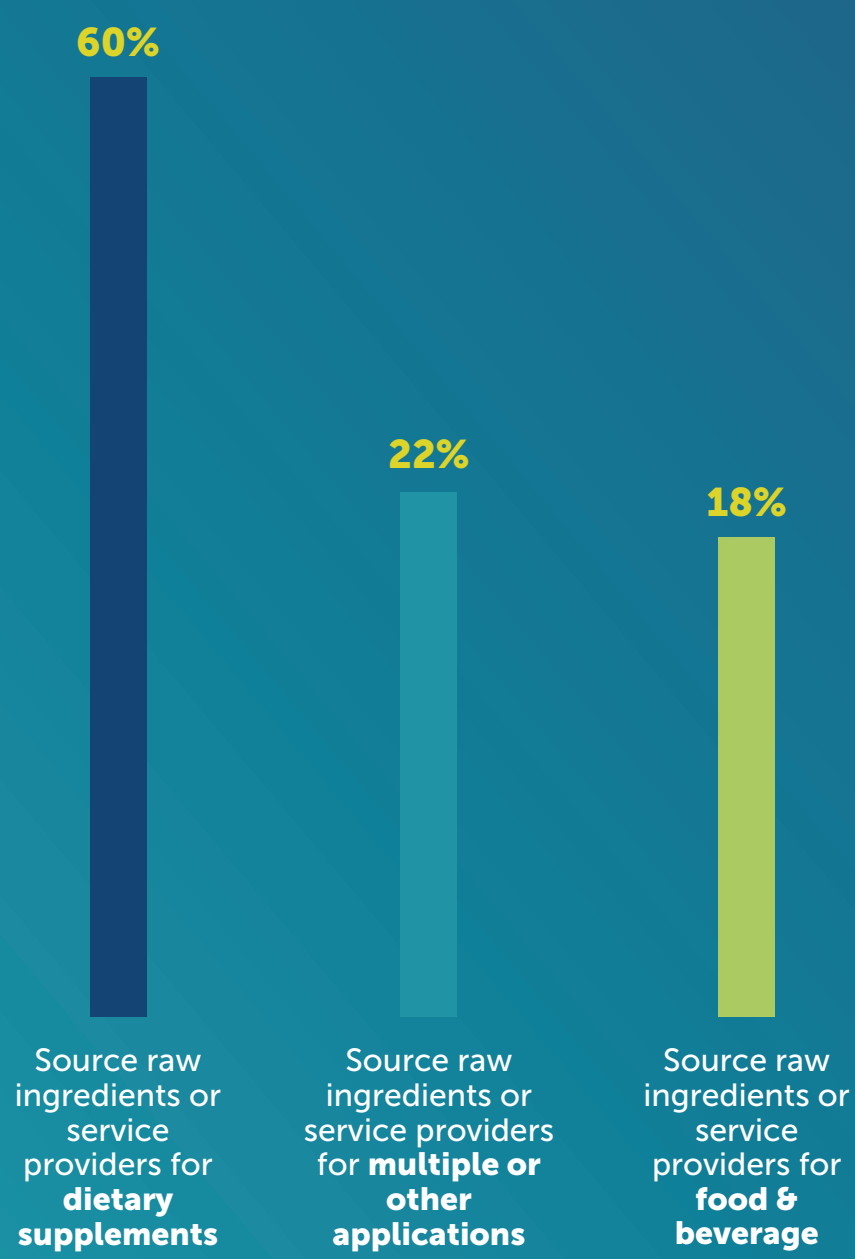


- Business Development 52%
- R&D/Product Dev/Food Tech 16%
- Purchasing/Supply Chain/Operations 12%
- Marketing/Brand Management 12%
- Corporate Management 4%
- Accounting/Finance 2%
- Quality Assurance/Quality Control 1%

### Level of purchasing



### Attendee sourcing focus



### Companies in attendance

- Abbott
- Arizona Custom Blends
- Bayer Consumer Health
- Brenntag
- Care/of
- Church & Dwight
- Country Life
- Crispy Green Inc.
- Diamond Drinks
- Drops Of Nature
- Farbest Brands
- Gardenia Naturals Cosmetic Laboratories
- Great Giant Foods USA Inc.
- Hearthy Foods
- HowGood
- Independent Beverage Company
- Johnson Foods
- Joshua's Naturals
- JPMorgan Chase
- Koda Farms
- Kraft Chemical Co.
- Lab Tested Supplements
- Life Extension
- LIPTON Teas and Infusions
- Live Wise Naturals
- L'Oreal USA
- Manhattan Drug Company
- MaryRuth Organics
- MegaFood
- Mercola
- Natural Alternatives International
- Natural Wellness Now
- Health Products Inc.
- Nature's Value
- Nestle Health Science
- Nikken Foods USA Inc.
- Nutraceutical Corporation
- Organic Health Labs
- PepsiCo
- Pharmavite
- Quality Supplement Manufacturing
- Reckitt Benckiser
- Reliance Vitamin
- Same Day Supplements
- Taste for Life
- The Natural Beverage Company Inc.
- The Vitamin Shoppe
- Unilever
- Unipharm Inc.
- United Foods Corporation
- Vitaquest
- Wholesome Botanicals
- Your Gummy Vitamins

### Sustainability highlights



Implemented the Better Stands Program which aims to move away from disposable, single-use stands at events, in favor of reusable or recyclable structures.



Partnered with Fill it Forward to distribute reusable water bottles to participants. Fill it Forward's mission is to inspire people to reuse by creating the world's first interactive reusable water bottle which tracks environmental impact with every fill.



The Show Directory was reinvented to an Exhibitor Directory, in a smaller format saving paper and directing participants to the mobile app for more information. The Exhibitor Directory is printed on FSC certified paper.



Donated 7 trees to the Town of Secaucus, who will replant them at Secaucus Middle School in honor of National Arbor Day.

### Mobile app participation (April 15 - April 18)



- 1,324 visits to the schedule
- 1,171 visits to the exhibitor list
- 897 visits to the attendee list
- 356 total messages exchanged
- 333 visits to the floor plan
- 246 visits to the product category list
- 223 total contacts made
- 100 users connected with at least 1 person
- 24 total meetings