



Food ingredients
North America

Product Concept Center

What is the Product Concept Center?

The “Product Concept Center” showcases how consumer brands can bring products from concept to market by working with a leading ingredient supplier and contract manufacturer.

Tell Your Story:

From ingredient source to research to formulation to testing to manufacturing, each sponsor story will explain the steps that brought this product to market. As a sponsor, you will work with Herbally Yours to craft your product story and sample, and SupplySide will tell your story in advance of SupplySide West and at the show.

The Space:

A prominent “Product Concept Center” kiosk near a main entrance to the SupplySide West expo hall will feature your product samples and the accompanying literature that tells your ingredient’s story.

Reach the Right Audience:

Attendees including R&D, marketing and purchasing will be able to take your sample and learn about your ingredient and how to put it into a product of their own.

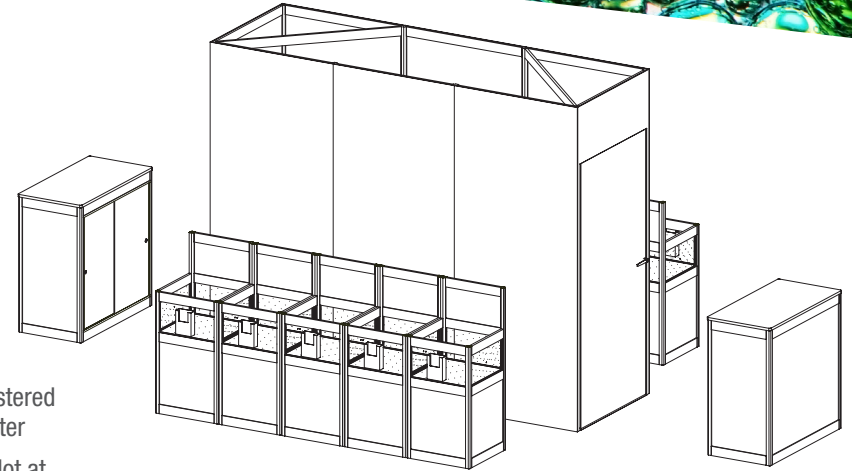
SPACE IS LIMITED, SO RESERVE YOUR SPOT TODAY.

Product Concept Center

Sponsorship Deliverables:

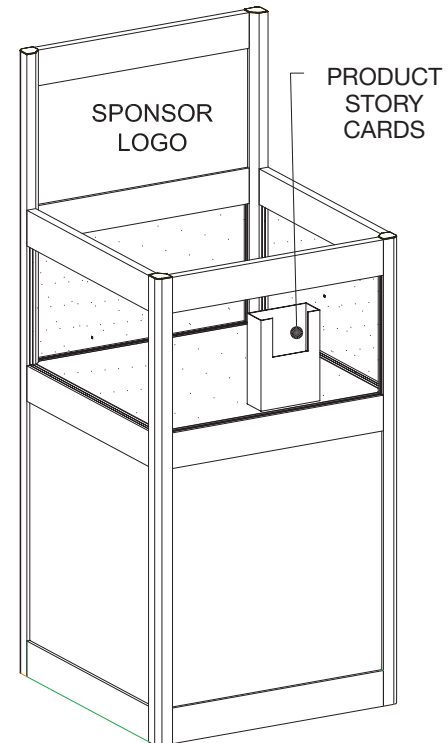
Pre-Show

- Sponsor logo and product story description on dedicated Product Concept Center page of SupplySide West website
- Sponsor recognition in half-page ad promoting Product Concept Center included in Expo Preview and INSIDER show issue
- Sponsor recognition in pre-show email to registered attendees promoting the Product Concept Center
- Sponsor recognition in ad within the “What’s Hot at SupplySide West” digital magazine promoting the Product Concept Center



On-Site

- Product sample with sponsor’s ingredient distributed at the Product Concept Center – formulated, manufactured and tested by Herbally Yours
 - Sponsor logo on graphics of Product Concept Center
- Product samples will be distributed in individual, exclusive distribution bins at the Product Concept Center, which will include the following:
 - Sponsor logo on panel of exclusive distribution bin
 - Sponsor logo on product sample packaging
 - Sponsor logo on product story card distributed at exclusive distribution bin
 - Product story card describing ingredient/product story from the Contract Manufacturing perspective, written by Herbally Yours in conjunction with sponsor
- Up to 3,000 product samples to be distributed to SupplySide West & Food ingredients North America attendees
 - Majority of samples will be distributed at Product Concept Center. Any remaining inventory will be provided to the sponsor at the end of the show (sponsor is responsible for any shipping costs)
 - Additional individual samples can be ordered with Herbally Yours to distribute at the show
- Sponsor recognition in ad within Attendee Guidebook, which is distributed on-site
- Product Concept Center and sponsoring company booth locations will receive a call-out on floorplan within the Show Guide
- Sponsor recognition in social media posts on Facebook and Twitter promoting the Product Concept Center
- 2'w x 4'h custom designed “Product Concept Center Sponsor” floor sticker will be placed in front of sponsor booths indicating their participation



Post-Show

- Template press release to go out to each sponsor for their promotion efforts

Sponsorship:
\$12,000

SupplySide[®]
WEST

Fi Food ingredients
North America

OCTOBER 15-19, 2019
Expo Hall October 17 & 18
Mandalay Bay, Las Vegas, NV

Product Concept Center

