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2022 SHOW DIRECTORY



2022

APRIL 12 & 13

Meadowlands Exposition Center
Secaucus, NJ

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Visit them at Booth #201

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HOURS

REGISTRATION

Meadowlands Exposition Center, Lobby

Monday, April 11 | 8am-5pm

Tuesday, April 12 | 8am-4pm

Wednesday, April 13 | 8:30am-3:30pm

EXPO HALL

Tuesday, April 12 | 10:30am-4pm

Wednesday, April 13 | 10:30am-3:30pm

BAGGAGE CHECK

Meadowlands Exposition Center, Outside Main Entrance

Tuesday, April 12 | 9:30am-4:30pm

Wednesday, April 13 | 9:30am-4pm

HEALTH & SAFETY

Your health & safety remains our top priority! SupplySide East 2022 is following the Informa AllSecure Plan, Informa's approach to ensuring the highest standards of safety, hygiene, cleanliness and operational effectiveness for all show participants.



Enhanced Cleaning

Enhanced cleaning with disinfection of high touch areas in the lobby and show floor.



Personal Hygiene

Hand sanitizer stations throughout the event space and we encourage all participants to regularly wash and disinfect their hands.



Face Masks

Face masks are strongly recommended, not required, and are available at the Info Desk if needed.



First-Aid

Access to a qualified first aid responder for any immediate medical needs or medically related questions.

Visit supplysideeast.com/safety for more information.



RESOURCES

Wi-Fi

- 1 Select Network: **SSE22**
- 2 Enter Password: **mtcsuppliesidemtc**
- 3 Click Accept to Log In

Password is case-sensitive. Open Internet Browser if the login page does not automatically appear.

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MOBILE APP



Download the SupplySide Network 365 Mobile App, the official app of SupplySide East, and gain access to:

- Exhibitor List
- Sponsors
- Floor Plan
- Attendee List
- Show Schedule
- Live-streamed Education

+ Connect & network with other exhibitors and visitors!



HAVE QUESTIONS?

**TEXT SUNNY AT 844.991.3773
OR SCAN THE QR CODE**



Sunny is SupplySide East's official Chatbot and is here to help answer all your questions.

"What are the registration hours?"

"Is there education on-site?"

"How can I re-sign my booth for 2023?"

"How can I help you?"



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PROPORTION OF SUBJECTS SHOWING CLINICAL IMPROVEMENT ON DAY 14



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SCHEDULE

 = Live-streamed on SupplySide Network 365 |  = Underwritten by

MONDAY, APRIL 11

8am-5pm Registration Meadowlands Expo Center, Lobby

TUESDAY, APRIL 12




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

8am-4pm Registration Meadowlands Expo Center, Lobby

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

11am-12pm Top supplement industry trends for 2022 and beyond   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


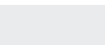

8:30am-12pm Coffee Service Meadowlands Expo Center, Lobby

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

10:30am-3:30pm Expo Hall 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 

IN CASE YOU MISS IT!

All live-streamed Education Theater sessions will also be available on-demand on SupplySide Network 365 following the show! Download the [SupplySide Network 365 mobile app](#) to watch.





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Booth #421

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SUPPLYSIDE EDUCATION THEATER

Booth #643 | Open to all attendees.

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

Underwritten by:



VIRGINIA DARE

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.

Speakers:

- Mark LeDoux, Founder, Chairman & CEO, Natural Alternatives International

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

Underwritten by:



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, Cepham 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)

LOOKING FOR THE NSF TRAINING COURSES?

Virtual Training is happening April 18 - April 28!

Separate registration required.

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

Courses include:

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

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

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.

CHECK OUT THE TACO FOOD TRUCK OUTSIDE THE EXPO CENTER FOR LUNCH ON TUESDAY!

Tuesday, April 12 | 11am-1pm

Meadowlands Exposition Center, Outside Main Entrance

Feeling hungry but don't want to leave the show site? We have a taco food truck right outside the main entrance to the Expo Center on Tuesday! Take a break and enjoy a tasty lunch in-between your meetings.



INSTAGRAM GIVEAWAY!

Share your show experience for a chance to win a **\$50 Amazon gift card!***

- 1 Follow [@suppliesideshow](#)
- 2 Post a photo of your SupplySide experience to your Instagram account on the Expo Hall Days (April 12 & 13)
- 3 Tag [@suppliesideshow](#)

**3 winners will be chosen at the end of each Expo Hall day (after 4pm ET) and notified via Instagram Direct Message*



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**Please visit us at SupplySide
East Booth # 542**



**Scan for more details
& contact us today.**



GETTING AROUND SECAUCUS

The Meadowlands Exposition Center at Harmon Meadow offers a spacious, campus-like environment for visitors with convenient amenities such as dining, hotels, shopping and entertainment – all within walking distance of each other.

Want to get to New York City? The Secaucus Junction Train Station is just a 5-minute drive from The Meadowlands Exposition Center! There is a free shuttle called The Harmon Meadow E-Z Ride which runs weekdays at peak hours to take you to and from the station. The shuttle schedule can be found by visiting ezride.org.

NEED A RIDE?

Glow to go with Lycored! As we return to in-person events, the Lycored team has been finding ways to help ease the transition for show attendees with mindful ‘pops of positivity’ geared towards helping them stay grounded and focused on their inner glow. The Lycored team is treating attendees to complimentary pedicab rides to and from the show to local restaurants, cafes, hotels, fitness and entertainment venues.

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Freddy Mullins: fmullins@vireosystems.com; 615.724.6134



EXPO HALL MAP

EXPO HALL

Tuesday, April 12
10:30am-4pm

Wednesday, April 13
10:30am-3:30pm

TACO FOOD TRUCK

Tuesday, April 12
11am-1pm

BAGGAGE CHECK

Tuesday, April 12
9:30am-4:30pm

Wednesday, April 13
9:30am-4pm

COFFEE SERVICE

Tuesday, April 12
8am-12pm

Wednesday, April 13
8:30am-12pm

HAPPY HOUR

Tuesday, April 12
3-4pm

PEDICAB SERVICE

Tuesday, April 12
9am-5pm

Wednesday, April 13
9am-4:30pm

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PIES & PINTS RECEPTION

Wednesday, April 13
11am-1pm

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BOOTH #608

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BOOTH #201

LIVE-STREAMED ON SUPPLYSIDE NETWORK 365

SUPPLYSIDE
EDUCATION
THEATER
#643

Women

Men

Concessions

SECURITY/
MEDIC
OFFICE

Concessions

MOTHERS'
ROOM

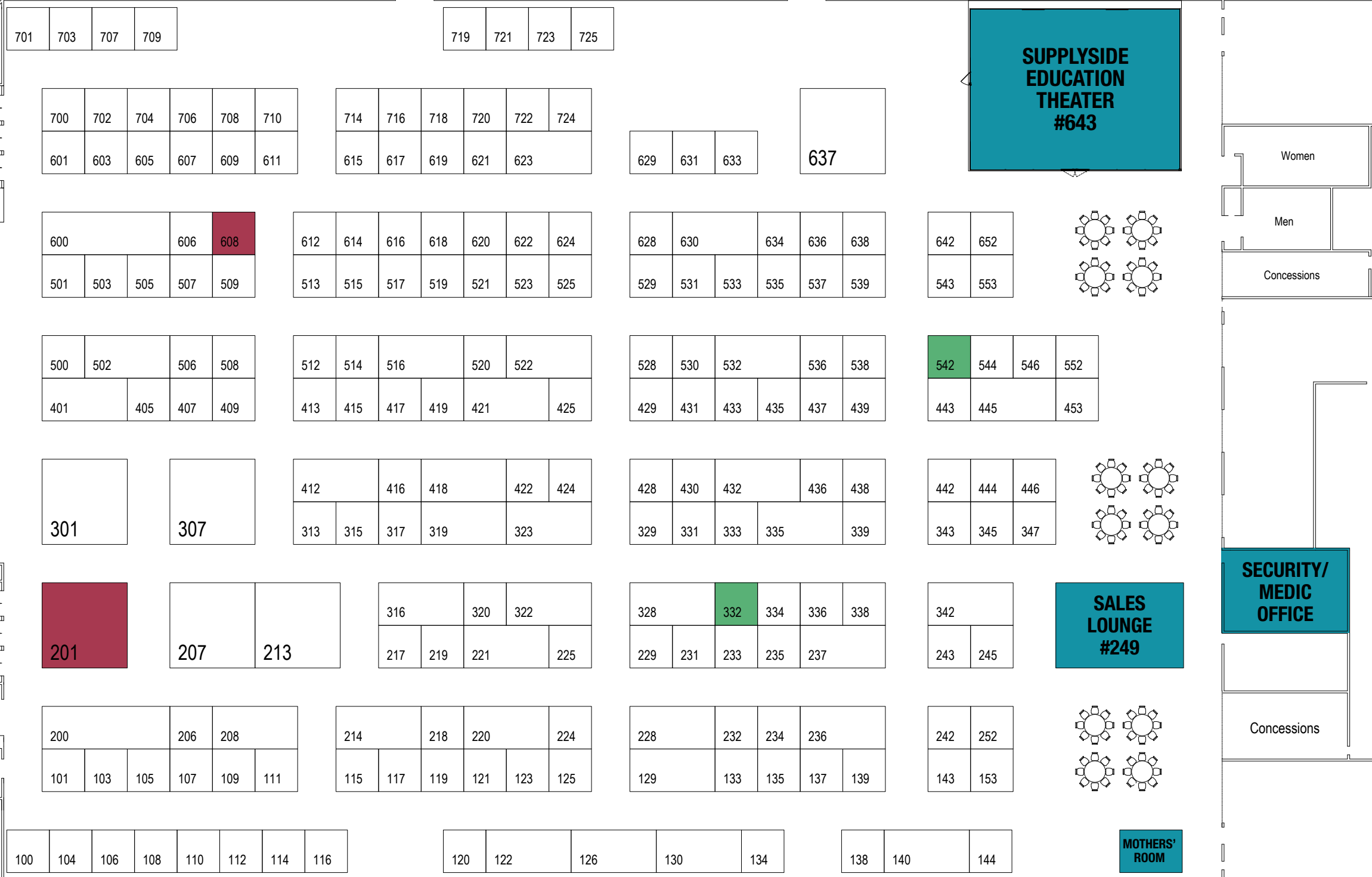
BADGE PICK UP

REGISTRATION ASSISTANCE

SUPPLYSIDE NETWORK 365 LOUNGE

EXPO HALL ENTRANCE

SALES LOUNGE #249



FEATURED EXHIBITORS

First Fruits Business Ministry LLC | Tabletop #04

Global Products Group | Booth #332

Sisk Fulfillment Service Inc. | Booth #542

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Education. Inspiration. Innovation. Entertainment!
This rollicking weekly show brings together the community of nutritional ingredient suppliers and CPG brands of dietary supplements, functional beverages, nutrient-dense foods and personal care products.



Catch it weekly at naturalproductsinsider.com/insider-afternoon

Check out the SupplySide Network 365 Lounge
located at the front of the Expo Hall!

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FEATURED EXHIBITORS

Be sure to check out these leading ingredient suppliers and service providers while walking the show floor!

Participating companies:

First Fruits Business Ministry LLC
Tabletop #04



Global Products Group
Booth #332



Global Products Group

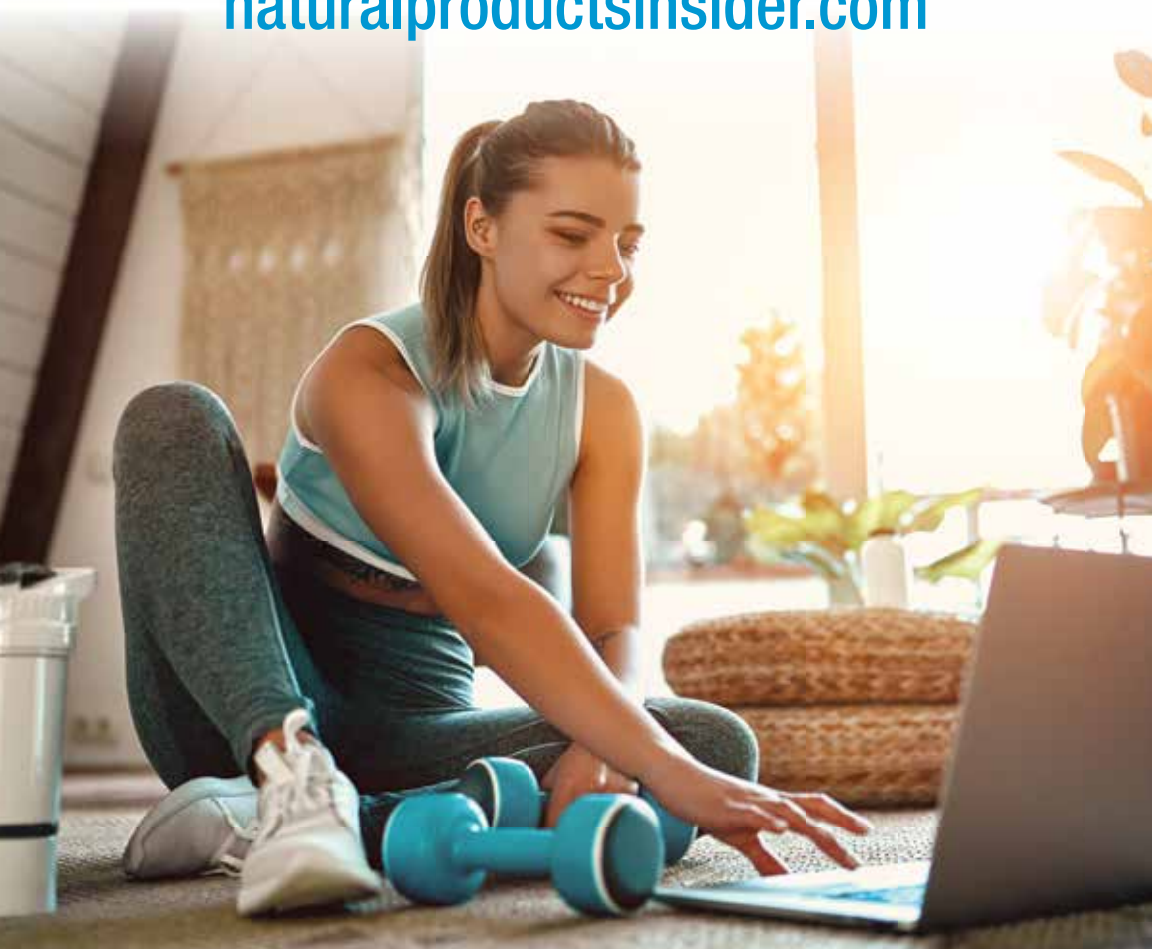
Sisk Fulfillment Service Inc.
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Companies and investors looking for the best innovations in nutrition science and technology are invited to register for the annual investment and partnering meeting, co-located with SupplySide West in Las Vegas.



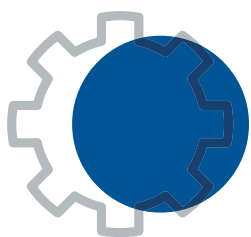
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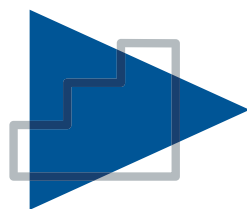
Purchasing Professionals

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- ✓ Manage relationships with existing suppliers
- ✓ Discover new ingredients meeting your specifications



Marketing Professionals

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- ✓ Manage, elevate, and expand stakeholder relationships
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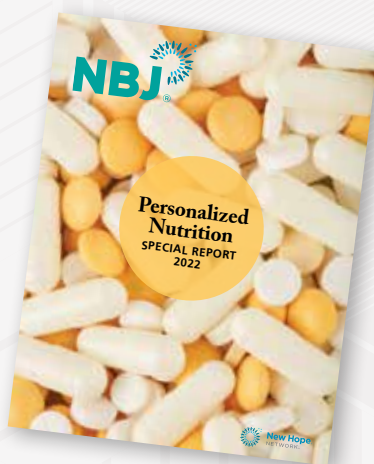
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Oct. 31-Nov. 4, 2022
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Apr. 18-19, 2023
Secaucus, NJ



Sep.28-Oct. 1, 2022
Philadelphia, PA



Mar. 7-11, 2023
Anaheim, CA



May 2-13, 2022 (online)
May 10-12, 2022
Geneva, Switzerland



Sep. 12-23, 2022 (online)
Sep. 21-22, 2022
Singapore



Oct. 5-7, 2022
Bangkok, Thailand



Nov.28-Dec. 8, 2022 (online)
Dec. 6-8, 2022
Paris, France



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