

From: [SupplySide East 2024](#)
To: [Taplin, Mallory](#)
Subject: [Two weeks!] See you in Secaucus
Date: Wednesday, April 3, 2024 11:49:35 AM

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SupplySide East, KSM-66 Ashwagandha



April 16 & 17, 2024

Meadowlands Exposition Center, Secaucus, NJ



See you in two weeks!

image



Check out this sponsor



Balchem Human Nutrition & Health

Booth #323

Vital trio: The must-have formula in 2024

Market data reveals extraordinary growth in magnesium, vitamin D3 and K2, so we're taking the perfect pair to the next level. We unveil the Vital Trio at SupplySide East, which combines Albion

Sponsored by:

Minerals' Chelated Magnesium Bisglycinate, K2VITAL DELTA and vitamin D3. This formula boasts remarkable efficacy and patented microencapsulated technology, aligning perfectly with the latest trends in supplements and foods, spanning immunity, heart and bone health, and longevity. Click to explore and uncover the brilliance of this exceptional concept.

Learn more



New for 2024

Professional development workshops

Leadership does not occur in a vacuum. Leaders must aspire to unearth and enhance their inherent leadership qualities, while also being committed to fostering leadership in others. This year at SupplySide East, unlock your potential and revolutionize your organizational dynamics with [*Empower and excel: Igniting leadership potential within and around you*](#) and [*Mastering leadership and communication: A personalized approach to leadership.*](#)

Additional fee required.



SupplySide Connect Hub

New to [SupplySide East](#) 2024, the SupplySide Connect Hub, conveniently

Headshot Lounge

Ready to upgrade your professional image? Look no further! Get a new headshot with us at the Headshot Lounge, courtesy of SupplySide East. Let our expert photographer capture your best angle, ensuring you leave with a headshot that radiates confidence and professionalism. Learn more [here](#).

Open to all participants.



Education sessions

We are bringing back the [SupplySide Education Theater](#), which will feature

located on the show floor, will create a lively and dynamic space to facilitate enjoyable connections with fellow professionals. This tailored, focused environment will feature [two speed networking opportunities](#), and [two traditional networking sessions](#), each open to all show participants.

Whether you're a seasoned veteran or new to the industry, the SupplySide Connect Hub presents an ideal chance to forge valuable connections that can advance your career.



[eight education sessions](#) included with your Expo Hall Pass and two that you can add onto your pass for an additional fee.*

A few session highlights:

- Navigating the future: Adapting to evolving trends*
- Active nutrition from the gamer chair to the yoga mat and sports field*

Underwritten by:



- The key ingredient: Leveraging functional ingredients to power F&B products

See the full education lineup [here](#).



Sustainable beauty ingredients by MPOC (Malaysian Palm Oil Council)

Wednesday, April 17 | 8-9:30am

Join the Malaysian Palm Oil Council for this enlightening session at [SupplySide East](#) to learn about the benefits of tocotrienols in beauty product applications and unravel the success story of sustainability in palm-based ingredients.

Secure your spot now for this engaging and informative session that transcends beauty. Be a part of the change – your personal and product development choices matter.

**You must be registered for [SupplySide East](#) to attend this breakfast brief.*

Sponsored by:



[Register for brief here](#)



What's Up With Supps Secret Garden Party

Tuesday, April 16 | 5:30-9:30pm

Welcome to the [What's Up With Supps Secret Garden Party!](#)

Join What's up with Supps for a magical evening filled with mystery and enchantment at the Envue, Autograph Collection. Get ready to immerse yourself in a hidden oasis of beauty and wonder as we celebrate the beauty of nature. The event kicks off on Tuesday, April 16, at 5:30pm. Come and enjoy a night of fun, music and surprises in our secret garden. Don't miss out on this unforgettable experience!

Separate registration required.

[Register for Garden Party](#)



Attendee resources

- [Schedule](#)
- [Exhibitor list](#)

Download the official SupplySide East Mobile App

Enhance your show experience with this digital extra!

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- Exhibitor list
- Show schedule
- Floor plan
- Matchmaking
- Sponsors
- Speakers
- Scavenger hunt

Still need to register for this year's event?

[Register](#)



#SSEexpo



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