

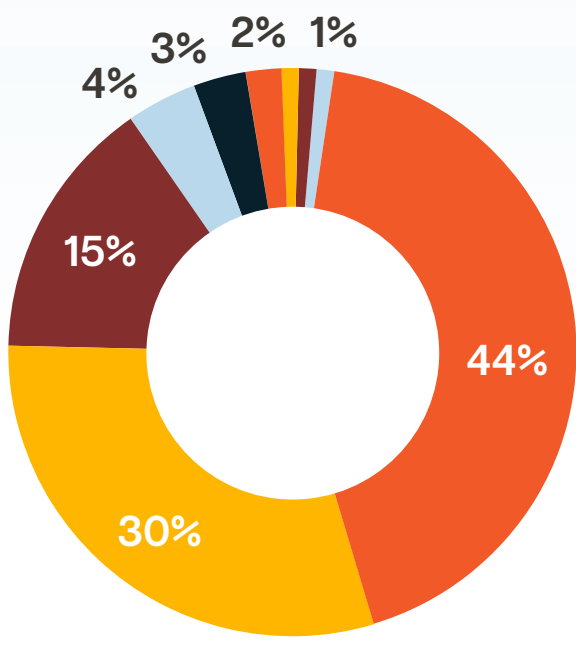
2,600+
 Total participants

52%
 First-time attendees

21%
 ConnectEd education program participation

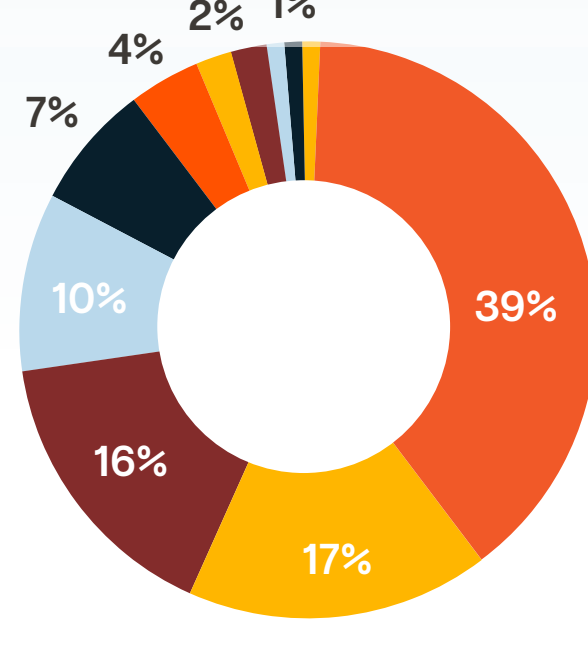
37
 Unique countries represented

Attendee primary business type



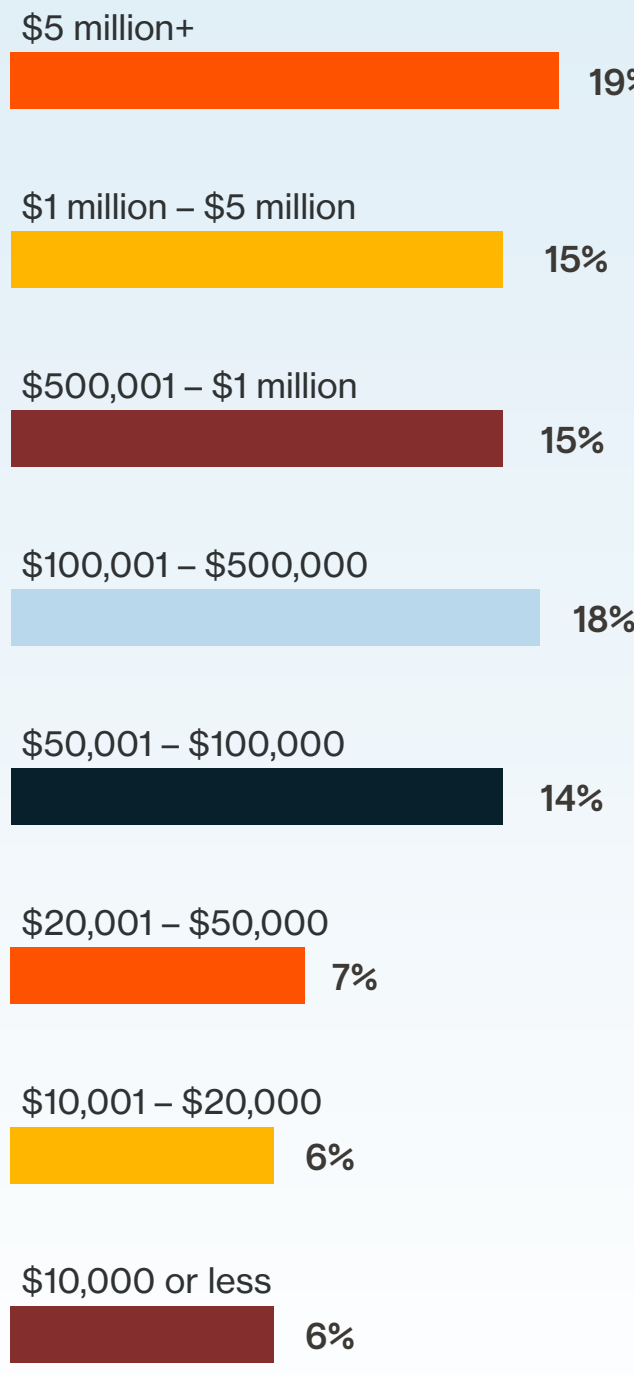
Manufacturer	44%
Supplier/Distributor of raw ingredients	30%
Business services/Other	15%
Distributor	4%
Retailer	3%
Press	2%
Investor	1%
Health practitioner	1%
Food service	1%

Attendee area of focus

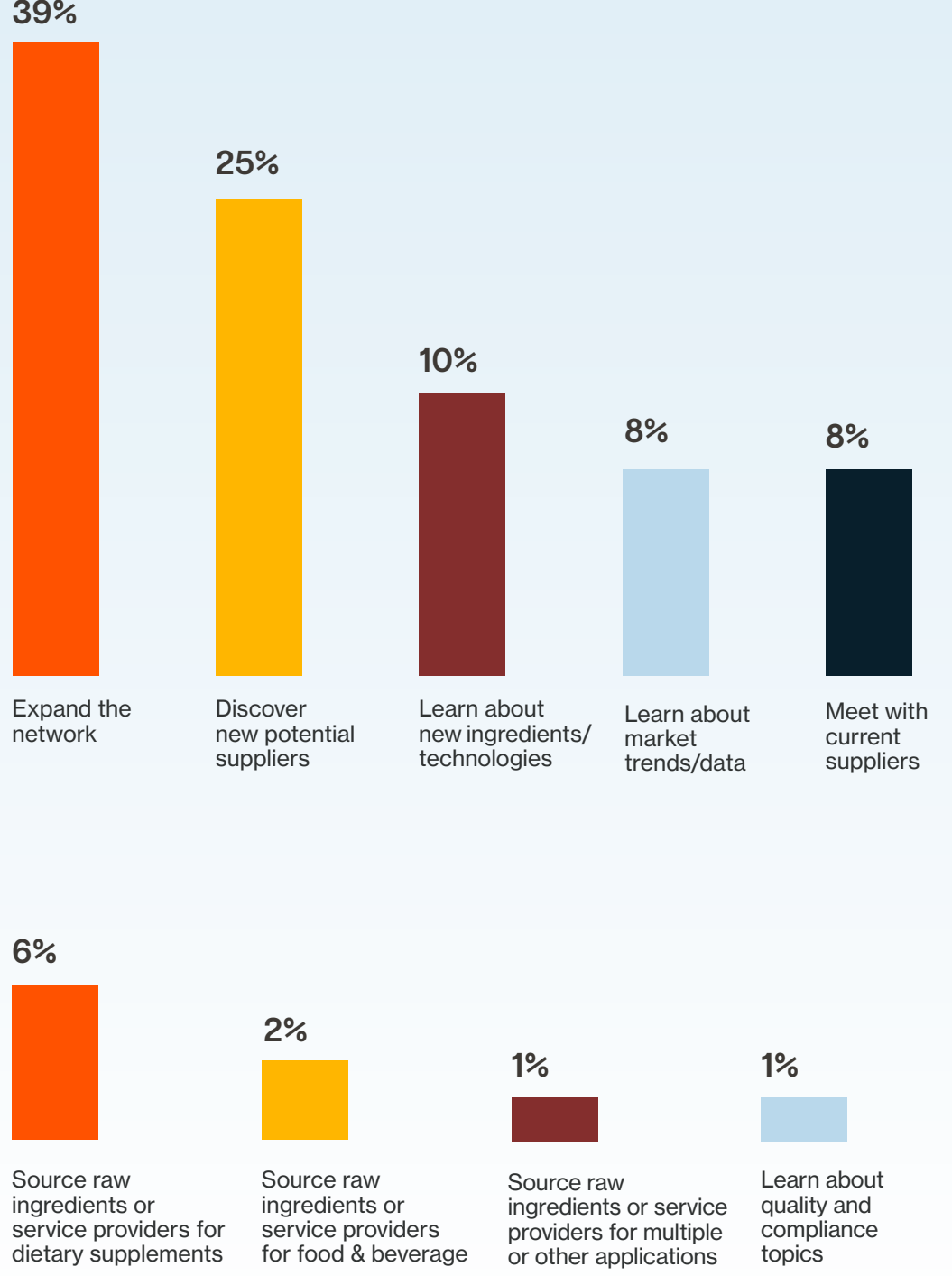


Business development	39%
R&D/Product dev/Food tech	17%
Purchasing/Supply chain/Operations	16%
Manufacturing/Contract manufacturing	10%
Marketing/Brand management	7%
Corporate management	4%
Distribution	2%
Legal/Regulatory/Compliance	2%
Accounting/Finance	1%
Quality assurance/Quality control	1%
Information technology	1%

Level of purchasing



Attendee focus



Companies in attendance

- | | | |
|------------------------------------|---------------------|----------------------------------|
| Bayer Consumer Health | Hain Celestial | Naor Brands |
| Beekeeper's Naturals | Haleon | Nestle Health Science |
| Bear Maple Farms | HALO Hydration | NOW Health Group |
| Cederberg Tea Company | Happy Being | Pharmavite |
| Church & Dwight | Healthy Origins | Quinn Snacks |
| Colgate Palmolive | Life Extension | Reckitt Benckiser |
| Del Monte Fresh Produce N.A. Inc. | Lifeable | Sakara Life |
| Easy Oat Burgers | Live Wise Naturals | Sohha Savory |
| Enzymedica | Love Grace Inc. | Sweet Maddies: Cookies on Demand |
| Fairly Nuts | Maxi Health | Unilever |
| Garden of Light dba Bakery On Main | McCormick & Company | Victoria's Secret & Co. |
| Greenhouse Juice Company | Medtrition Inc. | |

Sustainability highlights



SupplySide partnered with The Dream Opportunity – a global nonprofit whose mission is to teach under-resourced and minority students how to obtain corporate careers. We invited 30 students to attend our show, participate in a career panel and tour the show floor to help them learn about careers in the health & nutrition industry.

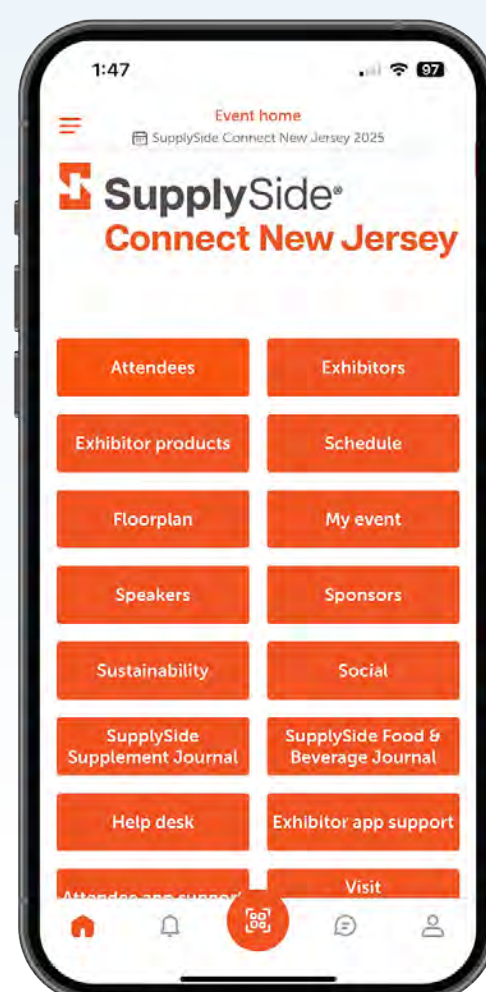


Implemented the Better Stands Program which aims to move away from disposable, single-use stands at events, in favor of reusable or recyclable structures.



The printed exhibitor directory was completely eliminated this year, saving the cost and paper to print about 3,000 pieces. The mobile app was promoted as the main source for show information.

Mobile app participation



- 536** total downloads
- 890** visits to the schedule
- 634** visits to the exhibitor list
- 661** visits to the attendee list
- 312** total messages exchanged
- 291** visits to the floor plan
- 126** visits to the product category list
- 270** total contacts made
- 107** users connected with at least one person
- 25** total meetings