

11th annual
SupplySide[®]East

INTERNATIONAL TRADE SHOW AND CONFERENCE

APRIL 27 – 29, 2009
(EXHIBIT HALL OPEN APRIL 28 & 29)
MEADOWLANDS EXPOSITION CENTER
SECAUCUS, NEW JERSEY

SHOW PLANNER

NEW!! EXPANDED
EDUCATION PROGRAM –
COSMECEUTICAL AND
FOOD/BEVERAGE TRACKS
JUST ADDED.



Where Innovation Begins

- 30+ Presentations on Trends, Science, Regulation
- Hundreds of Exhibitors, Thousands of Ingredients
- Save \$200! Register before March 27

800-454-5760

supplideshow.com/east



EXHIBIT HALL HOURS

Location: Meadowlands Exposition Center

Tuesday, April 28
Noon - 5:30pm

Wednesday, April 29
Noon - 4:30pm

REGISTRATION HOURS

Location: Meadowlands Exposition Center

Monday, April 27
8am - 5pm

Tuesday, April 28
8am - 5:30pm

Wednesday, April 29
8am - 4:30pm



suppliesideshow.com/east

Don't Wait to See the Next Big Thing When It Hits the Shelf

Have you ever wondered where a competitor got an idea for a new product? SupplySide is the answer. Offering hundreds of exhibitors showcasing thousands of innovative ingredients, SupplySide East is a must-attend event for developers and marketers of foods, beverages, dietary supplements and cosmeceuticals. Stay ahead of the trends, create and formulate, meet with suppliers, and be the company that comes up with "the next big thing."

We've added dedicated cosmeceutical and food/beverage tracks to the education program this year. The number of sessions has nearly doubled and the cost to attend is the same as last year!

Speakers from FDA, Red Bull, Nutrilite, Dairy Queen, trade associations, market research firms, research institutions and many more leading organizations will present. For marketers, formulators and executives, this program offers the knowledge to stay ahead of the competition. I'd like to extend a special thank you to EPAX AS for sponsoring the nutrition sessions, AAK for sponsoring the cosmeceutical sessions and Sabinsa for sponsoring the food/beverage sessions.

The Golf Classic, co-sponsored by Marco Hi-Tech and *INSIDER*, is returning to the private, members-only Green Brook Country Club on April 27; more information on playing at this exclusive course is available on page 30. The SupplySide Happy Hour on April 27, from 4 to 5pm, affords you the opportunity to meet and mingle with your peers before the exhibit hall opens. The Opening Reception, April 28 from 4 to 5:30pm, and the Appreciation Reception, April 29 from 3 to 4:30pm, will both be held during exhibit hall hours on the show floor.

Registration details are available on page 31. Don't wait too long to register—the Early Bird discounts are only good through March 27. Register early and save up to \$200. Finally, I recommend you book your hotel rooms now, as we have five host hotels and they will fill up quickly. Host hotel details and registration can be found at suppliesideshow.com/east.

As always, if you have questions about SupplySide East, please don't hesitate to call.

Peggy Jackson
Director of Publishing
(480) 990-1101, Ext. 1157
peggyj@vpico.com

MONDAY, APRIL 27, 2009

8:30 am	SUPPLYSIDE EAST GOLF CLASSIC Co-sponsored by Marco HI-TECH & <i>Natural Products Insider</i> Location – Green Brook Country Club (Separate registration required.)			
	CONCURRENT EDUCATION TRACKS			
	NUTRITION I	NUTRITION II		
Noon-12:50 pm	Probiotics for Health	The Untapped Potential of Hot Red Pepper Extract		
1-1:50 pm	Weight Management: A Multifocal Approach	New Data on AERs		
2-2:50 pm	China Update: Ingredient Safety and Quality Issues	Trends in the Herbal Marketplace		
3-3:50 pm	Introducing the USDA/ODS Dietary Supplement Ingredient Database	Superfruits		
4-5 pm	SUPPLYSIDE HAPPY HOUR Sponsored by <i>Natural Products Insider</i>			

TUESDAY, APRIL 28, 2009

	CONCURRENT EDUCATION TRACKS			
	NUTRITION I	NUTRITION II	FOOD & BEVERAGE	COSMECEUTICAL
9-9:50 am	Ingredient Supplier Qualification and GMP Compliance: The SIDI Protocol	Effective Marketing in the Web 2.0 World	Food Safety and the Global Economy	The Safety of Nanotechnology in Personal Care
10-10:50 am	Economic Volatility Creates New Marketing Paradigms	Handling an FDA Inspection in the Age of GMPs	What's Next for Stevia-Derived Sweeteners?	REACH Update
11-11:50 am	Recently Published Clinical Trials of Nutrients Affecting the Immune System	The Global Health and Wellness Market	Sodium Reduction Strategies	Cutting Edge Ingredients in Cosmeceuticals
Noon-5:30 pm	EXHIBIT HALL OPEN			
1-4:50 pm	VENDORWORKS PRESENTATIONS (conducted by select exhibitors)			
4-5:30 pm	OPENING RECEPTION Sponsored by <i>Food Product Design</i>			

WEDNESDAY, APRIL 29, 2009

	CONCURRENT EDUCATION TRACKS			
	NUTRITION I	NUTRITION II	FOOD & BEVERAGE	COSMECEUTICAL
9-9:50 am	State-of-the-Industry Part I	The New Age of Data Driven Marketing	Red Bull: Insights from the Category Leader	Emerging Trends in Natural and Organic Personal Care Products
10-10:50 am	State-of-the-Industry Part II	Dietary Supplement Market Report	Hartman Group Wellness Insights: Healthy Eating Trends 2009	Beauty from Within
11-11:50 am	Featured Speaker – Dr. Vasilios Frankos – FDA Update		The Impact of <i>Trans</i> Fat Nutrition Labeling	Intellectual Property Protection of Natural Ingredients
Noon-4:30 pm	EXHIBIT HALL OPEN			
1-2 pm	SCIENCE AT SUPPLYSIDE POSTER PRESENTATIONS Q&A			
3-4:30 pm	APPRECIATION RECEPTION Co-Sponsored by KYOWA & <i>Inside Cosmeceuticals</i>			

*Agenda/speakers are subject to change. The views expressed by speakers are not necessarily those of Virgo Publishing.

EDUCATION PROGRAM SPONSORS

Nutrition Tracks
Sponsored by



Food and Beverage Track
Sponsored by



Cosmeceuticals Track
Sponsored by



Golf Classic
Sponsored by



Appreciation Reception
Sponsored by



NETWORKING EVENTS

IT'S ALL ABOUT WHO YOU KNOW



New introductions and great ideas are born during networking events, and SupplySide East offers participants daily opportunities. Break bread and network with your global colleagues during the Happy Hour, Opening Reception and Appreciation Reception.

MONDAY, APRIL 27

4-5pm

SUPPLYSIDE HAPPY HOUR

Don't miss this chance to mingle with your colleagues.

This event is open to everyone and takes place in the show registration area right after the seminars end. Stick around to discuss the day's presentations or stop in to make plans for the evening. Access to the SupplySide Happy Hour is included in every registration package.

Sponsored by



TUESDAY, APRIL 28

4-5:30pm

OPENING RECEPTION

At the end of a busy day in the exhibit hall, enjoy a reception that we bring to you! Look for a variety of food stations and bars on the show floor so you can refuel while you wrap up a great day of business. Admittance into the Opening Reception is included in every registration package.

Sponsored by



WEDNESDAY, APRIL 29

3-4:30pm

APPRECIATION RECEPTION

As the show draws to a close, this little soiree is our way of saying thank you. Held in the exhibit hall, a bite and a drink end the show on a delicious note. Access to the Appreciation Reception is included in every registration package.

Co-sponsored by



Monday, April 27

Green Brook Country Club
100 W. Green Brook Road
North Caldwell, NJ 07006
(973) 228-1800
www.greenbrookcc.org



SupplySideEast[®]
Golf Classic



*The grass is
always greener...*

at an exclusive, members-only golf club! Be a Green Brook Country Club member for a day and golf on the lush greens set against the beautiful Caldwell Mountains. The SupplySide East Golf Classic 2009 gives you an opportunity to golf at New Jersey's leading private country club. There's also \$25,000 up for grabs at the Hole-in-One contest.*

The four-person scramble-shotgun tee-off is at 8:45am. The entry fee is \$235 per person and includes tournament fees, transportation to and from the Meadowlands Exposition Center, golf cart, practice balls, logo golf balls, golf giveaways, beverage coupons, continental breakfast, lunch and raffles. Club rentals are \$45 and must be reserved in advance through Virgo Publishing.

Co-sponsored by:



Golf registrations must be received by April 13, 2009, and are based on availability.

Dress code: collared shirt, trousers, Bermuda-length shorts, and non-metal spikes are mandatory.

- * One individual prize may be awarded for Hole-In One contest.
- * You must be registered for the SupplySide East 2009 Expo to participate in the SupplySide East Golf Classic.
- * No refunds will be issued for any registration cancellations at any time.

Call (800) 454-5760 or (480) 990-1101 ext. 1117 to register
or visit suppliesideshow.com/east for details.

REGISTRATION DETAILS



APRIL 27 – 29, 2009
(EXHIBIT HALL OPEN APRIL 28 & 29)
MEADOWLANDS EXPOSITION CENTER
SECAUCUS, NEW JERSEY

REGISTRATION FEES*

■ Education Package

BEST VALUE

Your all access to SupplySide East! All speakers, all sessions, networking receptions and exhibit hall.

By March 27: \$495

By April 25: \$595

After April 25: \$695

■ Expo Hall Package

It's more than just the exhibit hall! Access to the Exhibit Hall, all VendorWorks Presentations and Networking Receptions.

By March 27: \$100

By April 25: \$125

After April 25: \$150

■ Golf Classic

The four-person scramble-shotgun tee-off begins at 8:45am, Monday, April 27. The entry fee includes tournament fees, transportation to and from host hotels, golf cart, practice balls, giveaways, continental breakfast, lunch and raffles.

Club rentals are \$45 and must be reserved in advance.

Fee: \$235

2 Easy Ways to Register –

Call: 800-454-5760

Online: suppliesideshow.com/east

*All registrations are non-refundable.

HOST HOTELS



Four Hotels are conveniently located within walking distance of the Meadowlands Exposition Center. Rooms are subject to availability. When booking your reservation be sure to mention the SupplySide East trade show to get the discounted rate.

La Quinta Inn & Suites

350 Lighting Way
Secaucus, NJ 07094

Reservations: (201) 863-8700

Room Rates:

\$179/night single occupancy

\$189/night double occupancy

Rates are based on availability through March 26, 2009.

Hampton Inn Secaucus

250 Harmon Meadow Blvd.
Secaucus, NJ 07094

Reservations: (800) 955-7361

Room Rate: \$179/night single or double occupancy

Rates are based on availability through April 5, 2009.

Hyatt Place Secaucus

575 Park Plaza Drive
Secaucus, NJ 07094

Reservations: (201) 422-9480

Room Rate: \$179/night single or double occupancy

Rates are based on availability through March 26, 2009.

Holiday Inn- Harmon Meadow

300 Plaza Drive
Secaucus, NJ 07094

Reservations: (201) 348-2000

Room Rate: \$179/night single or double occupancy

Rates are based on availability through March 25, 2009.