



SupplySide[®]East

International Trade Show and Conference
April 28-30, 2008
(Exhibit Hall-April 29 & 30)
Meadowlands Exposition Center
Secaucus, NJ

Sponsorship Opportunities

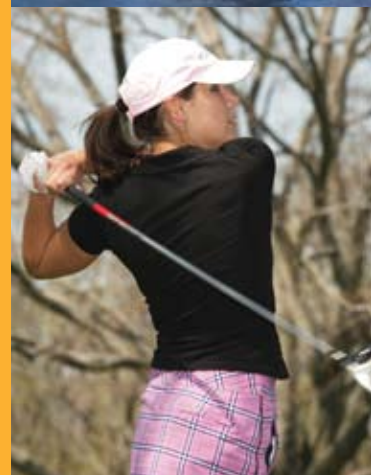
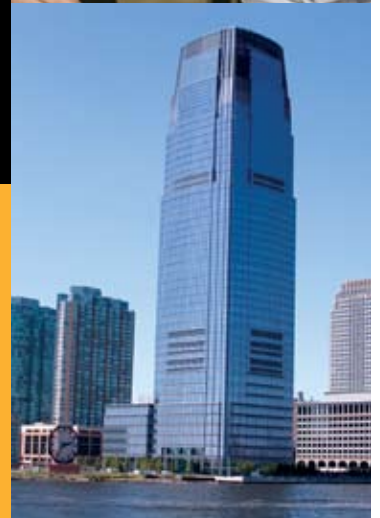
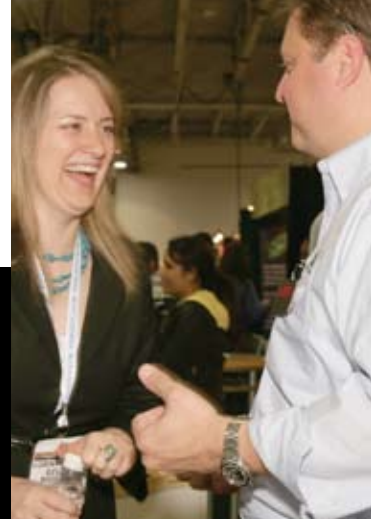
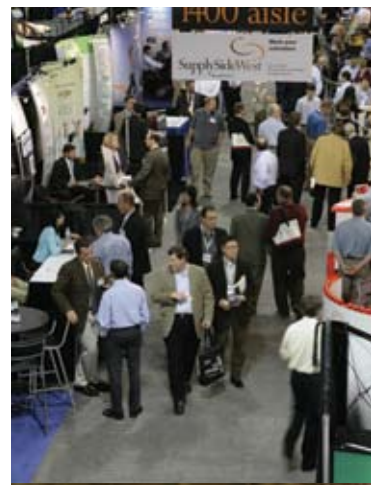
Get manufacturers' attention
... and buy. Here's how.

For exhibits/sponsorships,
call Todd Willis at (480) 990-1101, ext. 1171 or
call Rachel Hill at (480) 990-1101, ext. 1271

Produced exclusively by

FOOD PRODUCT
DESIGN
supplieside
Inside Cosmeceuticals

NATURAL PRODUCTS INSIDER
VIRGO
publishing
Connecting You with Your Customer



When 87.1%

of attendees have influence on purchasing¹ and 83% say they've met exhibitors that they will work with in the future,² there's no doubt you're exhibiting at the right show. **The question is ...** how do you get their attention?

Answer: A SupplySide East sponsorship. Whether you are launching a new product, want to increase the traffic to your booth or build brand identity, SupplySide East offers a sponsorship package to accomplish your goal.

An extensive marketing package, before the show and on site, is included with all sponsorships. The official event magazines, *INSIDER*, *Food Product Design* and *supplieside—inside cosmeceuticals* penetrate the supplement, food and cosmeceutical markets giving your sponsorship high-profile recognition.

1. Based on SSE registrations.

2. Based on SSE Attendee Feedback Forms

All sponsorships include the following Promotional Benefits:

- > Inclusion in press release sent to trade media
- > Inclusion in press release sent to *INSIDER*, *Food Product Design* and *supplieside - inside cosmeceuticals* online subscribers
- > Company logo in Show Planner sent to 12,000+ executives
- > Company logo in Show Guide distributed to every participant on-site
- > Sponsorship recognition in Show Guide
- > Company logo in promotional ads within *INSIDER*, *Food Product Design* and *supplieside - inside cosmeceuticals*
- > Company logo in registration area
- > Company logo in direct mail campaigns
- > Company logo with hotlink on Web site that receives 100,000+ page views a month

Total impressions: 600,000+



International Welcome Reception

SupplySide attracts executives from all over the world, and this is your opportunity to welcome them. The popular International Welcome Reception attracts hundreds of international visitors for a hosted evening of hors d'oeuvres, cocktails and networking. This reception is conveniently held at the Meadowlands Exposition Center. Your sponsorship includes signage within the reception, 150 invitations for your customers (75 for co-sponsorship), and all the Promotional Benefits of being the sponsor. We invite all international visitors and manage the details, so you can spend the evening networking with your guests.

Date: Monday, April 28

Location: Meadowlands Exposition Center

Opening Reception

The Opening Reception is set for the last hour and a half of exhibit hall hours on the first day of exhibits. More than 1,200 executives from the global supplement, food and cosmetic industry will be there, and you can be the host. Exceptional food and drink create the perfect atmosphere for relaxed conversation and networking. Your sponsorship includes your logo on all drink tickets, signage within the reception, drink tickets for you to distribute as the host, and all the Promotional Benefits of being the sponsor. We handle all event promotion and details, so you can enjoy hosting your clients.

Date: Tuesday, April 29

Location: Meadowlands Exposition Center

Appreciation Party

SupplySide always ends on a high note because of the Appreciation Party, and as the sponsor, attendees will appreciate you. From 3 to 4:30pm on the final day of the exhibits, food and beverage stations will be available on the show floor. It's all free, and people love it. Whether they are going straight to the airport after the show or not, a snack and a beverage definitely hit the spot. When SupplySide ends and the attendees file out, the smiles on their faces will be because of you. Your sponsorship includes hosted beverages, food stations, signage in the registration area, company logo on all food and beverage stations, and all the Promotional Benefits of being the sponsor.

Date: Wednesday, April 30

Location: Meadowlands Exposition Center

Sponsorship: Available with Platinum Sponsorship

SupplySide East Golf Classic

The SupplySide Golf Classic has been a key part of SupplySide since the very first show in Scottsdale. No other industry tournament attracts as many executives as the SupplySide events, and we take great pride in delivering the best. More than 100 industry members will enjoy transportation, continental breakfast, logo golf balls, logo wearable, and an awards luncheon.

Your sponsorship includes 32 tournament entries for your clients, your logo on the golf balls and wearables, signage on the course and at the awards luncheon, logo on the trophies, logo on the drink tickets, acknowledgement in the full-page tournament ads in the Show Planner and Show Guide, and a photo board with tournament highlights displayed at your booth or in the registration area throughout the show. You also get all of the general Promotional Benefits of being a sponsor. We handle all of the tournament details so you can tee it up with your clients and guests.

Date: Monday, April 28

Location: Green Brook Country Club



Badge Lanyards

Imagine having thousands of people walking around the show wearing your logo. When you sponsor the badge lanyards, that is exactly what happens. We distribute this two-color printed lanyard at registration, and you also get all of the Promotional Benefits of sponsoring.

Trade Show Bag

How would you like to have thousands of people walking around the show carrying your logo for all to see? When you sponsor the Trade Show Bag, that is what you get. This high-quality canvas bag is printed with the show logo and the sponsor logo and distributed



at the entrance to the exhibit hall. You also get to put your promotional piece (subject to show management approval) in the bag. In addition to all of the on-site exposure, you also get the Promotional Benefits of sponsoring.

Badge Holders

The back side of the badge is reserved for your company information. A 4-color, 3"x4" space is reserved for advertising your company.

SOLD

Note Pads

Distributed outside the exhibit hall entrance and in the attendee show bags, the note pad sponsorship is a great way to put your logo in front of attendees during the course of the show. Sponsorship includes two-color logo imprinted on white 5 1/2" x 8 1/2" pad (50 sheets per pad). You also get the Promotional Benefits of sponsoring.

Quantity: 2,000

Pens

Pens with your two-color logo will be distributed outside the exhibit hall entrance and in the attendee show bags. The Promotional Benefits of sponsoring are included in the sponsorship.

Quantity: 2,000

Lip Balm

Attendees will grab a handy lip balm when entering the exhibit hall and your one-color logo will be imprinted on the lip balm. You also get the Promotional Benefits of sponsoring.

Quantity: 2,000

Bottled Water

Personalized bottled waters will be distributed at SupplySide East registration. Design your own bottle wrap for everyone to see.

One day distribution

Monday, April 28

Tuesday, April 29

Wednesday, April 30

Educational Conference

Is your company an industry leader? Do you want everyone to know it? This high-profile sponsorship positions you as a company dedicated to education, science and business development. With a history of speakers from FDA, FTC, Congress, trade associations, leading manufacturing companies, the media, market researchers and top universities, this education program has a reputation for excellence. In addition to the Promotional Benefits of sponsoring, you get signage in the seminar rooms, your logo on the podium signs, pre-event press releases distributed to the trade media, your logo on the front cover and spine of the Seminar Workbook and more. We handle all details of assembling the program, so you are free to enjoy the presentations with your clients and peers.



VendorWorks Seminar

This is your opportunity to give a 50-minute presentation during the SupplySide conference. Talk about science, products and marketing. Along with all of the Promotional Benefits of sponsoring, you also get a meeting room with 50-person capacity, classroom style seating, basic A/V package (podium, LCD projector (sponsor to provide laptop), microphone, clip-on microphone, overhead projector and remote, screen), and a listing with seminar description and company logo in the Show Planner and Show Guide.

Help build your seminar attendance by marketing directly to the attendees!

- A. Add an Attendee Confirmation Mailing or Pre-Registered Attendee List Rental
- B. Add an Attendee Confirmation Mailing and Pre-Registered Attendee List Rental

Entrance Unit Signage

The entrance to SupplySide includes a limited number of 3' x 8' backlit signs, and you can make sure one of them is yours. This four-color graphic is eye catching and right at the entrance to the exhibit hall. You supply the artwork, and we supply the eyes. You also get all of the Promotional Benefits of sponsoring.



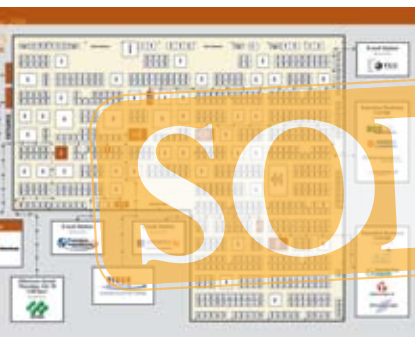
Entrance Unit Logo Projection

Gobo light projection of your company logo will be positioned directly in front of each entrance unit for all show participants to walk over. If you want logo exposure, this is the sponsorship for you!

Exhibit Hall Banners

Everyone passes through the registration area when they enter and leave the show. Make sure they get your message with this 4' wide x 15' tall four-color ad suspended in the registration area. You supply the artwork and we take care of the rest. You also get all of the Promotional Benefits of sponsoring.

Pocket Guide Floorplan



A quick and convenient way to help our attendees map their day - 2,000 pocket guides will be distributed at the entrance to the exhibit hall. Your company logo will be imprinted the jacket of the guide as well as special designation on the floor plan itself. In addition to all of the on-site exposure, you also get the Promotional Benefits of sponsoring.

E-mail Kiosk Station

A distinct area in registration will have an e-mail station to help our attendees stay connected. The bank will have 4 terminals with your company logo as the home page and your company's 10-second introductory message. You will also receive company listings of all participants using the terminals over the length of the show.

Custom Sponsorship Opportunities

Is your company launching a new product? Celebrating an anniversary? Or have a specific sponsorship idea in mind? No problem, just call us to help create the opportunity that's right for you.

Sponsorship: Call for details

Gold Sponsorship

A great bundled package only available to 6 companies! In addition to all of the Promotional Benefits of sponsoring, you receive:

- A. Co-sponsorship recognition of the Science at SupplySide Poster Sessions.
- B. Co-sponsorship recognition of the Continental Breakfast each morning during the three-track Education Program.
- C. Your choice of one of the following promotional opportunities: Literature Distribution Bin in exhibit hall registration, Attendee Confirmation Mailing insert, or a Trade Show Bag insert.

Platinum Sponsorship

You get all of the Promotional Benefits of sponsoring, plus two of the choices described in the Gold Sponsorship, and you are recognized as a co-sponsor of the Appreciation Party. Signage will ensure that people know who to thank.

Additional Promotional Opportunities

The following promotional opportunities are a la carte and do not include the Sponsor Promotional Benefits.

Literature Distribution Bin

Reserve a space to make your company literature available right in the registration area. (Literature must be 8 1/2" x 11" or smaller)

Quantity: 1,000

Attendee Confirmation Mailing

Include your literature when we mail badges to the pre-registered attendees. (Call for acceptable specifications and dimensions of literature)

Quantity: 1,500 pieces

Attendee Confirmation Envelope Sponsor

Include 3'x3' two-color ad on the front of the mailing envelope.

Show Bag Insert

When we hand out the official Trade Show Bags at show registration, you can make sure your literature or promotional item is inside. (Items subject to show management approval)

Quantity: 3,000

Pre-Registered Attendee List Rental

Rent the list of pre-registered attendees for a one-time direct mail use before the show. This opportunity is available to show sponsors only.



Marketing tools to boost your ROI.



Show Planner

This planning tool includes comprehensive details including education program details, exhibitor listings and networking events. Make a strong impression and increase your product's awareness with attendees as they begin planning their participation.

Deadlines:

Company Logo due*:
receipt of signed contract

Attendee Confirmation Literature due:
February 15, 2008

Literature for Distribution Bin due:
February, 15, 2008

Show Bag Inserts due:
February 15, 2008

Entrance Unit Advertising Artwork due*:
February 15, 2008

Email all logos to Sue English at senglish@vpico.com

Sponsorship opportunities available as of 8/7/07.
Availability subject to change.

Show Guide

This on-site directory is given to thousands of participants who refer to it repeatedly during the event and use it afterwards as a reference. This piece is an effective vehicle to reach attendees, inform them of your products and services and increase the traffic to your booth.



Official Magazine Show Issues

Reach the entire circulation and all SupplySide participants with one issue!

- Apr 28 *INSIDER*
- Apr *Food Product Design*
- May/June *supplyside-inside cosmeceuticals*

Hotel Room Drop

Have your literature delivered to everyone staying at the host hotels the night before exhibits start. This is the ideal time to reach attendees! Reserve your space early as this exclusive opportunity is limited to 15 companies.

SupplySide Web Site and E-Newsletter Advertising

The SupplySide E-newsletter reaches 40,000+ dietary supplement, food and personal care professionals and the SupplySide Web site receives 100,000+ page views a month. Market to prospects before the show with these exclusive online opportunities.



Call today to make your reservations.

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