

## FREE MARKETING TO BOOST BOOTH TRAFFIC

- Place the official SupplySide East Exhibitor Logo with your booth number on your Web site and print ads. Go to [www.SupplySideShow.com/East/Logos/](http://www.SupplySideShow.com/East/Logos/) to download the logo.
- Post the SupplySide East banner on your Web site. E-mail [sfeller@vpico.com](mailto:sfeller@vpico.com) for a banner.
- *INSIDER*, *Food Product Design* and *InsideCosmeceuticals.com* are the official media for SupplySide East. Send us press releases so we can share your news with our readers. E-mail *INSIDER* and *InsideCosmeceuticals.com* press releases to [hgranato@vpico.com](mailto:hgranato@vpico.com), and *Food Product Design* press releases to [tesquivel@vpico.com](mailto:tesquivel@vpico.com).
- Send the Basic Package discount cards you received with this exhibitor kit to your best customers and hottest prospects with an invitation to meet. New this year, the discounts are valid for a limited time (they expire on April 13, 2009) so be sure to distribute them in time for your contacts to register. E-mail [sfeller@vpico.com](mailto:sfeller@vpico.com) for additional passes.
- Add a special message – “See us at SupplySide East, April 27-29 in Secaucus, NJ, in booth #0000” – to your e-mail signature. Every e-mail you send markets your booth.

## PRE-SHOW MARKETING OPPORTUNITIES

### ■ INVITE PROSPECTS TO YOUR BOOTH WITH LIST RENTALS

It's important to let people know you have a booth at SupplySide East. Direct marketing is used often because it's so effective. Lists are available for rent from Virgo Publishing through a 3rd party mailing house. Target supplement, food/beverage and cosmetic/personal care manufacturers before the event.

### ■ BE AN “OFFICIAL SUPPLYSIDE EAST SPONSOR”

There are many benefits to being a sponsor, including recognition as an industry player and inclusion in pre-event and on-site marketing campaigns. We send direct mail, e-newsletters and place ads in the official show media – *INSIDER*, *Food Product Design* and *InsideCosmeceuticals.com*. Sponsorships can have up to 600,000+ impressions.

### ■ ADVERTISE IN THE OFFICIAL SHOW MEDIA

The people who attend SupplySide read *INSIDER*, *Food Product Design* and *InsideCosmeceuticals.com*! Reach nutraceutical executives with *INSIDER*, food manufacturing decision-makers with *Food Product Design* and cosmeceutical professionals with *InsideCosmeceuticals.com*.

### ■ SHOW PLANNERS

These marketing tools include comprehensive details about the show and are mailed to past attendees and official show media readers before SupplySide East. Make an impression and increase your product's awareness with attendees.

Space reservations:

- < *INSIDER* Planner (mailed with Mar 2 *INSIDER*; space reservations due Jan 26)
- < Food Planner (mailed with Mar *Food Product Design*; space reservations due Jan 21)
- < Cosmeceutical Planner (mailed in Mar; space reservations due Feb 13)