



**SupplySide[®]
China**

www.supplysidechina.com

SupplySide China 2018

Exhibitor Prospectus

28-30 June 2018

Area B, China Import and Export Fair Complex
Guangzhou, China

Organized by

informa
exhibitions

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SupplySide China 2018

Connecting Innovative Ingredients from China to the World

The healthcare trade is a booming industry worldwide, China's health and nutrition industry continues to grow and is listed second in size to the U.S supplement industry, which currently sits at **US\$41 billion**, the annual sales volume of health food in China is **RMB200 billion**. The development of a 'Healthy China' is central to the Chinese Government's agenda for health and development and has the potential to reap huge benefits for the rest of the world. President Xi Jinping has put health at the center of the country's entire policy-making machinery, making the need to include health in all policies an official government policy. The strategic opportunities of China's health and nutrition industry is coming.

As part of Global Health and Nutrition Network (GHNN), SupplySide West is the world's leading ingredient and solutions tradeshow where science & strategy intersect. The event brings together more than **15,000** ingredient buyers and suppliers, **1,000** exhibitors and **140** hours of educational conference and programming every year.

SupplySide China 2018 will be held at **China Import and Export Fair Complex** on **28 – 30 June, 2018** in **Guangzhou, China**. By locating SupplySide in China, the event is giving the industry stakeholders access to this expanding market and opening business opportunities in China.

SupplySide China 2018 will be a joint effort with Inter Health Expo that will provide a professional and focused platform to unite industry suppliers and buyers to build relationships, share expertise and gain an understanding of the latest industry developments.



Why Exhibit

China Enjoys Huge Potential for Future Developments in the Health and Nutrition Industry

With the rapid growth, the health and nutrition industry is becoming the next trillion-dollar industry.

7.3%

2015~2021

Global health and nutrition market average compound growth rate

279

Billion

2021 Market revenue

31%⁺

Market share functional food dominates the market

Value of the Health Industry in China

China will become the most prosperous market in the health and nutrition industry.

8 trillion RMB

2020

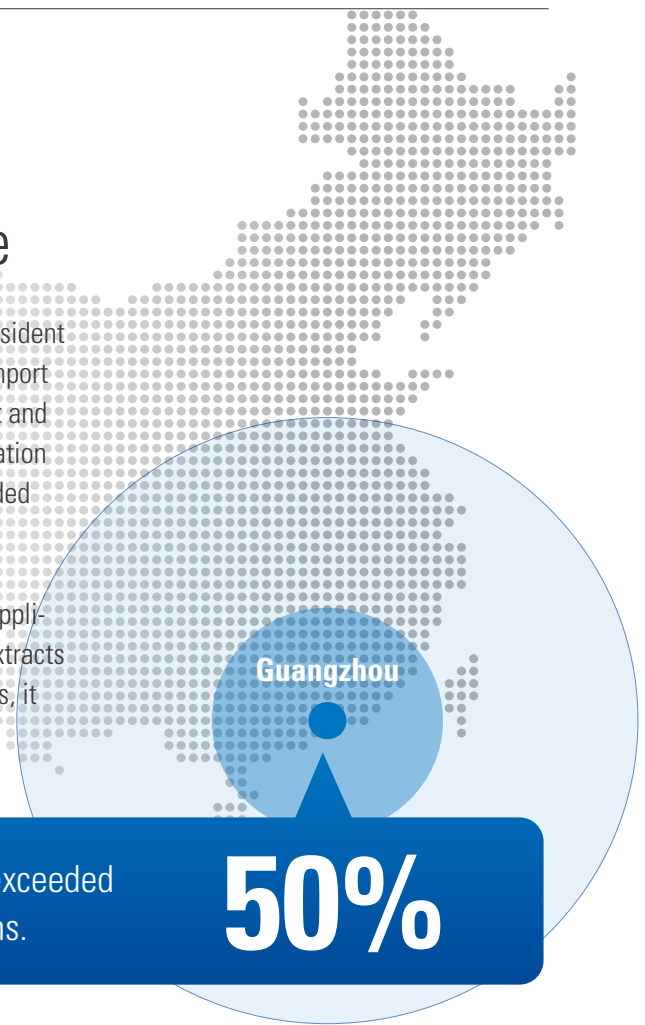
16 trillion RMB

2030

Guangzhou

China's Economic Powerhouse

The Belt and Road Initiative, a development strategy, proposed by President Xi Jinping in 2013, is expected to trigger a dramatic increase in the import and export trade. Guangzhou plays an important role in China's import and export trade, and will continue to serve as a major port and transportation hub in China. The total volume of food trade in Guangzhou has exceeded half of the total volume of China's food transactions, especially in the import and export sector of health and nutrition ingredients. Taking advantage of Guangzhou's unique value in the market position, the suppliers are not only competent to carry out the raw materials and plant extracts production and manufacturing, but also experts in marketing and sales, it has constructed to be a complete and integrated industry chain.



The total volume of food trade in Guangzhou has exceeded half of the total volume of China's food transactions.

50%

Global Health & Nutrition Network

Informa Exhibitions is the market leading international events organizer, its Global Health and Nutrition Network (GHNN) consists of some of the largest and most comprehensive events in the health and nutrition industry, such as SupplySide West, Vitafoods Europe etc.

The Place to Do Business

As an important new member of Informa's GHNN, SupplySide China is geographically positioned to target the growth market in China. SupplySide China is shaped to provide an annual meeting place for the health and nutrition industry stakeholders to network, learn and do business.

SupplySide China 2018 will deliver a platform to:

Facilitate business connections

Exchange information, knowledge, ideas and expertise

Showcase technology

Foster collaboration between industry stakeholders

Cutting-Edge Educational Program

Backed by GHNN, SupplySide China 2018 will include an exhibition featuring high-level workshops and conference programs.



Topics will explore:

Health and Nutrition Industry Trend;

Latest Technology and Application;

China Market: Big Health Industry Development;

Laws and Regulation;

Finance and Investment;

Hot Topics: Health Aging; Probiotics;
Sports Nutrition; Weight Management etc.

Who attends?

Agents

Exporter

Retailer

Media

Ingredient Distributor
Broker

SupplySide[®]
China

Healthy and Natural Food
& Beverage Manufacturer
Marketer

Contract
Private Label Manufacturer

Testing Analytical Lab

Exhibiting Options

Product Categories

Ingredient Suppliers

- Extracts • Vitamins • Minerals • Herbs & Botanicals • Functional Food Additives • Probiotics
- Functional Beverage Ingredients • Protein • Collagen • Natural and Organic Food Ingredients and etc.

Contract Manufacturers

Equipment and Machinery Companies

Flavor and Fragrance Suppliers

Packaging and Labeling Suppliers

Consulting and Service Companies

Lab Testing and Analytical Firms

Wholesalers, Distributors and Brokers

Business Support Services

Software Manufacturing

Supply Chain & System Management

Stand Fees

Raw Space
(min. size 36sqm) **USD 310** per sqm

Shell Scheme
(min. size 9sqm)

USD 350 per sqm



Shell Scheme includes:
exhibition space, panel walls, carpet, promotional graphic, light box with company name, reception desk(1), table(1) and chairs(4), shelves, spot lights, socket(1) and dustbin(1).

* **Multiple open sides charge USD 150**

Exhibitor Benefits

150 words company profile listing in SupplySide China 2018 Show Catalogue (in English and Chinese).

150 words company profile listing on SupplySide China Official Website (in English and Chinese).

Exhibitor Badges.

Exclusive sponsorship and advertising opportunities only open to exhibitors.

Relevant press releases published on SupplySide China Website.

VAT: All prices listed are subject to 6% VAT. **Note:** Exhibition Space is allocated on a first-come, first-served basis.

A 5% Early-Bird Discount will be available until 30 September 2017!

Sponsorship Opportunities

Official Sponsors of SupplySide China 2018

Unit Price (USD) 9,000

Stand out among competitors as the leader in your category at SupplySide China 2018. Become an Official Sponsor of Ingredients, Solutions or Services, demonstrate in-front of a highly targeted, senior-level audience, gaining their attention and distinguishing your products from the competition. The Official Sponsor Program provides a comprehensive package ensuring maximum exposure for your business.

Ingredients	Solutions	Services
Flavors	Joint Health	Contract Manufacturing
Colors	Bone Health	Packing
Protein	Heart Health	Lab Analysis
Sweeteners	Weight Management	Digital
Vitamins	Digestion	Logistics
Probiotics	Cognitive Health	Distributor
Omega 3	Energy	Legal
Fiber	Healthy Aging	Equipment
	Sports	

Online Marketing Opportunities

Website		Email	
Options	Unit Price (USD)	Options	Unit Price (USD)
Web Banner Homepage (Exclusive)	3,000	Sponsor Email Promotion (One-time scheduled marketing email)	1,000
Logo Banner (Max 3)	1,000	Sponsor Logo & Hyperlink (One-time scheduled marketing email)	600

Sponsorship Opportunities

Exhibition Options

Options	Unit Price (USD)
Lanyard Sponsor (Exclusive)	2,300
Badge Sponsor (Exclusive)	2,300
Carrier Bag Sponsor (Exclusive)	2,300
Carrier Bag Insert Sponsor (Max 5)	800
Floor Sticker Sponsor	(Qty: 10) 1,000
	(Qty: 15) 1,250
	(Qty: 20) 1,500

Show Catalogue

Options	Unit Price (USD)
Company Logo	80
Outside Back Cover	2,700
Inside Front Cover	2,300
Inside Back Cover	1,850
Double Spread	1,500
Full Page	900
Company Profile Upgrade Package	125
Insert (Exclusive)	1230

Tasting Bar

Tasting Bar Max.10 Unit Price: **USD 800**

A free-to-attend attraction that enables attendees to see, touch and sample the latest functional foods and beverages. If your company has a retail-ready functional food or beverage, participate in this great feature on the show floor! All you have to do is provide the finished product – we will handle the preparation of your product into sample sizes and distribution to attendees.

- Tasting bar will be open for sampling during show hours on Thursday, 6/28 & Friday 6/29, located on the show floor.
- Verification is required, the sampling food or beverage must comply with the Food Safety Law and other related rules and regulations.
- Sponsor to provide product information
- One section will be dedicated to food samples and one section will be dedicated to beverage samples.
- Sponsor's food or beverage will be on display with a product information card that contains your company logo, product name, product description and booth number – attendees can read about and taste your sample, and then visit your booth to learn more.
- Flyer distribution
- Show Guide promoting Tasting Bar will include all participating company logos
- Tasting Bar section on SupplySide China website will detail all participating companies and products
- Pre-show e-shots to registered and potential visitors will promote Tasting Bar



28-30 June 2018

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SupplySide
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Plan Your Visit

SupplySide China 2018 Exhibition Date :

Thursday 28 June 2018

Friday 29 June 2018

Saturday 30 June 2018

Location: Guangzhou

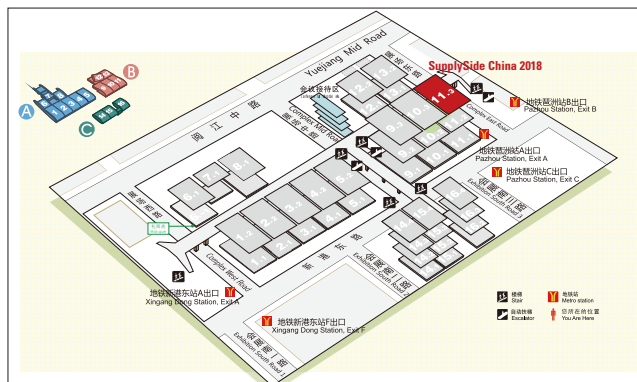
Guangzhou is the capital and most populous city of the province of Guangdong in southern China. It has a history of over 2200 years and was a major terminus of the 'Maritime Silk Road' and continues to serve as a major port and transportation hub today. It is also one of mainland China's leading commercial and manufacturing regions.



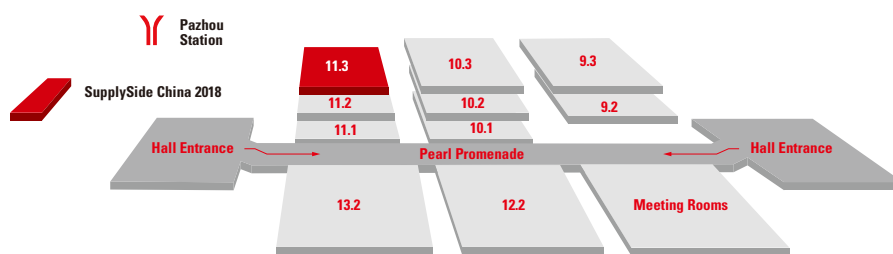
Venue: China Import and Export Fair Complex

China Import and Export Fair Complex, the largest modernized exhibition center in Asia, is located in Pazhou Island, Guangzhou, China. It is a perfect integration of human and ecological concerns and high technology and intelligentization, sparkling the world like a shining star.

The complex covers a total construction area of 1,100,000 m² with the indoor exhibition area of 338,000 m² and the outdoor exhibition area of 43,600 m². The Area B has an indoor exhibition area of 128,000 m² and an outdoor exhibition area of 13,600 m².



Hall 11.3 Entrance



Area B, China Import and Export Fair Complex, Guangzhou



SAVE THE DATE

28-30 June 2018

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