



Food ingredients  
North America

October 17-18 2019  
Mandalay Bay, Las Vegas, NV

Co-located with

SupplySide<sup>®</sup>  
WEST

# Justification Toolkit



Send Me  
to Vegas

# Fi North America – Your trusted route to North America's food and beverage market



Step into one of the world's largest food and beverage markets at Fi North America, making this your direct route to the widest range of ingredient suppliers from around the world. Co-located with SupplySide West, Fi North America is launching this year as North America's one-stop ingredients sourcing platform serving the global food, beverage and dietary supplements markets.

We invite you to join us from **October 17-18** in Las Vegas and take advantage of your opportunity to get direct access to the widest range of suppliers from around the world, learn about the latest industry trends and network with leading industry professionals.

If you have any questions or need assistance, please don't hesitate to **contact us**.

We look forward to welcoming you to Fi North America this October!

The Fi North America Team

## TOP REASONS TO ATTEND FI NORTH AMERICA:

- ✓ Source **10,000+** ingredients from **1,300+** suppliers, including health and organic ingredients, clean label solutions, packaging and manufacturing innovations, and much more.
- ✓ Expand your industry knowledge with **140+** hours of onsite educational content covering the hottest topics shaping the health and nutrition industry. Grow your mind, grow your business
- ✓ Network with **17,000+** of your peers representing Dietary Supplements, Food and Beverage, Sports Nutrition and Personal Care Industries

This kit contains materials you can tailor to organize your Request for Approval to attend Fi North America 2019 and demonstrate your expected ROI upon your return.

## THIS JUSTIFICATION KIT CONTAINS:

- ✓ A request letter template
- ✓ Exhibitor overview
- ✓ Who attends
- ✓ Conference program overview
- ✓ Pricing & Package options

## JUSTIFICATION LETTER TEMPLATE

Dear [Name],

I am writing to request your approval to attend Fi North America from October 17-18, 2019 in Las Vegas, NV, USA. This valuable event welcomes **17,000+** attendees and showcases **1,300+** exhibitors from dietary supplement, beverage, functional food, personal care and sports nutrition industries. My event pass includes access to networking events, learning sessions, and keynote presentations at no additional cost. The comprehensive educational program includes several presentations I'd love to attend which directly address issues we're dealing with right now:

- ✓ [PRESENTATION TITLE: SPEAKER]
- ✓ [PRESENTATION TITLE: SPEAKER]

As far as the exhibitors on the tradeshow floor, many of them can help us with projects we have on the horizon, such as [list related project(s) here]. I'd love to meet face-to-face with the following vendors to discuss solutions, see product demos, and bring back intel for us to evaluate:

- ✓ [Exhibitor]
- ✓ [Exhibitor]

The full exhibitor listing can be found [here](#).

With that in mind, I would like to seek approval for the registration fee and travel expenditures. The total cost will be \$[XXXX]. Here is a complete breakdown of the conference costs:

- Badge Price: \$[XXX]
- Airfare: \$[XXX]
- Transportation: \$[XXX]
- Hotel: \$[XXX]
- Meals: \$[XXX]

I've done quite a bit of research, and I find Fi North America to be the only event of its kind - unmatched in size, scale, and worldwide influence.

Thank you in advance for your consideration. I'm confident that you'll agree it would be a wise investment and our best chance all year to get access to the advanced research, emerging technologies, and strategic innovations to enhance our organization - all while building some important connections with leaders in the health and nutrition community.

[Your standard close]

## WHO EXHIBITS?

Source innovative solutions from 1,300+ leading exhibitors, including:

- Food, supplement & beverage ingredients suppliers
- Contract manufacturers
- Flavor & fragrance suppliers
- Equipment & machinery companies
- Packaging & labeling suppliers
- Lab testing & analytical firms
- Wholesalers, distributors & brokers
- Legal / Regulatory Services

## WHO ATTENDS?

Fi North America brings together the entire food, health and nutrition industry's most prominent ingredient suppliers and food, beverage and supplement innovators. Are you one of the following?

**Health & Nutrition Professional With a Focus On:**

- Research & Development
- Product Development
- QA/QC
- Purchasing
- Supply Chain Management
- Marketing

**From the Following Industries:**

- Dietary Supplement
- Functional Food & Beverage
- Sports Nutrition
- Personal Care

**4 out of 5 attendees say the show helps them\*...**

- **SOURCE** new products / suppliers
- **NETWORK** with industry peers
- **CONNECT** with existing suppliers
- **LEARN** about the latest market developments

*\*Source: Independent research by Fusion Communications, January 2018*

## NEW FOR 2019

Join the **launch event of Fi North America**, co-located with SupplySide West.

If you're a food and beverage innovator, Fi North America is your platform to ...



### MEET

innovative suppliers



### SOURCE

ingredients & solutions



### DISCOVER

products, technologies & trends

**1,300+ exhibitors with 10,000+ ingredient solutions for your next food & beverage innovation**

- ✓ Natural colors, flavors and sweeteners
- ✓ On-trend healthy ingredients
- ✓ Clean label solutions
- ✓ Organic and non-GMO ingredients
- ✓ Innovative co-packing and contract manufacturing solutions

**Jungbunzlauer, Ingredia, ADM, Sensient** and **FONA International** are just some of the leading international exhibitors that have already confirmed their place at Fi North America 2019.





## CONFERENCE AND EDUCATION PROGRAM

### Free Content & Conference Programming

- **Supplier Presentation Theater**

One of the most effective ways to learn about new and innovative ingredient technologies. These exhibitor-sponsored presentations are devoted to ingredient- and service-specific science, applications, formulation and marketing.

- **SupplySide Central**

Get access to extensive, interactive and fast-paced programming around some of the hottest topics shaping the industry.

- **New Products Zone**

Designed to highlight ingredients and finished products at the forefront of innovation and invention. Visit this attraction to source the latest offerings to hit the market and learn about the exhibitors producing them.

### Education Overview

*140+ hours of educational content*

You can maximize your experience at Fi North America by attending our in-depth education sessions. Whether you're looking for GMP training courses or information about the latest market trends, formulation considerations or regulatory changes, we've got you covered.

## FOOD INGREDIENTS THEATER

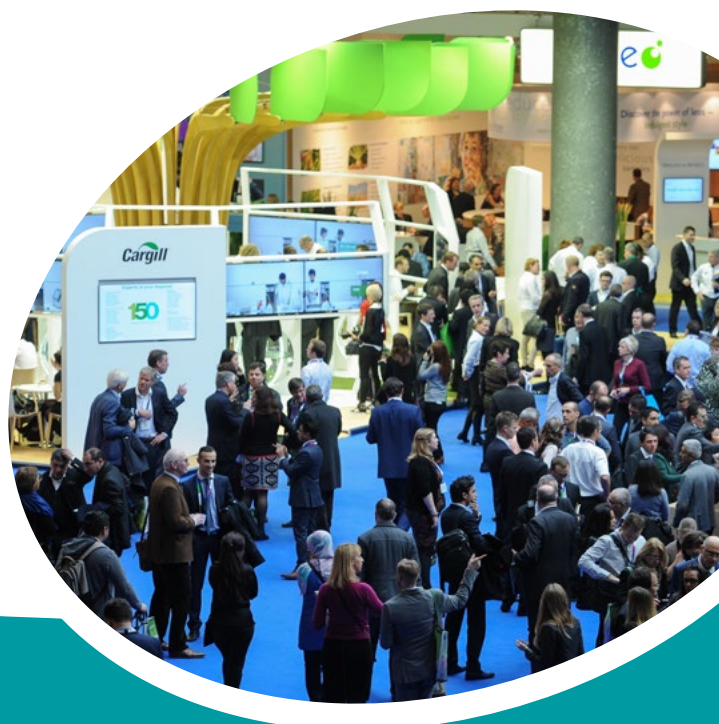
Located in the Food ingredients North America show area, this theater offers visitors a **2-day, free-to-attend program** highlighting:

- Global market opportunities for food and beverage producers
- Legal considerations when doing business worldwide
- Updates on ingredients sourcing
- Supply chain management best practice

The program will be of interest to food and beverage manufacturers, business developers, ingredient sourcing professionals, supply chain managers and F&B marketers.

### Highlights:

- Updates on clean label and natural trends by NEXT
- Insights into current major consumer trends influencing the global F&B market by MINTEL
- Insights into the latest opportunities and challenges within specific market categories (Protein Spotlight; Organic Spotlight)



## WHAT'S THE COST?

With a variety of package options and a la carte pricing, you can select the pass that best suits your business needs! Whether it's meeting new suppliers, getting ahead of industry trends, networking with our peers, or all of the above, Fi North America has the right pass for you.

|   | EARLY<br>Reg open 21.08.19 | ADVANCE<br>22.08.19 to 11.10.19 | ONSITE<br>12.10.19 to onsite |
|---|----------------------------|---------------------------------|------------------------------|
| <b>Expo Hall Pass</b><br>(Manufacturer, Distributor, Retailer, Health Practitioner, Food Service, Investor)   | \$149                      | \$199                           | \$249                        |
| <b>Expo Hall Pass</b><br>(Supplier, Business Service)   | \$449                      | \$599                           | \$799                        |
| <b>Education Pick 3 Pass</b><br>(Manufacturer, Distributor, Retailer, Health Practitioner, Food Service, Investor)<br><i>*Does not include All-Day Summits. Separate registration required.</i> | \$349                      | \$449                           | \$549                        |
| <b>Global Pass</b><br>All business types<br><i>*Also includes access to All-Day Summits</i>   | \$649                      | \$749                           | \$849                        |

### What's included in each pass?

|   | EXPO HALL<br>PASS | EDUCATION<br>PICK 3 PASS | GLOBAL<br>PASS |
|---|-------------------|--------------------------|----------------|
| Daily access to Expo Hall (Thursday-Friday) during show hours | ✓                 | ✓                        | ✓              |
| Access to all Featured Speaker Presentations                  | ✓                 | ✓                        | ✓              |
| Access to Exhibitor Presentation Theater                      | ✓                 | ✓                        | ✓              |
| Full access to mobile app                                     | ✓                 | ✓                        | ✓              |
| Access to any 3 of the 25 workshops                           |                   | ✓                        | ✓              |
| Access to ALL workshops                                       |                   |                          | ✓              |



## CONTACT

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