

# SupplySide® & Vitafoods™ GLOBAL STOREFRONTS

## The Ultimate Ingredient and Solutions Directory



### WHAT IS A STOREFRONT?

Each Global Storefront is unique, featuring your company's logo, a corporate overview, a list of your ingredients, case studies, research, other relevant assets, and the option for buyers to connect directly with you to ask questions and request a proposal.



### WHY STOREFRONTS?

Buyers are searching for new ingredients and solutions year-round. However, industry events like SupplySide West, Vitafoods, and Ingredient Marketplace only take place a few days a year. Our online Global Storefronts directory provides a solution to this by easily connecting buyers and suppliers. The search for ingredients, suppliers, and solutions can continue all year long.

➔ Turn your Global Storefront on today for \$7,500

# Homepage Featured Video



CLICK TO VIEW

The exclusive placement of your feature video allows all visitors of the Global Storefront website to find out about you FIRST. Expand your corporate or brand message while aligning yourself with the trusted SupplySide and Vitafoods brands.

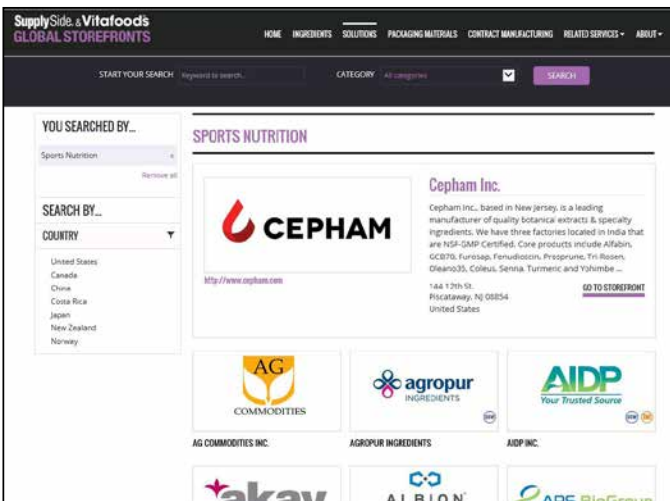
## Features:

- Video displays link that will direct viewer to Storefront listing
- Required format: High-definition MP4
- 2,000 promotional impressions (monthly increments)

**\$3,500** per month or **\$9,000** for three consecutive months

# Featured Supplier

Align your brand with given categories within your industry. Customers will have the option to be directed to your Global Storefront (page) when searching for your target market.



CLICK TO VIEW

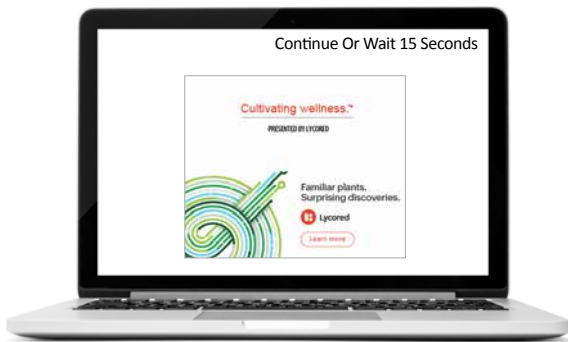
## Features:

- Top of the category page
- Logo & Call out direct link to listing
- Standard listing deliverables:
  - 200 - 300 word company description
  - List of ingredients your company sells
  - Categories your company is associated with
  - Request for Proposal hyperlink
  - Company contact information
  - Up to fifteen PDF assets of company literature
  - One video that appears on the home page of your Storefront

**\$24,000** annually

For more information, please contact your sales representative or Danica Cullins, VP Sales – Health & Nutrition, at danica.cullins@informa.com or (480) 281-6713.

# Increase Engagement of Your Global Storefront with these boosters:



## Welcome Ads

This highly visible and sought-after ad position provides you with superior brand recognition. Showcase your brand exclusively—front and center—before visitors enter the site—for up to 15 seconds!

**\$4,000 weekly**



## Full page Template Print Ad

Distributed to 12,000 subscribers, INSIDER is the #1 print, online and e-mail resource for marketers, manufacturers and formulators of dietary supplements, healthy foods and cosmeceuticals.

**\$2,000 each**



## Sponsored Link

This reserved spot on the INSIDER website and Global Health & Nutrition weekly newsletter lets you boost your brand and reach over 25,000 INSIDER subscribers.

**\$1,500 weekly**

For more information, please contact your sales representative or Danica Cullins, VP Sales – Health & Nutrition, at [danica.cullins@informa.com](mailto:danica.cullins@informa.com) or (480) 281-6713.