SupplySide® Stories

Every Company HAS A STORY.

SupplySide Stories podcast series

At the core of every great company is a story--and every story should start at the beginning of the supply chain. From digging into exciting initiatives to getting an insider's look at leading-edge science and celebrating attention to sustainable business practices, our experienced content marketing staff will interview key thought leaders within your organization, taking a journalistic look at new concepts driving innovation and creating impact in the market, and what's to come at SupplySide West and Food ingredients North America—and what it means for the future of healthy supply chains and your business.

What makes your story unique?

INNOVATION
driving ingredient and product development and new solutions.

INTEGRITY
of your business practices and supply chain sourcing.

INSPIRATION
that can impact the health and nutrition industry.

Deliverables

- Planning session with SupplySide Stories podcast host ahead of recording date
- Performance marketing: Ad in one e-newsletter and social media promotion via Twitter, LinkedIn or Facebook
- Logo recognition and speaker headshot on the podcast's landing page
- Link to SupplySide Connect listing on podcast landing page
- Marketing impressions: guaranteed 50,000 within 60 days
- Program marketing report provided at the end of the campaign will also include page views and podcast plays

Price: $3,000

For more information, please contact your Account Manager or Danica Cullins, Vice President of Sales and Brand Director, Informa Health & Nutrition, SupplySide Portfolio, at danica.cullins@informa.com.

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