

TOP BRANDS MAKE SUPPLIERS' DAY THE SHOW OF CHOICE IN NORTH AMERICA

Sampling of Attendees: Aloe Vera of America, Inc., Ariel laboratories, Avon Products Inc., CHANEL, Chemaïd Laboratory, Colgate-Palmolive, COTY INC, Crabtree & Evelyn, DERMACEUTICAL LABORATORIES, Edgewell Personal Care, Estée Lauder, FRUIT OF THE EARTH, Hair Systems Inc, Happy Farm Botanicals, HATCHBEAUTY, Johnson & Johnson, L'Oréal USA, Mars Cosmetics, Mary Kay, Inc., Mast - Victoria Secret Beauty, NuWorld Beauty, Prai Beauty, Procter & Gamble, Shiseido America

Visit www.nyscc.org/suppliers-day for full details.

BUYING AUDIENCE

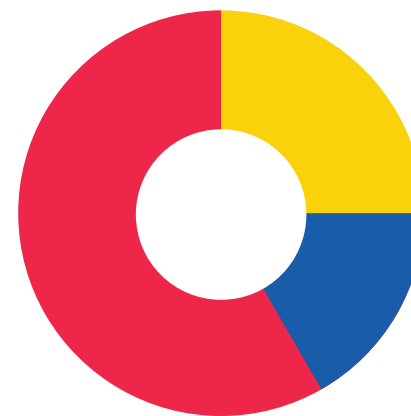
Total Attendees: **9,464**
First Time Attendees: **35%**
Loyal Audience: **76% Attend Annually**



GOALS & PURCHASING PLANS

Almost 90% of attendees/buyers achieved optimal ROI on the time & money spent at Suppliers' Day 2018!

Their goals & purchasing plans included:

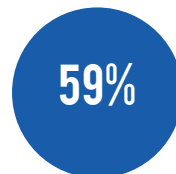


55%
Reviewing Products & Solutions for Purchase

25%
Had Purchasing Plans Upon Arrival on Show Site

20%
Obtaining Info to Specify Products & Solutions to Purchase

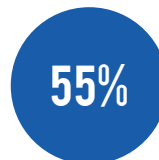
WHY DID YOU ATTEND?



Industry Networking



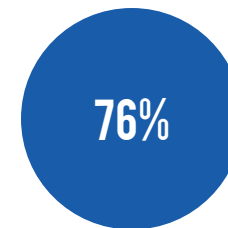
Evaluate/Compare Products for Purchase



Updates on Trends/Issues



Education & Programming



See New Products

