

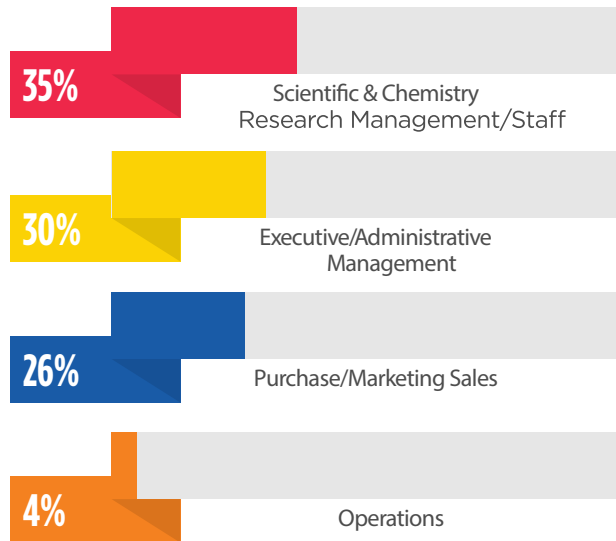
TOP BRANDS MAKE SUPPLIERS' DAY THE SHOW OF CHOICE IN NORTH AMERICA

Attendees: Abella Skin Care, Inc., Amway Global, Arbonne International, Avon Products Inc., bareMinerals, Blue Diamond Growers, Bumble & Bumble, Burt's Bees, CHANEL, Colgate-Palmolive, COTY INC, Crabtree & Evelyn, Drunk Elaphant, Edgewell Personal Care, Estee Lauder, Firmenich, Freshh Face Cosmetic Skincare, Function of Beauty, Glow Recipe, Goop, Inc., Henkel, Johnson & Johnson, L'Oreal USA, Mars Cosmetics, Mary Kay, Inc., Procter & Gamble, Rare Beauty Products, Shiseido America, Unilever, Victoria Beckham Beauty, Victoria's Secret Beauty, You Be You

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

BUYING AUDIENCE

Total Attendees: **9,981**
 First Time Attendees: **33%**
 Attendees with Purchasing Influence: **80%**



RESEARCH, GOALS & PURCHASING PLANS

Almost 90% of attendees/buyers achieved optimal ROI on the time & money spent at Suppliers' Day 2019!
 Their goals & purchasing plans included:



64%
Researched Companies & Products Prior to Attending

23%
Purchasing Plans & Budgets were Set Prior to Event

13%
Had Budgets Set in Excess of \$500,000

WHY DID YOU ATTEND?

