

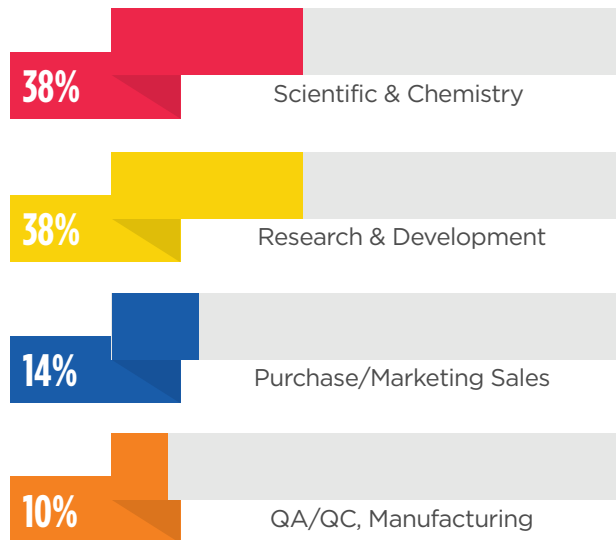
## TOP BRANDS MAKE SUPPLIERS' DAY THE SHOW OF CHOICE IN NORTH AMERICA

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](http://www.nyscc.org/suppliers-day) for full details.

### BUYING AUDIENCE

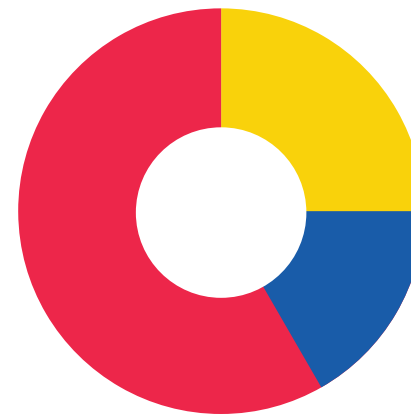
Total Attendees: **6,807**  
 First Time Attendees: **36%**  
 Loyal Audience: **74% Attend Annually**



### GOALS & PURCHASING PLANS

Almost 81% of attendees/buyers achieved optimal ROI on the time & money spent at Suppliers' Day 2021!

Their goals & purchasing plans included:



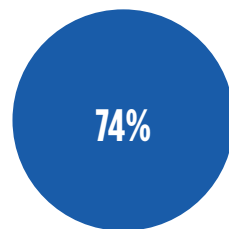
**57%**  
 Researched Companies & Products Prior to Attending

**26%**  
 Purchasing Plans & Budgets Were Set Prior to Event

**17%**  
 Had Budgets Ranging from \$250,000 to \$5 million+

## 66% SAID SUPPLIERS' DAY IS EXTREMELY OR VERY IMPORTANT TO THEIR PRODUCT DEVELOPMENT PLANS

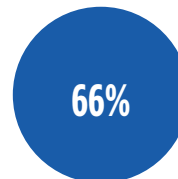
### WHY DID YOU ATTEND?



Industry Networking



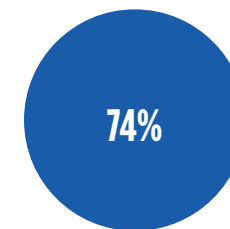
Evaluate/Compare Products for Purchase



Updates on Trends/Issues



Education & Programming



See New Products

