

2017 Weight Management, Sports Nutrition and Vitamin EPPS

Education & EPPS Programs

ECRM's educational sessions provide EPPS attendees with the opportunity to learn from thought leaders and category experts on a variety of topics aimed at their professional development. These sessions include presentations, moderated panel discussions, special events, workshops, and roundtable discussions focused on category insights and trends, as well as hands-on workshops to help buyers and sellers enhance the effectiveness of their meetings during an EPPS.

Sunday, June 25, 2017

TABS Analytics' 10th Annual VMS Study at ECRM EPPS

60 minutes

Dr. Kurt Jetta, CEO of TABS Analytics, will unveil the results of results of TABS' 10th annual Vitamins, Minerals and Supplements research study during ECRM's Weight Management, Sports Nutrition & Vitamin EPPS in Chandler, Arizona.

This educational session will examine TABS' historical data on the category to reveal trends and predict the course of the VMS category. Among the areas of focus will be the types and volume of products purchased, the outlets at which they were purchased, as well as consumer promotional trends.

In addition, according to TABS, there has been a long-standing debate over the category size stemming from various industry reports when compared to TABS' vitamin study estimates. Dr. Jetta will go into more detail on this topic and cover, among other things:

- What's shaping the debate about the true size of the VMS category
- Estimated outlet sales and share of occasions, including the online channel
- How consumers are buying and shopping the category

Kurt Jetta, PhD, Founder, CEO & Lead Product Developer
TABS Analytics



SOS Hydration's Run with Olympian Program

60 minutes

Come join SOS ambassador and Olympic finalist Abbey D'Agostino for an interactive run clinic with SOS Hydration. This program, which we offer to our retailers has proven a tremendous success in Kroger and & Eleven for sales, awareness and free PR for the local stores. SOS was founded by pro athletes who are also certified USATF coaches and is a hydration drink that's as effective as an Intravenous Drip. We had 26 Olympic Finalists at the Rio Olympics and we utilize these awesome athletes to educate our consumers in store or at their community events through an interactive experience which is way more than a demo. Even better it requires minimum input from the store. We begin bright and breezy at 6am with the program lasting just under an hour.

The timings are as follows:

6:00 AM Meet up (Hospitality/Akimel Foyer)

6:05 AM Intro to SOS and Abbey

6:10 AM Warm Up

6:20 AM Run clinic. Abbey and the SOS team will give you tips on how to run properly. Saving you energy and making running even more enjoyable

6:35 AM 10 min run to put into action what you have just learnt. Don't worry its open to all abilities and the SOS team will be ensuring that everyone is looked after

6:45 AM Q&A / selfies with Abbey and hydrate with a cool SOS

7:00 AM Fully hydrated and an with the show!!

Abbey D'Agostino, SOS Ambassador & Olympic Finalist
SOS Hydration's

ECRM & Drug Store News Buyer's Choice Awards

15 minutes

Join us for the Buyer's Choice Awards hosted by Drug Store News. Suppliers will submit their product offering and attending buyers will cast their vote for their favorite item! First place and finalists will be recognized during lunch on June 27th. To learn more about how you can participate, please contact your account manager.

