



2024 Vitamin, Weight Management & Sports Nutrition Session

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.

Roundtables

45 minutes

This is a great networking event giving participants the opportunity to discuss relevant industry topics in a round table format with fellow industry professionals sitting at the table.

Products trends surrounding the GLP-1 craze

Moderator: Don Leonard, Vitamin World, Manager, Product Development

- What categories are trending
- How are retailers merchandising to support this opportunity
- Where is innovation headed

Selecting the right co-man partner -

- What should you consider
- What certifications should you ask for
- How do you insure quality
- Determining what's right for you

The Regulatory Environment

Moderator: Heather Wainer, VP of Media, Whole Foods Magazine

- Top issues affecting the dietary supplement industry
- Key state regulations - what you need to know
- What to expect on the next political cycle
- How to protect your brand

Best practices for buyer engagement

- What do you need to get the buyer to say yes
- Top three things you must know
- Understand concept of incrementality
- What's with the retail media craze

Nielsen

60 minutes

Details coming soon

Buyers' Choice Awards

30 minutes

Join us for the Buyers' Choice Awards hosted by ECRM and Drug Store News! Suppliers will submit their product offering and participating buyers will cast their vote for their favorite product!