



## 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.

Monday, September 9, 2024

#### Grand Tasting

**45 minutes**

We will have two categories, Best in Bars/Food and Best in Drinks. All attendees will have an hour to do a tasting and vote for their favorite items.

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## 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.

Product 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

Moderator: Cole Wooten, Sales Rep, Eagle Labs

- What should you consider
- What certifications should you ask for
- How do you ensure 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

Moderator: Wayne Bennett, SVP of Retail, ECRM

- 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

## The Rise of Weight Loss Drugs and Beyond: Vitamin, Diet, Nutrition Insights

**60 minutes**

In an era where weight loss drugs are gaining prominence, the vitamin, diet, and nutrition categories are more important than ever. Join us for an engaging speaking session where NIQ's Yvonne Buisson will discuss these categories' critical role in supporting overall health and wellness. Discover the emerging trends, including the impact of GLP-1 drugs on the market, consumer behaviors, and future opportunities in the market. Learn how to strategically position your products and services to meet the evolving demands of health-conscious consumers. This session is essential for anyone looking to stay informed and competitive in the dynamic health and wellness industry.



Yvonne Buisson, Director New Business Development  
NielsenIQ

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## 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!