

CTSM Portfolio

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November 9, 2019

Advisor: Janet Good



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CRITERIA

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Criteria #1

Vital Statistics



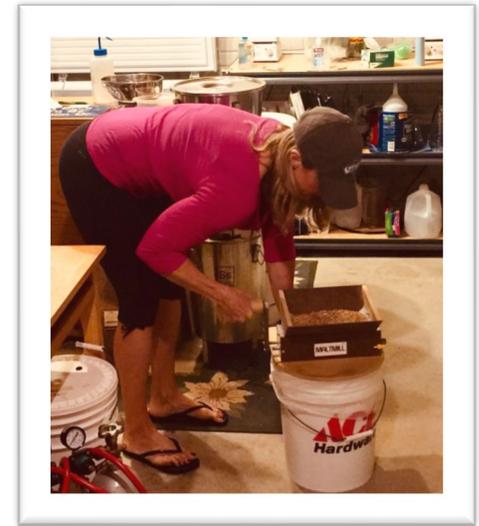
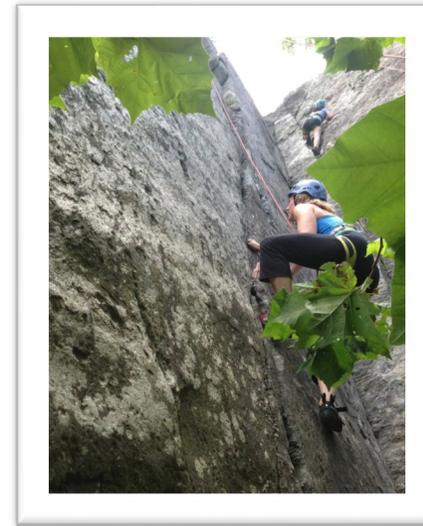
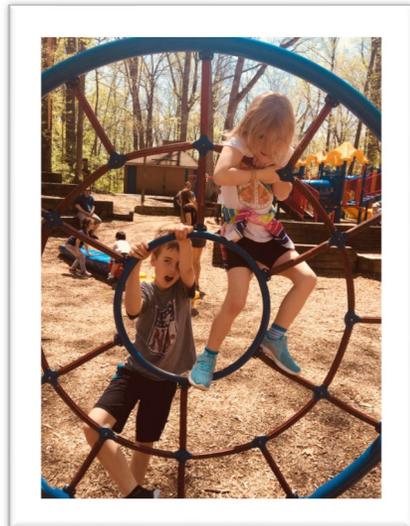
Who is Wendy?



My life journey began growing up in Illinois in the 1970s. Fast-forward to 2019 and you will find me living the dream as a single mother of two in Maryland. The majority of my career has been in the graphic arts field. I was excited to expand my career path into the world of tradeshow and event management. And currently working to achieve my CTSM certification

Hobbies:

Spending quality time with family and friends, enjoying the outdoors, weightlifting, and sports. I most recently got into the art of homebrewing



Biography (cont.)



- ▶ Education background: Advertising, Graphic Design and Continued Education (i.e. The Outward Mindset, Conflict Management, Negotiation Skills, Meyers Briggs, Project Management, and Adobe CS)
- ▶ Career background (1990—Present): Minuteman Press (fulfilled all print shop services); Quad Graphics (4 color separator); Health Foods, Inc. (Graphic Designer); W.W. Grainger (Graphics Designer/Art Director); USP (Sr. Graphic Designer/ Tradeshow Manager)
- ▶ Current responsibilities as Tradeshow Manager at USP
 - Manage relationships with external associations where we exhibit
 - Order all tradeshow related products and services
 - Manage exhibit houses, transportation vendors, set up crews, and procurement companies
 - Lead all tradeshow and conference efforts
 - Manage business partners tradeshow budgets

Biography (cont.)



Colleagues I collaborate with:

- Marketing Directors in the following Business Units: Chemical Medicines, Dietary Supplements/Herbal Medicines, Health Quality & Safety, Foods, Excipients, Biologics, and USP Education
- Strategic Customer Development Managers
- Stakeholder Engagement
- Regulatory Affairs
- Legal
- Scientist and Liaisons
- Meeting Services
- Art Director and Graphic Designers
- Content writers
- Project Manager
- Leadership
- Purchasing
- Accounting
- Facilities

Who is USP?



- ▶ At USP everything we do is in service of our mission to help protect and improve the health of people around the world. From the standards we create to the partnerships we foster, we continually work to build and reinforce a foundation that draws us closer to a world where everyone can be confident of quality in health and healthcare
- ▶ USP is a non-profit scientific-based organization that is approaching its 200 year anniversary in 2020
- ▶ USP develops and publishes science-based quality standards in the *United States Pharmacopeia–National Formulary (USP–NF)*. These standards have been recognized in the Federal Food, Drug and Cosmetic (FD&C) Act since it was first enacted in 1938
- ▶ We have 1,100+ employees worldwide
- ▶ Over 180,000+ sq. ft. of laboratory space in five countries
- ▶ We collaborate with 800+ external experts from industry, government, nonprofits and academia

About USP (cont.)



▶ **Locations:**

- USP–U.S. (HQ in Rockville Maryland)
- USP–Brazil
- USP–China
- USP–Ghana
- USP–Ethiopia
- USP–India
- USP–Indonesia
- USP–Nigeria LTD/GTE
- USP–Philippines
- USP–Switzerland

▶ **Markets:** pharmaceuticals, foods, biologics, dietary supplements

▶ **Competitors:** USP is a non-profit organization. As a pharmacopeia, we deliver quality standards for development of medicines and collaborate on harmonization of standards with other pharmacopeias, regulators, and health agencies. There are commercial organizations that sell reference standards, which are used in the manufacturing process. We are truly unique and don't have any direct competitors

Working Together to Advance Quality



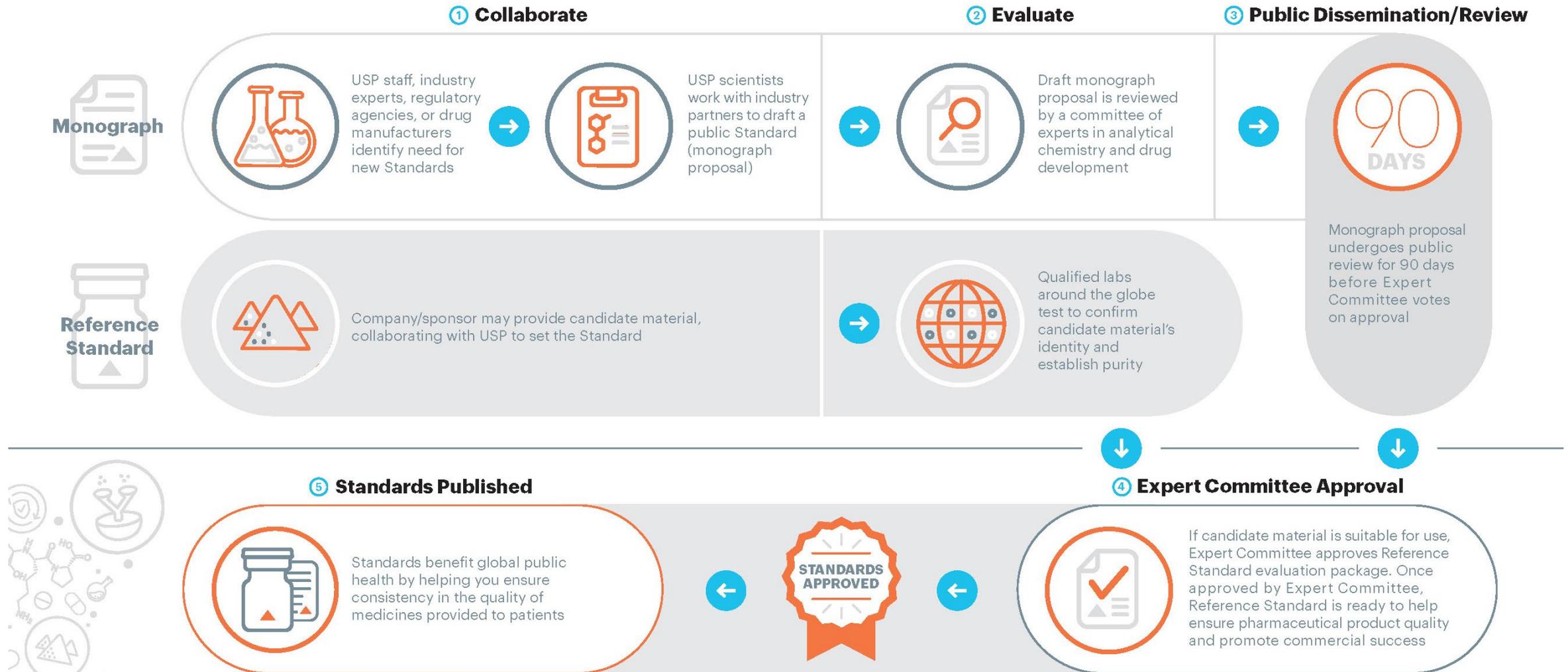
- ▶ We work with experts in health and science to develop quality standards. We collaboratively set the bar for the manufacturing and distribution of safe and effective medicines, supplements and food around the world
- ▶ Our partnerships with the FDA and the other regulatory bodies help advance quality along every point of the supply chain
- ▶ Today our standards are available in more than 140 countries



Collaboration Drives Standards Development



Criteria #1: Vital Statistics



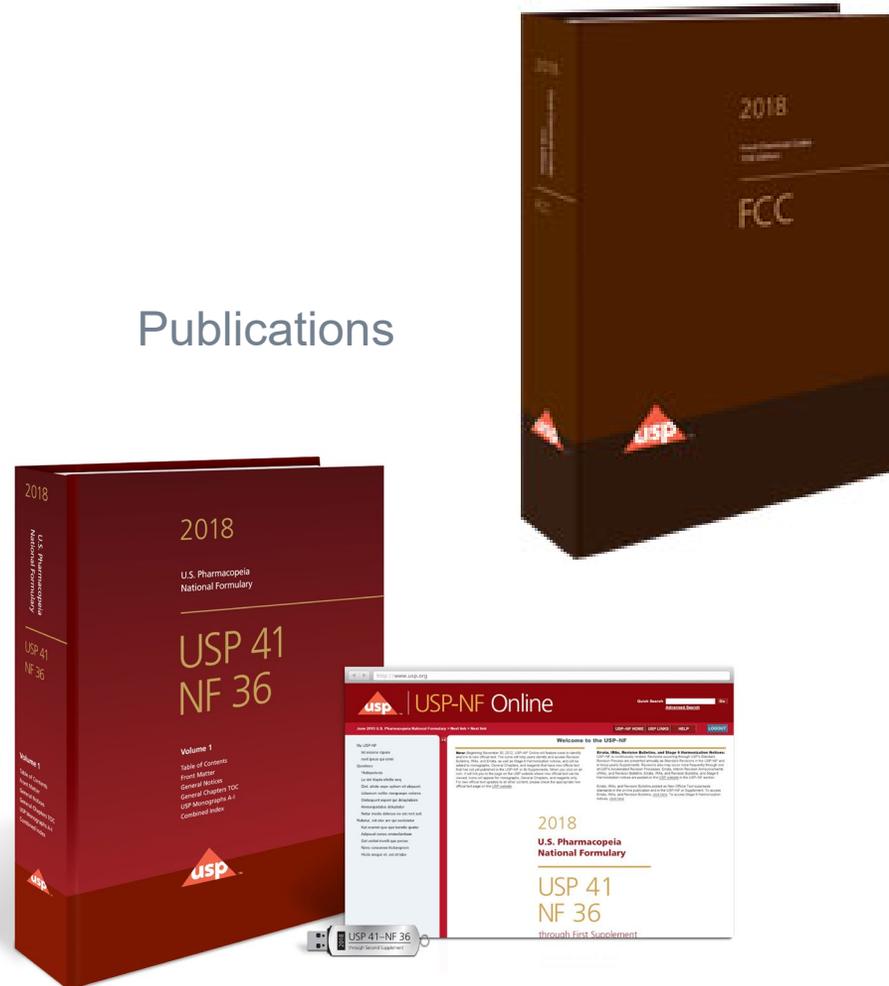
USP Product Sampling

Criteria #1: Vital Statistics



Reference Standards

Publications



Dietary Supplement Verification Program



Dietary Supplement Compendium Online

Criteria #2

Overview/Show Schedule



Upgrades to Tradeshow Program



I have been managing USP's tradeshow program for 12 years. Up to 4 years ago, we averaged 8 to 12 annual tradeshows. Starting in 2014 our company initiatives expanded as well as our tradeshows. These are the most significant upgrades:

- ▶ USP added two 10x20 custom booth structures to our booth property offering
- ▶ Stronger collaboration with our business units, to ensure their shows have measurable goals and messaging that support their annual strategic plan
- ▶ Peer to peer review of customer-facing presentations, delivered by our science division, is needed to ensure they meet brand standards and are speaking to the target audience in our established tone and voice
- ▶ New legal processes:
 - Review of high-risk contracts (i.e. barter agreements, new booth build-outs)
 - Review by our External Collaboration Initiatives Committee for all sponsorships

USP's Tradeshow Program (cont.)



- ▶ **USP's product offering is quite unique.** USP currently offers more than 3,700+ Reference Standards—highly characterized specimens of drug substances, excipients, food ingredients, impurities, degradation products, dietary supplements, compendial reagents, and performance calibrators. USP Reference Standards are specified for use in conducting official *USP–NF** tests and assays
- ▶ In the U.S., companies are required by the FDA to use USP Standards in the development of their drugs, dietary supplements, and food ingredients
- ▶ We have identified the tradeshows and conferences where our prospects, end-users, decision-makers, and regulators attend. Our awareness campaigns position USP as a partner to ensure quality in the supply chain to protect global public health

* *USP–NF* is a combination of two compendia, the United States Pharmacopeia (USP) and the National Formulary (NF). Monographs for drug substances, dosage forms, and compounded preparations are featured in the USP. Monographs for dietary supplements and ingredients appear in a separate section of the USP. Excipient monographs are in the NF

USP's Tradeshow Program (cont.)



- ▶ Depending on the show goals and audience, we may add the following activities:
 - Speaking engagements by our CEO (plenary session, award ceremony, breakfast/luncheon)
 - Stakeholder engagement panels
 - Scientific speaking opportunities
 - Scientific poster presentation
 - Sponsorships
- ▶ I manage all of our domestic and international tradeshows and provide additional remote support, as needed, to our global sites
- ▶ Our show floor footprint ranges from an 8x10 to a 20x30

USP's Annual Tradeshows and Conferences



| 2019 Tradeshaw/Conference Schedule | | | | |
|-------------------------------------------------------------------|-----------|-----------------------------|--------------------------|-----------------------------------------------------------------------------------------------------------------------|
| Event/Size/Booth # | Date | Location | Activity | Web Address |
| CASSS-WCBP*- 10x10, Booth #23 | 1/29-1/31 | Washington, DC | Exhibit | www.casss.org |
| Natural Products Expo West, 10x20, Booth #4309 | 3/7-3/9 | Anaheim, CA | Exhibit | www.expowest.com |
| American Pharmacists Association, 10x20, Booth #1015 | 3/22-3/25 | Seattle, WA | Exhibit | https://aphameeting.pharmacist.com |
| PEGS: The Essential Protein Engineering Summit, 10x10, Booth #701 | 4/8-4/12 | Boston, MA | Exhibit | www.pegsummit.com |
| The American Society of Gene & Cell Therapy (ASGCT) | 4/29-5/2 | Washington, DC | Sponsor | https://annualmeeting.asgct.org |
| CPhI* North America, 10x20, Booth #2330 | 4/30-5/2 | Chicago, IL | Exhibit | https://cphinorthamerica.com |
| Excipient World, 10x10, Booth #100 | 5/6-5/8 | Gaylord National Harbor, MD | Attend, Exhibit, Speaker | https://excipientworld.org |
| Tides 2019, 10x10, Booth #323 | 5/20-5/23 | San Diego, CA | Exhibit | https://lifesciences.knect365.com/tides/ |
| Institute of Food Technologists (IFT), 10x10, Booth #3420 | 6/2-6/5 | New Orleans, LA | Exhibit | https://10times.com/ift-meeting-food-expo |
| Women Deliver Conf., (2) 10x20 Booths 1025 & 451 | 6/03-6/06 | Vancouver, Canada | Exhibit, sponsor | http://womendeliver.org/conference/2019-conference/ |
| Healthplex Expo & Nutraceutical Products (HNC) Booth #3H11 | 6/19-6/21 | Shanghai, CN | Exhibit | http://www.hncexpo.com/index.php?s=/Index_en |

* CASSS stands for California Separations Science Society and WCBP use to stand for Well Characterized Biological Products
CPhI's business acronym does not stand for anything

USP's Annual Tradeshows and Conferences



| 2019 Tradeshhow/Conference Schedule | | | | |
|------------------------------------------------------------------------------------|-------------|------------------------------|----------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Event/Booth # | Date | Location | Activity | Web Address |
| PR Chem 2019 (College of Chemists of Puerto Rico), 10x10, Booth #33 | 7/24-7/29 | Wyndham Hotel, Rio Mar, P.R. | Exhibit | http://cqpr1941.com/pr-chem/ |
| The Association of Analytical Communities (AOAC) Annual meeting, 10x10, Booth #306 | 9/8-9/11 | Denver, CO | Exhibit | http://www.aoac.org/AOAC_Prod_Ims/AOAC_Member/MtgsCF/17AMCF/17AM_CCO/17AM_100_FMeet.aspx?WebsiteKey=2e25ab5a-1f6d-4d78-a498-19b9763d11b4 |
| Family Medicine Experience (FMX), 10x20, Booth #213 | 9/24/9/28 | Philadelphia, PA | Exhibit | https://www.aafp.org/events/fmx.html |
| SupplySide West, 10x20, Booth #1551 | 10/15-10/19 | Las Vegas, NV | Exhibit | https://west.supplysideshow.com/en/home.html |
| Food & Nutrition Conference & Expo (FNCE) 10x20, Booth #306 | 10/26-10/29 | Philadelphia, PA | Exhibit | https://eatrightfnce.org/ |
| AAPS* PharmSci 360, 10x20, Booth #2119 | 11/3-11/6 | San Antonio, TX | Exhibit | https://www.aaps.org/pharmsci/future-annual-events |
| Safe Quality Food (SQF) Conference, 10x10, Booth #24 | 11/5-7 | San Antonio, TX | Exhibit | www.sqfconference.com |
| CPhI* WW, 10x20, Stand# 42A11 | 11/5-11/7 | Frankfurt, Germany | Exhibit | https://www.cphi.com/europe/ |
| Eastern Analytical Symposium and Exhibition (EAS) 2019, 10x10, Booth #W14 | 11/18-11/20 | Princeton, NJ | Exhibit | http://easinc.org/wordpress/ |
| American Society of Health-System Pharmacists (ASHP), 10x20, Booth #1365 | 12/9-12/11 | Mandalay Bay, Las Vegas, NV | Exhibit | https://midyear.ashp.org/ |

* AAPS stands for American Association of Pharmaceutical Scientists
CPhI's acronym does not stand for anything

Criteria #3

Institute of Food Technologists (IFT)
& Measurable Objectives for the Show



Institute of Food Technologists (IFT)



Introduction

- ▶ Our Foods Business Unit has been exhibiting at the [IFT](#) tradeshow since 2007
 - USP helps manufacturers ensure that the ingredients they produce, procure, and use are of sufficient purity and quality to be used in food products
 - At USP, we give regulators, manufacturers, and retailers, standards and tools to help with their food safety and integrity development
- ▶ I selected the IFT show because it has experienced the most change since we started exhibiting at food industry shows
 - 2007: Was the first year exhibiting at the IFT Food Expo with a 10x10 inline booth
 - 2008-2016: We decided to increase our footprint to a 10x20 for better visibility
 - 2016: UPS introduced our Food Fraud Database and Consultation Services
 - 2017-2019: Due to a change in strategy, we secured a 10x10 corner booth

*The *Food Chemicals Codex (FCC)* in conjunction with USP Reference Materials enables manufacturers and suppliers to verify the identity, quality, and purity of the food ingredients they buy and sell. Monographs in the *FCC* consist of tests and specifications for identification, assay and impurities, as well as other tests that help describe the purity and quality of the ingredient

IFT Introduction (cont.)



▶ Demographics*

- Industry's largest collection of food ingredients, food safety & quality, technology, equipment, processing, and packaging suppliers. All of this, assembled under one roof, for attendees to learn and see what's next in the science of food
- Over 17,000 attendees from customers, suppliers, scientists, collaborators, to innovators
- Over 1,100 exhibiting companies on the forefront of the latest global food trends, showcasing their products and services designed to address these trends
- Over 100 scientific sessions and applied sessions
- Largest food Ingredients & technology Food Expo in the world

*Stats were provided from my show contact at IFT

IFT Introduction (cont.)

- ▶ Target Audience
 - Bench Chemists
 - Scientists
 - Lab managers
 - Purchasing agents
 - Quality control
 - Regulatory agencies
 - Innovators



My Duties at Showsite



- ▶ Supervise booth set up for shows 10x20 or larger
 - Manage labor so that the booth is set up in a timely manner
 - Inspect equipment and crates for damage during transport
 - Check for wear and tear on booth properties (create repair list)
 - Ensure graphic panels are in the right location (make sure the correct panels were shipped)
 - Fill out any paperwork at exhibitor services
 - Fill literature rack and stage optional display case
 - Take photos
- ▶ Ensure that all utilities are in working order
 - Electrical is live and in the mapped out locations
 - Test out internet connection with show computers or kiosk



My Duties at Showsite (cont.)



- ▶ Inspect the condition of rental furniture
- ▶ Pick up staff badges for the team
- ▶ Meet with the booth captain to review booth procedures
- ▶ Coordinate in-booth meetings before and after show hours
- ▶ Attend on-site booth selection appointment
- ▶ Provide 24/7 support for the duration of the show
- ▶ Manage the process for outbound material handling

Session 212:

Rookie Exhibitors' Quick-Start Program: Hit the Ground Running

by Candy Adams

The rules, tips and the years of knowledge sharing were priceless. I have incorporated a number of these (i.e. don't order custom carpet, tape down any cords to avoid tripping hazards, make fast friends with your booth labor, prepping booth staff with key messages, remote storage vs. accessible storage, fully stocked gang box, and the most important competitor at the show is TIME)

Detailed Show and Event Strategies



- ▶ Each April, our business units work on creating their strategic marketing plans. These plans provide the framework for each team's fiscal year (July 1-June 30) deliverables:
 - General awareness of their program offering, advertising, tradeshow, sponsorships, customer events, workshops, monograph acquisition, reference standard development, etc.
- ▶ Budgets are submitted to leadership for approval in supporting each business unit's marketing efforts
- ▶ Tradeshow and sponsorships are identified to secure with the approved FY budget
 - I secure the contracts for all events
 - 6 months prior to show start, I set up and run meetings to identify the strategy for the event and start the planning process
 - Identify and provide all tools needed to ensure a successful event
 - Host post-show meetings and collect feedback for improving following events

Objectives and Measurable Show Goals—Marketing



Criteria #3: Intro to IFT

| Objectives | Tactics | Measurable Goals | Assessment Method(s) |
|--------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------|---------------------------------------------------------------------------------|-------------------------------------------------------------------------------------|
| <i>Food Chemicals Codex (FCC)</i> | | | |
| Generate awareness of FCC & Reference Standards portfolio | Booth graphics, literature, Facebook, Twitter, LinkedIn, conversation | 50 engagements | Post-show meeting, review notes collected from leads, social media dashboard report |
| Share the whitepaper on the Importance of safeguarding the global food supply chain and generate awareness | Literature, Facebook, Twitter, LinkedIn, conversation | 50 engagements | Social media dashboard report |
| <i>FCC</i> Plus, identify people who are interested in speaking with Colleague A | Ask and capture with lead retrieval qualifying questions | Identify 5 | Analyze the leads collected and assign to rep for follow up |
| Identify who is an <i>FCC</i> user* vs. prospect (manufacturing purchasing agent and/or bench chemist) | Survey attendees by using lead retrieval qualifying questions | Target 800 attendees and select corresponding answer in the leads retrieval app | Review lead retrieval report |
| Capture information on new prospects | Lead retrieval and engaging attendee conversations | Collect 40 qualified leads | Analyze the leads collected and assign to rep for follow up |
| <i>Dietary Supplement Compendium (DSC)</i> | | | |
| To establish and or continue relationship building with monograph donors (i.e. natural colorants, beeswax, wheat gluten) | Engaging conversations with attendee | Identify at least 2 companies to donate monographs | Follow up with any leads collected at show and nurture relationships |

* The *FCC* and associated [Reference Materials](#) enables you to verify the identity, quality, and purity of the food ingredients you buy and sell, which help to ensure the overall safety and integrity of the food ingredient supply chain. An *FCC* standard can be used to characterize ingredients used in food. Monographs in the *FCC* consist of tests and specifications for identification, assay and impurities, as well as other tests that help describe the purity and quality of the ingredient

Objectives and Measurable Show Goals—Science



| Objectives | Tactics | Measurable Goals | Assessment Method(s) |
|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------|----------------------------------------------------|----------------------------------------------------------------------|
| Colleague A | | | |
| Promote Speaking Engagements <ul style="list-style-type: none"> Hot Topic Discussion (Moderating) Teaching a pre-conference course on “Clean Labels” | <ul style="list-style-type: none"> Facebook LinkedIn Twitter | 50 Engagements | Social Media Dashboard Report |
| Colleague B | | | |
| <ul style="list-style-type: none"> Scientific Symposium: Introduction and Standardization of Non-Targeted Methods for Food Fraud Detection | <ul style="list-style-type: none"> Facebook LinkedIn Twitter | 50 Engagements | Social Media Dashboard Report |
| Colleague C | | | |
| To establish and or continue relationship building with monograph donors (i.e. natural colorants, beeswax, wheat gluten) | Engaging conversations with attendee | Identify at least 2 companies to donate monographs | Follow up with any leads collected at show and nurture relationships |

Process Involved in Preparing for IFT



- ▶ Identify the show goals with the marketing and science teams
- ▶ Develop a timeline for all deliverables in our project management software system
- ▶ Separate meetings are held with our Communications and Design team to start developing booth graphics, supporting literature and social media
- ▶ Contact all vendors that will play a supporting role with the event (exhibit house, procurement, booth labor, show services, transportation, show host, etc.)
 - Deliver on all action items that correspond with each vendor mentioned
 - Submit payment for all invoices
 - Maintain a budget spreadsheet for all the business units shows
- ▶ Procure all booth literature with our cloud printer
- ▶ Pack and ship all show materials to the advance warehouse from our dock and exhibit house
- ▶ Provide training and remote support to booth staff

Criteria #4

Management of Exhibit Design/Production



Upgrades to Tradeshow Program



- ▶ USP had a new brand launch on July 1, 2017
 - I worked with our exhibit house to resurface our existing 10x20 Exponents booth structures
 - We own (1) 20x20 booth and (2) 10x20 booths which can break down into (2) 10x10's



Exponents booth features:

- (3) fabric panels on the back wall for graphics and messaging
- (2) all-in-one computer monitors hang on the back wall for internet access to our website, online products, and videos
- (4) counters for storage, workspace, and host conversations
- (2) lightbox units or the option to add a display case/lightbox combo
- LED halo lighting on front counters

Upgrades to Tradeshow Program (cont.)



- ▶ We added (2) new booth structures to our inventory
 - For the build, we initiated an RFP with 5 exhibit houses in October 2017
 - The request was for (2) 10x20 booth structures and a touchscreen kiosk



Booth features:

- Sub-messaging acrylic poster standoff, with spot lighting
- Large backlit wall panel
- Touchscreen kiosk features: our websites, the ability to display and email collateral, running social media feeds, USP video library, USP activities at the show and key messaging that run as a screensaver, when unit is not in use

Session 62017: The @show Experience: Understand the Essentials of Exhibit Design by Errol Ahearn

When USP rebranded, one of the big shifts was in our photography. We used to focus on the product and the bench chemist. Instead we wanted to evoke emotion from our customer and tie it closely to the messaging. The essential goal was to have the attendee walk away trusting that USP is looking out for their best interest

Upgrades to Tradeshow Program (cont.)



- ▶ We added a standalone 8x8 lightwall structure that can work in conjunction with pull up banners
 - Utilizing our 8x8 lightwall allows us to leverage key messages, while managing the budget



Session 709:
Earn a Seat at the Decision-Makers' Table
by Mark Goldberg

I invited myself to the business units strategic planning meetings so I could get a well-rounded perspective on team goals and needs. I proposed it was time to update the customer experience with new booth properties. With our recent brand launch, it was the perfect time and budget money was available for this effort

Management Planning



I schedule planning meetings to provide information for the conference, a recap of the prior learnings, and lead the discussion to identify the following:

- ▶ Who is attending (i.e. USP staff, Expert Committee Members, etc.)
- ▶ What USP activities are already secured (i.e. poster sessions, education sessions, speaking engagements, etc.)
- ▶ What are our key messages and goals
- ▶ What are the booth requirements (i.e. graphics, collateral, furniture, AV, premiums, etc.)
- ▶ Identify if there are any special needs (i.e. sponsorships, video, etc.)

Session 72317:
**Communicating w/Others:
Essentials for Success**
by Dan Lumpkin

I have developed close relationships with all my colleagues. I tailor my communication styles accordingly. I provide the necessary information in a timely manner for the teams to plan their efforts. I've discovered that I need to guide them with their goals to make them measurable

Management Planning (cont.)



IFT 2018 Conference Planning Meeting Invitees

| Name | Dept | Why |
|-----------|---------------------|-------------------------------------|
| Anonymous | Foods | Program Unit Lead/Marketing Manager |
| Anonymous | Dietary Supplements | Program Unit Lead/Marketing Manager |
| Anonymous | Global Comms | Writer |
| Anonymous | Sales | Booth Staff |
| Anonymous | Sales | Booth Staff |
| Anonymous | Social Media | Marketing Support |
| Anonymous | Science-Foods | Attending |
| Anonymous | Science-Foods | Speaking/Attending |
| Anonymous | Science-Foods | Monograph Acquisition |
| Anonymous | Science-Foods | Attending/Moderating/Teaching |

Session 40217:

Basic Project Management and Reporting Skills

by Jerry Gerson

In this session, it was great to see there are multiple guiding principles that I have been using for years. What I learned were the additional concepts we could incorporate into our future conference management and planning to elevate our program

*See the appendix, page [60](#), for the IFT planning document

Internal and External Partners



- ▶ USP has an in-house graphic design department
 - The design team was directed to develop a replacement graphic for the 8x8 lightwall
 - The art director and copywriter worked together to incorporate the key messages that were identified at the planning meeting into the concepts
 - A production timeline was provided to ensure we met the warehouse deadline

- ▶ Exhibit House
 - No RFP was needed to produce the 8x8 graphic with our exhibit partner of 15 years
 - They house all of our exhibit properties and produce our graphic panels
 - They reference my project request form to pull the appropriate booth structure and graphics
 - Prepare and ship to the advance warehouse

Session 61717:
**Graphics Booth Camp:
The Basics Every Event
Manager Should Know**
by Brian Baker

It was refreshing to learn from a CTSM expert the importance of clean, simple, direct, messaging and visuals in the booth environment. I now have better leverage as a subject matter expert and can be an advocate for rules for this guidance to the client.

Exhibit Needs List



- ▶ Review the Exhibitor Manual for all show services and deadlines
- ▶ Contact all external partners for awareness of our show deadlines and requirements for fulfillment
- ▶ Create the planning meeting document to guide the conversation at all touchpoints and share with the team
- ▶ Order the following items are identified for the booth: bistro table with (2) chairs, rental monitor, internet, and electrical
- ▶ Meet with the in-house design team to develop booth graphics and new collateral
- ▶ Check inventory for premiums and existing collateral
- ▶ Ensure the gang box is replenished

Production Strategies



- ▶ Creative meetings are held with our in-house creative team to develop booth design concepts. Once approved, we upload artwork to our exhibit house for production. The exhibit house will set-up and prep the booth structure before it ships to the Advance Warehouse and sends us photos for final approval
- ▶ We have developed a robust collection of literature that we monitor for updates
 - If new literature is needed, the marketing lead will submit a Project Request and it gets assigned to the creative team to produce
 - Once all literature pieces are identified, I place on order with our on-demand cloud printer
- ▶ When our scientists have poster presentations, they are provided with our branded template, with sample text for word count guidance. Once approved, we send it over to our local printer for production

Production Strategies (cont.)



- ▶ When securing our booth location
 - Our top booth selection features are: to be positioned on a corner, on a main aisle, and close to an entrance
 - If there is on-site booth sales for the following year, and I am not present, the booth captain or marketing manager will make the selection
- ▶ For IFT, the booth captain is able to do set up and tear down of our 8x8 lightwall structure
 - The 10x10 booth layout is minimal, so set up typically takes 1.5 hours
 - They ensure all services are in working order and rental furniture is in good condition
 - They test the internet connection along with the rental monitor and seek assistance if needed
 - They hold daily booth meetings for any key learnings and make any necessary adjustments when engaging with attendees

Session 31117:
**How to Grow Your Brand:
Incorporating Brand
Marketing into Your
Exhibit Program**
by Scott Leech

USP's booth staff is critical in the success of our tradeshow and conference programs. They are the face of USP. Providing them with the tools they need, ensures they can bring the booth experience to life through conversations, lead captures, website demos, social media and creating brand awareness

Budget Planning



- ▶ I am heavily involved in our annual tradeshow budget planning
- ▶ I track our spending in google docs. I compare estimates to actual spend and illustrate how it compares to our overall show budget. I continue to use this method and provide the new budget estimate with a 10% increase to account for inflation and unplanned expenses
- ▶ The budget for the 2018 IFT Show was \$12,000

| Vendor/Service | Cost |
|-------------------------------------------|--------------------|
| 10x10 Booth Space | \$3,900 |
| New Graphics | \$1,000 |
| Freeman Services and AV rental | \$3,915.46 |
| Experient | \$710 |
| Convention Services (Internet/Electrical) | \$1,600 |
| Fed Ex | \$400 |
| Total | \$11,525.46 |

Session 20317:

The Nuts and Bolts of Budgeting for Results

by Kimberly Kee

One of USP's Core Values is "Fostering Stewardship". This core value guides me in all my tradeshow spending. Ways I will incorporate these learnings are: ordering show services before the discount deadline, bartering for additional complimentary badges, minimize soft costs, and leverage efforts by cross-promotion across business units

Visuals

Booth space consists of:

- 8x8 lightwall
- Bistro table and 2 chairs
- Rental monitor to run videos, demo online products, and access to our website
- Literature rack
- Wastebasket



◀ IFT 2018 booth graphic

Capturing photos to post on social media to generate awareness ▶



Criteria #5

Management of Integrated Marketing Communications (IMC)



Planning and Goals



USP's integrated marketing campaigns are driven by the Marketing Managers strategic plans and budgets. With their budget constraints, the team chose organic posts and posted from their personal* social platforms

The show goals were to:

- ▶ Drive attendance to USP's speaking engagements
- ▶ Encourage visitors to stop by the booth to:
 - Learn about food fraud
 - Meet with speakers for Q & A
- ▶ Create awareness of USP's products and services
- ▶ Reinforce the USP brand

* Posts from personal social accounts were not trackable at this time. Moving forward, the teams have been directed to communicate these efforts with the Social Media Manager so they can like the posts from USP's accounts to gain insights

Session 31517:
**Integrated Marketing
Communications**
by Katherine Chestnut Klang

My take away is that in our planning meetings, I need to ask the right questions to understand the goals and identify what tactics should be used for each objective. We also need to set up measurable benchmarks to see the results of our efforts

Objective and Strategies



Objective:

Build a strong emotional connection with key audiences to raise awareness, grow influence and increase revenue

| Strategies | Deliverable | Tie to Overall Show Goals |
|--------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 1. Create relevant and eye catching ads to breakthrough and build brand awareness | U.S. Pharmacopeia name recognition w/ stakeholders + Association with setting the standards that create trust in product integrity | Marketing to develop the IMC for cross-promotion across platforms (i.e. booth graphics, literature, social media graphics) |
| 2. Expand our reach by creating share-worthy conversation | An increased social footprint of industry followers + Increase organic social engagement: Shares, likes and comments | Engage in meaningful conversations with the attendees and capture photos of booth interactions, and scientific presentations for sharing on social media |
| 3. Promote talks creating the opportunity to engage with key stakeholders directly | New relationships within USP's 150+ stakeholder organizations + Ignite existing relationships to be USP advocates | Stakeholders and other industry professionals value USP's robust science-based content. Excitement is generated when we offer opportunities for volunteering and collaboration, driving follow up at the booth |

Visuals



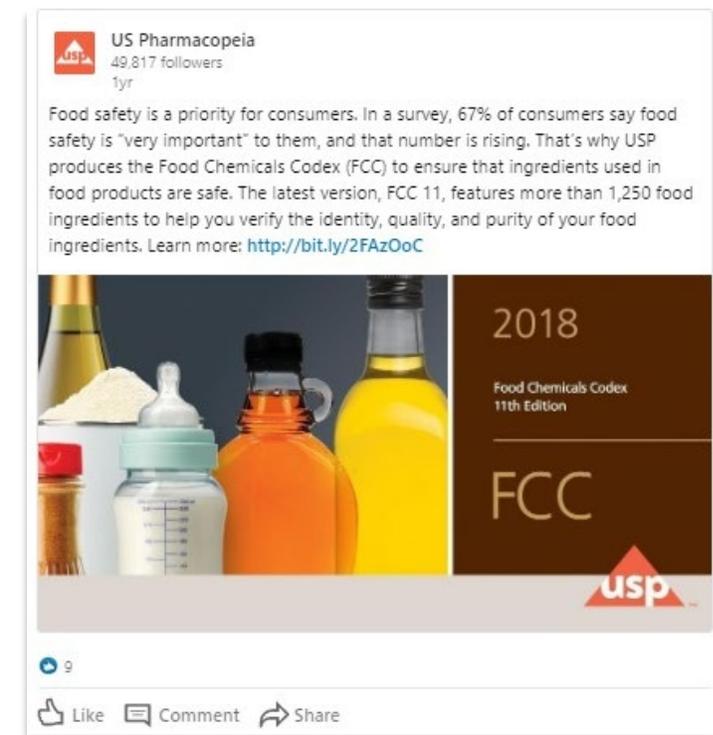
Samples of Posted Social Media Graphics



▲ June 21: Facebook post on USP page



▲ July 20: Facebook post on USP page



▲ Personal post on LinkedIn



Food Chemicals Codex, 11th Edition
Internationally recognized standards to verify identity, quality, and purity of food ingredients

Includes updates in

Food Ingredient Reference Materials

Use USP Reference Materials to confirm the quality of food ingredients and the analytical methods in the Food Chemicals Codex (FCC) and

| Catalog No. | Description | Catalog |
|-------------|--------------------------------------------------------|---------|
| 1002805 | Acetaminophen potassium (200 mg) | 10482 |
| 1006901 | Acetone (1.6 mL/Ampule, 5 ampules) | 10506 |
| 1009479 | 2-Acetylpyridine (5 g) | 10506 |
| 101889 | Adventame (200 mg) | 10502 |
| 101278 | 5'-Adenylic Acid (500 mg) | 10499 |
| 101290 | Adipic Acid (500 mg) | 10420 |
| 101509 | L-Alanine (200 mg) | 10420 |
| 101288 | Alcohol (0.2 mL/Ampule, 5 ampules) | 10420 |
| 101248 | Alfentanil (250 mg) | 10420 |
| 101909 | Alpha Lactalbumin (400 mg) (CCLAS, 5 ampules) (500 mg) | 10542 |
| 102997 | Ammonium Salts of Phosphoric Acid (1.5 g) | 10454 |
| 103488 | alpha-Amylase (200 mg) | 10556 |
| 1034501 | alpha-Amylase (200 mg) | 10756 |
| 103472 | alpha-Amylase (200 mg) | 10734 |
| 1034503 | alpha-Amylase (200 mg) | 10778 |
| 1035006 | Anaesthetics (4 x 0.5 mL) | 10388 |
| 1036848 | o-Anisaldehyde (3 x 0.5 mL) | 10420 |
| 1037022 | Anilyl Butyrate (5 x 0.5 mL) | 10420 |
| 1037033 | Anilyl Propylate (5 x 0.5 mL) | 10420 |
| 1037144 | Anilyl Propylate (5 x 0.5 mL) | 10326 |
| 1039952 | API Antiviral (0.5 mL/Ampule, 5 ampules) | 10420 |
| 1040854 | Apocateral (3 x 50 mg) (Beta-Apo-6'-Cardanol) | 10420 |
| 1042500 | L-Arginine (200 mg) | 10420 |
| 1042554 | Arginine Ethyl Ester Dihydrochloride (250 mg) | 10420 |
| 1042601 | Arginine Hydrochloride (250 mg) | 10420 |
| 1043003 | Ascorbic Acid (1 g) (Vitamin C) | 10420 |
| 1043005 | Ascorbyl Palmitate (500 mg) | 10420 |
| 1043449 | Ascorbyl Stearate (500 mg) | 10420 |
| 1043506 | Aspartame (200 mg) | 10420 |
| 1043750 | Aspartame Acesulfame (200 mg) | 10420 |
| 1043819 | Aspartic Acid (200 mg) | 10420 |
| 1044200 | Asparagin (Synthetic) (3 x 30 mg) | 10420 |
| 1044210 | Asparagin Esters from Haemobococcus plautii (500 mg) | 10420 |

Food Safety and Integrity Solutions
Practical products and services that promote the safety, quality, and integrity of the food supply

USP's Food Fraud Database v 2.0
The Most Powerful and Extensive Collection of Historic Information on Food Fraud

Vetted by scientists and experts in food fraud and used by thousands of food industry professionals, the Food Fraud Database is a critical resource for assessing vulnerability in the supply chain and supporting compliance with FSMA and GFSI requirements.

Features:

- Customizable dashboard
- Powerful search capabilities
- Automated analytics to identify trends and vulnerabilities
- Email alerts
- Hazard report generation to support FSMA and GFSI compliance

FREE TRIAL AVAILABLE!

Limited Time Offer!
20% off the Food Fraud Database when you purchase the Food Chemicals Codex. Discount cannot be combined with other offers or Enterprise subscriptions.

USP Sessions

IFT 2018

USP at IFT 2018

Non-targeted methods and application of food and dietary supplement adulteration detection: challenges and future
by Kenny Xie, PhD
When: Tuesday, July 17, 2018, 10:30 am-12:00 pm
Where: McCormick Place-S404D

Establishing regulatory action levels for food allergens-do we have the data we need?
by Steve Gendel, PhD
When: Tuesday, July 17, 2018, 12:30 pm-2:00 pm
Where: McCormick Place-N427ABC

Food Fraud Mitigation Training and Advisory Comprehensive Resources for Food Fraud Mitigation Plan

Our Guidance
USP's Food Fraud Mitigation Guide helps you identify vulnerability and implement a control plan that

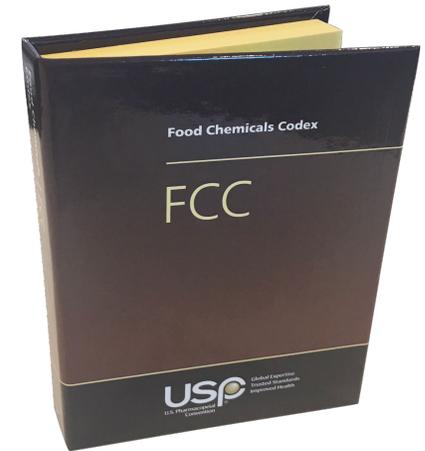
Our Customized Training and Advisory

- Developing an LMA Preventive Control Plan (PCCP), Hazard Analysis and Critical Control Points (HACCP), FSMA and GFSI food fraud mitigation strategies, as well as national and international

Our Experience
We possess the right expertise: Control Plan (PCCP), Hazard Analysis and Critical Control Points (HACCP), FSMA and GFSI food fraud mitigation strategies, as well as national and international

Serving Regional and Global
With offices in Rockville, MD, St. Louis, MO, Hyderabad, India, we can

For additional information visit usp.org/food



▲ Post-it book giveaway

▲ Samples of literature at the booth

Assessment Measures



| Communication Method | Objective Rational for Choice | Target Audience | Metrics for Success | Results | Recommendations |
|----------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Facebook | <ul style="list-style-type: none"> Other business units have an engaging Facebook following Inexpensive Global Exposure Post pre-at-post event | <ul style="list-style-type: none"> Bench Chemists Scientists Lab managers Purchasing agents Quality control Regulatory agencies Innovators | <ol style="list-style-type: none"> Reactions-50 Comments-25 Shares-50 | <ol style="list-style-type: none"> 13 0 5 | We need to leverage our reach potential. Better communication efforts need to happen with the social media team, marketing, and the booth staff |
| LinkedIn | <ul style="list-style-type: none"> USP's marketing managers are heavy users of LinkedIn and have established a "following" within this channel expanding our reach Create awareness of FCC Illustrate how USP fits into the supply chain to preserve food integrity Post pre-at-post event | <ul style="list-style-type: none"> Bench Chemists Scientists Lab managers Purchasing agents Quality control Regulatory agencies Innovators | <ol style="list-style-type: none"> Reactions-300 Comments-25 Shares-50 | <ol style="list-style-type: none"> 186 3 35 | <p>We need to leverage our reach potential. Better communication efforts need to happen with the social media team, marketing, and the booth staff</p> <p>LinkedIn appears to have more engagement with the Foods audience vs. Facebook</p> |
| Twitter | <ul style="list-style-type: none"> Drive traffic to the booth Drive attendance to our talks Communicate in real time when one of our speakers is at the booth doing Q & A Post pre-at-post event | <ul style="list-style-type: none"> Bench Chemists Scientists Lab managers Purchasing agents Quality control Regulatory agencies Innovators | <ol style="list-style-type: none"> Reactions-50 Comments-25 Shares-50 | <ol style="list-style-type: none"> 6 0 2 | <p>We need to leverage our reach potential. Better communication efforts need to happen with the social media team, marketing, and the booth staff</p> <p>Twitter is not recommended for this audience</p> |

Assessment Measures (cont.)



| Communication Method | Objective Rationale for Choice | Target Audience | Metrics for Success | Results | Recommendations |
|-------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Booth literature and giveaway | <ul style="list-style-type: none"> Promote talks with a handout Literature that supports the <i>FCC</i>, <i>DSC</i>, Safeguarding the Integrity of the Food Supply Chain, White Paper, Call for Candidates, Verification Program Giveaway: takeaway for brand recognition | <ul style="list-style-type: none"> Bench Chemists Scientists Lab managers Purchasing agents Quality control Regulatory agencies Innovators | <ol style="list-style-type: none"> 40 leads How much literature was left? Giveaway 432 premiums | <ol style="list-style-type: none"> 60 leads Most literature shipped back All giveaways handed out | Most literature is being sent back from shows. Ship 25 of each vs. 50. Load pdf's into the lead retrieval and email to attendees who don't care to collect materials when traveling |

Criteria #6

Management of Results Reporting



Assessment Measures for Obtaining Show Results



Our tactics used at the IFT show were as follows:

- ▶ Booth graphics
- ▶ Supporting literature
- ▶ Social media
- ▶ Generating awareness of our products and services through lead generation and in-booth conversations

Historically USP did not set measurable goals for our shows. There is much for us to learn as we leverage our integrated campaigns and incorporate ROO goals into our tradeshow planning. The IFT show was one of our first.



Show Results—Marketing



Criteria #6: Management of Results Reporting

| Objectives | Tactics | Measurable Goals | Assessment Method(s) | Results | Recommendations |
|--------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------|--------------------------------------------------------|-------------------------------------------------------------------------------------|----------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------|
| Food Chemicals Codex (FCC) | | | | | |
| Generate awareness of <i>FCC</i> & Reference Standards portfolio | Booth graphics, literature, Facebook, Twitter, LinkedIn, conversation | 50 engagements on SM | Post-show meeting, review notes collected from leads, social media dashboard report | 64 <i>FCC</i> related engagements | We need to leverage our reach potential. Better communication efforts need to happen with the social media team, marketing, and the booth staff |
| Share the whitepaper on the Importance of safeguarding the global food supply chain and generate awareness | Literature, Facebook, Twitter, LinkedIn, conversation | 50 engagements | Social media dashboard report | Shared 20 whitepapers | When sharing the whitepaper we should follow up with attendee |
| <i>FCC</i> Plus, identify people who are interested in speaking with Steve Gendel (Sr. Director-Science and Food) | Ask and capture with lead retrieval qualifying questions | Identify 5 | Analyze the leads collected and assign to rep for follow up | Identified 11 | Marketing lead should follow up with reps and get meetings set up for Steve |
| Identify who is an <i>FCC</i> user* vs. prospect (manufacturing purchasing agent and/or bench chemist) | Target 800 users/prospects and survey using lead retrieval qualifying questions | Select corresponding answer in the leads retrieval app | Review lead retrieval report | <ul style="list-style-type: none"> User=183 Prospect=124 | Look into getting a curated attendee list so we can be more strategic in our efforts |
| Capture information on new prospects | Lead retrieval and engaging attendee conversations | Collect 40 qualified leads | Analyze the leads collected and assign to rep for follow up | Collected 36 qualified leads | Be sure to follow up with all prospects (nurture lead) |
| Dietary Supplement Compendium (DSC) | | | | | |
| To establish and or continue relationship building with monograph donors (i.e. natural colorants, beeswax, wheat gluten) | Engaging conversations with attendee | Identify at least 2 companies to donate monographs | Follow up with any leads collected at show and nurture relationship | Identified 5 companies interested in donating | Follow up with companies about how to complete the donations process |

Show Results—Science



| Objectives | Tactics | Measurable Goals | Assessment Method(s) | Results | Recommendations |
|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------|----------------------------------------------------|---------------------------------------------------------------------|---------|---------------------------------------------------------------------------------------|
| Colleague A | | | | | |
| Promote Speaking Engagements <ul style="list-style-type: none"> Hot Topic Discussion (Moderating) Teaching a pre-conference course on “Clean Labels” | <ul style="list-style-type: none"> Facebook LinkedIn Twitter | 50 Total Engagements | Social Media Dashboard Report | 34 | Meet with our digital team for recommendations on how to increase audience engagement |
| Colleague B | | | | | |
| <ul style="list-style-type: none"> Scientific Symposium: Introduction and Standardization of Non-Targeted Methods for Food Fraud Detection | <ul style="list-style-type: none"> Facebook LinkedIn Twitter | 50 total Engagements | Social Media Dashboard Report | 63 | Meet with our digital team for recommendations on how to increase audience engagement |
| Colleague C | | | | | |
| To establish and or continue relationship building with monograph donors (i.e. natural colorants, beeswax, wheat gluten) | Engaging conversations with attendee | Identify at least 2 companies to donate monographs | Follow up with any leads collected at show and nurture relationship | 5 | Follow up with companies about how to complete the donations process |

Result Reporting



A post-show meeting is held with the team that supported the show. We review the goals against results, booth traffic, and engagement, and capture recommendations.

I have identified the following growth areas, to improve our tradeshow program:

- ▶ The marketing leads will work closely with our sales team to follow up with leads and get them entered properly into Salesforce
- ▶ Challenging my colleagues to develop actionable and measurable show goals
- ▶ Our social media colleagues are currently disjointed in the planning process. To enrich this program component, I will ensure a representative is there for key learnings and better digital integration

Result Reporting (cont.)



- ▶ Provide guidance to the booth staff for stronger engagement strategies with our existing customers and prospects
- ▶ I plan to create reports similar to the structure of my portfolio. This way it can be sharable with leadership and others who were not involved with the show planning.
 - Currently, pre/post-show documents are solely shared with those involved in the planning and support of the conference
- ▶ I will be adding another post-show component, which is meeting with our sales team periodically to see how lead nurturing is going. Identifying any additional tools they may need to be successful in turning leads into new customers

Criteria #7

Conclusion



Final Assessment of IFT



- ▶ Overall this show met expectations
- ▶ We will continue to exhibit at IFT in a 10x10 booth space
- ▶ We will continue to participate and engage with stakeholders in the delivery of scientific sessions
- ▶ We are currently evaluating and restructuring our Foods product and service offering (i.e. disconnecting the USP brand from the *Food Chemicals Codex* publication)
- ▶ The Foods Team and Global Communications are still collaborating to strengthen their business segments strategic plan. Once approved, I will incorporate my CTSM learnings to enhance and support the tradeshow segment of their plan

Tradeshow Program Improvements



- ▶ The Global Communications team needs to coordinate our efforts before engaging with the client
 - We need to share our enthusiasm for change when interacting with the client. To do this we need support from leadership, and we need to gather intelligence from customer service and the sales team who are customer facing
 - We need to be united in suggesting the best strategies and tactics and use historical data to back them up (i.e. the data shows we need better alignment with the companies guiding initiatives and integrate them into the business segments goals)

Session 608:

**From Marketing to Measurement:
10 Steps to a Great Corporate Event**
by Kimberly Kee

I admire and plan to incorporate learnings from this session. Many of the concepts are thought-provoking conversation starters when having our planning meetings. I intend to invigorate our program by following through with my recommendations

Tradeshow Program Improvements (cont.)



- ▶ The integrated marketing efforts need better enforcement. The business segment takes ownership to execute the plan and at times lacks follow-through (i.e. pre-post email campaigns, social media, follow up with lead inquiries from conversations at the booth)
 - Collaboration between the Marketing Manager and Communications Officer is critical in developing a strong campaign
- ▶ Ensure the booth staff is equipped with the tools and key messages to best meet goals
 - These would be identified at pre/post-show meetings

EXHIBITOR Key Learnings



▶ CTSM Courses

- After taking these courses I was surprised that I have been able to operate at the level that I have the past 10 years without official training
- As a Certified Trade Show Marketer, I will be seen as an expert and can more effectively lead USP's strategic initiatives at tradeshow and conferences
- Incorporating my key learnings, will greatly improve our program and provide me with the confidence to keep innovating
- I look forward to taking more CTSM courses to advance to the next level

▶ Portfolio Project

- The process of writing my portfolio has brought to the forefront:
 - Gaps in implementation (i.e. lack of communication, lack of follow through, underutilizing available integrated marketing tools)
 - Incorporating these best practices will propel our tradeshow program

Session References



Session References



1. **Session 212:** Rookie Exhibitors' Quick-Start Program: Hit the Ground Running by Candy Adams – p. [23](#)
2. **Session 62017:** The @show Experience: Understand the Essentials of Exhibit Design by Errol Ahearn – p. [30](#)
3. **Session 709:** Earn a Seat at the Decision-Makers' Table by Mark Goldberg – p. [31](#)
4. **Session 72317:** Communicating w/Others: Essentials for Success by Dan Lumpkin – p. [32](#)
5. **Session 40217:** Basic Project Management and Reporting Skills by Jerry Gerson – p. [33](#)
6. **Session 61717:** Graphics Booth Camp: The Basics Every Event Manager Should Know by Brian Baker – p. [34](#)
7. **Session 31117:** How to Grow Your Brand: Incorporating Brand Marketing into Your Exhibit Program by Scott Leech – p. [37](#)
8. **Session 20317:** The Nuts and Bolts of Budgeting for Results by Kimberly Kee – p. [38](#)
9. **Session 31517:** Integrated Marketing Communications by Katherine Chestnut Klang – p. [41](#)
10. **Session 608:** From Marketing to Measurement: 10 Steps to a Great Corporate Event by Kimberly Kee – p. [55](#)

Appendix



IFT 2018 Conference Pre-show Meeting (6/20/18)

Show Dates: July 15-18

Location: McCormick Place, Chicago

<https://www.iftevent.org>

Booth Size/Number:

- 10x10 booth, # S831 (South Building, 3rd level)
<http://expocadweb.com/18ift/ec/forms/attendee/index5.aspx?content=list&exhibitorid#fpPanel>

Move-In

- Sunday, July 15: 8:00 a.m. – 4:30 p.m.

Exhibit Hall Hours

<https://www.iftevent.org/schedule-events/schedule-pre>

- Sunday, July 15: 7:00 p.m. – 8:00 p.m. Welcome Reception
- Monday, July 16: 10:00 a.m. – 5:00 p.m.
- Tuesday, July 17: 10:00 a.m. – 5:00 p.m.
- Wednesday, July 18: 10:00 a.m. – 4:00 p.m.

Move-Out

- Wednesday, July 18: 4:01 p.m. – 8:00 p.m.

Registration/Hotel: (5 complimentary exhibitor badges with access to all educational sessions, \$150 ea. over allotment) <https://register.iftevent.org/ShowIFT181/DefaultExhibitor>

Show Goals*FCC*

- Awareness of FCC & RS Standards portfolio
- FCC Plus, identify people who are interested in speaking with Steve
- Identify who is an FCC user / prospects / Supply Chain Control
- Collect 40 qualified leads

DSC

- To establish and or continue developing relationships with potential donors

Science Team Supporting Activities/Objectives

- Hot Topic discussion (moderating) - Establishing a Regulatory Action Levels for Food Allergens – Do we Have the Data We Need? Tuesday, July 17, 2018 12:30 – 2 PM N427ABC. Allergen Thresholds: How We Got to Now and Heading to Tomorrow.
- Teaching a pre-conference course on clean labels– Promote as thought leadership on social media as thought leadership
- Scientific Symposium

040 Non-Targeted Methods and Application of Food and Dietary Supplement Adulteration Detection: Challenges and Future

Introduction and Standardization of Non-Targeted Methods for Food Fraud Detection
This is a Published Session and Event

When: Tuesday, 7/17/2018, 10:30 am - 12:00 pm

Where: McCormick Place - S404D

- Stakeholder Events: ISC (International Stevia Council) meeting, meeting with natural colorants stakeholders
 - Monograph Modernization: steviol glycoside modernization is in discussion with stakeholders; seek sponsors for monograph modernization)
 - New Monograph or General Chapter:
 - Color additives (Residual solvent residue in color; natural colorants)
 - Prebiotics (isomalto-oligosaccharides)

Here is a list of FCC monographs pending modernization:

- 1) Beeswax
- 2) Terpene resin, natural
- 3) Wheat gluten
- 4) Yeast extract
- 5) Yeast, dried
- 6) GUM ARABIC

- 7) HYDROXYLATED LECITHIN
- 8) LANOLIN, ANHYDROUS
- 9) ONION OIL
- 10) PENTAERYTHRITOL ESTER OF WOOD ROSIN
- 11) ENZYME-MODIFIED FATS
- 12) ETHOXYLATED MONO- AND DIGLYCERIDES
- 13) BROMINATED VEGETABLE OIL
- 14) CARNAUBA WAX
- 15) CASEIN AND CASEINATE SALTS
- 16) COCOA BUTTER SUBSTITUTE
- 17) COTTONSEED OIL (UNHYDROGENATED)

List of new potential FCC standards (We welcome input from industry)

- 1) Natural colorants (carthamus yellow, spirulina, and others)
- 2) Residual solvent in natural colorants
- 3) Prebiotics (isomalto-oligosaccharides, and others)

Exhibit Booth Requirements:

- Rent LCD monitor/stand
- 8x8 lightwall unit (use existing graphics)
- (1) USP Literature rack
- Tool kit, surge protector, HDMI cables, extension cord
- Rent Bistro table and 2 chairs
- Dedicated Internet and electrical

**Communication Materials:**

List of Existing Fact Sheets Needed (QTY): 75

- FCC+DSC fact sheet
- FCC RS Listing
- DSC RS Listing
- IVP Fact Sheet
- Call for Candidates
- Volunteers
- Create in booth postcard with talk schedule
- New and Monograph Modernization flyer
- Hard copy of FCC book

Giveaways: Qty: 432 - mini FCC post it books



Lead Retrieval: Experient App, 3 licenses

Custom Qualifiers

1. Are you aware of the Food Chemicals Codex?
2. Do you use the Food Chemicals Codex?
3. What edition of the Food Chemicals Codex do you use?

Booth Attire: Business casual with USP lapel pin

SM Support: Pete to work with Patricia

Shipping Date: ADVANCE WARHOUSE SHIPPING = Arrive by July 5

Thanks to all for making the CTSM program what it is today. You've made this journey exciting, engaging, and enlightening.

I am proud to be a candidate.

