



## **SupplySide East 2020 canceled, will return to Meadowlands Expo Center in April 2021**

**PHOENIX (April 14, 2020)** – As a result of the Coronavirus disease (COVID-19) pandemic, Informa Markets announced that SupplySide East 2020 has been canceled. The event will return April 13-14, 2021 at Meadowlands Expo Center in Secaucus, NJ.

“While team SupplySide hopes that our entire country is well on the mend by late June, we believe the decision to cancel the 2020 event is the best course of action,” said Jon Benninger, Vice President and Market Leader for SupplySide. “Our focus now is on supporting the many businesses and people who make up this great industry as we navigate today’s challenges together.”

SupplySide East experienced strong industry support and commitment in the postponement of the event as it moved from April to June; however, the COVID-19 situation has worsened nationwide, with New York and New Jersey particularly hard hit.

Informa Markets’ priority is on the safety and health of its guests, colleagues and community, leading it to make the decision to cancel the event. A contributing factor to this decision is that the Meadowlands Expo Center is serving as a temporary hospital, and it is unclear how long the facility will be required for this use.

“New Jersey and the Meadowlands Expo Center have been wonderful partners and hosts for SupplySide East dating to 2000, and this event and location is part of the success story of many great companies in our industry,” said Benninger. “We will get through this together.”

Benninger said the SupplySide team is prepared with digital opportunities for visitors and exhibitors that allow for personal connection, innovation discovery and product development to continue.

“For 25 years, we have offered business solutions for the industry, and we are redoubling those efforts with our proven digital platforms and products as well as new solutions,” he said.

“Through Natural Products Insider, Food & Beverage Insider and SupplySide Connect, we offer proven ways for brands and solution providers to connect, and expect to have even more unique opportunities to share shortly.”

For more information [please visit our online FAQ](#) and to see the latest updates please [visit SupplySide East online](#).

**About SupplySide:**

SupplySide is all about the exploration, discovery, innovation and marketing strategy around the development of finished consumer goods that drive the global business economy. The [SupplySide West](#) and Food ingredients North America 2020 show will be held October 27-30 at Mandalay Bay in Las Vegas. The [SupplySide East](#) 2021 show will be held April 13-14 at the Meadowlands Exposition Center in Secaucus, NJ.

**About Informa Markets:**

Informa Markets creates platforms for industries and specialist markets to trade, innovate and grow. Our portfolio is comprised of more than 550 international B2B events and brands in markets including Healthcare & Pharmaceuticals, Infrastructure, Construction & Real Estate, Fashion & Apparel, Hospitality, Food & Beverage and Health & Nutrition, among others. We provide customers and partners around the globe with opportunities to engage, experience and do business through face-to-face exhibitions, specialist digital content and actionable data solutions. As the world's leading exhibitions organizer, we bring a diverse range of specialist markets to life, unlocking opportunities and helping them to thrive 365 days of the year. For more information, please visit [www.informamarkets.com](http://www.informamarkets.com).

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