



Exhibitor Guide—2026 NASC Annual Conference

May 19 – 21, 2026 | Phoenix, Arizona
Arizona Grand Resort & Spa

Conference Dates

Tuesday, May 19 – Thursday, May 21, 2026

Conference Location

Arizona Grand Resort & Spa

8000 S Arizona Grand Pkwy

Phoenix, AZ 85044

+1 (877) 800-4888

<https://www.arizonagrandresort.com/>

Arizona Grand Resort & Spa Policies

If you have booked your stay at the conference resort, it is important to be aware of the following policies.

Check In/Check Out

Guest check-in is at 4:00 PM and check-out is at 11:00 AM. Early check-in and late check-out are often available and can be purchased by calling (877) 800-4888. You may arrive as early as noon on check-in day to enjoy the Oasis Water Park prior to accessing your room. On check-out day, you may remain at the Oasis Water Park for the day, with luggage storage available at the bell desk.

Credit/Debit Card Procedure

A valid debit or credit card is required to be swiped at check-in. Legal identification is mandatory to accompany your debit or credit card to verify the reservation's registered guest name and card ownership. A hold will be placed on your card for your room, tax, and resort fee, plus an additional \$100 per day for incidentals.

Deposit, Cancellation, Early Check-Out, Resort Fee

- A **deposit** equal to one night's stay plus resort fee and tax is charged at the time of reservation and will be applied to your first night's stay.
- **Cancellation** is required by 5:00 PM Mountain Time three days prior to your reserved arrival date to avoid a one-night plus resort fee and tax.
- **Early check-out** will be assessed a fee of one-night room charge plus resort fee and tax unless the resort is notified of your early departure when you check in.

- As part of your final bill, a \$20 per night **resort fee** will be assessed and covers high-speed in-room internet, water park access, fitness center access, in-room amenities, and parking.

Oasis Water Park

Access to the resort's Oasis Water Park is included with your stay. Wristbands will be distributed at check-in with your room keys.

Parking

Self-parking and valet are included in the daily resort fee.

Pets

The resort prohibits guests from bringing pets. Certified service dogs are welcome at the hotel. A \$250 pet cleaning fee may apply to service animal stays.

Smoking

The entire resort property is smoke free, and smoking is prohibited in guest rooms, restaurants, and all public areas. This includes vaping and marijuana. A \$500 cleaning fee will be charged for smoking in guest rooms.

Exhibitor Badge Pickup

Exhibitor badges can be picked up in the Canyon Ballroom on Tuesday, May 19, 8:00 AM – 1:00 PM. Exhibitor badges are required for entry into the exhibit hall, conference sessions, and evening events.

Exhibit Setup Information

Exhibits may be set up on Tuesday, May 19, 8:00 AM – 4:00 PM. **Our first event of the conference is our exhibit hall reception on Tuesday, May 19, 5:00-6:30 PM.**

Exhibit Space Details

Your exhibit space is **not** a traditional 10' x 10' booth. You will have a 6-foot table with 6 feet of space between you and the neighboring exhibit. **Backdrops may not exceed 6 feet in width.** Each space includes a 6-foot draped table, two chairs, and two all-access

badges. Additional exhibitor badges may be purchased for \$675 each.

Dress Code

Business-casual attire is acceptable during exhibition hours. For men, collared shirt, khakis or slacks, optional sport coat, and comfortable dress shoes. For women, dress, blouse and slacks or skirt, optional jacket or sweater, and comfortable dress shoes. Evening events are more relaxed, and we encourage you to dress in a manner that reflects your personality.

Exhibit Hall Hours

Set-up:

Tuesday, May 19 8:00 AM – 4:00 PM

Exhibit Hours:

Tuesday, May 19 5:00 – 6:30 PM
Wednesday, May 20 7:45 AM – 2:00 PM
Thursday, May 21 7:45 AM – 4:00 PM

Tear-Down:

Thursday, May 21 4:00 – 5:00 PM*
5:30 – 7:00 PM

**Preferred Suppliers are encouraged to attend the NASC member meeting at 5:00 PM on Thursday, May 21.*

Networking Schedule

All refreshment breaks and meals will take place in the exhibit hall. Exhibitors will have access to lunch buffets 20 minutes prior to the end of the morning sessions so they can eat and be ready when attendees arrive.

Tuesday, May 19

Preferred Supplier Cocktail Reception in Canyon Ballroom 5:00 – 6:30 PM

Wednesday, May 20

Light Breakfast + Exhibits Open 7:45 – 8:45 AM
Networking Break-Exhibits Open 10:30 – 11:15 AM
Exhibit Hall Lunch 12:30 – 1:30 PM
Boots & Brews Reception at Rustlers Rooste 6:30 – 8:30 PM

Thursday, May 21

Light Breakfast + Exhibits Open 7:45 – 8:45 AM
Networking Break-Exhibits Open 10:30-11:15 AM

Exhibit Hall Lunch 12:45 – 1:45 PM
Networking Break-Exhibits Open 3:15 – 4:00 PM
NASC Silver Gala 7:00 – 10:00 PM

Attend Our Evening Events!

Exhibitors are encouraged to attend our social events held each evening of the conference. They're designed to help exhibitors and attendees enjoy a relaxing setting while getting acquainted and fostering lasting relationships.

Pre-Purchase Drink Tickets

Give attendees a reason to raise a glass—and give your company a little extra love! Purchase bundles of 10 drink tickets for \$250 to help take the edge off cash bar costs and keep the good vibes going all night. Drink tickets can be redeemed for beer, wine, cocktails, and soft drinks, and are good at all conference evening events. Pre-purchased drink tickets will be distributed Tuesday, May 19 during exhibitor set-up. Exhibitors may also visit the Welcome Desk on-site to purchase drink tickets.

Drawing for Free 2027 Exhibit Space

On Thursday, May 21 at 3:30 PM, NASC conference staff will circulate the exhibit hall with a drawing box for exhibitors to drop their business card. Exhibitors still set up and interacting with attendees will be entered to win a free exhibit space + two badges for the 2027 conference. The winner will be announced at the member meeting.

Shipping of Show Materials – Incoming

Important! Please Read Carefully

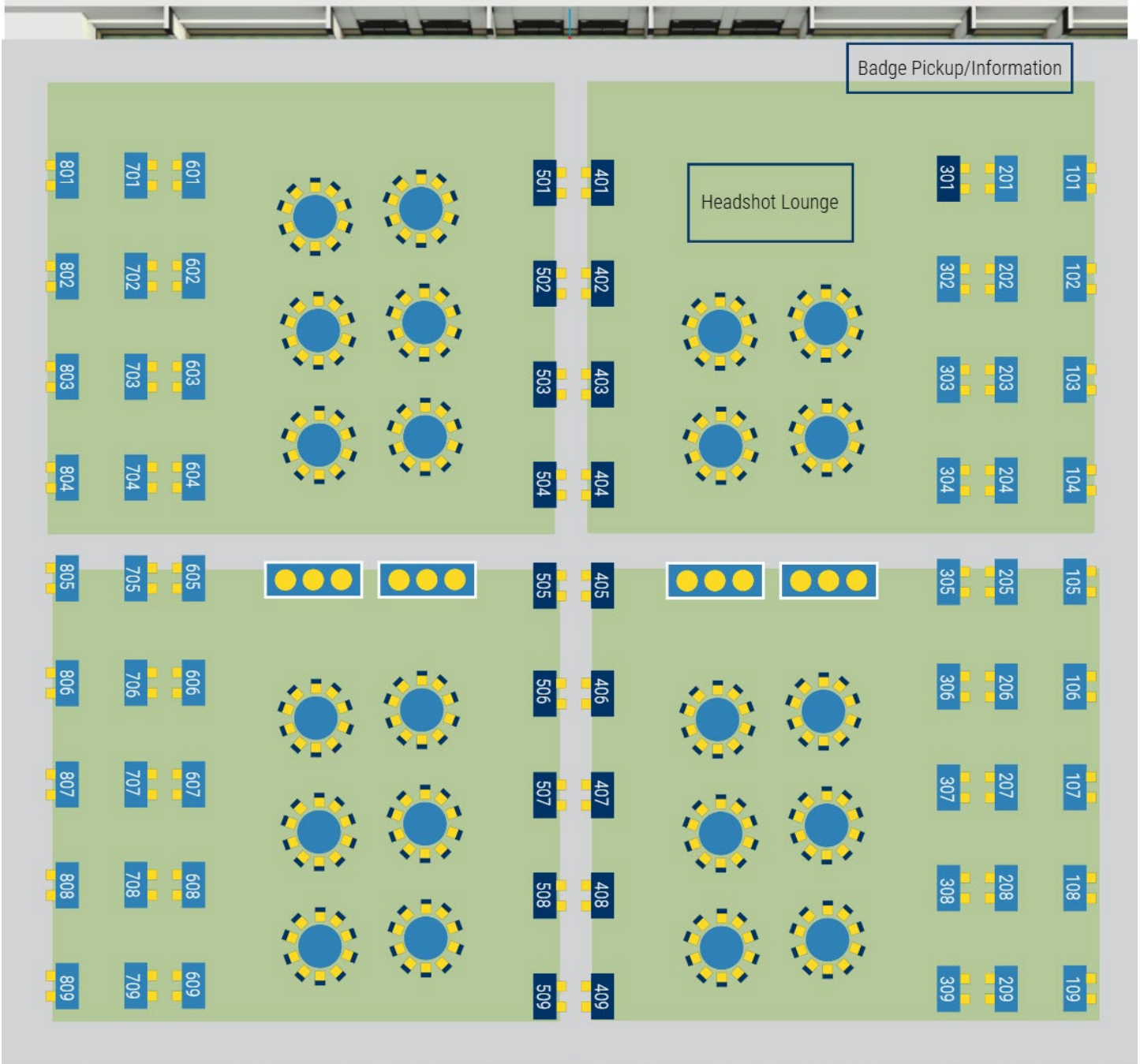
The conference hotel will not accept any show materials earlier than **Friday, May 15, 2026**. Charges above and beyond the normal handling fees may be assessed if materials arrive early.


Show materials must be addressed as follows:

Receiver name (company exhibit staff name)
C/O 2026 NASC Annual Conference, May 19-21
Arizona Grand Resort & Spa
8000 S Arizona Grand Parkway
Phoenix, AZ 85044
Box ___ of ___

Exhibit Hall Layout & Listing

CANYON BALLROOM ENTRANCE



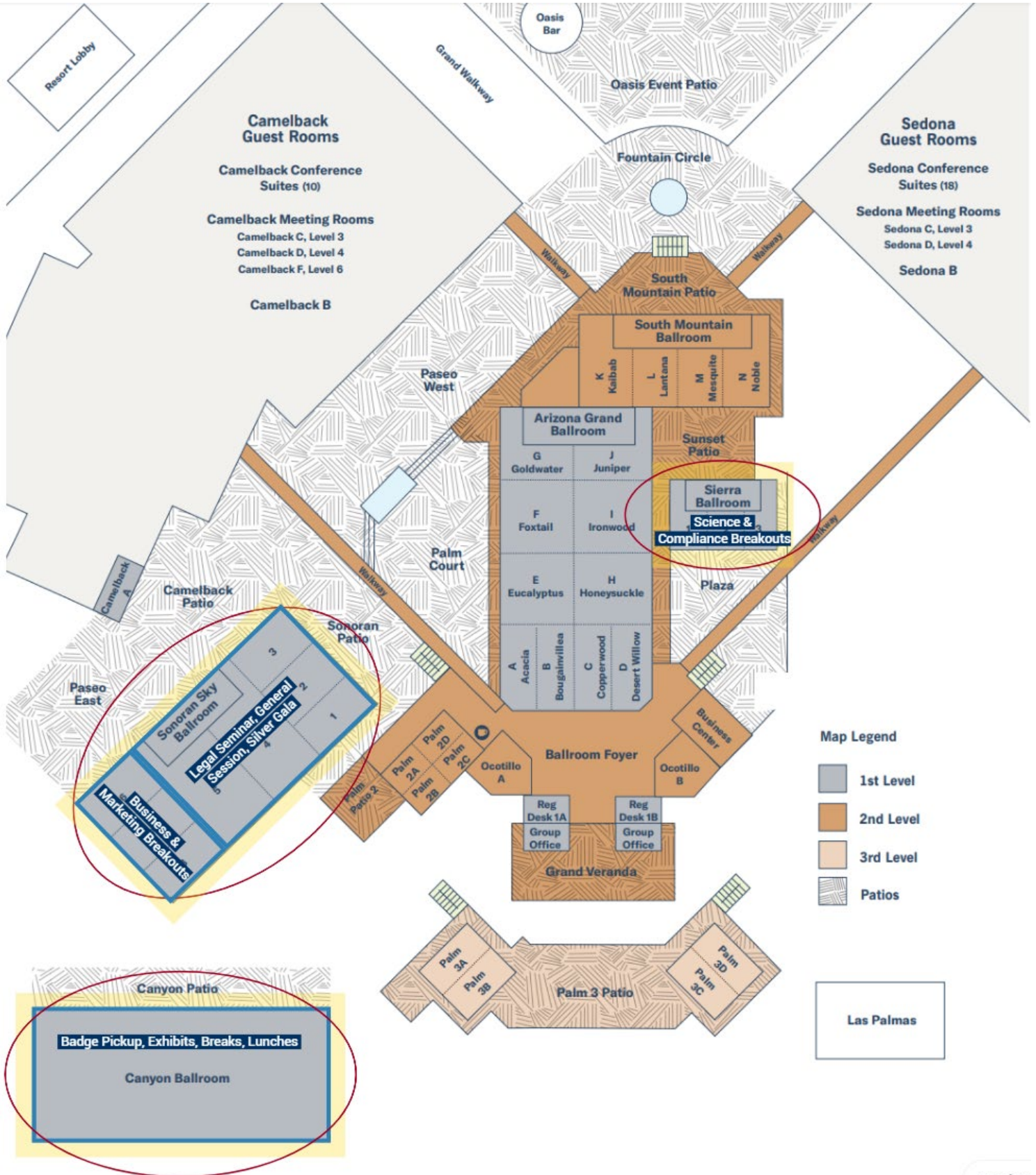
- | | | | |
|---|---|--|---|
| 101 Specialty Enzymes & Probiotics | 305 KND Labs | 509 Ingredia | 803 Probi USA, Inc |
| 102 3i Solutions | 306 Specialty Insurance Partners | 601 Zinpro Corporation | 804 Taylor Prime Labels & Pkg |
| 103 NutriScience Innovations | 307 Cargill | 602 Bimini Pet Health | 805 Graminex, LLC |
| 104 VitalPax, Inc. | 308 Montana Global Health | 603 Stratum Nutrition | 806 Lallemand Animal Nutrition |
| 105 Kerry | 309 NURA USA | 604 Vetio Animal Health | 807 Orivo |
| 106 Tills Animal Health Co, LLC | 401 Nutraceuticals Int'l Group | 605 Colorcon | 808 HS Ultra |
| 107 Novonesis | 402 Vets Plus, Inc | 606 CanBioticin, Inc | 809 Gattefosse |
| 108 Stauber | 403 UniChem Enterprises | 607 Phileo by Lesaffre |  Dark blue spaces denote conference sponsors |
| 109 dsm-firmenich | 404 A.S.I. International | 608 SGS North America | |
| 201 APC | 405 Informa Markets | 609 SGS Nutrasource | |
| 202 VMek Sorting Technology | 406 CompletePet | 701 Alltech | Networking Hours |
| 203 Golden Omega USA | 407 American Laboratories, LLC | 702 Bewdley, LLC | Tuesday, May 19 |
| 204 PetIQ | 408 eShipping | 703 IMCD | 5:00-6:30 PM |
| 205 B&D Nutritional Ingredients | 409 Layn Natural Ingredients | 704 ICELANDirect | Wednesday, May 20 |
| 206 Radicle Science | 501 KSM-66 Ashwagandha | 705 Eurofins Scientific, Inc | 7:45-8:45 AM |
| 207 Trouw Nutrition USA | 502 Pharmore Ingredients, Inc | 706 NuLiv Science USA, Inc | 10:30-11:15 AM |
| 208 Aroma New Zealand | 503 Uckele Health and Nutrition | 707 NutraSky Manufacturing, LLC | 12:30-1:30 PM |
| 209 TSI USA LLC | 504 ADM Pet & Animal Wellbeing | 708 VDF/FutureCeuticals | Thursday, May 21 |
| 301 Artemis International | 505 Garmon Corp. | 709 Fytextia | 7:45-8:45 AM |
| 302 Professional Packaging Service | 506 Alkemist Labs | 801 MartinBauer | 10:30-11:15 AM |
| 303 AlaskOmega | 507 Apex Compliance | 802 Paul Dick & Associates | 12:45-1:45 PM |
| 304 Balchem Corporation | 508 Pet Tech Labs | | 3:15-4:00 PM |

Notes

2026 Exhibitors A-Z

- 3i Solutions—102
- ADM Pet & Animal Wellbeing—504
- AlaskOmega—303
- Alkemist Labs—506
- Alltech—701
- American Laboratories, LLC—407
- APC—201
- Apex Compliance—507
- Aroma New Zealand—208
- Artemis International—301
- ASI International—404
- B&D Nutritional Ingredients—205
- Balchem Corporation—304
- Bewdley, LLC—702
- Bimini Pet Health—602
- CanBiocin, Inc.—606
- Cargill—307
- Colorcon—605
- CompletePet—406
- dsm-firmenich—109
- eShipping—408
- Eurofins—705
- Fytexia—709
- Garmon Corp.—505
- Gattefosse—809
- Golden Omega USA—203
- Graminex, LLC—805
- HS Ultra—808
- ICELANDirect—704
- IMCD—703
- Informa Markets—405
- Ingredia—509
- Kerry—105
- KND Labs—305
- KSM-66 Ashwagandha—501
- Lallemand Animal Nutrition—806
- Layn Natural Ingredients—409
- MartinBauer—801
- Montana Global Health—308
- Novonesis—107
- NuLiv Science USA—706
- NURA USA—309
- Nutraceuticals International Group—401
- NutraSky Manufacturing, LLC—707
- NutriScience Innovations—103
- Orivo—807
- Paul Dick & Associates, Ltd—802
- Pet Tech Labs, a FoodScience Company—508
- PetIQ—204
- Pharmore Ingredients, Inc—502
- Phileo by Lesaffre—607
- Probi—803
- Professional Packaging Service—302
- Radicle Science—206
- SGS North America—608
- SGS Nutrasource—609
- Specialty Enzymes & Probiotics—101
- Specialty Insurance Partners—306
- Stauber—108
- Stratum Nutrition—603
- Taylor Prime Labels & Packaging—804
- Tills Animal Health Company, LLC—106
- Trouw Nutrition USA—207
- TSI USA, LLC—209
- Uckele Health & Nutrition—503
- UniChem Enterprises—403
- Van Drunen Farms/FutureCeuticals—708
- Vetio Animal Health—604
- Vets Plus, Inc—402
- VitalPax, Inc—104
- VMek Sorting Technology—202
- Zinpro Corporation—601

Meeting Space Map





2026 NASC Annual Conference Agenda

May 19 – 21 | Arizona Grand Resort & Spa | Phoenix, AZ

Tuesday, May 19		
Arizona Grand Golf Course	7:00 AM-12:00 PM	11th ANNUAL NASC GOLF TOURNAMENT (<i>Registration required</i>)
Canyon Ballroom	8:00 AM-1:00 PM	WELCOME DESK OPEN FOR BADGE PICKUP —Sponsored by Uckele Health & Nutrition
Sonoran Sky Ballroom	9:00 AM-5:00 PM	NEW SEMINAR! NASC & VENABLE LEGAL ESSENTIALS SEMINAR: MITIGATING LEGAL & REGULATORY RISKS — <i>Open to all registered attendees</i>
NASC & Venable Legal Essentials Seminar <i>(Included in conference registration—no additional fee)</i>		
<ul style="list-style-type: none"> • 9:00-9:15 AM—WELCOME, ANTI-TRUST STATEMENT—<i>Ryan Cargo, Chief Operating Officer, NASC</i> • 9:15-10:15 AM—COMPLIANCE REQUIREMENTS FOR ALL COMPANIES, REGARDLESS OF MEMBERSHIP OR USE OF THE NASC SEAL—<i>NASC Compliance Team</i> Join the Compliance Team for a brief review of what’s required of your company to sell animal supplements and treats in the U.S. This information applies regardless of whether you are a member of NASC or have earned the NASC Quality Seal. • 10:15-10:30 AM—BIO BREAK • 10:30 AM-12:00 PM—DETERMINING INTENDED USE, CLAIMS BOUNDARIES FOR HEALTH SUPPLEMENTS, FOOD SUPPLEMENTS, AND TREATS—<i>NASC Compliance Team, Todd Harrison Partner, Venable, LLP</i> Discover how intended use affects labeling and understand the regulatory distinctions between health supplements, food supplements and treats. This session will include marketing claims for blogs, social media, testimonials, etc. • 12:00-1:00 PM—BUFFET LUNCH—Sponsored by Venable, LLP • 1:00-3:00 PM—CLAIMS SUBSTANTIATION & DEFENSIBLE MARKETING: PROVING, CRAFTING, AND PROTECTING YOUR CLAIMS—<i>Todd Harrison, Partner, Venable LLP; Shahin Rothermel, Partner, Venable LLP</i> Learn the core principles of claims substantiation for pet supplements and how to develop strong, defensible product claims that align with regulatory requirements. This session will explore why unsupported marketing claims create regulatory and litigation risk, how to evaluate and support claims with appropriate evidence, and practical strategies for reducing risk while enhancing compliance, brand credibility, and consumer trust. • 3:00-3:15 PM—BIO BREAK • 3:15-4:00 PM—WHY CAN THEY SAY THAT AND I CAN’T? COMPETITOR CLAIMS, ENFORCEMENT REALITIES, AND PRACTICAL RISK ASSESSMENT—<i>Todd Harrison, Partner, Venable LLP; Shahin Rothermel, Partner, Venable LLP</i> Competitors often make bold claims that appear inconsistent with regulatory standards—so why do they get away with it? This session will unpack enforcement priorities, regulatory discretion, and the real-world factors that influence when and how claims are challenged. Attendees will learn how to assess competitor claims, understand the difference between theoretical and practical risk, and make informed decisions about claim strategy in a crowded and uneven marketplace. • 4:00-4:45 PM—LEGAL PANEL AND OPEN DISCUSSION—<i>Venable & NASC Teams</i> • 4:45-5:00 PM—CLOSING COMMENTS—<i>Bill Bookout, President, NASC</i> 		
Canyon Ballroom	5:00-6:30 PM	EXHIBIT HALL RECEPTION —Sponsored by Venable, LLP

Wednesday, May 20		
Canyon Ballroom	8:00 AM-1:00 PM	WELCOME DESK OPEN FOR BADGE PICKUP —Sponsored by Uckele Health & Nutrition
	7:45-8:45 AM	CONTINENTAL BREAKFAST + EXHIBITS OPEN FOR NETWORKING —Sponsored by Vetio Animal Health
General Session		
Sonoran Sky Ballroom	9:00-9:15 AM	WELCOME & OPENING COMMENTS — <i>Bill Bookout, President, NASC</i>
	9:15-10:00 AM	DECODING THE PET SUPPLEMENT CONSUMER: TREND-DRIVEN SEGMENTS AND MARKET OPPORTUNITIES — <i>Nicole Hill, VP of Strategy & Innovation, MarketPlace</i>
	10:00-10:30 AM	THE PET PIPELINE: WILL PET OWNERSHIP SOON DECLINE IN THE US? — <i>Sandy Moore, CEO, Pet Advocacy Network</i>
Canyon Ballroom	10:30-11:15 AM	NETWORKING COFFEE BREAK —Sponsored by UniChem Enterprises
Sonoran Sky Ballroom	11:15 AM-12:00 PM	THE CAT SHIFT: US CAT MARKET TRENDS & OPPORTUNITIES — <i>Shannon Landry, Research Director, Packaged Facts Pet</i>
	12:00-12:30 PM	OH, CANADA! SELLING PET SUPPLEMENTS NORTH OF THE BORDER — <i>Speaker TBA</i>
Canyon Ballroom	12:30-1:30 PM	NETWORKING LUNCH IN EXHIBIT HALL —Sponsored by Garmon Corp.
Sonoran Sky Ballroom	1:30-2:00 PM	INTRODUCTION TO THE NASC TREAT PROGRAM — <i>Bill Bookout, President, NASC; Katie Brenner, Senior Compliance Officer, NASC; Jennifer Gornert, Compliance Officer, NASC</i>
	2:00-2:15 PM	BOTANICAL ADULTERANTS PREVENTION PROGRAM: HELPING TO ENSURE AUTHENTIC HERBS IN THE GLOBAL MARKET — <i>Mark Blumenthal, Founder & Executive Director, American Botanical Council</i>
Breakout Sessions		
Business & Marketing Breakouts Sonoran Sky 1-3	2:30-3:00 PM	COMMUNICATING EQUINE NUTRITION SCIENCE WITH INTEGRITY: TURNING COMPLEX CONCEPTS INTO OWNER-FRIENDLY MESSAGING THAT BUILDS TRUST — <i>Kelly Vineyard, MS, PhD, Equine Nutrition Expert & Consultant</i>
	3:15-3:45 PM	SENIOR CAT SPARKLE: PUTTING THE GLOW ON WITH SMART SUPPLEMENTATION — <i>Terri Grow, BIS, CVNN, Cert TCM Herbology, Feline Expert, Educator, and Advocate</i>
	4:00-4:30 PM	UNAUTHORIZED SELLERS AND MARKETPLACE MAYHEM: WHAT PET BRANDS CAN DO (LEGALLY) TO TAKE BACK CONTROL — <i>Natalia Steele, Partner, Vorys eControl</i>
Science & Compliance Breakouts Sierra Ballroom	2:30-3:00 PM	CONTRACT LABS: CHOOSING A CRITICAL QUALITY PARTNER — <i>Petra Erlandson, VP of Sales, Alkemist Labs</i>
	3:15-3:45 PM	FORMULATING FOR FUNCTION & FLAVOR: SOLVING BIOAVAILABILITY AND PALATABILITY CHALLENGES WITH LIPID-BASED FORMULATIONS — <i>Nick DiFranco, Senior Marketing Manager, Gattefossé USA</i>
	4:00-4:30 PM	SUPPLY CHAIN STRENGTH: HOW INTEGRATED AUDITS BUILD TRUST AND REDUCE RISK — <i>Jennifer Lott, Technical Development Director, SGS North America</i>
Rustler's Rooste Steakhouse & Bar	6:30-8:30 PM	BOOTS & BREWS NETWORKING MIXER —Sponsored by Vets Plus, Inc

Thursday, May 21		
Canyon Ballroom	8:00-10:00 AM	WELCOME DESK OPEN FOR BADGE PICKUP —Sponsored by Uckele Health & Nutrition
	7:45-8:45 AM	CONTINENTAL BREAKFAST + EXHIBITS OPEN FOR NETWORKING —Sponsored by ASI International
Breakout Sessions		
Business & Marketing Breakouts Sonoran Sky 1-3	9:00-9:45 AM	AI WITHOUT THE CHAOS: SMARTER MARKETING, STRONGER BRAND VOICE, AND FEWER RISKS —Jane Phelps, Founder, Know Agency
	10:00-10:30 AM	TURNING EVIDENCE INTO IMPACT: USING EQUINE RESEARCH OUTCOMES TO POWER ETHICAL MARKETING —Lydia Gray, DVM, Owner, Lydia Gray Consulting, LLC
Science & Compliance Breakouts Sierra Ballroom	9:00-9:45 AM	HOW TO DESIGN RIGOROUS STUDIES THAT GENERATE CREDIBLE, ACTIONABLE DATA WITHIN BUDGET: LESSONS FROM CONDUCTING OVER A DOZEN PET CLINICAL STUDIES —Ravi Sheth, Co-Founder, Kingdom Supercultures; Sara Phillips, Vice President Global Pet Business, FoodScience LLC
	10:00-10:30 AM	BIOTICS BEYOND THE GUT: EXPLORING THE GUT-METABOLIC AXIS —Lindsay Sumners, Director of Creation, Design & Development, ADM Pet & Animal Wellbeing
Canyon Ballroom	10:30-11:15 AM	NETWORKING BREAK—EXHIBITS OPEN —Sponsored by Layn Natural Ingredients
General Session		
Sonoran Sky Ballroom	11:15 AM-12:15 PM	KEYNOTE PRESENTATION —Dr. Timothy C. Schell, PhD, Director, FDA Center for Veterinary Medicine
Canyon Ballroom	12:15-1:30 PM	NETWORKING LUNCH IN EXHIBIT HALL —Sponsored by Informa Markets
Sonoran Sky Ballroom	1:30-2:15 PM	DEALS AND DOLLARS: M&A ACTIVITY AND CAPITAL MARKETS MOMENTUM —Lauren DeVestern, Managing Director & Partner, L.E.K. Consulting
	2:15-3:00 PM	MORE GOOD YEARS: TARGETED LONGEVITY SUPPLEMENTS FOR LIFELONG VITALITY —Dr. Keith Weingardt, DVM, Holistic Veterinarian
Canyon Ballroom	3:00-3:45 PM	NETWORKING BREAK—EXHIBITS OPEN —Sponsored by Pet Tech Labs
Sonoran Sky Ballroom	3:45-4:45 PM	ADVANCING A REGULATORY SOLUTION FOR ANIMAL HEALTH SUPPLEMENTS —Bill Bookout, President, NASC; Todd Harrison, Esq., Partner, Venable LLP; Will Nordwind, Esq., Partner, Venable LLP
	4:45-5:00 PM	NASC MEMBERS-ONLY BUSINESS MEETING —All Primary Suppliers & Preferred Suppliers Welcome
Sonoran Sky Ballroom	7:00-10:00 PM	NASC SILVER GALA: CELEBRATING 25 YEARS —Sponsored by Pharmore Ingredients, Inc. and Garmon Corp.

THANK YOU TO OUR 2026 SPONSORS!

