

2026 NASC Annual Conference

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



2026 TITLE SPONSOR

KSM-66
Ashwagandha[®]

WORLD'S BEST ASHWAGANDHA



What to Know Before You Go

Your guide to a smooth NASC Annual Conference experience

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
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 complimentary 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 charge 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.
- Your final bill will reflect a \$20 per night **resort fee** that covers in-room amenities and internet, water park & fitness center access, 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 resort. 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.

More about the Resort

Amenities:

- All-suite guest rooms
- High-speed in-room Wi-Fi
- USA Today newspaper upon request
- On-site dining options + room service
- Seven-acre Oasis Water Park
- Full-service Arizona Grand spa
- 18-hole Arizona Grand golf course
- 20,000-sq-ft Arizona Grand Athletic Club

Pro Tip: No matter where you are staying, it is highly recommended that you confirm your room reservation prior to travel. Verify your check-in and check-out dates so there are no surprises upon your arrival!

Badge Pickup

You can claim your badge at the Welcome Desk in the Exhibit Hall (in Canyon Ballroom) on:

- Tuesday, May 19, 8:00 AM – 1:00 PM
- Wednesday, May 20, 8:00 AM – 1:00 PM
- Thursday, May 21, 8:00 – 10:00 AM

Your badge is your admission ticket to all conference sessions, Exhibit Hall breaks, lunches, and evening

events during the conference. Please wear it with your name facing out throughout the conference.

Meeting Space Wi-Fi

Free, high-speed Wi-Fi is available throughout the meeting space, courtesy of Alkemist Labs.

Wi-fi Network: Best Botanical Lab

Password: Alkemist#1

Headshot Lounge

Freshen up your professional image with a free headshot, compliments of ADM. Stop by the Headshot Lounge in the Exhibit Hall for a quick, polished photo perfect for LinkedIn, your company profile, or your socials. No appointment needed — just walk in, smile, and let our photographer do the rest.

Headshot Lounge Hours:

- Wednesday, May 20: 8:00 AM-1:30 PM
- Thursday, May 21: 8:00 AM-3:45 PM

Agenda

Printed agendas will be available at badge pickup, and the agenda is also included at the end of this guide. Below is a general outline of the flow of the event. You will also find this information on the back of your badge for quick reference.

Tuesday, May 19

7:00 AM – 12:00 PM, NASC Golf Tournament
9:00 AM – 5:00 PM, Legal Essentials Seminar
5:00 – 6:30 PM, Exhibit Hall Cocktail Reception

Wednesday, May 20

7:45 – 8:45 AM, Light Breakfast + Networking
9:00 – 10:30 AM, General Session
10:30 – 11:15 AM, Coffee Break + Networking
11:15 AM – 12:30 PM, General Session
12:30 PM – 1:30 PM, Networking Lunch
1:30 – 2:15 PM, General Session
2:30 – 4:30 PM, Breakout Sessions
6:30 – 8:30 PM, Networking Mixer at Rustler's Rooste

Thursday, May 21

7:45 – 8:45 AM, Light Breakfast + Networking

9:00 – 10:30 AM, Breakout Sessions

10:30 – 11:15 AM, Coffee Break + Networking

11:15 AM – 12:15 PM, General Session

12:15 – 1:30 PM, Networking Lunch

1:30 – 3:00 PM, General Session

3:00 – 3:45 PM, Snack Break + Networking

3:45 – 4:45 PM, General Session

4:45 – 5:00 PM, NASC Members-Only Meeting

7:00 – 10:00 PM, NASC Silver Gala

Networking and Exhibits

We've set aside plenty of time for networking throughout the conference to help you get to know fellow attendees and exhibitors. Our Preferred Suppliers are excited to meet you so be sure to spend time in the Exhibit Hall during breaks to explore, ask questions, and make valuable connections.

Pro Tip: *Don't miss your chance to connect with our sponsors! They have the tools and knowledge to help you stay ahead in a competitive market. Our conference would not be possible without their generous support and we're incredibly grateful for these partnerships.*

Breakfasts, Breaks, and Lunches

Breakfasts: Light breakfast for everyone will be available on Wednesday and Thursday mornings (7:45-8:45 AM).

Coffee Breaks:

Exhibit Hall coffee breaks will be provided on Wednesday and Thursday (see agenda for times).

Lunches:

- Tuesday lunch will be provided for Legal Essentials Seminar attendees and golfers only.
- Wednesday & Thursday buffet lunches will be provided for all attendees and exhibitors (see agenda for times).

Evening Events

Cash Bars

We would love to provide open bar at our evening events, but doing so would significantly increase our

costs—and your registration fees. Cash bars help us offer a fun experience while keeping the conference affordable for everyone. Be on the lookout for exhibitors offering drink tickets!

Tuesday Exhibit Hall Reception | 5:00-6:30 PM

Kick off the 2026 NASC Annual Conference Tuesday evening at our Exhibit Hall Reception in Canyon Ballroom. Enjoy a cash bar, light hors d'oeuvres, and lively conversation while exploring the Exhibit Hall. This relaxed event is a great opportunity to meet exhibitors, make new connections, and settle into the event ahead.

Wednesday Networking Mixer | 6:30-8:30 PM

The fun happens Wednesday night at **Rustler's Rooste** for our off-site Networking Mixer. Expect spectacular mountain views, live country-western music, cash bar, and casual cowboy cuisine. It's a quick shuttle ride from the resort and will be a great chance to mix, mingle, and make memories! Bring your ID if you wish to order alcohol, and your cowboy boots and hat if you wish to fully commit to the theme! (*Transportation provided.*)

Pro Tip: *We're expecting warm weather at The Rooste, but Arizona evenings can cool down quickly after sunset. Lightweight layers are recommended so you stay comfortable from pre-sunset cocktails to after-dark boot scootin'.*

Thursday NASC Silver Gala | 7:00-10:00 PM

Join us Thursday evening in Sonoran Sky Ballroom as we celebrate 25 years of NASC at our Silver Gala. This special night will feature a cocktail hour, dinner, awards, trivia and karaoke, and plenty of time to connect with industry friends and colleagues while celebrating the progress that has shaped our organization over the past quarter century. Whether you dress cocktail chic or add a little silver sparkle, come ready for a fun, memorable evening of celebration, laughter, and community.

Members-Only Business Meeting

Each year we close our conference proceedings with our members-only business meeting. This session is for current NASC Primary Supplier and Preferred Supplier members only. Attendees will receive updates on the organization's financials, current initiatives, and strategic

Thank You Sponsors

TITLE



GOLD



SILVER



BRONZE





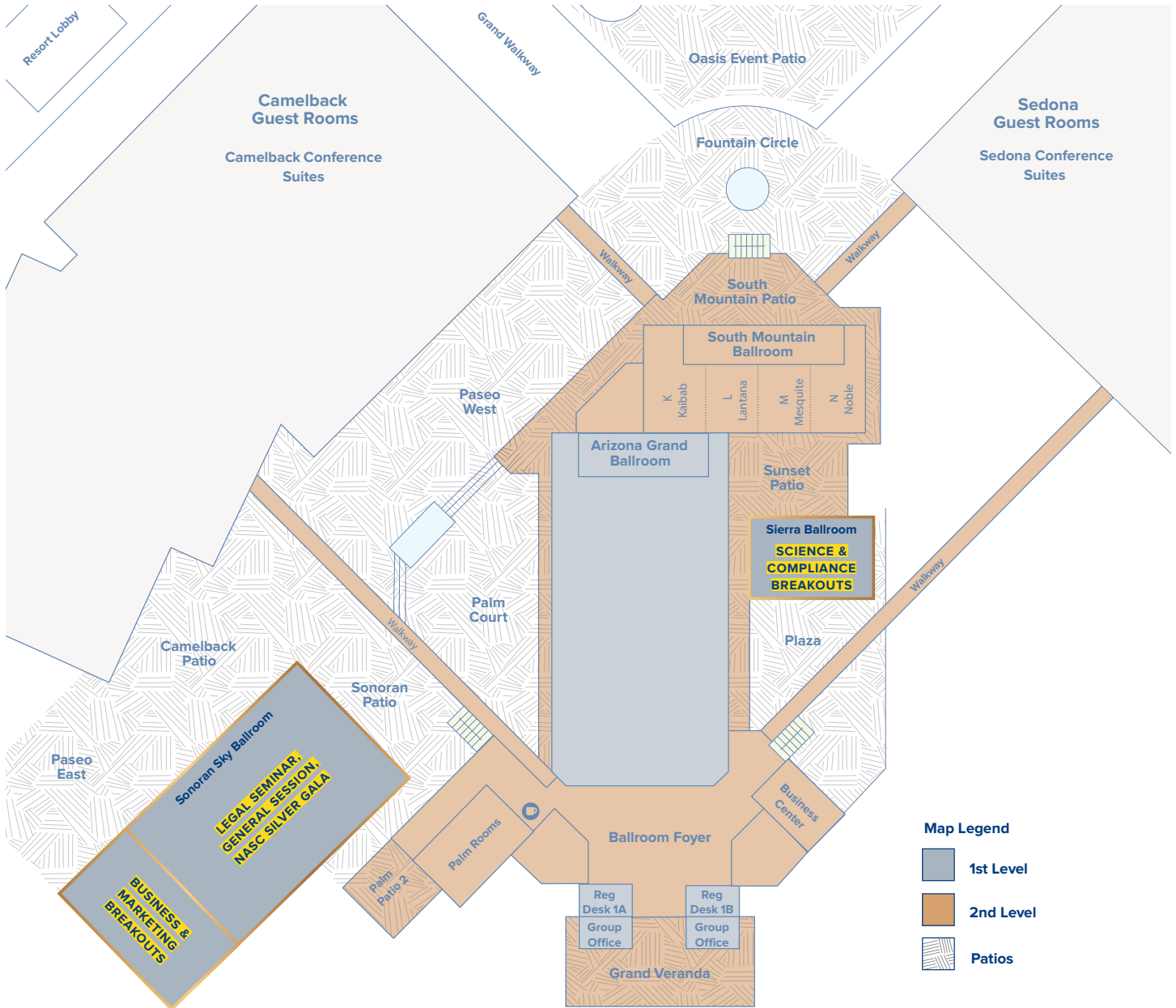
2026 NASC Annual Conference Agenda
 May 19 – 21 | Arizona Grand Resort & Spa | Phoenix, AZ

Tuesday, May 19		
Arizona Grand Golf Course	7:00 AM-12:00 PM	11th ANNUAL NASC GOLF TOURNAMENT — <i>Sponsored by KND Labs</i>
Canyon Ballroom	8:00 AM-1:00 PM	WELCOME DESK OPEN FOR BADGE PICKUP — <i>Sponsored by Uckele Health & Nutrition</i>
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 QUALITY 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—<i>Sponsored by Venable, LLP</i> • 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. • 4:00-4:15 PM—USING TECHNOLOGY TO REVIEW AND DEVELOP MORE COMPLIANT CLAIMS—<i>Asa Waldstein, Founder & Principal, Apex Compliance</i> Explore how technology can help teams proactively identify and correct compliance issues across websites, social media, existing materials, and pre-published content. This session will highlight practical approaches for using digital review tools to improve consistency, reduce manual burden, and support more confident, compliant communications in an increasingly fast-moving marketplace. • 4:15-5:00 PM—LEGAL PANEL AND OPEN DISCUSSION—<i>Venable & NASC Team</i> 		
Canyon Ballroom	5:00-6:30 PM	EXHIBIT HALL RECEPTION —All attendees welcome— <i>Sponsored by Venable, LLP</i>

Wednesday, May 20		
Canyon Ballroom	8:00 AM-1:00 PM	WELCOME DESK OPEN FOR BADGE PICKUP — <i>Sponsored by Uckele Health & Nutrition</i>
	7:45-8:45 AM	CONTINENTAL BREAKFAST + EXHIBITS OPEN FOR NETWORKING — <i>Sponsored by Vetio Animal Health</i>
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—EXHIBITS OPEN — <i>Sponsored by UniChem Enterprises</i>
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! REGULATING VETERINARY HEALTH PRODUCTS NORTH OF THE BORDER — <i>Michael Accardi, PhD, Regulatory Affairs Specialist, Health Canada</i>
Canyon Ballroom	12:30-1:30 PM	NETWORKING LUNCH IN EXHIBIT HALL — <i>Sponsored by Garmon Corp.</i>
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 and AAFCO Liaison, 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, Sater, Seymour and Pease LLP</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 —All attendees & exhibitors welcome— <i>Sponsored by Vets Plus, Inc</i> (Transportation provided)

Thursday, May 21		
Canyon Ballroom	8:00-10:00 AM	WELCOME DESK OPEN FOR BADGE PICKUP — <i>Sponsored by Uckele Health & Nutrition</i>
	7:45-8:45 AM	CONTINENTAL BREAKFAST + EXHIBITS OPEN FOR NETWORKING — <i>Sponsored by ASI International</i>
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 — <i>Jane Phelps, Founder, Know Agency</i>
	10:00-10:30 AM	TURNING EVIDENCE INTO IMPACT: USING EQUINE RESEARCH OUTCOMES TO POWER ETHICAL MARKETING — <i>Lydia Gray, DVM, MA, PAS, Owner, Lydia Gray Consulting, LLC</i>
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 — <i>Ravi Sheth, PhD, Co-Founder, Kingdom; Sara Phillips, Vice President Global Pet Business, FoodScience LLC</i>
	10:00-10:30 AM	BIOTICS BEYOND THE GUT: EXPLORING THE GUT-METABOLIC AXIS — <i>Lindsay Summers, PhD, Director of Creation, Design & Development, ADM Pet & Animal Wellbeing</i>
Canyon Ballroom	10:30-11:15 AM	NETWORKING COFFEE BREAK—EXHIBITS OPEN — <i>Sponsored by Layn Natural Ingredients</i>
General Session		
Sonoran Sky Ballroom	11:15 AM-12:15 PM	DIALOGUE TO ACTION: TURNING SHARED PRIORITIES INTO ANIMAL HEALTH IMPACT — <i>Timothy C. Schell, PhD, Director, FDA Center for Veterinary Medicine</i>
Canyon Ballroom	12:15-1:30 PM	NETWORKING LUNCH IN EXHIBIT HALL — <i>Sponsored by Informa Markets</i>
Sonoran Sky Ballroom	1:30-2:15 PM	DEALS AND DOLLARS: M&A ACTIVITY AND CAPITAL MARKETS MOMENTUM — <i>Lauren DeVestern, Managing Director & Partner, L.E.K. Consulting</i>
	2:15-3:00 PM	MORE GOOD YEARS: TARGETED LONGEVITY SUPPLEMENTS FOR LIFELONG VITALITY — <i>Dr. Keith Weingardt, DVM, Holistic Veterinarian</i>
Canyon Ballroom	3:00-3:45 PM	NETWORKING REFRESHMENT BREAK—EXHIBITS OPEN — <i>Sponsored by Pet Tech Labs</i>
Sonoran Sky Ballroom	3:45-4:45 PM	ADVANCING A REGULATORY SOLUTION FOR ANIMAL HEALTH SUPPLEMENTS — <i>Bill Bookout, President, NASC; Todd Harrison, Esq., Partner, Venable LLP; Will Nordwind, Esq., Partner, Venable LLP</i>
	4:45-5:00 PM	NASC MEMBERS-ONLY BUSINESS MEETING —All NASC Primary Suppliers & Preferred Suppliers Welcome
Sonoran Sky Ballroom	7:00-10:00 PM	NASC SILVER GALA: CELEBRATING 25 YEARS —All attendees & exhibitors welcome— <i>Sponsored by Pharmore Ingredients, Inc. and Garmon Corp.</i>

Meeting Space Map



Canyon Patio

Canyon Ballroom

BADGE PICKUP, EXHIBITS, NETWORKING BREAKS & LUNCHESES, HEADSHOT LOUNGE

Event Wi-fi

NETWORK: Best Botanical Lab
PASSWORD: Alkemist#1