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2022 NASC Annual Conference

June 7 – 9 | The Chase Park Plaza Royal Sonesta Hotel | St. Louis, MO



We are excited to announce the agenda for the 2022 NASC Annual Conference, and even more excited to be meeting in person once again! Our conference offers something for everyone, and has been designed to achieve these important objectives:

- Deliver valuable presentations on business, scientific and compliance topics to help NASC members drive top-line growth and maximize bottom-line profitability
- Provide abundant networking opportunities in which existing partnerships are reinforced and new relationships are formed
- Have fun and give back through support of an animal-centric nonprofit organization

Join us in bustling St. Louis for a time of learning, networking and growth. We look forward to having you and other representatives from your company join us and be a part of our efforts to continue setting the bar high and paving the path others will follow!

2022 NASC Annual Conference Agenda-at-a-Glance

Tuesday, June 7

7:00 AM – 4:00 PM Badge pickup for all attendees

8:00 AM – 4:45 PM NASC compliance workshop (Basic Training)

8:00 – 8:15 AM Opening comments, introductions, format information

8:15 – 8:45 AM Anti-trust statement, review of NASC strategic objectives

Breakout Rotations

(Attendees rotate through all three breakouts)

Rotation 1 8:45 – 9:45 AM	Labeling and claims	NAERS data entry	cGMPs & quality manuals
Rotation 2 10:10 – 11:10 AM	Labeling and claims	NAERS data entry	cGMPs & quality manuals
Rotation 3 11:15 AM – 12:15 PM	Labeling and claims	NAERS data entry	cGMPs & quality manuals

12:15 – 1:30 PM Lunch on your own

General Session

1:30 – 2:15 PM Practical labeling and claims workshop: Communicating your product benefits while staying safe in regulatory waters (bring your examples and questions)

2:15 – 2:45 PM Supplier qualification program and requirements

2:45 – 3:00 PM Break

3:00 – 3:30 PM Audits and registering products

3:30 – 4:00 PM NASC marketing initiatives and impact

4:00 – 5:00 PM Final Q&A and closing comments

5:00 – 6:30 PM New member welcome reception—all attendees & exhibitors welcome

Wednesday, June 8

7:00 AM – 12:00 PM Optional group activities for all attendees

- 7th Annual NASC golf tournament @ Norman K. Probststein Course
- Gateway Arch with tram ride to the top and riverboat cruise
- National Blues Museum with live blues performance and BBQ lunch
- Grant's Farm with Clydesdale experience
- St. Louis Zoo with backstage nutrition center and vet hospital tours

Visit www.conference.nasc.cc/activities for complete information and to register

8:00 AM – 1:00 PM Badge pickup for all attendees

1:30 – 5:40 PM General session, networking, breakouts

General Session	
1:30 – 1:45 PM	Conference kickoff and opening comments
1:45 – 2:30 PM	Mergers and Acquisitions: Recap of recent M&A activity, plus opportunity analysis
2:30 – 3:00 PM	Patriot Paws: Serving those who have served
3:00 – 4:00 PM	Networking break, visit exhibits
Breakouts	
Science/Compliance Topics:	
4:00 – 4:30 PM	Not All Fiber is Created Equal: Positive/negative impacts of fiber choice on supplement formulations
4:35 – 5:05 PM	Pandemic Deceit: How COVID-19 has impacted ingredient adulteration, and what you can do about it
5:10 – 5:40 PM	Shroom Boom: What's behind the growing popularity of mushrooms in pet and horse supplements?
Business/Marketing Topics:	
4:00 – 4:30 PM	Testing + Transparency: How to turn your quality spend into a marketing asset
4:35 – 5:05 PM	Tips for taking meaningful action to grow your business in today's thriving pet market
5:10 – 5:40 PM	From Boomer to Zoomer: How to successfully market to every generation

6:30 – 8:30 PM Opening reception and Patriot Paws fundraiser—all attendees & exhibitors welcome

Thursday, June 9

7:00 – 8:00 AM **Networking breakfast—all attendees & exhibitors welcome**

8:00 AM – 4:45 PM **Breakouts, networking, general session**

Breakouts

Science/Compliance Topics:

8:00 – 8:30 AM	AAFCO Labeling Changes: Human food grade, standardization with human food, and common food index
8:35 – 9:05 AM	Supporting equine performance and muscle recovery with astaxanthin
9:10 – 9:40 AM	Overcoming the unique challenges of buying botanical ingredients for your products
9:45 – 10:15 AM	New Study: Adaptogenic effects of ashwagandha root extract on reducing stress and anxiety in dogs

Business/Marketing Topics:

8:00 – 8:30 AM	Purrfect Opportunity: Cat owners want more products made specifically for cats—will you answer the call?
8:35 – 9:05 AM	Food/Feed Labeling & Claims Workshop for Sales & Marketing: Understanding claims to really get your message across (feat. What you CAN say, not just what you can't say)
9:10 – 9:40 AM	Dosage-Form Animal Health Product Labeling & Claims Workshop for Sales & Marketing: Understanding claims to really get your message across (feat. What you CAN say, not just what you can't say)
9:45 – 10:15 AM	Pets & Purchases: A closer look at pet industry data, trends to watch and consumer behavior analysis

General Session

10:15 – 11:00 AM	Networking break, visit exhibits
11:00 – 11:45 AM	The New Normal: A pet sector state of the industry update
11:45 AM – 12:30 PM	Up and Coming in the U.S.: Harnessing the power of POSTbiotics for pet and equine health
12:30 – 1:30 PM	Networking lunch—all attendees & exhibitors welcome
1:30 – 2:15 PM	Moderated Supplier Panel: Recovering from the impact of COVID-19 – Lead times, supply chain challenges, labor shortage, rising costs and China disruptions
2:15 – 3:00 PM	Moderated Retailer Panel: How consumer demand is driving retailer requirements
3:00 – 3:45 PM	CBD Update: NASC safety study in dogs, NASC legislative actions and significant changes over the past year
3:45 – 4:45 PM	Networking break, visit exhibits

4:45 – 5:30 PM **NASC business meeting—NASC members only**

6:30 – 9:30 PM **Final night dinner & awards gala—all attendees & exhibitors welcome**

Friday, June 10

There are no formal meetings or events scheduled for Friday, however the NASC hotel group rate is extended through Saturday, June 11 (based on availability) for those who would like to stick around and enjoy all St. Louis has to offer. The Cardinals play at home against the Cincinnati Reds on Friday, June 10 and Saturday, June 11.

Conference Venue Information

The Chase Park Plaza Royal Sonesta Hotel

212 N. Kingshighway Blvd.

St Louis, MO 63108

Located in the heart of the Central West End neighborhood of St. Louis, The Chase Park Plaza Royal Sonesta Hotel brings elegant style and old-world glamour to the city. Discover luxurious amenities and service in a property that is truly a “city within a city.” Enjoy beautifully-appointed guest rooms, three onsite restaurants, a historic movie theater in the hotel lobby, a state-of-the-art fitness center, a Mediterranean-style outdoor pool, and much more.

Deadline to reserve under the NASC room block is Monday, May 23, 2022.

NASC conference attendees and exhibitors will receive a special group rate of \$185 per night, plus tax. **Click here** to reserve online. To book over the phone, call +1 (800) 766-3782 and book under **Group ID 06062022NASC**.