



The year of the supply chain

2026 Inside the Bottle

Communication strategies for the quality dietary supplement market



Inside the Bottle unites companies serving the dietary supplement market with thought-leadership content that advocates for a transparent industry on the cutting edge of science and innovation, elevating supplement product innovation to help consumers take control of their health. For 2026, this media award-winning initiative continues to elevate B2B education and industry community, exploring issues that build consumer trust and drive new product innovation. We drive deeper understanding of the quality dietary supplement industry with live event and digital content and industrywide education focused on supporting leadership and decision-making for supplement supply chain and CPG professionals.

Entering its **eleventh** year, Inside the Bottle remains a unifying force for communicating the supplement industry's collective industry vision; providing a forum for identifying challenges and elevating best practices; and promoting diversity, health access and inclusivity within the dietary supplement industry and for the consumers it serves.

LEGACY PARTNERS



Inside the Bottle 2026 Program Inclusions

VIRTUAL ROUNDTABLE KICKOFF AND LEADERSHIP GATHERING

The virtual event invites partners, other industry experts and stakeholders to come together to develop a roadmap for the 2026 program themes. We discuss supplement industry shifts, priorities, challenges and opportunities. The 2026 program will build on the themes of science-based evidence, traditional knowledge, consumer education gaps, building consumer trust and new approaches to product innovation. This discussion builds program unity and influences key messaging and in-person program priorities for Inside the Bottle 2026.

MONTHLY E-NEWSLETTER

Our highly engaged B2B e-newsletter highlights the latest news and updates in the world of dietary supplements, including announcements from our Inside the Bottle partners and the latest program content, plus key industry reporting.

Marketing: *Twelve issues will be email marketed to a targeted B2B supplement industry audience, featuring all partner brand logos co-branded with Inside the Bottle and SupplySide Supplement Journal.*

INSIDE THE BOTTLE SPECIAL REPORT: LEADERS IN INNOVATION AND WELLNESS

This comprehensive report will feature consumer data and market intelligence, and key industry leadership perspective to provide insight into key consumer priorities and new approaches to product innovation, helping suppliers and product developers focus on the highest impact decisions in their go-

to-market strategies. The report will include short partner profiles related to the theme. Must-read content for a resilient industry.

Marketing: *This brand exposure and lead-generating report is co-branded to both SupplySide Supplement Journal and Inside the Bottle along with all ITB 2026 partners. Includes custom email marketing, SupplySide social media posts and e-newsletter mentions.*

NEW CUSTOM CO-BRANDED INNOVATION EXCHANGE WEBINAR - ONE PER PARTNER

We understand our supply chain partners have unique stories to tell and specialized insights for the industry. For 2026 we will work with each partner to craft the optimal narrative within their own unique webinar, providing a forum to highlight leadership and key innovations to drive forward new consumer product solutions.

Marketing: *This unique lead-generating webinar, custom for each partner, is co-branded to both SupplySide Supplement Journal and Inside the Bottle along with the partner brand. Includes custom email marketing, SupplySide social media posts and e-newsletter mentions.*

SUPPLYSIDE GLOBAL 2026 SUPPLEMENT SOLUTIONS STAGE 60-MINUTE SESSION

The supplement industry continues to be a driver of innovations in consumer health and wellness and stands behind science-driven quality.

Optimizing the SupplySide Global experience, our team creates a high-impact session that will aid suppliers and product developers with ideas and data to drive success in their go-to-market strategies. This session is co-branded Inside the Bottle and all ITB partners within SupplySide Global 2026 marketing.

Marketing: *SupplySide Global Stage marketing plus an Inside the Bottle custom email campaign promoting this session to the ITB audience. Door scan data collected and provided to ITB partners.*

PROGRAM PERFORMANCE MARKETING REPORTING

All custom content inclusions will receive performance marketing campaigns which include email marketing, social media posts and email newsletter mentions. A quarterly program progress report will be provided by marketing services.

PROGRAM MARKETING FINAL REVIEW - JANUARY 2027

A comprehensive performance marketing report will be included at full program conclusion. Certain interim program metrics may be reported throughout the year. Performance metrics will include performance and audience metrics, including email performance, lead delivery, page views and other pertinent data. The program review will be an invitation-only meeting and include discussion and learnings with partners. *A call will be scheduled with all partners and with ITB content leadership.*

Contact your SupplySide account executive for more information.

SUPPLYSIDE

<https://supplysidesolutions.com/solutions/content-marketing-supplyside-created-2026/inside-the-bottle-2026/>