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NEWS RELEASE

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NPA Announces Dates for 2019 Big Natural and Natural Products Day

“If you’re interested in meeting with the biggest power players in Washington, DC and the most influential leaders in the natural products industry, this event is for you,” says Dr. Fabricant.

WASHINGTON, D.C. –The industry will gather in the Washington, DC area for the third installment of the Natural Products Association’s (NPA) official event, The Big Natural on September 11-12, 2019. The two-day event will take place at the MGM National Harbor and will coincide with NPA’s annual Natural Products Day advocacy event on Capitol Hill on September 10.

“If you’re interested in meeting with the biggest power players in Washington, DC and the most influential leaders in the natural products industry, this event is for you,” said Daniel Fabricant, Ph.D., President and CEO of NPA. “We are lining up hundreds of meetings with Members of Congress and the Administration along with a great program of speakers and briefings. The Big Natural will attract the type of industry leaders this new Congress needs to hear from, and we are excited to bring it to our Nation’s Capital. This is the only event in the industry where people can make a direct investment back into the industry, with 100 percent of profit going directly to education and advocacy initiatives.”

The Big Natural

September 11-12

www.thebignatural.com

MGM National Harbor

Offering two days of industry-driven, educational sessions, workshop programming, case studies and interactive discussions. Plus, there will be ample time for networking and benchmarking. The Big Natural will bring together industry leaders, innovators and government officials who will share insights that will educate, empower and spark innovative ideas to drive the industry forward.

- Industry-specific educational sessions developed by you to address your most pressing business and regulatory concerns as an industry
- Executive-level speakers who will provide in-depth discussion of real-world challenges/issues as well as practical lessons you can take back to your company and implement across your operations



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- Focus on business innovation, finance, investment and global market opportunities relevant to the natural products space
- Breakout sessions that will explore discrete issues faced by business unit and department heads spanning regulatory, compliance, legal, marketing and business functions

Open to both NPA Members and Non-Members, The Big Natural will attract a diverse cross-section of senior executives spanning the C-suite as well as department leadership within the Retail, CPG, Natural, Health Foods, Supplements and Investment sectors with budget and/or human capital responsibility in the following areas:

- Strategy & Product Development
- Legal, Regulatory & Compliance
- Digital Initiatives, Branding, Marketing and Advertising
- Merchandising, Distribution & E-Commerce
- Analytics and Big Data
- Customer Experience and Customer Service
- Business Development & Finance
- Quality & Scientific Affairs
- Probiotics and Novel Ingredients
- Medical/Functional Foods
- Sports Nutrition
- Defining Natural

Schedule of Events and Speakers to be announced soon.

Natural Products Day

www.npanational.org/advocacy/natural-products-day/

September 10, 2019

Each year, the natural products industry gathers in our nation's capital to educate members of Congress and legislative staff about the important role natural products play in keeping Americans healthy and the overwhelming public benefits of preventive care. This day-long advocacy conference is hosted each year by NPA to provide retailers, suppliers, and all industry stakeholders from across the country with the opportunity to become lobbyists for a day. There is no registration cost to attend and all meetings will be arranged by NPA.

For questions or registration please email natural@npanational.org.

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Natural Products Association

The **Natural Products Association (NPA)** is *the* trade association representing the entire natural products industry. We advocate for our members who supply, manufacture and sell natural ingredients or products for consumers. The Natural Products Association promotes good manufacturing



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practices as part of the growth and success of the industry. Founded in 1936, NPA represents over 1,000 members accounting for more than 10,000 locations of retailers, manufacturers, wholesalers and distributors of natural products, including foods, dietary supplements, and health/beauty aids. Visit www.npanational.org