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GMDC Announces Demo Day at 2016 Health Beauty Wellness Conference

COLORADO SPRINGS, Colo., Sept. 26, 2016 – [Global Market Development Center](#) – a leading trade association advancing innovation in the marketplace — will host a product pitching “Demo Day” session during the 2016 Health Beauty Wellness (HBW16) Marketing Conference. HBW16 will take place Sept. 28-Oct. 2 in San Antonio, Texas.

[HBW16 Demo Day](#), slated for Thursday, Sept. 29, will feature pre-selected companies presenting innovative concepts and services on stage to accelerators, retailers, suppliers and potential investors. The event will be conducted inside an environment called Store of the Future that is designed to help retailers enhance their shopper’s experience for consumer health and wellness.

Companies presenting at the Demo Day include Akibah, EverlyWell, EyeQ Insights, Focal Systems, Herbal Zap, Impax Media, incentaHEALTH, June20, Nicotrax, Recoup Fitness and rhelief.

Judges include Bill Anderson, group vice president of operations SAFD for H-E-B; Tim Buskey, vice president of consumer products for AmerisourceBergen; Dave Jones, vice president industry initiatives for Kellogg Company; Shari Wynne Ressler, founder and president of SKU; and Kosta Skoulikaris, vice president of the Innovation Lab for Nielsen.

There will also be a panel discussion featuring Larry Myler, a Forbes.com entrepreneur columnist; Chris Skyers, vice president, health & beauty care at Wakefern Food Corporation; Adam Simons, head of emerging brands at The Clorox Company; Doreen Lorenzo, director for the Center of Integrated Design at The University of Texas at Austin; and Titus Jones, GM R&D at The Kroger Company, Edge Project.

The initiative is fueled by GMDC’s [Retail Tomorrow](#) Advisory Board, which launched earlier this year to introduce innovation in the marketplace through development and advancement of unique and first-mover products, services and technologies for members. The board accelerates retailer “next practice” process and provides insights into the future.

“We’re reinventing the typical industry marketing conference by turning HBW16 into a next-level event with the Retail Tomorrow Demo Day. We’re connecting suppliers and retailers in a whole new way that inspires actionable results in solving problems and identifying opportunities,” said Patrick Spear, president and CEO of GMDC. “Demo Day is all about creating change in the marketplace by awarding innovative, daring companies with opportunities to pitch their ideas to decision makers. This new platform also provides innovation education, networking, and engagement with industry thought leaders. That’s the power of this event.”

For more information on HBW16, visit go.gmdc.org/hbw16.

About GMDC

Global Market Development Center (GMDC) energizes members and the marketplace by advancing a culture of Connect-Collaborate-Create-Commerce. As the leading GM and HBW trade association, GMDC is dedicated to serving its ecosystem of more than 600 General Merchandise and Health Beauty Wellness retailers, wholesalers, suppliers and service/solution member companies by enabling consumer-facing innovation and retail reimagined. GMDC's combined member volume represents more than 125,000 retail outlets and more than \$500 billion in sales. To learn more, visit www.gmdc.org

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