

# A PRIMER ON PRICING: BEFORE, DURING, AND AFTER COVID-19

## Webinars

December 9, 2020  
12pm - 1pm

December 9, 2020

**Click here to view a recording of the presentation.**

This webinar offers a detailed primer on the laws and regulations applicable to pricing that those involved in production, marketing, and selling products must abide by - whether during a pandemic or in normal market conditions.

## Topics:

- Price-gouging and implicated products under New York law, both before and during COVID-19;
- An overview of the antitrust statutes and their impact on pricing;
- Price-related agreements, predatory pricing, and other pricing concepts under New York and federal law; and
- Factors to consider when setting prices in a post-pandemic world.

**Who should attend:** Executives and leaders in the Marketing, Food & Beverage, Consumer Consumption, and Production and Logistics industries

**Moderator:** Valerie Stevens

**Presenters:** Melissa Kathan and Emily Florczak

## Attorneys

Emily Florczak  
Valerie Stevens

## Practices & Industries

Food & Beverage