



Helping you live, eat and be well

The Allergy & Free From Expo is a fresh new event designed specifically for people with allergies or intolerances, and for consumers seeking out a free from diet or lifestyle.

Allergy diseases are among the fastest growing chronic conditions in Australia with almost one in five of the Australian population living with an allergy, food intolerance or skin sensitivity. In addition, there's been phenomenal documented growth in many special-diet communities (vegan, paleo, gluten free, for example).

The Allergy & Free From Expo presents an unprecedented opportunity for specialist manufacturers, retailers and service providers to reach, influence and sell to these well defined consumers. Visitors include free from diet and lifestyle seekers, families and individuals faced with an allergy, as well as industry professionals including doctors, nurses, pharmacists, dieticians and occupational health professionals with an interest in allergy.

Whether your objectives are to educate, build brand awareness, sample or drive direct sales, **The Allergy & Free From Expo** targets customers with the highest propensity to seek out and purchase your products, putting them right in front of you.

Want to learn more? Get in touch to see how **The Allergy & Free From Expo** can tell your story, grow your brand and impact your bottom line in 2016.

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FREE FROM FOODS

ADDITIVES FREE

DAIRY FREE

EGG FREE

FAT FREE

GLUTEN FREE

GMO FREE

LACTOSE FREE

NUT FREE

PRESERVATIVES FREE

SALT FREE

SHELLFISH FREE

SOY FREE

SUGAR FREE

SULPHITE FREE

WHEAT FREE

ALLERGY LIVING

AIR PURIFIERS

BEDS & MATTRESSES

BED CLEANERS

BEDDING

CARPET CLEANERS

CEILING PANELS

CLEANING & LAUNDRY SUPPLIES

CLOTHING & TEXTILES

FLOORINGS / COVERINGS

HAYFEVER PRODUCTS

HEATING AND VENTILATION

HEMP PRODUCTS

HOUSEWARES

JUICERS & BLENDERS

LAUNDRY APPLIANCES

PAINTS & VARNISHES

STEAM CLEANERS

VACUUM CLEANERS

WATER / AIR FILTRATION SYSTEMS

FACT SHEET

Name: The Allergy & Free From Expo

Dates: 13-14 February, 2016

Venue: Melbourne Convention & Exhibition Centre

Frequency: Annual

Description: Consumer event for people living with an allergic condition, food intolerance or following a free from diet (gluten-free, dairy-free, sugar-free, vegan, etc.)

Why: Health consciousness of consumers and growing level of interest in free from diets (gluten free, dairy free, sugar free, paleo, vegan, etc)

Australia has among the highest prevalence of allergic disorders in the developed world

4.1 million Australians (19.6% of the population) has at least one allergic disease

With an ageing population, if current trends continue, there will be a 70% increase in the number of Australians with an allergy by 2050

One in 10 babies born in Australia will develop a food allergy (30,000 per year)

Exhibitors: Approx 100 manufacturers, distributors and retailers of free from food and drink, cosmetics, skin and home living products, allergy and hayfever solutions.

Visitors: Consumers who have a food intolerance or follow a free from diet/lifestyle, as well as families and individuals faced with an allergy including sensitive skin, eczema, dermatitis, asthma, hay fever and environmental allergies. Healthcare professionals with an interest in these conditions will also be targeted.

BONUS:

The Allergy & Free From Expo runs along side the The Natural & Organic Supershow so exhibitors gain complete access to all visitors attending this event at no extra cost



Organiser:



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