

**Australia's first
consumer supershow
100% dedicated to
natural, organic and
free-from products**



Where everything is better for you!
Food • Health • Beauty • Home

13-14 February 2016 | Melbourne Convention & Exhibition Centre



12-14 February 2016
MELBOURNE CONVENTION
& EXHIBITION CENTRE

EXHIBITOR QUALIFICATION

To exhibit at **The Natural & Organic Supershow**, your products must meet the following criteria:

Food and beverages must be free from artificial preservatives, colours, flavours and sweeteners. Dietary supplements, cosmetics, personal care and non-food products are reviewed on a case-by-case basis.

Welcome

It's with great pleasure that I introduce you to a brand new event 100% dedicated to the quest for better health and wellbeing - **The Natural & Organic Supershow**.

From restaurant menus, to supermarket shelves and into our homes, as a society we've become more educated and hungry for products that are better for us. This doesn't stop at food and drinks, but carries right through to the supplements we take, beauty products we use, household items around us and of course our beloved pets.

My vision is to bring together under one roof the largest collection of natural and organic products for consumers to discover and buy. To showcase the rich variety of product available to those who have chosen a life of, or are intrigued by natural, organic, non-GMO, raw, paleo, gluten free, dairy free, vegan, sugar free, wholefoods, vegetarian, ethical, fairtrade and better-for-you.

As an industry this is our opportunity to create a powerful marketplace of products that contribute to a healthier lifestyle. I hope you'll consider joining me to share your brand story and get face time with the consumers who need and want your products.

Yours in better living,

Brad Langton
Event Director



WHAT'S IT ALL ABOUT?

The Natural & Organic Supershow is a fresh new consumer event 100% dedicated to the world of natural, organic and free-from products in the area's of:

● **FOOD** ● **DRINK** ● **HEALTH** ● **BEAUTY** ● **HOME** ● **PET**

It's a highly efficient platform for you to **sample and sell to a captive and targeted audience of engaged consumers** who are coming to **DISCOVER, TRY** and **BUY** the products that will enhance and support their healthy lifestyle choices.

More than just an exhibition, **The Natural & Organic Supershow** is packed full of quality new products, emerging brands, exciting competitions, interactive features, live demos and brilliant education by specialist speakers and recognised food tribe icons.

72% OF
AUSTRALIAN'S
BELIEVE EATING
HEALTHY IS A
VITAL PART OF
THEIR LIVES

SALES OF ALL
NATURAL PRODUCTS IN
AUSTRALIA & NZ
IS FORECAST TO
REACH \$12.5 BILLION
BY 2016

APAC HAS THE
HIGHEST GROWTH RATE
OF ORGANIC
FOOD & BEVERAGE
PRODUCT INTRODUCTIONS
IN THE WORLD

HEALTH FOOD
SNACK INDUSTRY
REVENUE GROWTH
FORECAST AT 4.7%
IN 2014-15

WHAT VISITORS WANT

NATURAL
ORGANIC
RAW
WHOLEFOODS
PALEO
HIGH PROTEIN
VEGAN
VEGETARIAN
FRESH
LOCAL

GLUTEN FREE
DAIRY FREE
SUGAR FREE
TOXIN FREE
CHEMICAL FREE
NON-GMO
ETHICAL
FAIRTRADE
ECO-FRIENDLY
SUSTAINABLE



FOOD/DRINK

NATURAL | CERTIFIED ORGANIC | GLUTEN FREE | DAIRY FREE | SUGAR FREE
SUPERFOODS | HIGH PROTEIN | PALEO | VEGAN | VEGETARIAN | FUNCTIONAL
WHOLEFOODS | RAW | FRESH | FAIR TRADE



HEALTH

SUPPLEMENTS | VITAMINS | HERBAL PRODUCTS | NATURAL REMEDIES
SPORTS NUTRITION | PROTEINS | DETOX | CLEANSERS | WEIGHT LOSS
AROMATHERAPY | ESSENTIAL OILS




BEAUTY

NATURAL | CERTIFIED ORGANIC | TOXIN-FREE | ETHICAL | COSMETICS
SKIN CARE | HAIR CARE | FACIAL CARE | BATH & SHOWER | ANTI-AGEING
TOILETRIES | SUNSCREEN | FRAGRANCES | MALE GROOMING



HOME/LIVING

PET FOODS & PRODUCTS | CLEANING | LAUNDRY | HOUSEWARES | CANDLES
JUICERS | BLENDERS | CLOTHING | TEXTILES | GARDENING SUPPLIES
HEMP PRODUCTS | ECO-FRIENDLY PRODUCTS | WATER & AIR FILTRATION

A woman with short brown hair, wearing a white sweater and blue jeans, sits on a wooden bench. She is holding a small object in her hands. Next to her, a young girl with dark hair and glasses, wearing a dark patterned sweater, sits on the same bench. She is holding a book or a tablet. They are both looking down at what they are holding. In the background, there is a large tree with green leaves and bare branches. Several white plastic bottles of various sizes are hanging from the branches. A wicker basket sits on the ground next to the tree. The floor is covered with green artificial grass. The overall scene is a display for a product showcase.

squeakie

the world is in your hands

“The Natural & Organic Supershow is like no other event in the market. It’s focused entirely on bringing you face-to-face with the very people who have a desire to fill their home and pantry with products just like yours.”



100% RELEVANT

At **The Natural & Organic Supershow** you'll get face time with an audience, whose reason to attend is to discover and buy natural and organic products. This is a community of people who have a high propensity to buy and use your product - they've bought into a healthier lifestyle and want to know your brand story and how your products will enhance their wellbeing.

WHY EXHIBIT?

| | |
|----------------|---|
| SELL | to shoppers seeking out natural and organic products |
| SAMPLE | your products to a highly engaged and targeted audience |
| EDUCATE | consumers on the benefits of your product |
| RAISE | your brand awareness amongst a highly receptive group of health-conscious consumers |
| ENGAGE | all five senses and let visitors touch, taste and smell your products |
| FIND | new customers, stockists and distributors |
| BUILD | a database for on going sales, social media and email marketing |

"Reap the benefits of thousands of potential new clients with your own, targeted, retail pop-up store"



2014
EEAA AWARDS
for excellence

Winner
**MOST OUTSTANDING
MARKETING CAMPAIGN**

Finalist
**BEST CONSUMER SHOW
UNDER 10,000 M2**

Finalist
BEST NEW SHOW

VISITOR MARKETING



The Natural & Organic Supershow is supported by a team of award winning marketing and PR professionals. Recognised for excellence in event marketing by the Exhibition & Events Association of Australia, our marketing team know what it takes to deliver thousands of engaged and motivated visitors.

Our sole focus is to bring you face-to-face with thousands of passionate consumers who are eager to sample and shop for natural and organic products.

Our hard-hitting and extensive advertising campaign integrates mainstream media, with online and targeted channels, including:

- **MAGAZINES** ● **NEWSPAPERS** ● **TELEVISION** ● **RADIO**
- **OUTDOOR MEDIA** ● **ONLINE ADVERTISING** ● **SOCIAL MEDIA**
- **EMAIL MARKETING** ● **BROCHURES & POSTERS** ● **PR**
- **DIRECT MAIL** ● **EXHIBITOR CROSS PROMOTIONS**



EXPERIENCE COUNTS!

The Natural & Organic Supershow is produced by the team at National Media, an independently owned events marketing company with an astonishing record for launching new and innovative events. Established in 1993, National Media is the company behind many of Australia's leading exhibitions including Naturally Good Expo -- the trade show and conference for the natural and organic products business community.

The leadership team at National Media are highly experienced in creating and running award winning events. Over the past 20 years, they have been the architect of some 25 successful event launches and run 200+ large trade and consumer events.

MEET THE TEAM



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CUSTOMER REVIEWS

The Natural & Organic Supershow is a brand new event, but here's a few comments from exhibitors of other recently launched consumer exhibitions in our portfolio:

"The show was great for us on so many levels, from brand awareness to product sampling and education. The ability to do product comparison sampling was a real eye opener and helped us convert consumers there and then."

Natvia - 100% natural sweetener

"Exceeded our expectations with significant sales at the event, and continued strong interest in our products since exhibiting. Book us in for the next two shows!"

Jonathan Robinson, Singing Dog Vanilla

"Ground breaking for "new" and "innovative" shows in a current event arena that is heavily focused on the usual concepts."

Piki Tutara, Pukara Estate

"The ability of your marketing team to draw impressive numbers of quality people through the door, was outstanding!"

Thomas Dobbin, Almondco Australia

"The show allowed us the opportunity to speak directly to a highly enthusiastic and engaged audience, keen to hear and learn more about our brand. All in all, it is a great brand alignment for KitchenAid and we look forward to working with your team in the future."

Geoff Moine, KitchenAid

"Amazing! The enthusiasm amongst the crowd to interact with our brand absolutely exceeded our expectations, we were blown away."

Louise Williams, Meyer Cookware

"From the minute the doors opened, we had visitors to our stand. It resulted in us processing on average, a sales transaction every 30 seconds!"

**Amanda Leverington,
Roberts Confectionery**

"The show's results were a complete surprise to us. We sold 300% more product than we had anticipated. We found the audience to be engaged and very likely to be the industry's early adopters."

Marianna Malkin, Charlies Cookies

"In a word, outrageous! Completely overwhelming to us. It's incomparable to anything I've seen in the United States, or even abroad and we distribute in 45 countries world wide."

Greg Skipper, Fat Daddios

"Could not be happier! A professionally organised event that attracted huge numbers of engaged visitors and provided a fantastic platform to showcase our new product range."

Brett Robertson, Bake Group

"Seriously one of the best executed events I have ever been involved in. It was a terrific platform to build my brand and drive sales - I'm still getting customers contacting me a month after the show. Way beyond my expectations."

Dahna Bartling, Cutter Craft

HOW TO GET INVOLVED



PARTNER PACKAGE

SAVE 10% OFF YOUR STAND

Can you help us promote the Supershow? We provide you with digital and print materials and special discount ticket offers in return for your marketing support. To be eligible, you must meet at least one of the below criteria:

- Minimum 10,000 email subscribers
- Minimum 10,000 Facebook fans
- Have a magazine (print or digital) read by 10,000 or more Australian's
- Have a blog or website that receives over 15,000 unique visitors per month
- Have a physical store with high and relevant footfall traffic (subject to approval)

Partner programs are assessed on a case by case basis and are reliant on you as an exhibitor getting 100% behind The Natural & Organic Supershow through your available marketing channels.

1. SPACE ONLY

Available to exhibitors who have a custom stand or plan to design and construct their own display.

Includes: Concrete floor

Price: \$395 per square metre

2. SPACE WITH DISPLAY STAND

A professionally constructed display stand ready for you to walk on, decorate and start selling.

Includes: Carpeted floor, 2.4m high back and side walls, fascia board with company name sign, 4amp power connection and consumption and adjustable spotlights.

Price: \$445 per square metre

3. SPONSORSHIP

If your main objective is to build your brand awareness and align your products with the natural and organic movement, sponsorship will help you stand out before, during and after the event. Speak to your account manager to learn more about our sponsor packages.

All bookings are subject to the following fees:

- Prices exclude GST
- Corner locations are subject to a \$300 loading per corner
- \$50 waste levy
- \$120 Public Liability Insurance

ALL OPTIONS INCLUDE

- Free tickets to use for pre-event promotions. Qty based on square metres booked
- Dedicated editorial page on the event website to profile your products and link back to your website or social media
- Dedicated event and marketing co-ordinator to help you manage your participation in the event
- License to use The Natural & Organic Supershow logo on all pre-event marketing activity
- Marketing resources: from brochures and posters to email templates and web banners, we provide you with the tools to promote your participation in the event
- Online Exhibitor Manual to help ensure your pre-event planning is smooth and successful

Co-located with



The Natural & Organic Supershow is held next to **The Allergy & Free From Expo**, the premier event for people with food allergies and intolerance, sensitive skin, eczema, asthma, hay fever, and chemical sensitivities.

BONUS: When you exhibit at **The Natural & Organic Supershow**, you gain access to this audience for no extra cost!

ORGANISED BY



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MEMBERS OF



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