

Vitafoods™ Europe

The global nutraceutical event



A world of nutraceutical opportunities in one place

22 - 24 May 2012 | GENEVA PALEXPO | Switzerland

“ A must for anyone in the industry ”

Exhibitor at Vitafoods Europe 2011

“ I visit several of the nutraceutical shows every year but this is the most important European show for me. It's a great chance to meet new contacts and the show is always busy ”

Visitor at Vitafoods Europe 2011

www.vitafoods.eu.com

Organised by

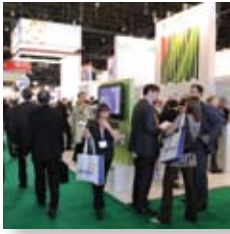
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Portfolio includes

FPE Finished
Products
EXPO

Vitafoods 
South America

Vitafoods 
Asia



Vitafoods Europe

The global nutraceutical event

The most focused event for your industry



Global trends

Healthcare costs are rising. The population is ageing. The science is compelling. All over the world, more and more people are investing in their own health and beauty.

Are you making the most of these lucrative opportunities?

The nutraceuticals industry is expected to grow to US\$243 billion by 2015¹ and sales of functional foods and drinks are rising at 6% a year².

[1] Nutraceuticals, Global Strategic Business Report, Global Industry Analysts, Inc (2010)
[2] The Future of Targeted Functional and Wellbeing Food and Drinks, Business Insights (2010)

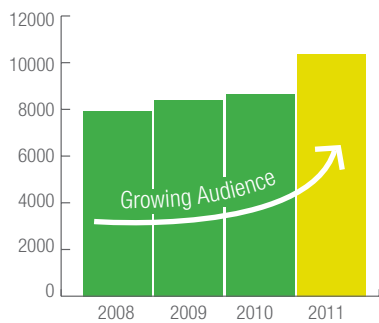
One event brings that market to you

Vitafoods Europe is the most focused event in the world devoted to nutraceuticals, dietary supplements, functional food and drink ingredients, and raw materials. For 15 years, it has provided the industry with a unique platform to showcase innovation, enabling the industry to do business.

In 2011, Vitafoods Europe attracted over 10,350 attendees, 500+ exhibitors and 250 conference delegates.



A growing audience



For many visitors, Vitafoods Europe is the only event they attend. In 2011, it attracted over **10,350** high-quality attendees, **27%** more than in 2010.

Who will you meet?

Manufacturers, distributors, retailers, importers, exporters and researchers of:

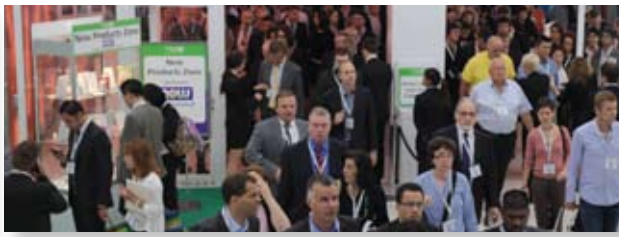
- Dietary supplements
- Functional foods
- Functional beverages
- Ingredients and raw materials
- Health foods
- Natural and herbal medicines
- Cosmeceuticals/nutricosmetics
- Pharmaceuticals
- Pet products



Interest Areas

Vitafoods Europe attracts visitors from across the industry. The top 15 visitor areas of interest are:

	Dietary supplements (products)	35.6%
	Vitamins	30.8%
	Antioxidants	27.5%
	Health foods products	26.8%
	Functional foods	23.8%
	Dietary supplements (ingredients)	20.3%
	Functional drinks	19.7%
	Cosmeceuticals/nutricosmetics	19.0%
	Sports and fitness products	18.0%
	Botanical & herbal medicinal products	17.9%
	Plant extracts	17.7%
	Amino acids	16.8%
	Probiotics	16.1%
	Nutritional ingredients	15.8%
	Functional food and special nutrition ingredients	15.0%



The global nutraceuticals meeting place

“ The event is great to meet existing clients in one place, as well as develop new business contacts. It's still the right place to be for our company and the event improves year on year ”

BASF, exhibitor at Vitafoods Europe 2011

Meet the right people*

97% of the visitors are influencers or decision-makers
85% of visitors are at manager level or higher

What visitors say*

91% met or exceeded their expectations of the event
89% say attending Vitafoods Europe is important
88% rate Vitafoods Europe 'as good to excellent'



Visitors from 92 countries attended Vitafoods Europe 2011

- | | |
|----------------|--------------------|
| 1. Switzerland | 11. Poland |
| 2. France | 12. India |
| 3. Italy | 13. Denmark |
| 4. Germany | 14. Czech Republic |
| 5. UK | 15. Austria |
| 6. Netherlands | 16. Norway |
| 7. Spain | 17. Korea |
| 8. Belgium | 18. Finland |
| 9. USA | 19. Hungary |
| 10. Sweden | 20. Turkey |

Who attends? Past visitors have included representatives from:

Sanofi-Aventis Cerebos Pacific Limited Abbott Pepsi Co A Vogel/Bioforce

Barentz **Unilever** Pierre FABRE **Cadbury** Faravelli Herbalife Novartis Maximuscle

Univar L'Oreal Givaudan Parmalat Wacker Chemie **Danone** DKSH MERCK Bayer Consumer Care

Nycomed Pharma **Glaxosmithkline** Barry Callebaut **Coca-Cola** Krka Pfizer Consumer Healthcare

Carlsberg AZELIS Nestlé Kellogg YVES ROCHER Bariatric Nutrition Omya International ROYAL CANIN

Bausch & Lomb FrieslandCampina Mead Johnson Nutrition Omega Pharma **Procter & Gamble** Ferrosan Müller

Attracting the right audience

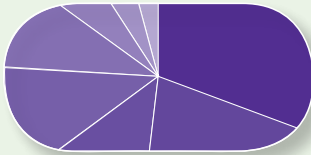
Visitor profile

Main Business Activity



- 33% Ingredients & Raw Materials
- 25% Dietary Supplements
- 14% Pharmaceuticals
- 8% Health Food
- 7% Food & Beverages
- 6% Natural & Herbal Medicines
- 3% Other
- 3% Cosmetic & Body Products
- 1% Pet Care

Types of Business



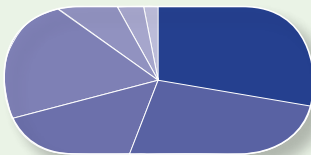
- 31% Manufacturer
- 21% Distributor
- 13% Import/Export
- 11% Research/Scientific
- 9% Supplier
- 6% Wholesaler
- 5% Retailer
- 4% Other

Area of Responsibility



- 43% Management
- 18% Marketing
- 17% R&D
- 11% Purchasing
- 5% Consulting
- 4% Other
- 1% Government
- 1% Education

Position



- 28% CEO
- 28% Manager
- 15% Senior Manager
- 14% Director/VP
- 7% Executive
- 5% Assistant
- 3% Other

Purchasing Power



- 48% Final Decision
- 34% Specify & Recommend
- 15% Influence
- 3% Play no Part

Much more than an exhibition

International Conference

The Vitafoods Europe Conference has an international reputation for the quality of its speakers and delegates and attracts marketing and technical experts.

Supplier Seminar Theatre

Demonstrate your research and innovations directly to your customers in a neutral, no-pressure environment.

“ The show has been busier than 2010 with a great mix of visitors. We had a speaker slot at one of the supplier seminars which was well-received. ”

Lonza Ltd, exhibitor at Vitafoods Europe 2011

New Products Zone

This popular feature highlights hundreds of new products and technical innovations from exhibitors. It's the ideal platform to launch your products, showcase your latest developments and guide visitors directly to your stand.

94% of visitors rate Vitafoods Europe as excellent for finding new products or services*

International Pavilions

Vitafoods Europe 2011 featured pavilions from around the world

- America
- China
- India
- Serbia
- AWEX (Belgium)
- France
- Korea

Service Pavilion

Locate service and equipment suppliers in one place.

Discussion Forum

This free visitor session generates thought-provoking debate. A panel of the industry's most forward-thinking experts address the hottest industry topics. In 2011 they explored the top opportunities and challenges in bringing functional foods to market over the next decade.

Free Marketing Tools

As an exhibitor you get exclusive access to a selection of free marketing tools, including show logos, customised registration pages on the show website and paper and electronic visitor invites.

Steering Committee

We are grateful for the invaluable contribution of our steering committee, who play a major role in determining our direction and focus:



* Results from Vitafoods Europe 2011 Attendee Research, independent research carried out by Fusion Communications

“ We've had a really successful show this year with lots of interest from companies that want to add value to their products. The event has been run extremely well with lots of passing traffic to our stand and we'll be exhibiting again. ”

Ginkgo Green (New Zealand), exhibitor at Vitafoods Europe 2011



Who should exhibit?

If you operate in these areas:

- Nutraceutical ingredients and raw materials
- Dietary supplement ingredients
- Functional food and functional drink ingredients
- Pharmaceutical ingredients
- Nutricosmetic ingredients
- Contract manufacturing services
- Laboratory and analytical equipment services
- Packaging
- Consultancy, business and marketing services

7 reasons to exhibit

- 1 **Generate** new leads and make sales
- 2 **Meet** with buyers from around the world
- 3 **Strengthen** relationships with current customers
- 4 **Showcase** your innovations and latest developments to the industry
- 5 **Build** brand awareness
- 6 **Gain** valuable PR exposure
- 7 **Assess** your competitors and carry out market research

Giving exhibitors maximum ROI*:

- The average value of orders was **€237,202**
- **85%** rate Vitafoods Europe as good to excellent
- **93%** said the show met or exceeded their expectations
- **89%** said they met good quality visitors

*Results from Vitafoods Europe 2011 Attendee Research, independent research carried out by Fusion Communications

Book your stand now!

Stand packages

Space only

€449 per m² (minimum 18m²)

Exhibitors provide their own stand, furniture and fittings.

Space and Basic Shell

€579 per m² (minimum 9m²)

Includes space, walls, carpet, name board, stand number and lighting.

Space and Premier Shell

€599 per m² (minimum 9m²)

Includes space, walls, choice of colour carpet, large fascia, company logo, stand number and lighting.

Furniture packages

(Furniture is not included in the stand packages)

Package 1 - €595

1 x table, 4 x chairs,
1 x lockable cupboard,
1 x literature rack,
1 x coat stand, 1 x waste bin.

Package 2 - €850

1 x table, 4 x chairs, 1 x lockable
cupboard, 1 x literature rack,
3 x lounge chairs, 1 x coffee table,
1 x coat stand, 1 x waste bin.

All prices are quoted in Euros exclusive of VAT | Swiss VAT charged at current rate
Insurance (mandatory) €300 | Web marketing package (mandatory) €300

Sponsorship Opportunities

We offer a wide range of sponsorship and branding opportunities to fit the priorities and budget of every size and type of exhibitor. From pre-show online marketing to on-site branding, we can help you formulate a hard-hitting promotional strategy.

Speak to the sales team for more information



For more information please contact the sales team:



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“ The best show of the year for Europe - there's a great quality of visitors. People working in the nutraceutical industry can't afford to miss this show. ”

Innovations in Food Technology, media partner at Vitafoods Europe 2011

The unbeatable business destination



Located at the crossroads of southern and northern Europe, Geneva has been an international trade centre for centuries and it continues to be a major hub for international negotiation.

One of Europe's most beautiful cities, it sits on the banks of Lake Geneva at the foot of the Alps, and is a fascinating cultural centre with superb restaurants, vibrant nightlife and 125 Swiss-quality hotels.



Accommodation

To book accommodation, please contact our official booking agent:

KUONI DESTINATION MANAGEMENT

Switzerland

T: +41 58 702 6598 F: +41 58 702 64 52

E: frederique.caron@ch.kuoni.com

The organisers

Informa Exhibitions is an internationally renowned organiser of exhibitions and conferences, with 150 offices worldwide.

informa exhibitions | IIR Exhibitions Ltd. | 5th Floor | 29 Bressenden Place
London | SW1E 5EW | United Kingdom



Portfolio includes:

Vitafoods South America 2012



The most dedicated nutraceutical event in South America will take place 28-29 March 2012 at FREI Caneca Convention Center, São Paulo.

www.vitafoodssouthamerica.com

Vitafoods Asia 2012



The second edition of Vitafoods Asia will take place on 5-7 September 2012 at AsiaWorld-Expo, Hong Kong.

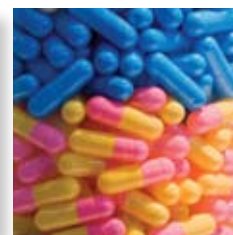
www.vitafoodsasia.com

Finished Products Expo 2012



Running alongside Vitafoods Europe, Finished Products Expo 2012 is Europe's dedicated exhibition for manufacturers and suppliers of dietary supplements, functional foods and functional drinks. It attracts over 100 exhibiting companies and 4,250 attendees from the industry who also visit Vitafoods Europe.

www.finishedproductsexpo.com



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For more information contact the sales team today www.vitafoods.eu.com/enquiry