

Elevate your brand at Natural & Organic Products Europe



**Natural
& Organic**

Products Europe

1-2 April 2012
Olympia | London



Sponsorship at Natural & Organic Products Europe offers an unrivalled opportunity to increase the awareness of your brand at Europe's leading trade show.

The annual meeting place for the entire industry... Attracting thousands of buyers specifically looking to source natural and organic products, sponsorship at NPE2012 will significantly enhance your presence and visibility giving you maximum exposure for your company/brand over and above your competitors...

A range of options are available to suit any budget, with prices starting from just £100 + VAT.

For more details about these opportunities, please contact **Carol Dunning** on **01273 645126** or email **cdunning@divcom.co.uk**

PRE-EVENT SPONSORSHIP

E-ticket, Badge & Registration Sponsor (one available)

By sponsoring all things registration, your branding will be visible to thousands of visitors registering for Natural & Organic Products Europe.

95% of trade buyers register to visit Natural & Organic Products Europe via our website www.naturalproducts.co.uk Your branding will be visible on the website registration page and the first thing they will see on the visitor e-ticket confirmation to Natural & Organic Products Europe. Your logo will be prominently placed on all of the visitor badges – ensuring your name and or brand is gaining maximum exposure at Natural & Organic Products Europe.

Price: Exclusive £11,000 +VAT



Dedicated Email (four available)

Create a dedicated message to reach our entire email database. Fantastic for highlighting any new product launches, special show offers or recent innovations that you will be able to instantly reach the 1,000's of industry buyers directly relevant for your products.

Price: £1,200 +VAT each

Direct Mail Insert

Enclose your promotional literature within the show's direct marketing campaign and reach over 170,000 Natural & Organic Products Europe contacts.

Price: £5,995 +VAT each

TAILOR-MADE SPONSORSHIP OPPORTUNITIES AVAILABLE

We are happy to create bespoke sponsorship packages to enable you to meet your show objectives, or hi-light specific campaigns as we did this year with 'Save the Honey Bee', contact Carol on 01273 645126 for more details

ON-SITE SPONSORSHIP

the **natural** food kitchen Demonstration Theatre



Always a very popular feature in the heart of the show for our food loving buyers is the natural food kitchen – which celebrates all the fruits of a healthier, kinder and more sustainable way of producing food. Top chefs with serious organic and eco credentials cook up a vibrant display of the very best in natural, organic and speciality food and drink recipes. Previous chefs who have entertained, informed and educated our audience have included Arthur Potts Dawson, Barney Haughton; the organic champion and proprietor of Bristol's Bordeaux Quay restaurant and cookery school, and the wonderful Italian Chef Aldo Zilli, with his exuberant personality an innovative owner of Zilli Green, an innovative vegetarian restaurant in London Soho.

Price: £6,500 +VAT

ON-SITE SPONSORSHIP – continued

Natural Beauty & Spa Theatre



The **Natural Beauty & Spa Theatre** is where leading experts talk on a wide range of issues that affect the industry. The theatre attracts key retail buyers, plus beauty journalists keen to build their knowledge of this innovative sector. As Sponsor of the theatre your brand will be right there in front of all these key buyers and decision makers, which includes pre show branding on all the pre show promotional material, branding on the theatre during the show and included in the show Review which is included in the May edition of **Natural Products** magazine.

Price: £6,500 +VAT

Keynote Theatre



The **Keynote Theatre** consistently delivers a wide variety of heavy hitting seminars across the industry issues. Leading experts and associations gather to inform, educate, entertain on serious issues affecting the industry. Previous speakers have been Patrick Holdford leading nutritionist, Graham Keen HFMA Herabl Legislation Updates, and Peter Melchett and Jim Twine from the Soil Association delivering the Annual Organic Market Report findings, and future perspectives for the organic industry. Sponsor the **Keynote Theatre** and put your brand on a high profile platform!

Price: £6,500 +VAT

The Garden Café



Exclusive branding rights of the show's most visible and busiest show feature the **Garden Café**, delivering a area for visitors to sit down relax in a central haven and enjoy some refreshments in the midst of the hustle and bustle of show. The **Garden Café** is the highest profile sponsorship opportunity within the show!

SOLD

Show Bag (one available)



Highly coveted and exclusive branding on the show bags, which means that your brand is not only fully visible throughout the show on the shoulders of each of the 1,000's of visitors, but also kept and used by visitors well after the show itself.

Price: £6,000 +VAT (price includes the bags)

Show Bag Insert (five available)

Ensure your target buyers have your information to take away with them, as one of ONLY 5 participating companies. You will be able to insert either a small sample product or valuable marketing material and get your message, direct to key buyers.

Price: £1,545 +VAT

NATURAL AND ORGANIC AWARDS

Champagne Reception and After Show Party Drinks Reception



These prestigious Awards are the who's who of our great industry, where the guests are the stars along with the fabulous brands and products of the year which are rewarded in style. Presented in association with Natural Products magazine and the Soil Association, there is an exclusive opportunity available to sponsor both the drinks receptions playing host and entertaining the most influential figures from throughout the industry. This sponsorship includes; branding on all pre show marketing Award brochures and tickets, logo on all Awards trade advertising, listing on show website, logo in the Awards Review published in the May issue of Natural Products magazine and presentation of one of the awards plus logo on holding slide at awards plus 4 tickets to the Awards.

Price: £4,950 +VAT each

Natural & Awards Category (15 available)



Sponsor one of the Natural & Organic Awards categories, which is the industry highlight of the year. Sponsorship includes your logo on all relevant marketing material, logo on holding slide at awards and presentation of the award to the winner, plus 2 tickets to the awards.

Price: £699 +VAT each

ADVERTISING OPPORTUNITIES

Show Guide Display Advertising



Distributed to each and every visitor upon entry to the show, and to each exhibitor as part of their welcome pack free of charge, the show guide is an invaluable resource for visitors both at the event and post show. The show guide is produced in full colour, B5 size (225 x 160mm), and ALL exhibitors who book their showguide advertising at the same time as booking their stand will receive a 25% discount.

Display advertising rates start from just £350 +VAT
25% available to all exhibitors who book their advertising the same time as when booking your stand!

Enhanced Show Guide Entry

An enhanced show guide entry will provide you with a higher profile both online and in print. Your enhanced entry will include: Your full company details, logo and link to your website and 120 words of text.

Price: £100 +VAT if booked with your stand – after that £190 +VAT

Natural Products Magazine – April – May 2012 issues

Natural Products magazine is Britain's leading trade magazine for natural and organic products industry. Our April issue includes a comprehensive preview of the event including a floor plan, full exhibitor list and new product information. Our May issue includes a special Review of both the show highlights and the industry awards. These issues are perfect platform to promote your products and services to capitalise on your attendance at the show.

A 25% discount is available to all exhibitors who book advertising in both the April and May 2012 issues

