



# Pre-, Pro- and Post biotic Resource Centre (PRC)



VITAFOODS EUROPE – GENEVA

May 14-16, 2024

**Expo Hall:** Palexpo, Rte François-Peyrot 30, 1218 Le, Grand-Saconnex, Switzerland



# Why VF Europe? - 2023 Results



**18,854**

Total attendance (in person & online)

**24% increase Y-O-Y**



**1,060**

Exhibitors



**162**

Visiting countries



**10**

Pavilions



**25**

Media partners



**117**

Speakers





# Why VF Europe? – 2023 Visitor Interests

Immune system **53.72%**

Digestive & gut health **50.47%**

Healthy ageing **43.84%**

Women's health **42.44%**

Bone & joint health **41.72%**

Cognitive health **39.38%**

Sports nutrition **38.69%**

Nutricosmetics **31.49%**

Heart health **30.24%**

Weight management & satiety  
**30.04%**

Children's health **30.00%**

Men's health **29.04%**

Personalised nutrition **26.46%**

Eye health **25.76%**

Sexual health **18.19%**

Other **10.94%**

(Based on multiple responses)

# Pre-, Pro- and Post-biotic Resource Center (PRC)

The **Pre-, Pro- and Post-biotic Resource Center (PRC)** is a dedicated knowledge hub that enables visitors to understand everything there is to know about **all biotics**. **Reach Key Industry Stakeholders** by being involved with this **must-see** visitor attraction.

The **PRC** provides the perfect platform for businesses to generate new business and build profitable relationships across the global nutraceutical and functional food & beverages industries.

**Attendees** will be looking to source nutraceutical ingredients, dietary supplements, and services from businesses like yours.

The **PRC** includes:

- ✓ Designated Meeting Area
- ✓ Market Infographics
- ✓ Exhibitor stands

# Pre-Show Marketing

## **Informa:**

- Informa will promote across all VF Europe social media channels with 1 x Twitter post, 1x LinkedIn post and 1x Facebook post.

## **IPA:**

- LinkedIn, Facebook & Tradewing (5x posts on each platform prior to event)
- Monthly Newsletter feature leading up to show
- Monthly mailings to IPA contact data base leading up to show
- Feature on IPA website and Tradewing



## On site Marketing

- **Informa:**
  - ✓ One push notification through the **mobile app, on each expo hall day.**
  - ✓ PRC exhibiting companies will be promoted
- **IPA:**
  - ✓ Social Media post of each PRC exhibitor: photo, location, company tag and company logo will be displayed during show days.



## Participation Option 1 PRC: Double Pod

### Package includes:

- ✓ Marketing by Informa and IPA (before and during the show)
- ✓ All IPA marketing material will include your logo
- ✓ Prominent Corner stand
- ✓ **Double counter**
- ✓ **Cost of double stand € 19,250**







## Participation Option 2 **PRC: Standard Pod**

### **Package includes:**

- ✓ Marketing by Informa and IPA (before and during the show)
- ✓ All IPA marketing material will include your logo
- ✓ Prominent Corner stand
- ✓ **Single counter**
- ✓ **Cost of double stand € 12,000**

➔ **Search “Probiotics Resource Center” for location of booth**







## Participation Option 3 Probiotic Theatre Presentation

The Probiotics Theatre offers a distinctive opportunity to highlight your latest products and offerings directly to a dedicated audience actively seeking Probiotic solutions at VF Europe. Presentations will take place within the PRC.

### Package includes:

- Marketing by Informa and IPA (before and during the show)
- **Participation includes:**
  - 25-min free-to-attend presentation held in Probiotics Theatre.
  - Session and speaker listed on the Vitafoods Europe online agenda.
  - Lead generation – sponsor can collect leads during the session and have immediate access to attendee's info via the Exhibitor Dashboard in the event platform.
  - Access to your session attendees list with GDPR-compliant data post-event.
  - **Cost: €4,950**





## Participation Option 4 Probiotic Displays

The PRC is where visitors come to explore the latest in probiotic technology, innovative product development, consumer insights, and market trends. By showcasing your product in this vital exhibition area, you ensure maximum visibility among potential new clients.

### Display includes:

- **Exclusive Display:** 30x30x30 display box to present your product with informational card featuring your company name, logo, product name, description, and QR code linked to your Exhibitor Profile.
- **Online Visibility:** Dedicated product page linked to your Exhibitor profile in the event platform.
- **Event Platform Listing:** Feature in the event platform gallery further enhancing your product's visibility.
- **Cost: €2,850**





# Thank You!

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