



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 & Tradedwing (5x posts on each platform)
- Monthly Newsletter feature leading up to show
- Monthly mailings to IPA contact data base

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 posts of each PRC exhibitor: photo, location, company tag and company logo 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**



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**



[Book your spot here.](#)



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**



[**Purchase Display here**](#)



Thank You!

Kristina Paraskevacos

Member & Event Coordinator



www.ipa-biotics.org



kristina@internationalprobiotics.org