

Vitafoods™

The global nutraceutical event



High quality. Proven success.

"There was no one at the show who wasn't 100% serious."

Craig McIntosh, CEO, Waitaki Biosciences

18 - 20 May 2010
GENEVA PALEXPO, Switzerland

Co-located with



Organised by



an informa business

www.vitafoods.eu.com/brochure

Vitafoods™

The global nutraceutical event



"Vitafoods is quite simply the best show in the world! We have been coming since it first began and the quality of business-to-business interactions here is second to none."

John Wilkinson, Director, Herbal Sciences International

Unique formula



For the best results, choose the right combination of ingredients. The proven formula of Vitafoods enables you to capitalise on the huge growth in your industry.

Now in its 13th successful year and co-located with Finished Products Expo, Vitafoods is the only event in the world to concentrate exclusively on the expanding market for nutraceuticals, cosmeceuticals, functional foods and drinks.

Superbly effective

This unique focus has led to consistent year-on-year growth. The 2009 event saw a 15% increase in stand space, with more than 64% of the 2009 exhibitors already confirming their participation in 2010. They covered the whole industry spectrum:

- Nutraceutical ingredients & raw materials
- Functional food and functional drink ingredients

- Dietary supplements and ingredients
- Pharmaceutical ingredients
- Botanical extracts
- Cosmetic ingredients
- Contract manufacturing services
- Laboratory and analytical equipment and services
- Consultancy, business and marketing services

Concentrated power

Achieve more in 3 days at Vitafoods than in months at the office by:

- Making new sales and opening up new markets
- Raising your brand awareness
- Launching new products with maximum media attention and market impact
- Meeting your customers face-to-face
- Assessing your competitors and carrying out marketing research
- Establishing and building relationships with key industry figures
- Finding new partners, distributors and contacts
- Marketing your products on the international stage

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"We have had a lot of interesting, good quality visitors to our stand and we've also managed to see our existing customers, which is important."

**Charlotte Beyerholm, Marketing Manager,
Health & Nutrition, Chr. Hansen A/S**

Measurable results, unique visitors

Vitafoods 2009 was the largest edition yet, attracting some 8,500 attendees – 7% more than in 2008. These visitors are the high-quality professionals you want to meet – and many of them **don't attend any other trade shows.**

They are manufacturers, distributors, retailers, importers, exporters and researchers of:

- Health foods
- Functional food and beverages
- Dietary supplements
- Cosmetics and raw materials
- Household products
- Natural and herbal medicines
- Pharmaceuticals
- Biotechnology
- Pet care products

Top 20 areas of interest

(Visitors were able to select more than one option)

Antioxidants	30%	Amino acids	16%
Dietary supplements	29%	Beverage ingredients and products	16%
Plant extracts	24%	Cosmeceutical/cosmetic ingredients	16%
Dietary supplement ingredients	23%	Prebiotics	16%
Vitamins	22%	Functional drinks	15%
Botanical and herbal medicinal products	21%	Dietary fibre	15%
Probiotics	19%	Functional food and special nutrition	14%
Functional foods	19%	Fatty acids	14%
Nutraceutical ingredients	18%	Carotenoids	14%
Bioactive components	17%	Fish and marine-based products	14%

An international community

In 2009 visitors came from **77 countries** including the following top 20:

	Switzerland		Denmark
	France		Norway
	Germany		Sweden
	Italy		Czech Republic
	UK		Israel
	Spain		Hungary
	Netherlands		India
	Belgium		Austria
	USA		Bulgaria
	Poland		Slovenia

"Vitafoods is an extremely important event in the global nutraceutical industry. We attend a number of shows around the world, but this is certainly the best one in Europe for us."

**Catherine Lecareux,
Marketing Manager, Bioserae**



Visitor Statistics

"Vitafoods is one of the most – if not the most – important trade show for us."
Cyril Garcia, Marketing Assistant, Naturex

Main Business Activity

Dietary Supplements	24%	■
Ingredients & Raw Materials	18%	■
Pharmaceutical	16%	■
Food & Beverages	15%	■
Health Food	12%	■
Natural & Herbal Medicine	9%	■
Cosmetic & Body Products	3%	■
Household Ingredients	2%	■
Pet Care	1%	■



Type of Business

Manufacturer	35%	■
Distributor	20%	■
Research/Scientific	15%	■
Import/Export	12%	■
Supplier	12%	■
Retailer	4%	■
Wholesaler	2%	■



Area of Responsibility

Management	46%	■
Marketing	20%	■
R&D	18%	■
Purchasing	9%	■
Consulting	5%	■
Education	1%	■
Government	1%	■



Position

CEO	32%	■
Director/VP	18%	■
Senior Manager	13%	■
Manager	26%	■
Executive	6%	■
Assistant	5%	■



Purchasing Power

Final Decision	46%	■
Specify & Recommend	31%	■
Influence	14%	■
Play no Part	9%	■



Delivering the right audience

Vitafoods attracts the right people because it understands their priorities and meets their needs. Once again in 2010 it will include a range of valuable educational and commercial features to enhance their overall visiting experience:

Vitafoods Conference

Organised by Leatherhead Food Research, this renowned conference attracts some 200 senior delegates from across the industry. Speakers include industry experts and leading academics from all over the world.

Supplier Seminar Theatre

This is a powerful opportunity for exhibitors to demonstrate their latest innovations and product developments. The theatre is heavily promoted in all our pre-show marketing material. In 2009 it attracted 930 visitors over three days.

New Products Zone

A focal point at the entrance to the show this popular feature allows visitors to see a whole range of new products and technical innovations from exhibitors. This opportunity is free of charge for all exhibitors.

International Pavilions

Demonstrating the event's global reach, in 2009 we had pavilions from Belgium, Ireland, France, China, India, Korea, Auvergne (France), Switzerland and the Americas.

Service Pavilion

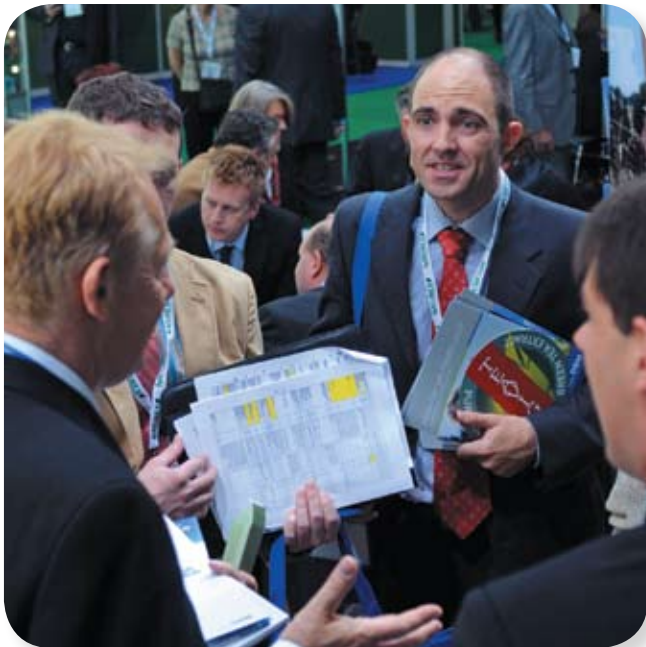
Dedicated to the service and equipment suppliers visitors need to see.

Discussion Forum

This lively industry debate takes place on day three of the event. It is free to all attendees and features industry experts debating some of the hottest topics in the market.

Finished Products Expo

Taking place alongside Vitafoods, Finished Products Expo showcases suppliers of health foods, dietary supplements, functional foods and drinks. By addressing the specific needs of distributors, retailers and wholesalers for finished products, it attracts more of these valuable visitors to Vitafoods.



Spreading the word

Our international marketing campaign works across a range of media, including advertising, direct mail, digital, partnerships and PR. The integrated activity communicates the benefits of visiting Vitafoods to a target audience of senior industry professionals.

Dedicated PR Campaign

We ensure the Vitafoods message reaches key industry buyers. In 2009 over 50 journalists from all over the world attended the event to cover a wide variety of news stories and product launches.

International Associations and Media Supporters

Our strong international partnerships with leading trade associations and publications reinforce our commitment to the industry, bringing benefits to suppliers and buyers alike.

Steering Committee

Our steering committee of senior industry professionals plays a major role in determining the direction and focus of the Vitafoods exhibition and conference.

Book your stand now!

Ensure you have the right stand to suit your company's needs, speak to a member of the sales team today!

Stand packages

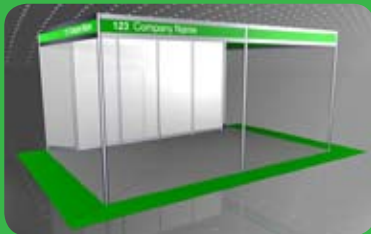
Space only

€419 per m² (minimum 18m²)

Exhibitors provide their own stand, furniture and fittings.

Space and Basic Shell

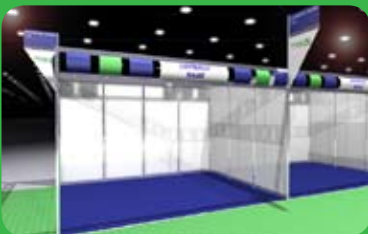
€539 per m² (minimum 9m²)



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

Space and Premier Shell

€559 per m² (minimum 9m²)

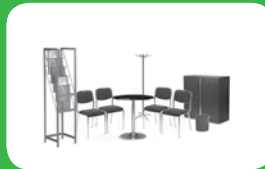


Includes space, walls, choice of colour carpet, large fascia, company logo, stand number and lighting.

Furniture packages

(Furniture is not included in the space and shell scheme packages)

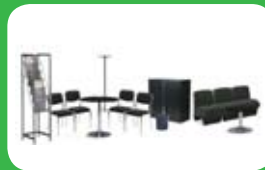
Package 1



Package 1 - €575

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

Package 2



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 is charged at 7.6%.

For more information and advice on booking a stand at Vitafoods, contact the sales team today:

Chris Lee, Event Director

T: +44 (0)207 017 7036 Email: clee@iirx.co.uk

Ross Williams, Sales Executive

T: +44 (0)207 017 7416 Email: ross.williams@informa.com

Make a bigger splash

When it comes to return on your exhibition investment, an integrated approach can pay dividends. Stand out from the crowd with our range of sponsorship and branding opportunities. From high-visibility graphics in the registration area to personalised carrier bags, and onsite posters to online banners, we can develop an effective promotional strategy to get your message across.

For more details or to discuss your own ideas, contact **Chris Lee** on **+44 (0)207 017 7036** or at **clee@iirx.co.uk**.

Visitor Testimonials

"The 2009 event has been extremely well organised and very busy. I came to meet manufacturers of food additives and have seen some interesting companies with good distribution possibilities."

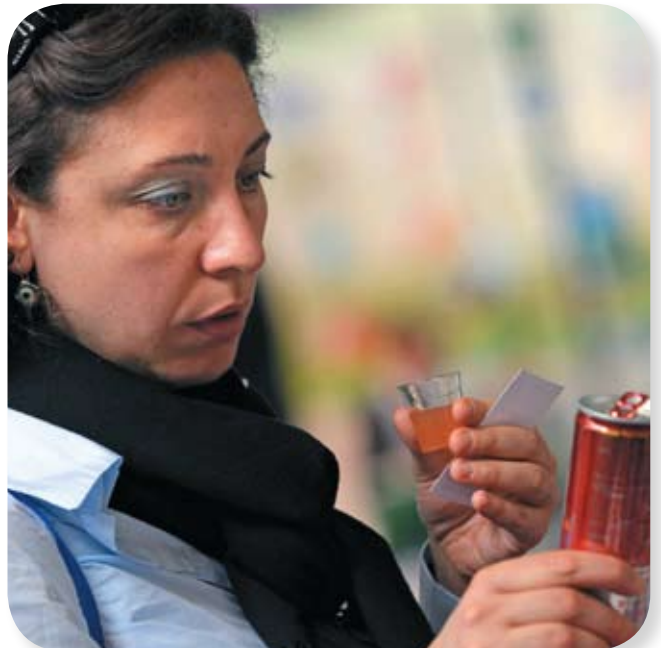
President, Malex

"I have been surprised by the huge diversity of companies exhibiting at the show. The whole industry is here, meaning it is a great place to make contacts and learn about new products and trends."

Business Development Assistant, ewopharma

"Vitafoods just gets better and more interesting every year. I have managed to meet lots of new contacts and catch-up with existing suppliers."

Purchasing & R&D Manager, Protein Systems



Travel and Accommodation

GENEVA PALEXPO is perfectly located for visitors from around the world. Served directly by an international airport, international railway station and the Swiss motorway network, it is a mere 10 minutes from Geneva city centre.

Visit www.vitafoods.eu.com/travel for more information



Register your interest today!

Exhibiting Sponsorship Opportunities

Title _____

First name _____

Family name _____

Job title _____

Company name _____

Email _____

Products/services to be exhibited _____

Preferred stand size: _____ m²

Address _____

Zip/Postcode _____

Country _____

Telephone _____

Fax _____

Fax this form back to the sales team on +44 (0)207 017 7818 immediately to avoid disappointment

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