



Naturally
GOOD

**Naturally Good
is the place for
all things natural,
organic and healthy.**

Meet thousands of quality retail buyers,
like minded entrepreneurs and industry
experts at this trade only event

—

2-3 June 2019

**ICC Sydney,
Darling Harbour**

naturallygood.com.au

Celebrating all things natural, organic and healthy; Naturally Good is the only trade exhibition dedicated to the sourcing of retail products across food, drink, beauty, personal care, home & living and natural health.

2018 Headline Stats



5,936
Total visits



152
International attendees (+18%)



736
Interstate attendees

Our Visitors

Where They Come From

Top Business Types

Distribution 15%

- Distributors
- Wholesaler
- Import/Export
- Broker

Healthcare 12%

- Private Consultation
- Clinic
- Healthcare Facility
- Health Club

Beauty/Spa/Salon 2%

Other 12%

- Media
- Agency
- Suppliers

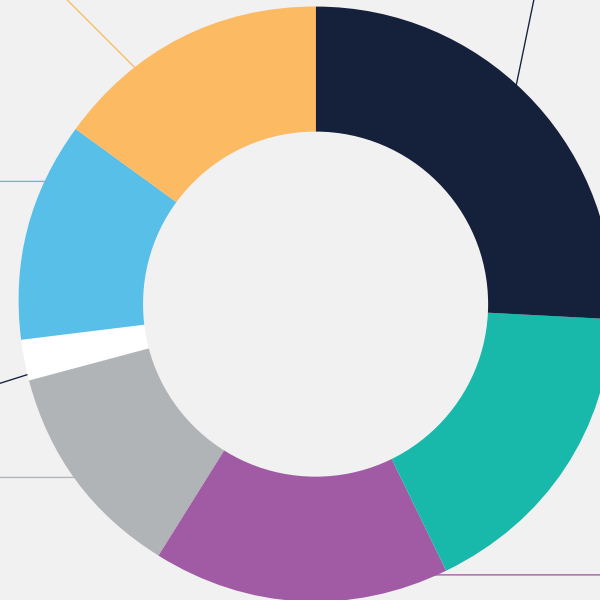
Retail 26%

- Natural/Organic Grocer
- Independent Food Store
- Pharmacy
- Supermarket
- Deli/Gourmet Store
- Department Store
- Convenience Store
- Online Retailers

Foodservice 17%

- Café
- Catering
- Restaurant

Manufacturing & Consulting 16%

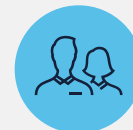


Who They Are

Top Job Functions



Management
Owner,
GM, Director



Manager
Grocery/Store Manager,
Department Manager,
Project Manager



Purchasing

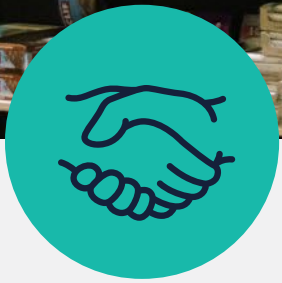


Practitioner
Naturopath,
Homeopath, Dietitian,
Pharmacist, GP



Food & Beverage
Chef, Catering
Manager,
F&B Manager

How the show went



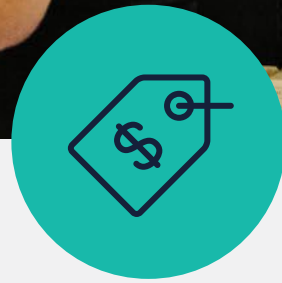
96%

of visitors were
satisfied with
Naturally Good 2018



**5hrs
29mins**

average time spent
at show per visitor



\$64,692

average amount
of sales generated
per exhibitor

“Naturally Good 2018 has been the best show ever and there’s no doubt about it. This show brings the best of the industry where we can all see what this industry can offer in Australia.”

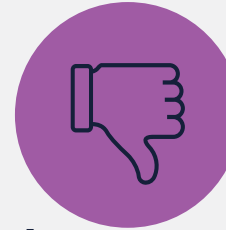
–
Dale Parkes,
Managing Director,
Unique Health Products
2018 Exhibitor

The Power of Exhibitions



76%

of visitors at B2B and B2C exhibitions make new purchasing decisions and have existing ones reinforced.



The perception of a brand not present at an event actually **deteriorates by 5%**, even for extremely well-known global brands.



Perception of a brand's quality & value is **improved by 21%** after visitors experience you at a show.



Before an event **37%** of attendees thought they would make new contacts and **38%** thought attending would make buying easier. This doubled to **75%** and **76%** respectively following the event.

Visitors who encounter you at live events think your brand, product or service is **28% more innovative than they did before they attended.**



69%

of visitors surveyed two weeks post event said they had already recommended or would recommend brands they saw at the event.



Live events are more powerful

2x

more powerful than TV ads

3x

more effective than print media

4x

more effective than radio

Industry Reach

Exhibiting at Naturally Good is more than just a stand. Our in-house marketing team are experienced event marketers with the knowledge to maximise channels to market to reach a targeted audience of qualified buyers. We engage the retail industry throughout the year with a sophisticated, integrated marketing campaign.



2018 Marketing Campaign Reach

Naturally Good Website	50,370 unique users annually
Email	268,949 recipients
Direct Mail	71,800 reach
Print & Digital Advertising	384,130 impressions
SEM & Social Advertising	Social: 99,655 impressions
	Adwords: 183,000 impressions
Telemarketing	10,247 calls
PR Campaign	5,387,258 impressions
SMS	6,963 messages sent

“The Naturally Good Expo is the perfect environment for brands to showcase their latest innovations to a large number of influential health industry buyers and practitioners.”

—
Jamie Cox,
Marketing Manager,
Global By Nature
 2018 Exhibitor

Industry Partners

We work in partnership with the industry to deliver an event for the industry. Here's some of the industry leaders we work closely with:

Platinum Partners



Industry Partners



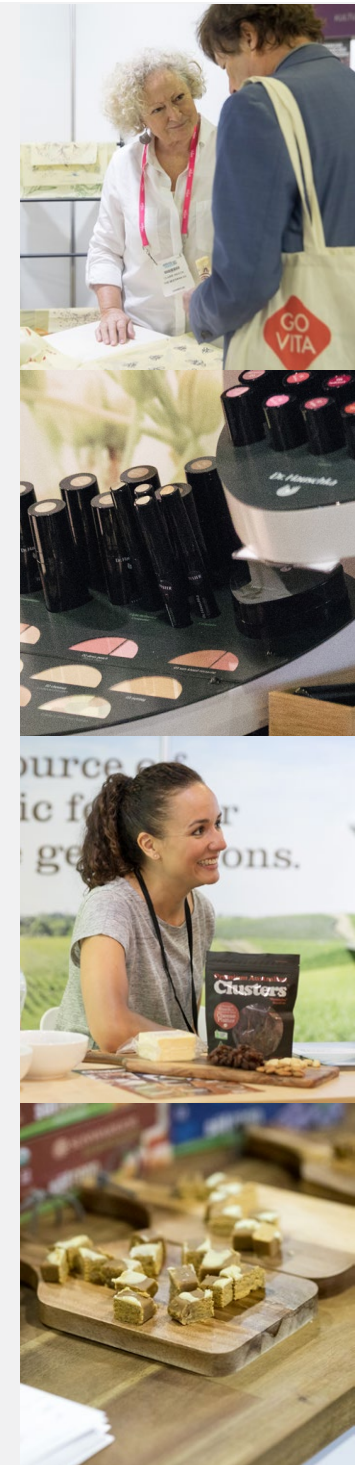
Exhibiting Options

There are a wide range of stand options to suit every business need at Naturally Good 2019. Secure your stand and meet the largest number of active and qualified buyers in the natural and organic products marketplace.



Stand Size	Space Only	Shell Scheme
Start Up	NA	\$2,628
6m ²	NA	\$3,708
8m ²	NA	\$4,304
9m ²	NA	\$4,842
10m ²	\$5,050	\$5,380
12m ²	\$6,060	\$6,456
15m ²	\$6,990	\$7,485
18m ²	\$8,388	\$8,982
24m ²	\$11,184	\$11,976
27m ²	\$12,582	\$13,473
36m ²	\$16,776	\$17,964
54m ²	\$25,164	NA

The shell scheme stands include walls, carpet, lighting and company name on fascia board. Corner stand loading – \$395 per corner. All bookings are subject to the following fees: \$250 marketing package, \$40 public liability insurance, \$50 waste levy and 10% GST.



Marketing Packages

Exhibiting at Naturally Good is more than just your stand at the event. Increase your event ROI by upgrading your marketing package and increase your brand's exposure to buyers before, during and after the event.



	Starter Pack Compulsory \$250	Premium 30 Max \$750	Maximum Exposure 18 Max \$1,450
Online Company Profile Your company profile, logo, social media links, email & contact information for direct enquiries on website.	✓	✓	✓
Featured Exhibitor page Dedicated page on the website highlighting featured exhibitors.			✓
Highlighted Exhibitor Listing Your exhibitor directory listing highlighted on website exhibitor directory.		✓	✓
Online Product Directory List your top 10 products online with a written description, image and link to company profile.	✓	✓	✓
Exhibitor or Product Category Sponsorship Your profile will be listed first under your chosen category. <i>Maximum 3 listings per category, on a first come first served basis.</i>			✓
Discover & Network With Buyers Online Access an event networking tool (app) with ability to private message with buyers.	✓	✓	✓
Pre-Event Press Pitch Opportunity to be included in the pre-event PR campaign. <i>Coverage is not guaranteed.</i>		✓	✓
Promotion on Social Platform One sponsored post on one Naturally Good social channel. <i>Facebook or Instagram.</i>		✓	✓
Interview on Official Naturally Good Blog Q&A interview to be featured on the official event blog published pre-event. <i>Interview content to be supplied by exhibitor.</i>			✓
Video Inclusion Featured in a Naturally Good promotional video.			✓
Map Guide Exhibitor Listing & Stand Number on printed map guide.	✓	✓	✓



Naturally GOOD

Be part of the best show, naturally.

Interested in exhibiting at Naturally Good 2019?
Get in touch with the team:

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2–3 June 2019
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naturallygood.com.au/exhibit

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