



NATURA
food

8TH INTERNATIONAL ORGANIC
AND REGIONAL FOOD FAIR

& be ECO

4TH ECOLOGICAL LIFESTYLE FAIR

October 2-4, 2015

Lodz, Poland
hall Expo 

about NATURA FOOD & beECO

NATURA FOOD and beECO Fairs are two complementary events, which are unique ecological event on an international scale. NATURA FOOD is the most important project dedicated to organic, regional and traditional food in Poland, with an established brand among the events on the same subject in our country. NATURA FOOD and beECO Fairs are the business meeting business events. It is also a great place to meet international trends in the development of agriculture, environment and related industries, as well as an excellent opportunity for direct contact with entities functioning in these markets.

NATURA FOOD & beECO conferences

II Forum – Polish Organic Sector - on issues of trade and selling in eco food business
IV Biokurier Academy and BIObiznes Forum - a series of seminars, trainings and presentations for producers of organic, local and traditional and for the owners and employees of stores
Biodiversity Forum – seminars for farmers concerning the essence of the old crop varieties and livestock breeds.

NATURA FOOD & beECO facts & figures

- over **300 exhibitors** from Poland and abroad: Hungary, Italy, Germany, Lithuania, Czech Republic, Bulgaria, Japan
- nearly **12 000 visitors**
- over **50% business visitors** - farmers, producers, processors, managers, distributors and wholesalers organic food and distributors as well as store owners

promotion campaign

NATURA FOOD and beECO 2015 assumes promotional activities in the local, national, international and industry media. The promotional campaign will consist of traditional and online forms of communication. Auspices of the event includes the two most important industry magazines: Biokurier, EKOdostawcy. Our media partner is also the biggest magazines about slow style of living, Slow Life Food and Garden.

NATURA FOOD 2015

- cereals products (pasta, groats, etc.), oils
- drinks - juices , waters
- wines , beer
- liquors, cordials
- coffee and tea
- preserves and seasonings, herbs
- fruits and vegetables
- milk products and preserves
- baker's products and confectioner's, candies
- sweets, honeys
- meat, fishes and preserves
- delicatessen
- ecological farms
- traditional products
- branch institutions
- culinary tourismus
- branch media
- others

NOWELITY!

Grow Your Own Lange

- soil and plant growth substrateplant protection agents
- seeds and plant materiale
- composters
- pots and labels for marking
- balcony and mini greenhouses
- vertical and raised flowerbeds
- tables to work with plants
- gardening accessories



beECO 2015

- natural and organic cosmetics
- aromatherapy
- natural body care accessories
- organic, bio and natural cleaning materials
- diet supplements, herbal medicines,
- organic textiles, clothing, jewelry
- toys
- organic and natural pet products
- packaging biodegradable and natural materials
- boxes, thermoses from biodegradable and natural materials
- equipment for the packaging and labeling of food and non-food products
- household appliances
- accessories and interior equipment
- ecotourism

The Biodiversity Lounge

NOWELITY!

- measures for agricultural production:
 - o agricultural plant seeds
 - o plant protection products and fertilizers
 - o feed and feed additives
- machines for processing of fruit and vegetables
- equipment for plant and animal production
- accessories for agriculture
- tools
- machines, tractors
- equipment for gardening
- livestock constructions

rules of participation

Obligatory registration fee – 53 euro net price.

Registration fee includes

- official entrance passes
 - 2 for a space up to do 10 sq. m.,
 - 1 for each additional 10 sq. m.*Additional entrance passes can be buy at the Organiser's Office.*
- 2 free invitations for visiting the fair. The invitations are sent by post after submitting original Application Form,
- 1 free parking card,
- basic catalogue entry: address note, 300 characters of trade offer in two languages version - Polish and English + 1 catalogue copy,
- entry on the Exhibitors List in internet with company name, city and country,
- distribution of the promotion materials on the fair grounds and displaying of promotion materials in Organiser's Office,
- services: cleaning of the stands and passages, security, PA Systems and exploitations costs.

Costs of exhibition space -min. 6 sq.m.

unconstructed

53 euro net/sq.m. *48 euro net/sq.m.

ready-to-use stand

6 sq.m. stand

448 euro net *415 euro net

9 sq.m. stand

658 euro net *609 euro net

12 sq.m. stand

868 euro net *803 euro net

15 sq.m. stand

1066 euro net *986 euro net

*** Special price up to 30.06.2015
and 100% of payment
to 23.08.2015**



**APPLICATION DEADLINE:
31.08.2015**

discounts and additional paymnets

discounts:

- 5% - for stand over 30 sq. m.
- according to promotional offer – special price for an application up to 30.06.2015 and 100% of payment to 23.08.2015

types of stands paid additionally:

- corner - minimum space 12 sq. m.
 - extra 2,65 euro/sq.m.
- front - minimum space 30 sq. m.
 - extra 5,82 euro/sq.m.
- island - minimum space 50 sq. m.
 - extra 8,73 euro/sq.m.)

SPONSORSHIP OFFER:

PACKAGE TYPE	SPONSOR GOLDEN	SPONSOR SILVER	PARTNER
Placing the logo on all fair promotional materials - outdoor, press, internet	X	X	X
Placing the logo on the fair invitations (5000 pieces)	X	X	X
Information about the Sponsor in the news on the front page of MTL and the fair	X	X	
Regular posting information about the Sponsor on the fanpage NATURA FOOD and beECO	X	X	
Sending mailings prepared by the Sponsor to the MTL customer base	X		
Distribution of leaflets and roll-ups on the fairgrounds	X	X	X
Possibility of outdoor advertising in front of the entrance to the exhibition hall Expo-Łódź	X		
Advertising spots on the radio with an invitation from Sponsor	X		
Ready-to-use stand	15 SQ. M	12 SQ. M	6 SQ. M
Conference hall for 100 people (60 min)	X	X	X
Electronic advertising on LCD monitors the exhibition hall Expo-Łódź (3 days pack)			
Advertisement in the exhibition catalog (full color)	1 cover page	1 inside page	1/2 inside page
Full fair catalogue note (name, address note, active e-mail and www, logo)	X	X	X
Full www address note (name, address note, active e-mail and www, logo)	X	X	X
Electronic advertisement on the monitors (6 screens: 15 screenings per 1 h on every monitor)	3000 package openings	2500 package openings	
Invitation to the fair- for guests invited by the EXHIBITOR	100	50	30
Invitation to the banquet- one-person	5	3	2
Value Package (EURO)	20000	15000	8000

ADDITIONAL FORMS OF PROMOTIONAL:

ACTION	PRICE
Distribution of leaflets and roll-ups on the fairgrounds	320 EURO
Placing a display ad / banner on the fair website	133 EURO
Advertisement in the catalogue – 1 page (135x195 mm + 5mm margins)	400 EURO
Advertisement in the catalogue – 1/2 page (135x95mm + 5mm margins)	145 EURO
Distribution of leaflets with admission ticket	475 EURO
Dedicated posts (4 posts) on the NATURA FOOD and beECO fanpage	185 EURO
Electronic advertisement on the monitors (6 screens: 15 screenings per 1 h on every monitor)	160 EURO
Insert the flyers materials for the exhibitors	265 EURO

construction and arrangement of a stand

If you decide to take part in the Fair as an exhibitor, we can help you to get in touch with a professional company constructing and arranging stands.



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