

COMMERCIAL PRESENTATION



19th NATURAL PRODUCTS, FOOD, SUPPLEMENTS AND HEALTH FAIRE

11 to 14
JUN 25

10am-8pm DISTRITO ANHEMBI
SÃO PAULO-BRAZIL

On the 11th and 12th, access is exclusive to B2B and B2P professionals.
The general public can visit only on the 13th and 14th.

Promotion/Organization



natural tech

19th NATURAL PRODUCTS, FOOD, SUPPLEMENTS AND HEALTH FAIRE



NATURALTECH is the largest business fair for natural products in all of Latin America: featuring an extensive exhibition area with hundreds of brands, a stage for product launches, consumer trends, and the annual business meeting of the segment. Recognized as a market leader, the fair brings together the top exhibitors of natural, organic, probiotic, and herbal products, complementary treatments, sports nutrition, and beauty. It is also a key driver of new business opportunities. The best business and networking experience in the market, unmissable for anyone in this sector.

2024 NUMBERS

Discover the potential of **NATURALTECH** for the success of your business!

Meet potential clients, strengthen your company, and create strategic connections all in one place. Don't miss this unique opportunity to boost your business.

Secure your brand's participation today.



57k
visitors



over
1,700
brands



760
exhibitors



47k
sqm of
exhibition



15
countries



25
participation from
Brazilian States



+140h
of agenda

VISITOR PROFILE

The market event that drives the economy, inspires knowledge, and boosts business.

39%

Organic Products Store
Supplement Store
Supermarkets
Wholesalers | Distributor
Bakery
Food Service
Pharmacy
Perfumery
Hotel | Spa | Resort | Inn
Medical Clinic | Hospital
Importer

33%

Healthcare
Professionals
Nutritionist
Dermatologist
Nutrologist
Therapist

19%

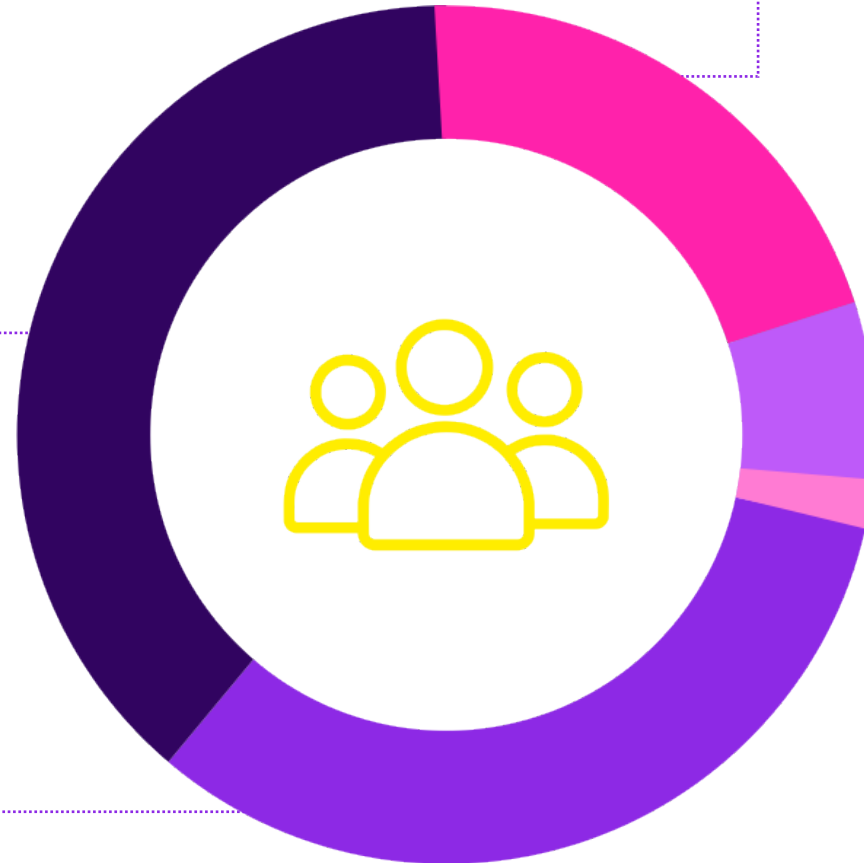
Packaging Supplier
Product Manufacturer
Educational Institution
Sales Representative
Chef
Government Agency

6%

Service Provider

3%

Rural Producer



VISITOR PROFILE

61%

Hold management positions

33%

Participate in the purchasing process

30%

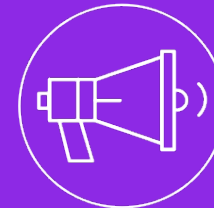
Visited the fairs for the first time

TOP 3

OBJECTIVES WHEN VISITING EVENT



Do Business



Discover Trends and Launches



Meet New Suppliers



VISITOR NPS

Event Recommendation

94%

↑ **10,5%** HIGHER THAN 2023

- Functional foods and probiotics
- Whole foods
- Vegetarian foods
- Natural cosmetics
- Equipment
- Filters
- Herbal products

- Flowers
- Diet and light lines
- Pet line
- Honey and derivatives
- Nutraceuticals
- Sports nutrition and aesthetics
- Essential oils and candles
- Vegan products
- Gluten-free
- Ice cream

- Superfoods
- Supplements and shakes
- Spices
- Complementary treatments
- Kitchen utensils
- Zero lactose
- Technology
- Payment methods
- Packaging
- Logistics

EXHIBITOR PROFILE



VISITOR PROFILE

B2B

- Supermarkets, Specialized Stores
- Distributors, Pharmacies
- Gyms, Clubs
- Wholesalers, Clinics, Hospitals
- Hotels, Spas, Bakeries
- Perfumery Stores, Restaurants
- Sector Product and Service Suppliers
- Entities/Associations and Press
- Universities/Technical Schools and Government Agencies

B2P

- Nutritionists, Nutrologists
- Therapists
- Dermatologists
- Chefs, Gastronomists

B2C

- Consumer End



Business Roundtable

NATIONAL AND INTERNATIONAL



BUSINESS AND NETWORKING



The perfect opportunity to enhance business and build partnerships.



There are numerous pre-scheduled meetings that bring together buyers and sellers in one place.

área vip

business experience

Exclusive FRANCAL Experience

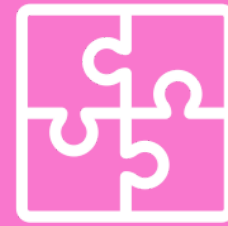
A private area equipped for buyers and VIP guests of the industry.

An **exclusive** and comfortable environment with space for **networking and private meetings.**

A space designed to **facilitate connections between executives and leaders** in these sectors.

A unique **business experience.**





LIVING ARENA



Exhibitor Lounge for a
break during the hustle
and bustle of the fairs



An area equipped with
Wi-Fi, water, massage
services, and a
relaxation space

ATTRACTIONS AND CONTENT

Focused on the Natural Universe

A program designed to bring transformative knowledge to all audiences.



RESULTS-DRIVEN MARKETING AND COMMUNICATION

Effective strategies and actions that increase the visibility of events and brands



WEB

328k

Access



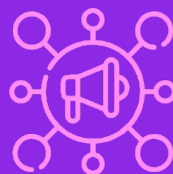
E-MAIL MARKETING

150

Campaigns sent to

+150k

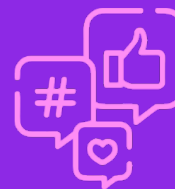
Contacts from the fair's database



DIGITAL CHANNELS

+155k

Fans on our channels



SOCIAL MEDIA

+2million

Users reached across all networks



RESULTS-DRIVEN MARKETING AND COMMUNICATION

Effective strategies and actions that increase the visibility of events and brands



EARNED MEDIA

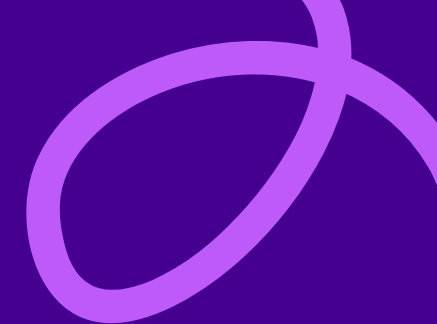
661

Articles

R\$ 3 million

(brazilian currency)

Estimated in valuation



RESULTS-DRIVEN MARKETING AND COMMUNICATION

Effective strategies and actions that increase the visibility of events and brands



32
EPISODES
Episodes with live exhibitors

Click and check out the episodes



SUSTAINABLE AND INSTITUTIONAL ACTIONS



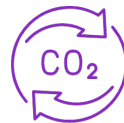
RECYCLING AND WASTE MANAGEMENT

For nearly two decades, we have been carrying out this structured on-site work at events, a practice that has always reinforced Francal's commitment to reducing the environmental impact of large events.



ZERO WASTE DIGITAL KIT INITIATIVE FOR VISITORS

Encouragement for visitors to bring their own cup, bottle, cloth napkin, and utensils from home to help reduce waste, or if they don't have them, to purchase from exhibitors. This is a commitment for everyone.



GAS EMISSION MEASUREMENT

Greenhouse gas emissions that could not be avoided are quantified, and an environmental offset action is taken in the same proportion, such as supporting environmental projects.



100% ENVIRONMENTAL OFFSET OF COLLECTED PACKAGING

This seal represents the offset of 100% of the materials generated during the event through the purchase of Recycling Credits for cooperatives associated with the eureciclo seal.



EXHIBITORS CAMPAIGN *VIVA VERDE* SEAL

A campaign that engages and highlights exhibitors committed to hosting more sustainable events! To earn the SEAL, they must adopt a series of criteria in their space. During the fairs, we promote the brands with the LIVE GREEN SEAL on our website and social media for you to visit and support.

Click and get to know them

[EXHIBITORS 2024 WITH VIVA VERDE SEAL](#)

KNOWLEDGE ARENA

THE FIRST SUSTAINABLE ARENA
MADE FROM RECYCLED JEANS
AND ORGANIC WASTE

BIO BRAZIL FAIR | BIOFACH AMERICA
LATINA AND NATURALTECH 2024, in
partnership with THERPOL Sustainable
Innovation and Biotechnology, present the
world's first arena made from jeans and
waste from other industries, including
plastics and food. This revolutionary
approach is disrupting the furniture, flooring,
and coatings market with innovative, cutting-
edge Brazilian technology.

INNOVATION PARTNER





TESTIMONIALS 2024 EXHIBITORS

"EcoTauá's participation in Naturaltech this year was an extraordinary experience, allowing us to reveal to the public the versatility and unparalleled benefits of our vegetable fat. Besides enriching consumer knowledge, we found numerous partnership opportunities with exhibitors who also use vegetable fat in their products. This event stood out as an exceptional platform for establishing new connections and expanding our customer network."

Ivan Teles
Marketing and Commercial
Manager of EcoTauá

"Mexidona's participation in Naturaltech 2024 was a milestone for the brand, validating our strategic vision and highlighting our growth in the healthy food market. We received directors and buyers from the largest retail chains in the country, reinforcing the acceptance and recognition of our products. In our third participation, we shared the story of innovation and challenges overcome by young women, captivating the public and the press. The Mexidona booth was in the spotlight and surprised with a colorful and attractive presentation, 4 times larger compared to the brand's first participation in the event, and the curiosity about our new exclusive launch kept the space always very busy. We expanded our registered nutritionist base by 120%."

Jéssica Schroeder e Larissa Leal
Entrepreneurs of Mexidona

"Without a doubt, Naturaltech is one of the most important fairs we participate in, and I truly believe it has proven the importance of this fair, especially in aligning with the principles of Lauton Suplementos' goals. This year was very good for the brand; we managed to meet almost all of our clients, it was very positive to attend and showcase our new product launches, and it was also very positive for us in terms of meeting new clients and collecting feedback. Overall, we left this fair with great enthusiasm, with prospects for new business. Those who knew us returned, very pleased with our launches, and those who didn't also left happy. So, the feeling here is one of great gratitude for being here again this year and, certainly, we will be at the next ones."

Talles Lauton
Co-founder of Lauton Suplementos



BIO BRAZIL FAIR AND NATURALTECH **PASSPORT** FOR THE **B2C** CONSUMER



Access granted through the purchase of a single ticket for entry to all 4 days of the fair



Part of the proceeds will be allocated to a social or environmental project. The name of the project will be announced later by the organizer.



natural UNIVERSE *in movement*

CLICK HERE AND
WATCH THE VIDEO





**BOOK of
PRODUCTS**

FREE
ÁREA M²

STRUCTURE:

- Sale of free area; assembly contracted by the exhibitor.
- Maximum height allowed for assembly: 4.5m.
- Available for areas larger than 12m²

ENTREPRENEUR PLUS



STRUCTURE:

- Back wall constructed with natural wood plywood (pine), with a ceiling height of 2.20m, and low partitions measuring 2.00x1.00m (WxH) in white MDF.
- Elevated floor raised by 0.10cm, covered with 15mm natural wood plywood (pine).
- Fascia board measuring 0.70x0.45m (WxH), with the company's logo applied (artwork provided by the client).
- Space illuminated with LED floodlights (cool light).
- 220V three-prong outlets per space.

FURNITURE:

- 1 fixed stool with white upholstered seating.

PRODUCT DISPLAY UNITS:

- 1 freestanding counter made of wood, painted white, measuring 1.50x0.32x1.90m (WxDxH), with 4 shelves measuring 1.50x0.32x0.05m (WxDxT) illuminated by embedded LED strips, with a 0.32m height clearance between each shelf. The last section features a counter system with doors.
- 1 counter made of natural wood plywood (pine) with white detailing, measuring 1.00x0.50x1.00m (WxDxH), with 1 shelf, doors, and a lock.

PROJECT BASIC MODULAR

Stand from 6m² (3x2m or 2x3m).
Options: Box, corner or Island.



SERVICES (UNDER CONTRACT):

- Safety - collective system (night period);
- Mandatory minimum electrical energy;
- Fire extinguisher (compatible with the stand);

STRUCTURE:

- Assembly in aluminum profiles and formalized panels in white, with an internal elevation of 2.52m and an external elevation of 2.70m;
- Carpet covering applied directly to the pavilion floor;
- Front panel in formalized and adhesive panels in Green on the entire facade, 0.50m high, with application of the company logo, in the format 1.00 x 0.50m (WxH), with 1 logo for the box option, 2 logos for the option corner and 3 logos for the island tip option (artwork provided by the client by the deadline of 04/05/2025);
- Deposit 1.00 x 1.00m (WxH), with door;
- Lighting through spot lights, 01 every 3m²;
- 1 220V socket (brazilian type „tripino“).

URNITURE (IN BLACK COLOR): 6M² STAND

- 1 bistro table with glass top and 2 fixed stools (high);
- 1 fixed (high) counter stool;
- 1 PVC bin.

URNITURE (IN BLACK COLOR): 9M² STAND

- 1 bistro table with glass top and 3 fixed stools (high)
- 1 fixed (high) counter stool;
- 1 PVC bin.

EXHIBITORS:

- 03 glass shelves 1.00 x 0.30m (LxD);
- 01 standard counter measuring 1.00 x 0.50 x 1.00m (WxDxH), with 01 wooden shelf and sliding doors and alligator lock.

ASSEMBLY MODULAR OSB

Stands from 6m² (3x2m) a 8m² (4x2m),
9m² (3x3m) a 18m² (6x3m)
Options: Box, Corner, or Island.



SERVICES (UNDER CONTRACT):

- Safety - collective system (night period);
- Mandatory minimum electrical energy;
- Fire extinguisher (compatible with the stand);

STRUCTURE:

- Assembly on aluminum profiles and fully recyclable OSB panels, with an internal elevation of 2.52m and an external elevation of 2.70m;
- Carpet covering applied directly to the pavilion floor;
- Front panel in OSB panels on the entire facade, 0.50m high, with application of the company logo, in the format 1.00 x 0.50m (WxH), with 1 logo for the box option, 2 logos for the corner option and 3 logos for island tip option (artwork provided by the customer by the deadline of 04/05/2025);
- Deposit 1.00 x 1.00m (WxH), with door;
- Lighting through spot lights, 01 every 3m²;
- 2 220V sockets (brazilian type „tripino“).

FURNITURE (IN BLACK COLOR): 6M² STAND

- 1 bistro table with glass top and 2 stools (high);
- 1 (high) counter stool;
- 1 PVC bin.

FURNITURE (IN BLACK COLOR): 9M² STAND

- 1 bistro table with glass top and 3 stools (high)
- 1 (high) counter stool;
- 1 PVC bin.

EXHIBITORS:

- 3 glass shelves 1.00 x 0.30m (LxD);
- 1 standard counter measuring 1.00 x 0.50 x 1.00m (WxDxH), with 1 flight of wooden shelves, sliding doors and alligator lock.

ASSEMBLY ECOPLUS

Stand with differentiated assembly using sustainable and recyclable materials. Stands from 12m² (4x3m) to 18m² (6x3m).
Options: Box, Corner, or Island.



Special mounting options to facilitate company exposure.

SERVICES (UNDER CONTRACT):

- Safety - collective system (night period);
- Mandatory minimum electrical energy;
- Fire extinguisher (compatible with the stand);

STRUCTURE:

- Built with wooden walls (natural pine + OSB), with an external elevation of 3.20m;
- Floor covering in natural wood plywood (pine) installed on the pavilion floor;
- Wooden front panel on the entire facade x 0.70m high, with application of the company logo in the format 1.00 x 0.50m (WxH), with 1 logo for the box option, 2 logos for the corner option, 3 logos for the tip option island and 4 logos for the island option (artwork provided by the client by the deadline of 04/05/2024);
- Deposit 1.00 x 1.00m (WxH), with door;
- Lighting using LED reflectors (cold light), compatible with the space's dimensions;
- 2 220V sockets (brazilian type „tripino“).

FURNITURE:

- 1 bistro table with round wooden top
- 3 wooden stools
- 1 PVC bin.

EXHIBITORS (NATURAL PINE):

- 1 Showcase measuring 1.20m x 2.50m (WxH) - external support, measuring 0.70 x 0.50 x 2.00m (WxDxH) - internal area and 3 flights of shelves measuring 0.70 x 0.50m (WxDxH) - (only for corner stands or boxes from 4m in front);
- 6 shelves measuring 1.00 x 0.30m (WxD);
- 1 counter measuring 1.00 x 0.50 x 1.00m (WxDxH), with 1 shelf, doors and lock.

LANDSCAPE:

- 3 wooden planters (natural pine) measuring 0.30 x 0.15 x 0.15m (WxDxH);
- 1 vase with natural plant.

ASSEMBLY ECOPLUS

Stand with differentiated assembly using sustainable and recyclable materials. Stands from 20m² (5x4m) to 50m².

Options: Box, Corner, and Island.



Opções de montagens especiais para facilitar a exposição das empresas

SERVICES (UNDER CONTRACT):

- Safety - collective system (night period);
- Mandatory minimum electrical energy;
- Fire extinguisher (compatible with the stand);

STRUCTURE:

- Built in wood (natural pine + OSB), with an external elevation of 3.20m;
- Floor covering in natural wood plywood (pine) installed on the pavilion floor;
- Wooden front panel on the entire facade x 0.70m high, with application of the company logo in the format 1.00 x 0.50m (WxH), with 1 logo for the box option, 2 logos for the corner option, 3 logos for the tip option island and 4 logos for the island option (artwork provided by the client by the deadline of 04/05/2024);
- Deposit 1.00 x 1.00m (WxH), with door;
- Lighting using LED reflectors (cold light), compatible with the space's dimensions;
- 3 220V sockets (brazilian type „tripino“).

FURNITURE:

- 2 bistro tables with round wooden tops;
- 6 fixed wooden stools;
- 1 bin.

EXHIBITORS (NATURAL PINE):

- 1 Showcase measuring 1.20m x 2.50m (WxH) - external support, measuring 0.70 x 0.50 x 2.00m (WxDxH) - internal area and 3 flights of shelves measuring 0.70 x 0.50m (WxDxH) - **(only for corner stands or boxes from 4m in front)**;
- 9 shelves measuring 1.00 x 0.30m (WxD);
- 1 counter measuring 1.00 x 0.50 x 1.00m (WxDxH), with 1 shelf, doors and lock.

LANDSCAPE:

- 3 wooden planters (natural pine) measuring 0.30 x 0.15 x 0.15m (WxDxH);
- 1 vase with natural plant

VEGAN MEETING PROJECT



COMPLETE PRODUCT DESCRIPTION:

Collective area with stands of:

- 5m² (2x2m + 1m storage)
- 7m² (3x2m + 1m storage)

- Options: Box, Corner

PROJECT LOCAL.E INCUBATOR

DESCRIÇÃO COMPLETA DO PRODUTO:

- Collective Space with 15 counters.
- Project includes a counter with a "jacaré" lock, 1 stool, 1 power outlet, and a shared storage area.



MERCHANDISING BOOK



SOLD OUT

DIAMOND SPONSORSHIP

- Logo on all institutional material of the fair as sponsor (Physical+Digital)
- One (1) Mega Sticker at the entrance to the fair (1.40x10m)
- One (1) Aerial Mega Banner (positioning defined by the Fair organizers) (3m x 5m)
- Superior Digital Banner on the event Home (non-exclusive)
- 01 Pre-Event Post
- 01 Reels During Event – First Day
- MKT Post-Event Email
- Available for areas above 40m².

02 EXCLUSIVE QUOTAS

Non-competing segments

GOLD SPONSORSHIP

- Logo on all institutional material of the fair as sponsor (Physical+Digital)
- 01 Aerial Banner (2mx3m)
- 01 Dimensions of Floor Sticker (1.40x1.40m)
- Banner on the fair's Registration page
- 01 Pre-Event Post
- 01 Reels During Event – (Second Day)
- 01 Pre-Event MKT Email

05 EXCLUSIVE QUOTAS

SILVER SPONSORSHIP

- Logo on all institutional material of the fair as sponsor (Physical+Digital)
- 01 Aerial Banners 2mx3m
- 01 Quota of Floor Sticker
- Banner in the footer of the fair page
- 01 Pre-Event Stories
- 01 Reels During Event – Third Day

05 EXCLUSIVE QUOTAS



SPONSORSHIP VIP AREA

- Institutional Video Broadcasting
- Provision of Products for Tasting
- Inclusion of Logo in the Premium Invitation sent to Guests

10 quota

SPONSORSHIP PRESS CENTER

- Press Room: Tasting - Products must be ready for consumption.
- Sampling / Disclosure Action in the Press Room. (1 Company Per day)





SAMPLING ACTION AT THE PAVILION

- Distribution of folder or gift at a pre-determined point by Francal.
- All development of the action is the responsibility of the exhibitor.

Available for Diamond quota

SPONSORSHIP ARENA

- 1' institutional video shown before each presentation - (material sent by the sponsor);
- Logo in 3 Programming Newsletters;
- 3 insertions on social media (1 stories 15 days before the event; 1 post from the fanpage feed up to 10 days before the event; 1 post from the Instagram feed up to 10 days before the event);
- 4 Floor stickers 1.40x1.40m: art sent by the sponsor;
- Delivery of brand kits to speakers allowed;
- The distribution of promotional material throughout the room content is permitted;
- Inclusion of the logo on the event location plan at the entrance to the fair.

3 quotas available





SPONSORSHIP REST LOUNGE

- Open area ambiance within the pavilion. Delivered with carpet, lighting and power. (Visitor rest area).
- Project approved by Francal.

1 quota available

PROMOTION QUOTA VIP LOUNGE NUTRITIONISTS

SOLD OUT

- Institutional video of up to one minute shown once a day; Production is the responsibility of the exhibitor.
- Logo as a Supporter in the Lounge communication.
- Distribution of promotional material in the Lounge bag.
- Authorization for 2 staff members to enter for Networking with the nutritionists.
- Experience Action with Nutritionists, valid for 1 day of the fair for 40 minutes (at pre-determined times and subject to the Organization's approval).





SPONSORSHIP

ENVIRONMENTAL MANAGEMENT

- Water distribution with complete recycling cycle.
- Environmental Management: During the assembly process prior to the events and during their implementation and disassembly, professionals from the Environmental Management company (under the guidance of Francal) will guide exhibitors, their assemblers and service providers, visitors and cleaning teams on the correct destination of waste.
- During the event, 3 (three) carts from the Sponsor company will provide free individual packaging of water with guidance on where to dispose of the packaging after consuming the water.
- A recycling cooperative, under the coordination of Francal's Environmental Management, will take care of the collection, sorting and disposal of organic and recyclable waste, which becomes a source of income for the Cooperative.
- Layout/dimensions of carts must be approved by Francal.
- The location of the carts will be defined by the Francal organization, based on technical and operational criteria

LED CIRCUIT DIGITAL EXPERIENCE

- Spread across various locations throughout the fair, they promote direct encounters between visitors and your brand.
- The equipment circuit includes: entrance portico, panels and totems.

20 quotas available





KIT VISIBILITY

- Logo applied to the exact location of the stand for areas from 25m².
Send logo in high resolution (PDF (curves))
- LOGO ON THE SIDE PLAN OF THE ENTRANCE HALL + LOGO ON THE FLOOR PLAN OF THE VISITOR'S GUIDE

Available for areas above 25m²

SPONSORSHIP BAG

Your brand on 4,000 bags delivered to:

- Influencers
- Nutritionists
- Dermatologists
- Press
- Buyers – VIP Lounge

The client provides the artwork according to Francal's instructions. Bag production is the responsibility of Francal.

2 sponsorship quotas available





ADVERTISEMENT AT THE VISITOR'S GUIDE

Ad size (1 page). There are 6 thousand printed guides.

Size: 10x14cm

Format for sending the file: PDF / JPEG - (CMKY) in high resolution (at least 300 DPIs), with crop marks and bleeds of 5mm.

Deadline for submitting art: Art must be sent up to 30 days before the fair.

SPONSORSHIP BADGE LANYARD

Visitor badge lanyard printed with the client's brand. Artwork created by the client.

Production by FRANCAL.

Exclusive





SPONSORSHIP TALK & TASTE VEGAN (SHOW KITCHEN)

- Provision of products for recipes
- Recognition of sponsors before your cooking demonstration
- Inclusion of the logo in the activity's communications
- Distribution of promotional materials to participants permitted
- 1 non-exclusive pre-fair newsletter about the Talk & Taste, mentioning the activity

SPONSORSHIP ARENA VIVÊNCIA

Brand promotion in
the Exhibitor's lounge
- Broadcast of a
corporate video up to
1 minute.



HIGHLIGHT YOUR BRAND ON THE OFFICIAL WEBSITE

- FOOTER HOME PAGE BANNER
- EXHIBITOR AREA BANNER
- REGISTRATION PAGE BANNER

Artwork will be randomly displayed on the website's home page with a link to the company's site. Duration: one month before the fair. Artwork provided by the client.

Technical Specifications:

- Size: 1140 x 300px (full horizontal banner)
- Format: GIF, PNG, or JPG, Resolution: 72dpi, Color Mode: RGB, Maximum File Size: 50kb



www.naturaltech.com.br

ADVERTISING AND MERCHANDISING

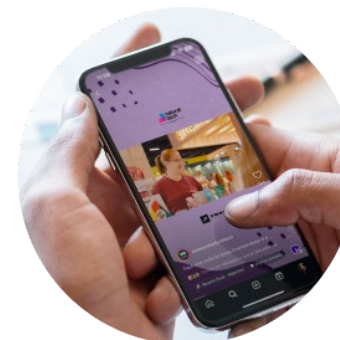
**FLOOR
STICKER**



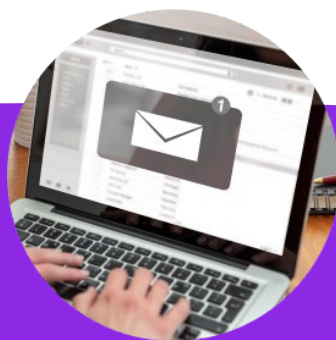
**AERIAL
BANNER**



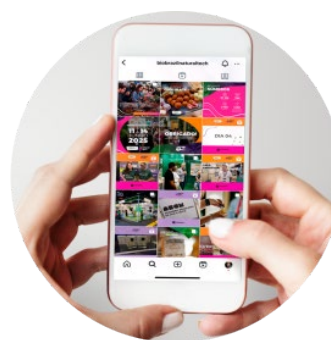
**INSTAGRAM
REELS**



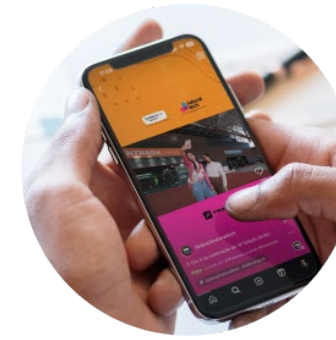
**E-MAIL
MARKETING
EXCLUSIVE**



**INSTAGRAM
FEED**



**INSTAGRAM
STORIES
PRE EVENT**



Promotion on the fair's channel on Instagram (stories 30 days before the event). Content sent by the exhibitor



19th NATURAL PRODUCTS, FOOD, SUPPLEMENTS AND HEALTH FAIRE



On the 11th and 12th, access is exclusive to B2B and B2P professionals.
The general public can visit only on the 13th and 14th.

natural UNIVERSE *in movement*

TALK WITH OUR COMMERCIAL TEAM

SAMARA FERNANDES

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@biobrazilnaturaltech

#naturaltech

<https://naturaltech.com.br/en/>

Promotion/Organization

