



free from + allergy

LIVE SHOW: Melbourne

Saturday 16 - Sunday 17 July 2022
Melbourne Convention & Exhibition Centre

2022 EXHIBITOR PROSPECTUS

Take advantage and exhibit at the largest free from and allergy show in Australia.

With the success of our 2019 Show, Free From + Allergy is proud to return to Melbourne in 2022. This Show will present an exciting and comprehensive showcase of products and services to a targeted and specific demographic, designed to meet the needs of exhibitors and consumers.

Free From + Allergy supports everyone to live happier and healthier lives with allergies, intolerances, dietary requirements and sensitivities, bringing together like-minded people to share, engage, inspire and learn about all things free from and allergy-related and so much more.

This prospectus outlines the opportunities available for extensive marketing and promotion to get your brand at the forefront of consumers' minds and educate them on your products and services.



coles



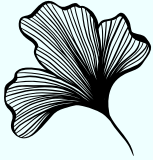
eaa
eczema association australasia
support education management

yum.
GLUTEN FREE

www.freefromandallergy.com



free from + allergy



BENEFITS OF EXHIBITING

The Free From & Allergy Show provides an excellent opportunity to:

- Build brand awareness within new markets
- Interact and engage with a motivated and diverse audience
- Promote your products and services
- Opportunity to sample and sell your products
- Launch new products
- Market directly to health food shops and supermarkets on the Trade Day
- Make immediate sales and generate leads
- Leverage from the Show's additional promotional opportunities

Available Sponsorship Packages

- Major Show Partner - SOLD 
- Feature Show Partner - SOLD 
- Free From & Allergy Learning Centre Sponsor
- Show Bag Sponsor
- Home & Lifestyle Sponsor
- Food & Drink Sponsor
- Health & Beauty Sponsor
- Allergy Friendly Sponsor

Contact us directly to find out more about Sponsorship packages.

Watch 2019 Highlight Video



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FEATURE AREAS

You've invested a lot to create alternatives to help people live a happier and more comfortable life. That's why we are bringing the right consumers to you. Showcase your wonderful free from and allergy products and services and come face-to-face with consumers who share this lifestyle.

Allergy Friendly



Showcasing products and services that assist with the management of health complications and allergens, such as chronic hay fever, asthma, eczema, skin irritations, and much more.

Beauty and Health



The beauty and health zone is a one stop destination, the perfect place to showcase products that truly nourish the body.

Food and Drink



Visit the food and drink area to enjoy free from products including but not limited to gluten free, dairy free, FODMAP friendly, vegan, organic, plant based & wholefoods, fortified nutritional products, supplements, and vitamins.

Home and Lifestyle



Find great alternatives to the traditional household products that are free from harsh chemicals, eco-friendly, sustainably made and cruelty-free. Products include but not limited to apparel, bedding, air purifiers, vacuum and deep cleaners, home and lifestyle products.

Free From + Allergy Learning Theatre Stage



The show will also feature educational seminars + cooking demonstrations led by industry experts presented across the two-day event, created to enrich, educate, and empower consumers on maintaining a healthier lifestyle.



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2019 KEY VISITOR STATISTICS*

*targeted and specific audience



5000+

The Show attracts a dedicated community of visitors actively searching for free from + allergy products + services to assist with healthier living

77%

of attendees were satisfied to very satisfied with the show

83%

of attendees had a food intolerance or allergy

88%

of attendees were female

88%

of attendees would recommend the show to friends or family

95%

of attendees discovered new products or services

OVERALL SHOW SATISFACTION

4.0 ★
average rating

* Statistics developed from independent surveys post the 2019 Melbourne Show

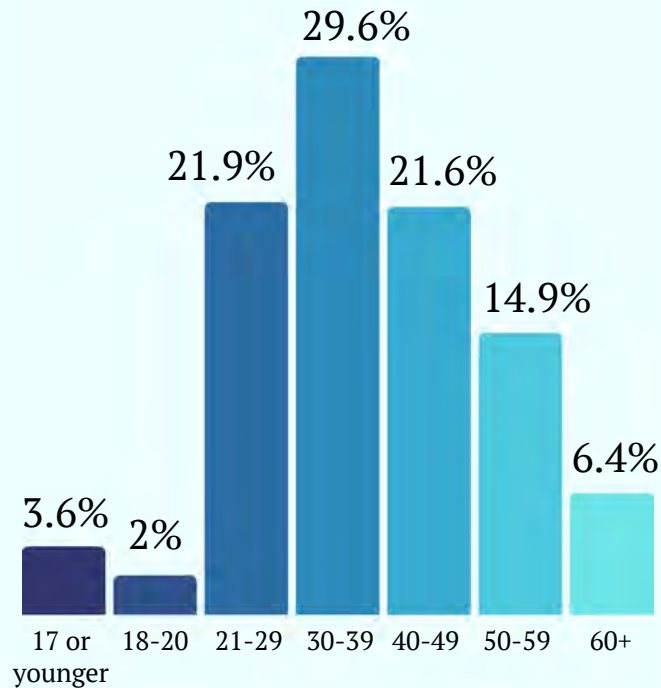
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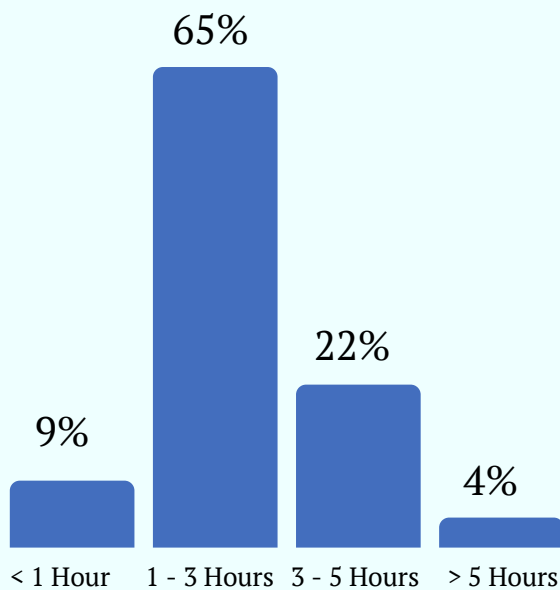
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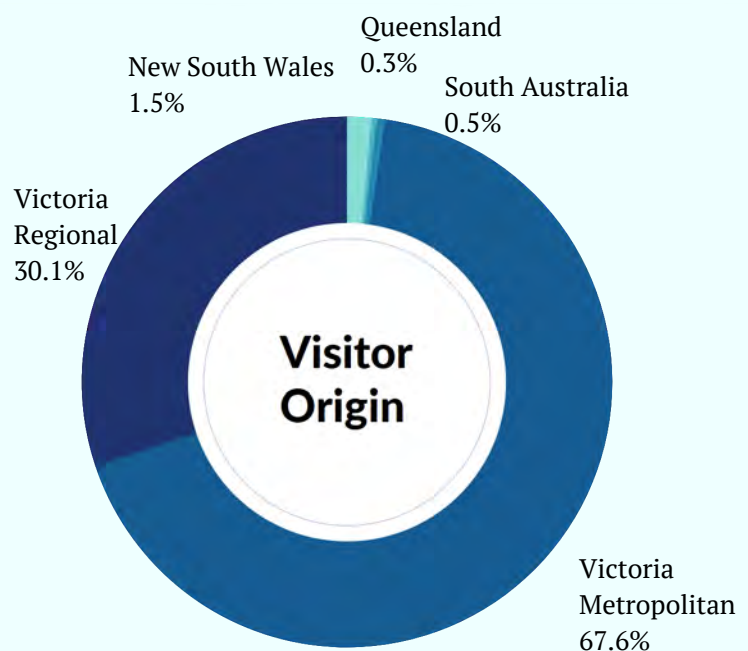
AGE RANGE



TIME SPENT AT SHOW



VISITORS BY LOCATION



* Statistics developed from independent surveys post the 2019 Melbourne Show

EXHIBITOR TESTIMONIALS



**free from
+ allergy**



“ “ The Free From Show connected me with my exact target audience. The attendees seemed relieved to meet exhibitors that spoke their language and had products that they were able to eat. The reception of my products was overwhelming and I received 2 orders from new stockists before the weekend was even over.”

We Bar None

“ “ A very targeted and engaged audience. Highly recommend.”
Bennetto Natural Foods



“ “ Wonderful to see a show that is designed to educate and fulfill needs of those with health challenges. We look forward to a long association.”
TumeriX Victoria



“ “ Loved the show and it was an important launching pad for our recently arrived product. The clients were in the perfect demographic for us and we enjoyed the exposure and feedback we received. Oh and it helps to have great people to work with.”

Ageless Inner Health



“ A great experience, learning about different food products and being able to taste test them was fantastic. The variety of stalls was great too, they catered to a wide range of allergies/intolerances. I would definitely attend again and highly recommend it.”

“ The first event was a success. It is great to see that people with allergies and intolerances have the opportunity to try new products, be educated on relevant topics and have the opportunity to speak with people in the industry.”



“ I attended my first ever Allergy Show and all I can say is WOW. It was fabulous with amazing foods, such knowledgeable stall holders (I learned so much!), helpful information and great food. Even the kiosk catered for only Gluten Free foods!! Highly recommend and will return for every show.”



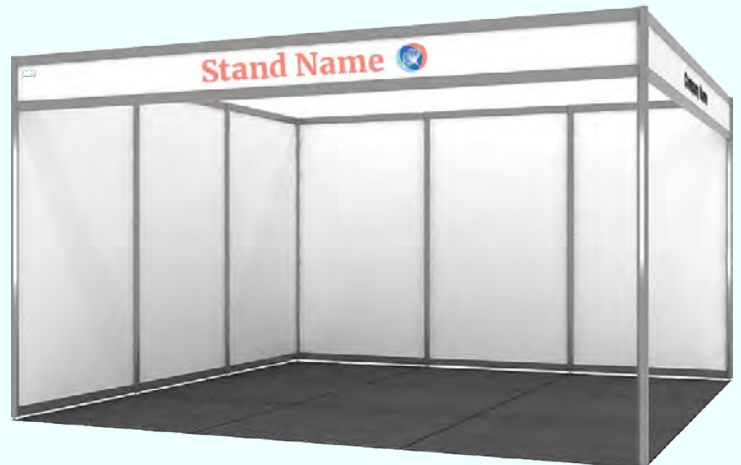
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Exhibitor Stand Options

Pre-Built

Pre – Built includes:

- Carpeted floor space
- White octanorm walls
- Fascia -name board bearing your company name
- 2 x spotlights per 9m2 stand
- 4amp power point



Space Only

Space only consists of bare floor space, which is best suited to companies who wish to build their own exhibitor stand.

Space only exhibitors must provide their own flooring, walls and lighting. The minimum size space available is 9m2. Pre-built walls from neighbouring exhibits cannot be used for display purposes or rigging.

IEC Group recommends the use of professional stand designers. IEC Group preferred suppliers are available to assist.

If you are interested in their details please contact Event Sales on 03 9596 9205 or freefromsales@iecgroup.com.au

Standards for Stands

Your display should include the following elements:

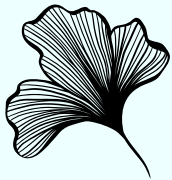
- Be of professional, high standard
- Demonstrate creativity and innovation
- Professional Signage
- Engage, educate
- Usable space is as per licensed area



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WHO WE ARE

Headed by Marie Kinsella, CEO, International Exhibition & Conference Group Pty Ltd (IEC Group) consists of a team of event professionals with over 50 years' collective experience working in the exhibition industry.

Marie was the original founder of Australian Exhibitions & Conferences Pty Ltd and has a proven track record of successfully delivering over 200 public and trade events in the past 20 years. The key focus is to build strong partnerships with key partners and stakeholders in each industry group to maximise the potential in every market.

To find out more about IEC Group, visit us at www.iecgroup.com.au

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For Partnership and Sponsorship Enquiries

Kate Lethbridge

Exhibition Sales Executive

Tel: +61 (0) 3 9596 9205

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