



THE GLOBAL PLANT-BASED GATHERING FOR RETAIL & FOODSERVICE

SEPTEMBER 11-12, 2024 • JAVITS CENTER, NEW YORK CITY

EXHIBIT & SPONSORSHIP PROSPECTUS

HIGHLIGHTS

The new era of plant-based food and beverages is here. Products are evolving in terms of taste, texture, nutrient density, protein sources, sustainability, and more — and consumers are eating it up. With the market projected to reach \$77.8 billion by 2025 (and double just five years later), this is the time to discover the full range of innovations available. And there's no better place to do that than **the only 100% plant-based expo for retail and foodservice.**

"We appreciated the fact that there was a wide range of people such as retailers, investors, media, and like-minded thought leaders – all working on making an impact. And the best part was seeing the variety and the innovation happening in the plant-based space."

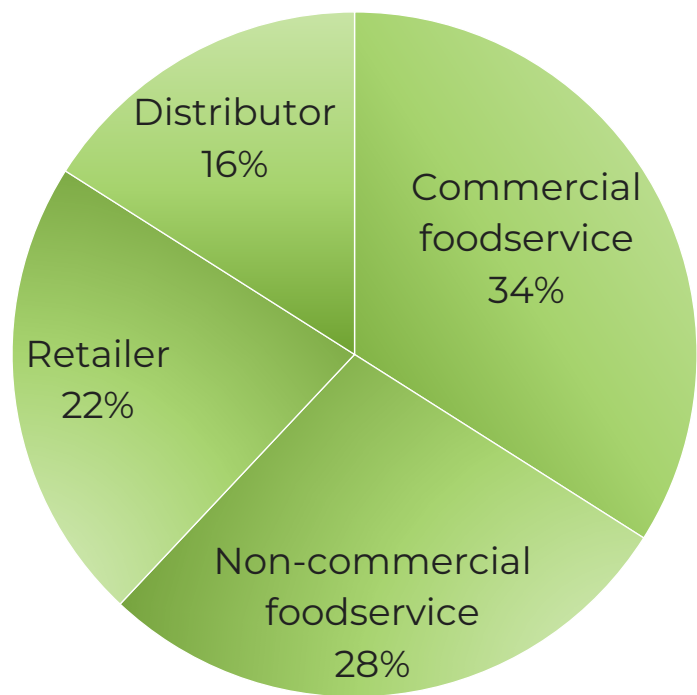
- Pete Speranza, CEO,
Wicked Kitchen



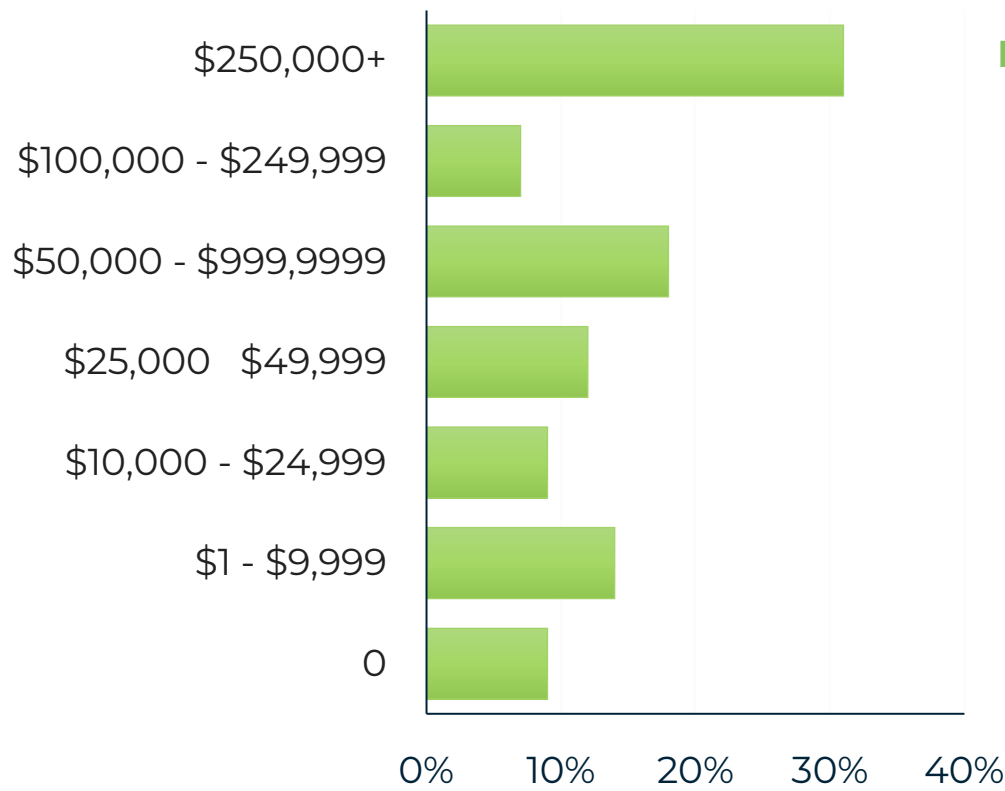
WHO ATTENDS?

Thousands of professionals from big-box stores, specialty shops, restaurants, the noncommercial dining sector, and more come to Plant Based World Expo to see (and sample) the latest trends in plant-based, from whole-muscle meat alternatives to keto and clean-label options.

Buyers Categories



Purchasing Power



Companies sending delegations of buyers include:

- FOOD SERVICE CONTRACTORS
- AIRLINES
- HOTELS/RESORTS
- RESTAURANT CHAINS
- EDUCATIONAL FACILITIES
- GOVERNMENT FACILITIES
- HEALTHCARE FACILITIES
- AND MUCH MORE!

SAMPLE BUYER LIST

Amtrak

Drexel University

California Prison Authority

Whole Foods Market

Cornell University

HelloFresh

Amazon

Le Bernardin

Wakefern

Ace Natural

WeWork

FreshDirect

Aramark

VeganSupply

Purple Carrot

KeHe

Dot Foods

DPI Specialty Foods

Hannaford

Golden Acre Foods

Bank of America

Eleven Madison Park

Walmart

Jaiaia Group

UNFI

NYC Public School

Sodexo

Compass Group

The Estee Lauder Companies

Just Salad

Hilton Hotel

Le Botaniste

Starbucks Corporation

7-Eleven

Bareburger

Chartwell's Higher Education

Chipotle Mexican Grill

Daily Harvest

Five Guys

Memorial Sloan Kettering

Target



ATTENDEES SEEK DIVERSE AND INNOVATIVE PRODUCTS



TOP 5

MOST SOUGHT-AFTER PRODUCT CATEGORIES

PLANT-BASED PROTEIN
PLANT-BASED DAIRY
PLANT-BASED CHEESE
SNACKS
FROZEN FOOD

Other Product Categories Around PBW Include:

Baked Goods, Sweets, and Desserts
Functional Food & Drinks
Condiments/Sauces/Dips/Spreads
Beverages
Pastas/Grains/Rice
Baking Mix/Ingredients/Spices/Seasonings
Stews/Soups
Fresh Fruits & Vegetables
Supplements
Pet Food
Cosmetics
Household Cleaners

PRICING

Join hundreds of companies presenting their plant-based lines by becoming an exhibitor.

Plant-Based Food Manufacturer

\$37.95/Sq Ft

EACH BOOTH SPACE INCLUDES

- ID Sign
- Drape (rear/side rail)
- Website Listing
- Event Map Listing
- 5 Exhibitor Personnel Badges

UPGRADES

Corner booth: +\$250

Convenient Booth Package: +\$1,950 per 10'x10'

- Carpet
- 6 ft Skirted Table
- Two black diamond side chairs
- 500-watt outlet
- Up to 200lbs of freight
- One waste basket

[VIEW CONTRACT](#)



PRICING

For Raw Materials or Business Solutions Companies

Ingredients/Business Solutions Packages

\$10,000 each

PACKAGE 1

10'x10' Booth space

PBW Pulse Enhanced Exhibitor Package

25,000 Impressions, 3 Sponsored Submitted Articles, 3 Newsletter Ads

PBW 2024 Enhanced Exhibitor Package

Logo as General Sponsor, Enhanced Exhibitor listing, 1 Month Leaderboard Ad, Inclusion in Product Spotlight

PACKAGE 2

10'x20' Booth Space

PBW Pulse Enhanced Exhibitor Package

25,000 Impressions, 2 Sponsor Submitted Articles 2 Newsletter Ads

[VIEW CONTRACT](#)



PLANT BASED FOODS ASSOCIATION

We are pleased to offer Plant Based Foods Association members exclusive additional benefits.

COMPANY & INGREDIENT MEMBERS

\$200 discount per 10'x10' booth

ONE EXTRA PRIORITY POINT PER 10x10 FOR BOOTH SELECTION

VIP EXPERIENCE FOR MEMBERS

Access to a pre-show webinar with tips for successfully running a booth at the show.

Badge Ribbons to recognize PBFA members during the show.

Prioritizing PBFA Members for meetings in the Hosted Buyer Program.

Preshow and onsite designation on Exhibitor Listing as PBFA members.

Access to the PBFA Member Recharge Room during the show with snacks, refreshments, and charging stations.

Member Appreciation Happy Hour.



SPONSORSHIPS

Sponsorships are an opportunity to present your products to influential retail and food service buyers, as well as investors, media, and other industry players. We have a wide variety of sponsorships to choose from to reinforce your brand to our high-value attendees.

ROI Bundle:

\$1,750

THE ESSENTIAL MARKETING STARTER KIT

Product spotlight listing (one email)

Website Display ad (one month)

Enhanced exhibitor listing

Enhanced listing on PBW Pulse (1 year)

[VIEW MEDIA KIT HERE](#)

GOLD SPONSORSHIP BRANDING:

\$8,000

Logo on website sponsor page and applicable marketing material

Exhibitor listing on website, mobile app, in rotation on website home page, and onsite sponsorship banners

20 Complimentary Expo Only Passes

Featured in special gold sponsor edition of Product Spotlight (one email)

PREVIOUS SPONSORS INCLUDE:



EDUCATION

Conference Program

PBW's Conference Program is two days of sessions running throughout the show, designed with the objective to learn from industry leaders and pioneers who are shaping the future of the plant-based sector.

Learning Garden Theater

Hear from exhibitors and industry professionals as they take center stage in the Learning Garden Theater. Designed to create a comfortable, collaborative space to learn and share ideas, the Learning Garden is a must attend for anyone looking to gain a deeper understanding of industry trends and innovations.

Culinary Theater

The Culinary Theater is where attendees can get a taste for how to use many of the products on the show floor. Watch professional chefs mix it up and show how to make a variety of cuisines from around the world.

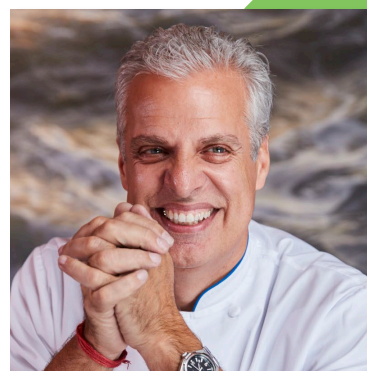
PAST SPEAKERS



Jay Margolis, CEO,
Spins



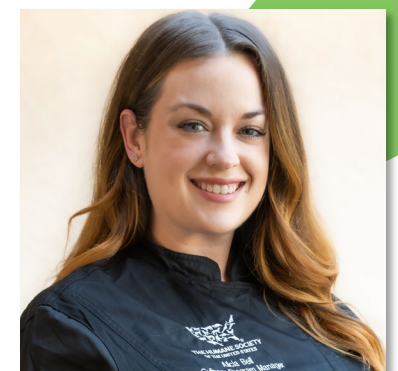
Erin Harper, Director of
Merchandising-
Refrigerated Foods,
Whole Foods Market



Chef Eric Ripert, Co-Owner,
Le Bernadin



Jennifer DiFrancesco,
Director of Culinary
Innovation, Sodexo



Alicia Bell, Culinary Program
Manager, the Humane
Society of the United States



Priyanka Naik, Chef,
Food Network Champion,
Author, TV Personality



Spike Mendelsohn,
Chef, PLNT Burger



Rachel Atcheson, Deputy
Director, NYC Mayor's
Office of Food Policy
Special Advisor



Fabrizio Facchini, Chef
Owner, Restaurateur



Kate Harper, Chief
Brand Curator &
Head of Product,
Hive Brands

HOSTED BUYER PROGRAM

Get face-to-face with the buyers you need to meet to grow your business!

The Hosted Buyer Program at Plant Based World invites key buyers representing key retail and food service operators to attend the show. As part of the program, our exhibitors can benefit from a **FREE** business-to-business matchmaking program with these buyers, designed to save time and enhance the ROI for both parties.

- Matches are pre-qualified to meet the goals of both buyers and suppliers.
- Meetings are one-on-one during show days on the expo floor.
- Each meeting is 15 minutes so you can make the most of your valuable time.



PAST BUYER PARTICIPANTS INCLUDE:

DPI Specialty Foods

Roots Market

Bank of America

Sodexo

Grocery Outlet

PlantX

Slutty Vegan

Hannaford Bros.

American Cruise Line

Fairway

Golden Acre Food UK

Kroger

Hungry Root

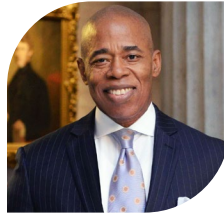
Southwest Food Excellence

Amazon Fresh



ADVISORY BOARD

At Plant-Based World Expo, we benefit from a diverse advisory board that features leading industry, policy, and subject experts to guide our event.



Eric Adams:
Mayor of New
York City



Caroline Bushnell:
Director of Corporate
Engagement, the
Good Food Institute



James Corwell:
Certified Master
Chef, BlueDot Int.



Benjamin Davis:
Content Chair and
Strategic Advisor,
Plant Based World
Expo



Tom Dunnam:
Co-Founder, The
Plantrician Project



Julie Emmett:
Sr. Director of
Retail Partnerships,
Plant Based Foods
Association



Marcellus Harris:
Asst. Commodity
Manager, Poultry,
The Kroger Co.



Julie Mann:
Chief Innovative
Officer, Puris
Holdings



Jay Margolis: CEO,
Spins



Jay Margolis: CEO,
Spins



Palak Patel:
Chef and Owner,
Dash & Chutney



Armetha Pihlstrom:
Owner, Founder &
Chairwoman of the
Board, Pihlstrom
Consulting Group, LLC



Alison Rabschnuk:
Director of Business
Development Plant
Protein, Kerry



Danny O'Malley:
President &
Founder, Before
the Butcher



Vir Satyan:
SVP, Supplier
Success, RangeMe



Scott Swiger:
Business
Development, JBH
Advisory Group



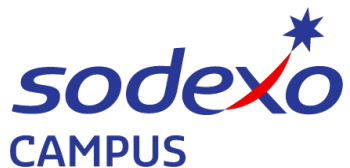
Le'Spencer
Walker: Director of
Merchandising
Vendor
Development,
Target



Nil Zacharias:
Founder & CEO,
Plantega and Eat
for the Planet

BUYERS COUNCIL

In addition to our Advisory Board who help guide our broader vision, we have regular meetings with our Buyers Council, who advise on how we can best serve the retail and foodservice buyers at our in-person events and beyond.



John Brugge:
Director of
Sustainable
Sourcing, Sysco



LC Ede:
Sr. Manager of
Sustainable
Sourcing, Sysco



Erica Gibson:
Vendor Relations
Manager, DPI



John Lawson:
Senior Local Forager,
Northeast Region,
Whole Foods Market



Rob Morasco:
Vice President,
Innovation,
Sodexo Campus



Tor Newman:
CEO, Ace Natural



Bernice Radaideh:
SVP Food &
Conference
Services Director,
Bank of America



Gabriela Reyes:
Category Specialist,
Cheese Alt & Food
Service Cheese,
KeHE Distributors



Stephanie Seper:
SVP Marketing,
Hanson Faso Sales
& Marketing, Inc.



Steven Spencer:
Category
Manager, UNFI



Jason Stein:
Category
Management
Director, National
Co-op Grocers



Rodd Willis:
Director – National
& Specialty, Dot
Foods

ADDITIONAL OPPORTUNITIES



Your go-to resource for the plant-based industry.

Plant Based World Pulse has been developed as a bespoke platform created to inform retailers, caterers, distributors, suppliers and investors eager to keep up with plant-based.

Purchase the Exhibitor Package Offer to advertise with Pulse's engaged database of thousands of decision-makers in the plant-based industry, with 6,000+ monthly views and 18,000+ syndicated audience across PBW Expos.

www.PlantBasedWorldPulse.com



November 13-14, 2024 | ExCeL London

Sign up now for the Transatlantic Package to be an exhibitor at both shows, which includes VIP Lounge Access, 2 for 1 deals on certain sponsorships, spotlight emails sent to all attendees, enhanced exhibitor listings and your logo featured prominently on both websites and marketing materials, and more.

www.PlantBasedWorldEurope.com

CONTACT US



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