

# Spark Change, by the numbers

Natural Products Expo was delighted to host the first Spark Change Community Event on September 16th, 2020, with well over 5,000 registered attendees, consisting of [buyers](#), [press](#), influencers, investors and innovative brands to focus on Mission-Driven Business. The Mission-Driven Business Community Event delivered thought-provoking panels, presentations and new products from natural products industry leaders who make mission a priority.

## HIGHLIGHTS FROM THE MISSION-DRIVEN BUSINESS COMMUNITY EVENT



**5,235**  
registered attendees



**371**  
Product Discovery Zone  
(PDZ) exhibitors

**70** countries and all 50 states represented

**14,242** messages exchanged

**9,493** PDZ page views during community event week, **39,738** PDZ page views total

**6,282** connections made

**5,765** bookmarked PDZs



The natural products community came together in a big way around Mission-Driven Business, and we look forward to building momentum as we move on to the next two legs of the Spark Change journey: Modern Health on October 7th and Organic & Regenerative Agriculture on October 28th, along with the always-on Product Discovery Zone, open to explore through the end of the year.