

Spark Change, by the numbers

Natural Products Expo was thrilled to host the Modern Health Community Event on October 7th, 2020, with well over 6,000 registered attendees, consisting of [buyers](#), [press](#), influencers, investors and innovative brands to celebrate modern health. This marked the second Spark Change Community Event, delivering a full day of thought-provoking panels, presentations and new products from natural products industry leaders who bring modern health solutions to a modern world.

HIGHLIGHTS FROM THE MODERN HEALTH COMMUNITY EVENT



6,139
registered attendees



381
Product Discovery Zone
(PDZ) exhibitors

71
countries and all 50 states represented

18,374
messages exchanged

5,466 PDZ page views during community event week, 52,934 PDZ page views total

7,524
connections made

6,641
bookmarked PDZs



The natural products community came together in a big way around modern health, and we look forward to continuing the Spark Change journey with the Organic & Regenerative Agriculture Community Event on October 28th, and the Spark Celebration Culminating Event on November 12th & 13th, along with the always-on Product Discovery Zone, open to explore through the end of the year.