

Spark Change, by the numbers

Natural Products Expo brought together the Spark Change community one last time in 2020, on November 12th and 13th, for the Spark Celebration Event. Nearly 6,600 registered attendees came together to celebrate the natural products industry, discuss the rich topics and insights we've uncovered throughout Spark Change and what they mean for the industry heading into 2021. We connected through speed networking, cheered on our Pitch Slam presenters and winners, discovered hidden industry talents, played trivia and enjoyed a concert from The Color of Red.

HIGHLIGHTS FROM THE SPARK CELEBRATION CULMINATING EVENT



6,597
registered attendees



398
Product Discovery Zone
(PDZ) exhibitors

74
countries and all 50 states represented

23,082
messages exchanged

62,324
PDZ page views

8,724
connections made

7,330
bookmarked PDZs



And don't forget, the always-on Product Discovery Zone will remain open to explore through the end of the year. Plus, stay tuned for more details on Spark Change 2021!