



Spark Change™
brings you...

Spark Brand Success:

A digital event providing inspiration & best practices to help natural products brands thrive

March 2-4, 2021

The first virtual event of Spark Change 2021 will provide service providers with the platform to share their unique expertise and connect with a range of natural products companies, from emerging entrepreneurs to large CPGs. During the Spark Brand Success service provider event, we'll unite the natural products industry's leading experts and service providers to inspire next-generation business practices—from cutting edge branding and agile retail strategies to regulatory know-how, scalable logistics and sustainable funding. Brands will participate in live educational sessions, interactive workshops and 1:1 networking tailored to their business goals and focused on thriving in 2021 and beyond.

Building an innovative and resilient natural products brand and using business as a force for good has never been more important. But the right partners and resources are critical to navigating a constantly evolving marketplace. Join us in innovating to develop new business models and forge the partnerships needed to take on tomorrow, together.

Event Description

Spark Brand Success is a three-day virtual event with each day focused on three topics relevant to building a brand in the natural and organic products industry. This event will cover the following topics:

DAY 1 | Tuesday, March 2, 2021

Sales, Marketing & Branding • Retail, Distribution & Logistics • Strategic Consulting

DAY 2 | Wednesday, March 3, 2021

Packaging • Product Innovation & Trends • Certifications

DAY 3 | Thursday, March 4, 2021

Recruiting, HR & Business Operations • Finance & Fundraising • Legal & Regulatory

Sponsorship/Branded Content Opportunities

All sponsorships and branded content opportunities include a Virtual Booth.

Premier Provider Sponsorship

\$30,000

- Logo inclusion associated with all event marketing and main event environment.
- 1 full-length webinar available during the event and promoted post event via social and email campaign.
- 10-minute branded presentation during the event and hosted speed networking spot.
- Lead-nurture email to facilitate post-event meetings.
- Service Provider Download (2-page co-branded PDF sent to all attendees and hosted in company's virtual booth and event resource center).
- Availability: Three premier provider sponsorships, one per day

Happy Hour Sponsor

\$15,000

- Branded package sent to a curated list of attendees with cocktail or mocktail and sponsor gifts.
- Branding on all event promotions.
- Sponsor to kickoff breakout room Happy Hour on day 1 of the event with short presentation.
- Option to incorporate fun experience during the networking.
- Availability: Exclusive sponsorship.

Interactive Workshops

\$12,000

- 45-minute workshop led by the service provider sponsor related to the event topic.
- Attendees pre-register.
- Email campaign supporting workshop registration.
- Workshop will be moderated/facilitated by New Hope Network.
- Availability: Three interactive workshops per day.

Branded Presentations

\$8,000*

- 10-minute branded presentation followed by 30 minutes of speed networking.
- Each presenting company will have a hosted speed networking spot.
- Presentation will be converted into a video that will be hosted in Spark Change throughout the year.
- Availability: Up to nine 10-minute branded presentations per day (up to three per topic)
- *Add-ons:
 - Lead-nurture email to facilitate post-event meetings, **\$5,000**
 - Service Provider Download (2-page co-branded PDF sent to all attendees and hosted in company's virtual booth and event resource center) **\$5,000**

Virtual Booth

\$1,900

*taxes may apply

Through Natural Products Expo Virtual booths, manufacturers, suppliers and service providers will have the ability to showcase their brand throughout 2021, including during three Spark Change virtual events and during any virtual components of Natural Products Expo West and Expo East in a simple, high-impact way. This is an opportunity to highlight new and exciting products, stay connected to the natural products community, including **influential buyers** (partial list of 2020 retailers) and members of the **press** (partial list of 2020 press), and deliver rich company content.

▶ **Showcase your new or leading products or services, including all pertinent information that buyers need to make informed decisions, while also allowing you to highlight your innovation and points of differentiation.**

▶ **Staff your Virtual Booth in a live manner during the three Spark Change events; the platform will also be accessible during any virtual components of Natural Products Expo West and Expo East throughout the entire year and will notify you of any meeting requests.**

- Schedule 1:1 video meetings.
- Chat and answer immediate questions.
- Capture leads of buyers who have interacted with your Virtual Booth.

▶ **Self-fulfill sample requests or add-on one of New Hope Network's sampling opportunities.**

▶ **Easily highlight key points of differentiation through hosting of content and multiple branding opportunities within your Virtual Booth.**

- Option to introduce your brand and build excitement within your space with a video or image header.
- Feature images, product descriptions, special product attributes, prices, awards and more.
- Load multiple documents to expand on your company's connection or approach to the topic of each event throughout Spark Change, share press releases, show specials and more.
- Enhance your space with a prominent branded side rail that can be refreshed throughout to align with each event's topic, announce new products or specials, and keep attendees coming back to see what's new.

▶ **Virtual Booths will be searchable in a simple, easy-to-navigate way that allows for exploration via multiple means:**

- In alignment with the Natural Products Expo pavilions and specific buying categories, along with Spark Change themes when relevant.
- Via intelligent product matching which will serve up targeted recommendations to make sure the right people see the right new products.
- This AI technology is based on attributes both at the company and attendee level that will be selected during set-up within the platform to deliver data driven matches.