



**Natural  
Products**  
EXPO™

Spark Change™

Show Profile

## Spark Brand Success

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.

**Natural  
Products**  
EXPO™ Virtual.

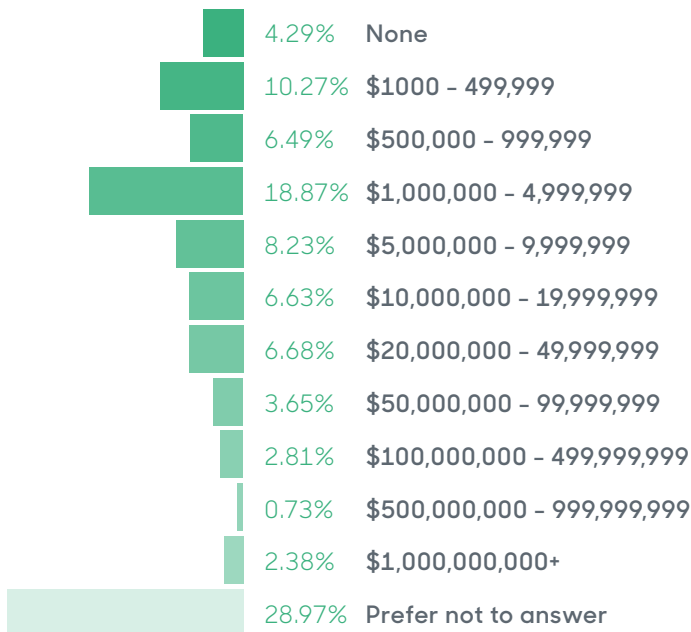
# Who will attend the Spark Brand Success Event?

Our main target for attendees is CPG companies within the natural and organic products industry, specifically finished product manufacturers, third party finished product manufacturers, or private label companies utilizing contract manufacturers. To put it simply, the brands that would typically be exhibitors at Natural Products Expos will have the opportunity to sit in the attendee seat and explore virtual booths, connect one-on-one with service providers, and participate in education sessions catered to their needs.

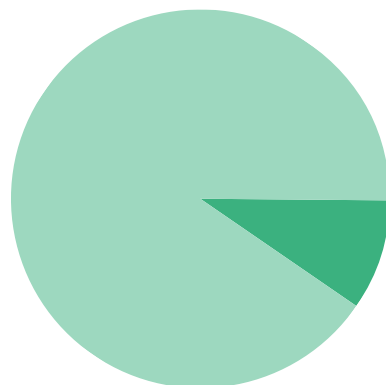
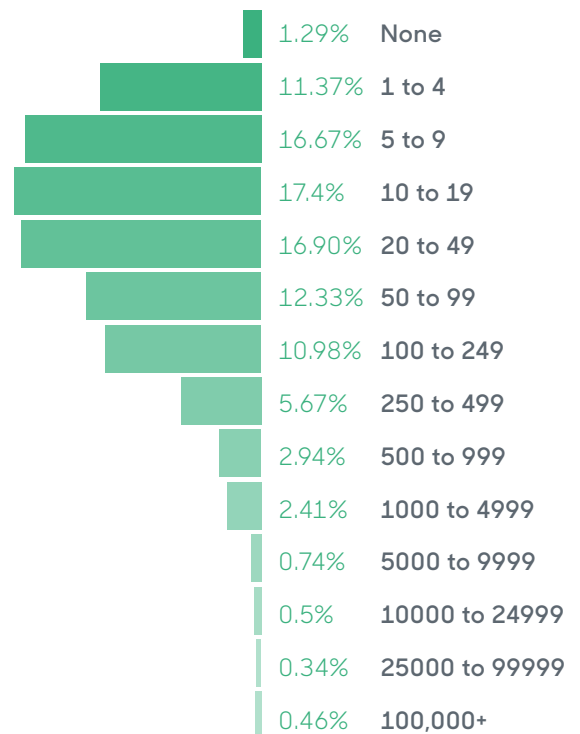
## Example Business Types:

- |                           |                                     |                          |
|---------------------------|-------------------------------------|--------------------------|
| 1. Food                   | 4. Natural Living/Home/Textile      | 7. Pharmaceuticals       |
| 2. Beverage               | 5. Pet Products/Animal Nutrition    | 8. Nutraceuticals        |
| 3. Cosmetic/Personal Care | 6. Vitamin/Mineral/Herb/Supplements | 9. Contract Manufacturer |

### Average Company Revenue\*



### Average Company Size\*



### International vs Domestic\*

- ← 90.58% Domestic
- ← 9.43% International

\*Data is from 2018 & 2019

CONTACT YOUR SPARK CHANGE ACCOUNT MANAGER TODAY!

1.303.939.8440

# What are brands looking for when attending the Spark Brand Success Event?

CPG Brands that attend the Spark Brand Success event will be looking to connect with service providers and/or learn more about:

- Sales, Marketing & Branding
- Retail, Distribution & Logistics
- Strategic Consulting
- Packaging
- Product Innovation & Trends
- Certifications
- Recruiting, HR & Business Operations
- Finance & Fundraising
- Legal & Regulatory

## Contact Your Account Manager

Don't miss your chance to connect with a captive natural products audience and help these brands build innovative and resilient companies that will thrive in 2021 and beyond. Contact your Account Manager today to learn more.



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