



Healthy FOOD & Lifestyle SHOW

**POST
SHOW
REPORT**

Friday 9 to Sunday 11 April 2010

**45% of
exhibitors
rebooked for
2011 within 4
weeks of
the show**



**84% of
visitors want
to attend
again in
2011**

healthyfoodshow.net.au



Association Sponsor



Government Sponsor



Gold Sponsor



Gold Sponsor



Silver Sponsor



Silver Sponsor

Rediscover the Pear.



The inaugural Healthy Food & Lifestyle Show, was a resounding success both anecdotally and analytically. Survey results demonstrated objectives were achieved and the Show rated extremely high as a “must attend event”, raising awareness in the Victorian community to adopt a healthier lifestyle.

The winning formula was due to the Show's tight profile and targeted concept, focusing on healthy foods and lifestyle, which delivered a high quality audience genuinely interested in purchasing healthy foods.

Attendance figures exceeded expectations with total numbers reaching 16,783 health conscious consumers over the three days. In addition to these numbers, the Healthy Food & Lifestyle Show was co-located with the HIA Home Ideas Show which attracted in excess of 40,000 visitors.

In summary, the 2010 Healthy Food & Lifestyle Show filled a valuable need in the Victorian community and has paved the way for an ongoing bigger and better event in 2011 and years to come.



71% of visitors are aged 25 - 54

Visitor Profile

Earnings	
Earn over \$50,000	69%
Age Group	
Under 25	15.3%
25 - 34	28.1%
35 - 44	18.7%
45 - 54	24.1%
55 - 64	12.3%
Over 65	1.5%
In the next 12 months I am planning to:	
Lose some weight	30.5%
Improve my fitness	25.2%
Maintain my weight	14.3%
Improve my/families diet	18%
Help family lose weight	6.4%
Family Unit	
Living with partner / spouse	33.9%
Live with partner & kids	28.1%
Live alone	16.3%
Single parent family	4.93%



Visitor Behaviours

Interest & Satisfaction Levels

Most significant reasons for attending the Healthy Food & Lifestyle Show

- To improve my already healthy diet (37%)
- To become a healthier eater (20%)
- To find healthier foods for my family (20%)
- To improve my fitness (12%)
- To Lose weight (8%)
- Did not answer (6%)

Satisfaction Level	%
Satisfied to very satisfied	83
Food Show Interest	%
First food show I have visited	73.4
I visited a food show last year	18.7
I visit a food show most years	7.8



Primary area of interest	%
Healthy Food for me	26.0
Healthy Food for my family	27.5
Food for weight loss	11.0
Fitness Products	10.8
Healthy cooking demonstrations	8.9
Health Checks	9.9
Dieticians / Nutritionists Advice	4.2
Ways to lose weight	3.9

Current healthy eating habits...

- A very healthy eater (16.26%)
- A mostly healthy eater (67.98%)
- An unhealthy eater (1.97%)
- Often unhealthy eater (18.72%)



Marketing Creative

Healthy FOOD & Lifestyle SHOW

SAVE \$9
half price ticket offer
Present this coupon at ticket booth or book online with promotional code **healthy food**
healthyfoodshow.net.au

Fri 9 - Sun 11 April
Melbourne Exhibition Centre
10am - 6pm daily

A healthy appetite for life

- delicious healthy food
- sample new food
- tastings galore
- free health checks
- wellness seminars
- healthy food workshops
- win great prizes
- gluten free food
- live cooking shows
- body therapies
- activity stage
- Vitasoy authors cafe
- free nutritional advice

Lola Berry
Nuturopath & Nutritionist

healthyfoodshow.net.au

healthyfoodshow.net.au

Magazine Advertising

Healthy FOOD & Lifestyle SHOW

FREE ENTRY To Home Show

Friday 9 to Sunday 11 April, 10am - 6pm Daily

healthyfoodshow.net.au

healthyfoodshow.net.au

Show Guide

Media & Promotional Tickets

Magazine Advertising

Trade Passes

Healthy FOOD & Lifestyle SHOW

FREE TRADE PASS
ADMIT 2 - SAVE \$36
Fri 9 - Sun 11 April
Melbourne Exhibition Centre

healthyfoodshow.net.au

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Press Advertising & Promotional Offers

Healthy FOOD & Lifestyle SHOW

FREE TICKET
ADMIT 1 - SAVE \$18
Fri 9 - Sun 11 April
Melbourne Exhibition Centre

healthyfoodshow.net.au

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Press Advertising & Promotional Offers

Healthy FOOD & Lifestyle SHOW

SAVE \$9
HALF PRICE TICKET
Fri 9 - Sun 11 April
Melbourne Exhibition Centre

healthyfoodshow.net.au

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Press Advertising & Promotional Offers

Press Advertising & Promotional Offers

Healthy FOOD & Lifestyle SHOW

Fri 9 - Sun 11 April
Melbourne Exhibition Centre

ON NOW

See, taste and buy delicious, nutritious food
Discover healthy cooking solutions
FREE expert health advice for the family

Half Price Ticket Offer
SAVE \$9
Present this coupon at the ticket booth to gain half price entry
*Pay \$9 insted of \$18. Single use only.

Buy tickets online now and save at healthyfoodshow.net.au

Visitor Marketing Campaign

The Healthy Food & Lifestyle Show visitor marketing campaign included an integrated approach across mediums such as TV, radio, print, online and direct marketing. In addition a series of targeted partnerships were established.

The marketing strategy positioned the show as a "must visit" for all Australians wanting to lead a healthier more active life.

The campaign raised awareness about nutritional food options and the need to make healthy eating and regular exercise an essential part of everyday life for both adults and children.

The Marketing Campaign Included:

- TV commercials on major networks - 7 & 9.
- Radio commercials on high rating stations.
- Advertising and editorial in consumer magazines.
- Advertising and editorial in daily newspapers.
- A dedicated website detailing all exhibition highlights, exhibitors and online ticketing.
- Emails to potential visitors in the show lead up.
- Web links with relevant associations and government bodies.
- A comprehensive public relations campaign.



PR Program

A dedicated PR program was implemented over a 3 month period leading up to the Show with 80% of the PR coverage achieved in the 10 days leading up the event.

Highlights Summary

- Media value equated to \$696,084
- Reach equated to 6,247,512 hits
- Total articles achieved equalled 34
- Full colour pic on the front cover of mX
- TV interview on Channel 10's 'The Circle'



Exhibitor Statistics

Exhibitor Show objectives	Satisfaction %
Raising Company Profile	96
Promoting or Launching New Products & Services	91
Finding an agent or reseller	85
Gather Sales Leads	90
Network	100
To Make Sales	86
Sampling Product	84



35% of exhibitors aim to raise their company profile to a health conscious audience.

- 93% were happy with the total number of visitors to the Show.
- 93% were happy with the quality of visitors to the Show.
- 71% regard the Healthy Food & Lifestyle Show as important to their business as a marketing and sales medium.
- 85% intend to exhibit in the Show again next year.



Exhibitor feedback

"The event exceeded our expectations and we have already booked again for 2011."

Yelli Kruger, Program Manager - Marketing
Australian Egg Corporation

"We had a very fruitful weekend. It was great to be associated with such a successful event. We look forward to 2011."

Damian Kristof, Naturopath & Chiropractor
WBC (World's Best Cereal)



"The Healthy Food & Lifestyle Show was a great success for us. An excellent event to be part of."

Victoria Wightman, Marketing Manager
Awesome Playground Equipment

"Our results were outstanding and it was fantastic to be able to promote ourselves in a targeted environment to our key market. We hope to strengthen and continue our partnership for the 2011 Show."

Georgie Hill, PR Manager
Aussie Farmers Direct

BOOK YOUR STAND FOR 2011



Fri 29 April - Sun 1 May 2011

For enquiries call Simone Walsh
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healthyfoodshow.com.au

Organised by:

exhibitions&eventsaustralia