

Naturally
GOOD NATURAL
ORGANIC
& HEALTHY
PRODUCTS
EXPO

4-5 JUNE 2017, ICC SYDNEY Darling Harbour

NEW IN
2017

COMPLEMENTARY MEDICINES PAVILION



**100%
TRADE
ONLY**

NOT OPEN TO THE
GENERAL PUBLIC

Introducing the Complementary Medicines Pavilion

New in 2017, the **Complementary Medicines Pavilion** is a dedicated exhibition area within Naturally Good Expo, the Southern Hemisphere's largest and fastest growing tradeshow for natural and healthy products.

The **Complementary Medicines Pavilion** has been introduced due to increasing demand for natural products like vitamin, mineral, herbal and nutritional supplements, which are retailed and prescribed by our attendees on a daily basis.

With industry revenues expected to grow at \$4.6 billion in 2017-18 in this category alone, the synergy and fit is a logical expansion of the event.

Who you'll meet?

In addition to the 3000+ health retailers and distributors who already attend Naturally Good Expo, you'll get face time with buyers and influencers including:

Naturopaths (both in-store and private practice)

Pharmacists and Pharmacy Assistants

Health Food Stores

Dieticians & Nutritionists

Other Practitioners (Homeopaths, Herbalists, etc)

2016 TOTAL ATTENDANCE

4290

3012 Visitors

1278 Exhibitor Personnel

HIGHLY ENGAGED VISITORS

- **41%** of visitors spent **5 or more hours** at the event
- **87%** of visitors indicated they will return in 2017
- **92%** of visitors said attending **Naturally Good is important to their business**
- **96%** of visitors would recommend Naturally Good to a friend or colleague
- **80%** of visitors **have NOT visited any other events in the past 12 months** to source natural and healthy products



The launch of the **Complementary Medicines Pavilion** @ Naturally Good Expo is an exciting industry initiative supported by Complementary Medicines Australia.

As consumers become more aware and focused on the benefits of natural health and wellness, retailers and health practitioners must remain ahead of the curve on the latest products coming to market.

The launch of this pavilion couldn't come at a better time, providing an efficient platform for our industry to come together, network, collaborate, learn and do business. It's powerful having brands, manufacturers, retailers, practitioners and distributors all under one roof – the entire natural health ecosystem!

Complementary Medicines Australia is excited to support and endorse Naturally Good Expo in 2017. We've witnessed first hand National Media's ability to build an industry-defining event and look forward to supporting into the future.

Carl Gibson, CEO
Complementary Medicines Australia

DEDICATED EDUCATION PROGRAM

We deliver high value content in the pavilion tailored specifically to practitioners and their professional development. This includes **CPD accredited** educational content

RAVE REVIEWS

"Pharmacy is evolving. We came back with a lot of things we'd never seen that will give us the edge. We're definitely glad we went down!"

Susie Pagano, Pharmacist/Owner
Terry White Chemist (Lutwyche, Qld)

"This is so efficient. It's two days with lots of customers, lots of suppliers, lots of information... this would take me weeks to do if I was back in my office."

Ilonka Schneider, Health Category Buyer
Malouf Pharmacies

"My clients are so savvy that I need to be here so I can make better recommendations to them. It's incredibly important for naturopaths and herbalists to keep their skills going and knowing the products and the industry is part of that."

Tobey-Ann Pinder, Naturopath

"We're ecstatic! Naturally Good has given me some great ideas, information on products, trends, where the industry is going and what other people are doing."

Con Dasios, Pharmacist
Synergy Pharmacy and Health

"Naturally Good was the best expo I have ever been to!!! The people and the products were just amazing... natural, pure and the best quality. You have to attend both days – not just one. Coming from Melbourne it was well worth it!"

Georgia Lagoudakis, Owner
Radiant Wellbeing

WHEN EXPERIENCE COUNTS

Naturally Good Expo is produced by **National Media** – an award winning and industry-respected exhibition organiser. It's one of the leading players in the Australian market, and boasts an impressive record for delivering industry-building events.

Since 1993, we've been responsible for bringing together thousands of buyers and sellers to do business, solve problems, form relationships and share knowledge.

And when it comes to experience, National Media is unsurpassed. We've spent decades creating and running some of Australia's most iconic and successful business events.

We excel at what we do and our customers and industry peers regard us highly. Brilliance is what we strive for. Uncompromising quality, entrepreneurial spirit, passion and above all, trust and integrity are the values we embrace.

KEY CONTACTS

EXHIBITION SALES

Adam Wilson
Phone: +61 7 5510 5111
Email: awilson@nationalmedia.com.au

Morgan Sanders
Phone: +61 7 5510 5105
Email: msanders@nationalmedia.com.au

PARTNERSHIPS

Brad Langton, Event Director
Phone: +61 7 5510 5110
Email: blangton@nationalmedia.com.au

CONTENT & EDUCATION

Lisa Crawford-Jones, Manager, Content & Communications
Phone: +61 7 5510 5120
Email: lisa@nationalmedia.com.au

FINANCE & EVENT MANAGEMENT

Shannon Terry, General Manager, Operations
Phone: +61 5510 5100
Email: sterry@nationalmedia.com.au

ORGANISED BY



National Media Pty Limited
Commerce Centre, Level One
146 Bundall Road, Bundall Qld 4217
Phone: +61 7 5510 5100
Fax: +61 7 5510 3044

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