

3-4 SEP 2024 BERLIN

new-food-conference.com



# What to expect Be part of tomorrow's food solutions

#### What is the New Food Conference?

In 2019 ProVeg's New Food Conference was the first international conference in Europe to bring together leading innovators in the fields of plant-based and cultivated animal products. Since then, it has evolved into an event with a strong thematic and networking focus, encompassing consumers' and industry perspectives on how to shape more sustainably food systems.

Moving towards new protein sources is now essential and will be the focus of this year's edition bringing together key stakeholders from all over Europe to discuss how to accelerate the protein transition.

Be part of it on **3rd September 2024** at **Spreespeicher** in Berlin (new location!)





# What is the Retailer Roundtable at the New Food Conference?

On Day 2, ProVeg will host its 2nd Retailer Roundtable. Leading retailers across Europe will converge to accelerate the adoption of sustainable food practices. The roundtable serves as a platform for collaboration and knowledge sharing among top European retailers, with the common goal of spearheading a more environmentally responsible approach to the food industry.

The first edition in 2023 saw retail giants like Lidl, Aldi, Rewe, Colruyt, Albert Heijn, Billa, and Biedronka address critical topics, including achieving price parity for plant-based products and sharing best practices for marketing plant-based foods. The 2024 edition is set to be ambitious, not only sharing insights or pinpointing challenges— but crafting solutions together.

So secure a spot on **September 4th, at Formo** in Berlin





#### Connect and discuss

with diverse industry leaders and experts across the plant-based and cell-ag sectors: retail, multinational CPG and independent brands, ingredient suppliers, food service and investors

#### **Gain insight**

on the major consumer, industry and policy trends shaping alternative proteins and understand the narratives underlying them to take product marketing and development one step further

Shape the discourse and be visible



# Impressions from

the New Food Conference 2023



More than 300 participants from 20+ countries attended.



**Expertise** 

35+ international speakers



Press coverage

More than 15 pioneering companies and startups

**Exhibition area** 



10+ hours of networking during the event including our networking event

Event attracted the presence of numerous journalists

<u>Learn more</u> about the programme and insights from the New Food Conference 2023.



Those who see plant-based as a chance and seek the opportunity, will be the winners.

#### Rosa Täuber

Director | Head of Sustainability & Environment at Rud Pedersen Public Affairs Berlin



# NFC - How to get involved Modular options for different needs

### **Premium Partner**

25.000€



# Unique value

- Speaking opportunity (main stage) **OR** create your own breakout session (60 min)
- Product placement in catering
- Exclusivity in product category amongst Premium Partners & maximum of 4 Premium Partners in total



#### Media outreach

- Integration into New **Food Conference** social media campaign



#### Visibility

- Logo integration on the website (Premium Partner section)
- Logo integration on screens during the conference



#### **Tickets**

- 6x conference ticket
- 6x partner ticket



# Supporter

5.000€



#### **Visibility**

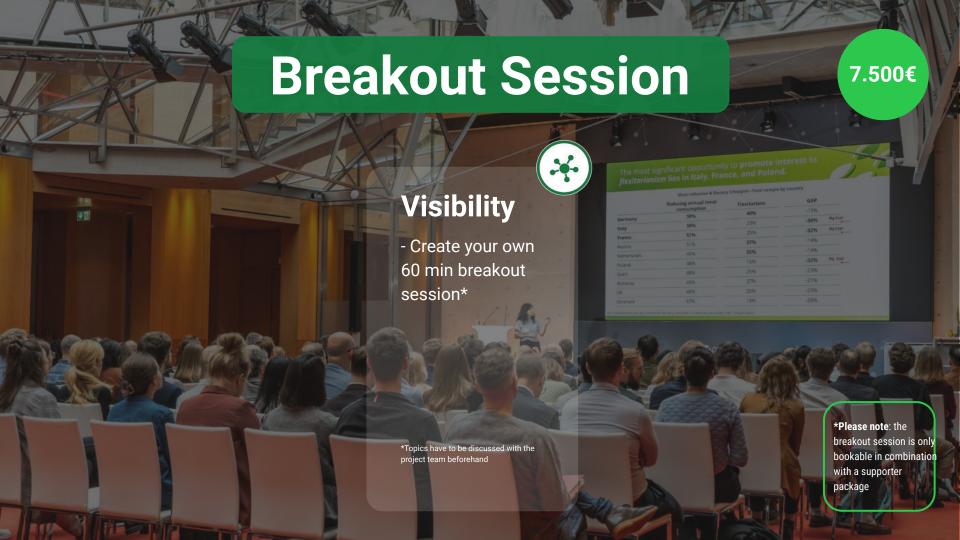
- Logo integration on the website (BRONZE section)
- Logo integration on screens during the conference

#### **Tickets**

- 2x conference ticket
- 2x partner ticket







## **Product Placement**

5.000€



#### Special

 Product placement in one of our main meals (breakfast / lunch)

#### Visibility

- Your products for everyone to taste in the catering
- Your logo shown in the catering area during the meal time you are sponsoring
- "Breakfast / lunch sponsored by ..."

\*Please note: the product placement is only bookable in combination with a supporter package

# ProVeg Incubator - Demo Day

Become visible in our Startup and founder community

#### **ProVeg Incubator Demo Day**

5.000€



# Unique value

Position your company and maximise outreach with a speaking opportunity during the live streamed demo day (5 mins).



#### Media outreach

Integration into communication and marketing channels for the promotion of the Startup Demo Day



#### Visibility

 Logo integration on streaming platform with expected audience of over 300 viewers from around the world

- On-site Logo placement with live audience



#### **Tickets**

- 2x tickets to the New **Food Conference** 

# Retailer Roundtable How to get involved A unique event with great impact potential

# Retailer Roundtable

5.000€





- Showcase your products among well known European retailers with a product placement in our catering (lunch)
- Exclusivity in product category amongst Retailer Roundtable Supporters & maximum of 3 Retailer Roundtable supporters in total



### Media outreach

- Integration into communication and marketing channels for the promotion of the Retailer Roundtable
- Included is strategic communication on our LinkedIn, Corporate Newsletter, New Food Hub article, and press release



#### Visibility

- Logo integration on New Food Conference the website
- Roll-up placement in the venue



#### **Tickets**

- 2x New Food Conference ticket





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**Lea Stockmeier**Senior International Event Manager

