



# HEALTHY LIVING & ALLERGY FREE SHOW

EAT WELL, LIVE WELL

## AUCKLAND

Visitors  
**6,400**

Stands  
**90**

## CHRISTCHURCH

Visitors  
**5,200**

Stands  
**67**

## WELLINGTON

Visitors  
**5,000**

Stands  
**71**

### 2020 PROJECTION

Visitors  
**6,500**

Stands  
**100**

### 2020 PROJECTION

Visitors  
**5,500**

Stands  
**80**

### 2020 PROJECTION

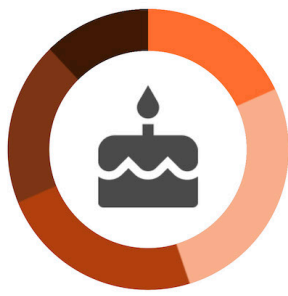
Visitors  
**5,500**

Stands  
**80**



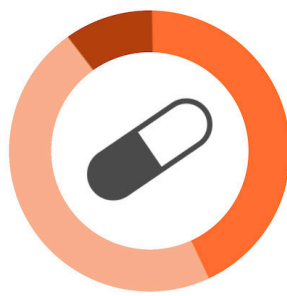
### CONSUMER GENDER

Female - 70%  
Male - 30%



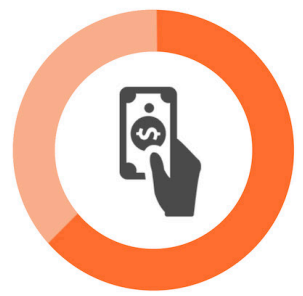
### CONSUMER AGE

18-25yrs - 15%  
26-35yrs - 27%  
36-45yrs - 26%  
46-55yrs - 23%  
56y+ - 9%



### CONSUMER ALLERGIES

No - 40%  
Yes - 45%  
Unknown - 15%



### CONSUMER SPENDING

Spent over \$100 - 79%  
Spent Over \$200 - 52%

## CONSUMER ENGAGEMENT



Facebook  
**2308**

\*Continually Growing



Instagram  
**851**

\*Recent Launch



Database  
**17,800**

\*Based on one years data gathering

## TOP 5 REASONS WHY PEOPLE ATTEND

- Find out how they can make healthy lifestyle choices in their day to day life
- Shop for allergies, intolerances, lifestyle choices, health and wellness products
- Gather information on products, services and ask questions
- Take advantage of show specials and sales
- Discover and sample new products and services

## EXTRA EXPO DRAW CARDS

- Daily Yoga classes & Workshops
- Professional Speakers & Personalities
- Live Seminars & Demos
- Food Court/ Dedicated Food & Beverage Area
- Interactive Product Demonstrations

## EXHIBITOR FEEDBACK

"We were thrilled to be part of the line-up at the inaugural Allergy Free and Healthy Living Show. We had total faith that it would be a great show and it was - it surpassed our expectations by a long shot!! The team deliver a polished show from top to bottom, this was no exception. The crowd was enthusiastic and really looking to engage which of course was great for product awareness and sales over the show weekend. We're adding this show to our annual schedule for sure!"

**Nicky White**  
The Larder Project

"Being part of the Allergy Free and Healthy Living Show has lifted my business in more ways than I imagined. The customer base was targeted in terms of gender, age and types allergies that I was able to meet fellow vegans/vegetarians and those who were just interested in the products I had for sale. Having such an open environment meant that people were able to walk around and check out all the different stalls and what they had to offer. I am so glad I signed up to this event as it was such a good way to promote my business."

**Ivy Gatland**  
Sweetly Vegan

"This was our second Arada Promotions event, and we can't fault the events organisation or event staff at all. Everybody is exceptionally helpful, even with the most mundane requests. The Allergy Free and Healthy Living Show in Wellington turned out to be an amazing event for us. We can only thank the organisers who bring such a targeted audience to their events. We are going to be regular attendees at any and all Arada Promotions events, no matter where they are held."

**Malcolm Tooley**  
Simple Naked Soap

"I was extremely happy as an exhibitor at the Healthy Living Shows this year. They were an excellent market place for my product and other similar products. I found the audience was very targeted and I sold more product than I anticipated or budgeted. I have also found my post sales up in Christchurch and Wellington as well. A great show which was extremely well organized and ran like clockwork."

**Anita Kyle**  
The Kefir Company

## EXTRA EXHIBITOR MARKETING PROMOTION

- New Product Showcase
- Show Guide Advertising
- Facebook Prize Pack Giveaway
- Goodie Bag Contribution
- Show Prize Giveaway with data collection option

