



Introducing the largest community of free from and plant-based consumers in the UK

the
**allergy
&
free from
show**

**just v
show**

London | Birmingham | Glasgow | Online





Winners 2019

1st	2nd	3rd
4th	5th	6th
7th	8th	9th
10th	11th	12th

koko
Dairy Free

THE ORIGINAL
VEGAN
CHOCOLATE

Conscious
HANDMADE IN ENGLAND

EVERYTHING IS

freee
by DOVES FARM
gluten free foods, naturally

ALLOW US
FREEFOODS

WIN

FOLLOW US
@FREEFOODS

WI

freee
by DOVES FARM
gluten free foods, naturally

freee
by DOVES FARM
gluten free foods, naturally

Hive To Home A543

9
Calorie
SUSHI

CHEWSY
PLANT BASED PLASTIC FREE GUM
SUGAR FREE WITH 100% XYLITOL
SPEARMINT

CHEWSY
PLANT BASED PLASTIC FREE GUM
SUGAR FREE WITH 100% XYLITOL
PEPPERMINT

Engage the UK's largest free from and plant-based fan-base 365 days a year

LIVE

70,000+ attend our unparalleled events in London, Birmingham and Glasgow

ONLINE

250,000+ love our exclusive digital content all year round

the **allergy** & **free from** show **london**

the **allergy** & **free from** show **scotland**

the **allergy** & **free from** show **winter**

the **allergy** & **free from** **club**

just v show **london**

just v show **scotland**

just v **chat**

the **allergy** & **free from** **chat**

Proven to alter consumer perceptions and dictate annual buying patterns

Attendee 'word of mouth' reach = 4.2 million



London | Birmingham | Glasgow | Online

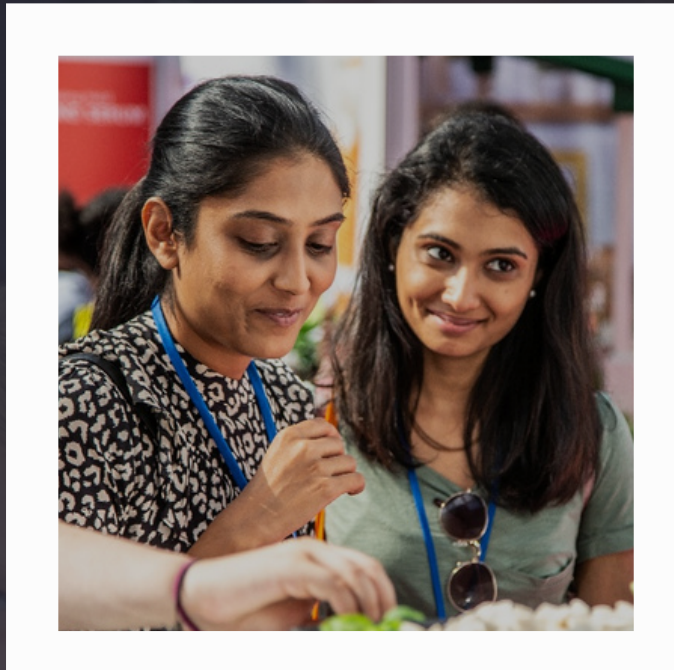
Veganic Marshmallows
Whitepink
10 x 105g e

Veganic Marshmallows
Vanilla Flavour
10 x 105g e

Meet our 250,000 strong community of free from and plant-based enthusiasts

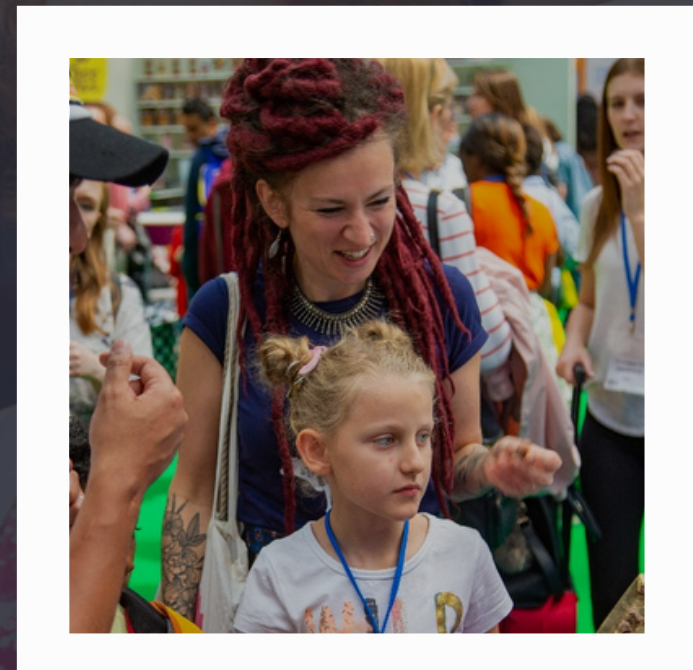
Female
ABC1
parents
household decision-
makers

Hundreds of
millions spent
on free from and
plant-based annually



Free from
motivations:
medical need (60%)
lifestyle choice (40%)

Avoids:
gluten (61%)
milk / lactose (49%)
eggs (24%)



Plant-based
motivations:
health (67%)
animal welfare (47%)
environment (45%)

'V' status:
flexitarian (36%)
vegetarian (29%)
vegan (28%)



Meet our industry connections, clients and partners

Not just a consumer event - engage with trade

Position your brand alongside industry big hitters

Meet buyers
and attend talks at
our trade conference

Engage
with the UK's
top charities
and organisations

Mix with
retail, catering,
food service, hospitality,
wholesalers, distributors
and manufacturers

Meet the country's
top healthcare
professionals at our
CPD event





bread & butter
Schär
Best in Gluten Free

Schär
Welcome to the Allergy and Free From Show!

More Choice
Schär
Best in Gluten Free

Schär
Best in Gluten Free
Could it be gluten?

Schär
Best in Gluten Free

Sponsorship puts you front and centre at the most exciting events of the year

Level 1 event sponsorship – from £20,000 + VAT

Headline package – the optimum branding package with full show naming rights



Tasting Lounge package – create a branded dining experience around your products



Kitchen feature package – brand ownership of the shows' best loved interactive content



Influencer package – huge reach extension via involvement with onsite blogger/vlogger activity and Family Corner sponsorship



Learning Theatre package – aligning you with internationally-recognised thought leaders / experts





GREEK VEGAN DELI
TRY OUR NEW RECIPE VEGAN HALOUMI

The Vegan Society V69

Guide Dogs V47

After 24 months of training, life as a guide dog begins.

Sponsor a Puppy today

Guide Dogs V47

FOOD for Progress
OUMPH!
KITCHEN

FOOD for Progress
OUMPH!

EPIC
Veggie Eating
For Free Range Humans

Get your
OUMPH!
Done

Oumph! V75

0% to landfill

┌ Packages tailored to the size and reach of your brand - with proven results ┐

Level 2 event sponsorship – from £10,000 + VAT

Show bag package – extensive brand exposure via the most popular and visible show accessory



Free From / Plant-Based Café package – sponsorship of the official onsite café



Show guide package – headline sponsorship of the official visitor exhibitor and content directory



Trade package – brand association with B2B content for retailers wholesalers and distributors



Display package – multiple touchpoints via an ensemble of onsite platforms



Registration / ticket package – significant reach via all show tickets plus front of house exposure



CO OP Free From

CO OP Free From

Gluten
FREE

Milk
FREE

Egg
FREE

Discover a whole new world

Free From for

CO OP Free From



Take a stand and own your part of the hottest shows in free from and plant-based

Stands from £610 + VAT

Includes: space, walls, carpet,
fascia, name board, website
profile, show guide profile

(space-only available)

Talk to us about bespoke stands and features to achieve the specific goals
for your brand



Engage our community via exclusive and original online content

Live Chat shows – UK's most watched online free from and plant-based content

Naming rights package

Competition packages

Sponsorship and creative control of 'cook along' segments

Talk to us about our many other digital options...

- Sponsorship of landmark 'Free From Club' initiative
- Website sponsorships and ad banners
- Social media post package

- Dedicated e-shots
- Display ads in e-shots
- Survey takeover options



Are you ready to position yourself at the centre of free from and plant based?

To discuss anything you have seen in this brochure - including any combination or variation, please contact our heads of sales who are experts in finding your bespoke package



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Brand new idea? Give us a call and let's work together on something unique and exciting for our next show