



**PLANT BASED WORLD**  
CONFERENCE & EXPO

Official Tradeshow of



Plant Based World Expo North America  
**Exhibitor Information**

**June 16-17, 2021 • Jacob K. Javits Center • New York City**

# ACCELERATING PLANT-FORWARD PRODUCTS AND SERVICES

Make a big impression on targeted plant-based buyers and position your business as a leader in the industry.

Plant Based World Expo connects leading and innovative brands with a key buying audience of retailers, food service professionals, distributors, and investors.

**Official Tradeshow of the Plant Based Foods Association**



# U.S. Plant-Based Retail Market Worth \$5 Billion, Growing at 5X Total Food Sales



### Growth of Plant-Based Alternatives by Category

Category	Dollars	Growth
Milk	\$2B	5.0%
Meat	\$939M	18.4%
Meals	\$377M	8.3%
Ice Cream	\$336M	5.7%
Creamer	\$287M	34.3%
Yogurt	\$283M	31.3%
Butter	\$198M	8.4%
Cheese	\$189M	18.3%
Tofu and Tempeh	\$128M	7.8%
Ready-to-Drink Beverages	\$122M	18.4%
Condiments, Dressings, and Mayo	\$64M	10.9%
Spreads, Dips, Sour Cream, and Sauces	\$30M	53.7%
Eggs	\$10M	191.7%
<b>TOTAL PLANT-BASED FOODS</b>	<b>\$5.0B</b>	<b>11.4%</b>

Source: 52 weeks ending December 2019. Commissioned data from SPINS.

plantbasedfoods.org

## 2021 Audience Expectations

Plant Based World will be an entirely trade-focused event this year. The most qualified buyers from retail and food service channels will be in attendance to create an efficient, meaningful and valuable experience for all exhibitors.

## WHO ATTENDS?

Food Service Professionals	Investors
Chefs	Schools
Convenience Stores	Brand Developers
Natural Grocers	Conventional Retailers
Influencers	Healthcare Institutions
Distributors	Universities
Restaurants	Hotels

Buyers came from all  
50 states and 40 countries.

## BUYER SNAPSHOT

Ace Natural  
Albertson's  
Aramark Higher Education  
Baldor Specialty Foods  
By Chloe  
Burger King Corporation  
Compass Group  
Dot Foods  
DPI Foods  
Giant Food Stores, LLC  
Hannaford  
Hanson Faso  
Jet.com  
KeHE  
Kings Food Markets  
Kroger's  
Madison Square Garden  
National Co-Op Grocers  
Shake Shack  
Sodexo  
Starbucks

Sprout's  
Subway  
Sysco  
Target  
UNFI  
US Foods  
Walmart  
Whole Foods

## PRESS SNAPSHOT

Bloomberg  
CNN Business  
Food & Wine Insider  
Food Dive  
Health magazine  
Live Kindly  
NBC News  
New York Times  
Restaurant Business  
Reuters  
Veg World Magazine  
Whole Foods Magazine



**PLANT BASED WORLD**  
CONFERENCE & EXPO

# What people are saying . . .

“I go to one location and it’s exclusively focused on plant- based products. Walking the show floor for a couple of hours, we identified four new potential supplier partners.”

- *Steven Spencer, Category Manager, UNFI*

“A game changer! So great to have 100% plant based companies together under one roof. Well organized, well attended and wonderful programs. Plant Based World Expo will be the premier trade show for plant-based companies.”

- *Martin Kruger, Chief Operating Officer, Follow Your Heart*

Watch our buyer recap video [here](#)!



# Some of our partners . . . .



# Exhibiting Options

Standard Booth Package	Convenient Booth Package	Upgrades
<p>\$3,195 per 10'x10' Booth Space            \$6,990 per 10'x20' Booth Space            (\$250 charge for each exposed corner)</p> <p>Your Investment Includes:</p> <ul style="list-style-type: none"> <li>• Company listing and description on website, Event Guide and Mobile App</li> <li>• Four (4) exhibitor personnel badges per 10'x10' booth</li> <li>• Access to keynote presentations</li> <li>• One (1) complimentary All Access Pass per 10'x10' Booth</li> <li>• Booth Includes: company identification sign, 8' high back drape with 3' high side drape.</li> </ul>	<p><b>Furnish Your Booth</b>            In addition to booth space:</p> <p>\$1,750 per 10'x10' booth</p> <p>Includes:</p> <ul style="list-style-type: none"> <li>• 6' skirted table (black)</li> <li>• Two Black Diamond Side Chairs</li> <li>• 9x10 Carpet</li> <li>• 500- watt outlet</li> <li>• Up to 200lbs of freight</li> <li>• One waste basket</li> </ul>	<p>Enhanced Exhibitor Listing: \$300</p> <p>Product Spotlight Email: \$750</p> <p>Mobile App Banner: \$750</p> <p>Banner Ad on PBW Website (1-month): \$1,500</p> <p>Aisle Sign Sponsor: \$7,000</p> <p>Call Jake Caveny for the full list of upgrade options!</p>

**PBFA Member Rates:**  
 \$200 discount per 10x10 booth  
 Preshow and onsite designation as PBFA members  
*Plus Additional Member Benefits!*



# PLANT BASED WORLD CONFERENCE & EXPO

Official Tradeshow of



June 16-17, 2021 | Jacob K. Javits Center • New York City



Exhibit space is limited and expected to sell out,  
so please contact:  
Jake Caveny | 603-315-2157 | [jacob@jdevents.com](mailto:jacob@jdevents.com)