

**14 – 16 October 2010, Boston (MA), U.S.A.**

**Organic Market Opportunities**

Three in ten U.S. families (31 percent) are actually buying more organic foods compared to a year ago. In fact, 17 percent of U.S. families said their largest increases in spending in the past year were for organic products.

*“These findings reinforce the data collected in OTA’s 2009 Organic Industry Survey that showed continued healthy growth in U.S. sales of organic products,” said Christine Bushway, OTA’s executive director.*

The US economy has enjoyed a steady upward trend for years, which has given the natural food industry above-average growth. The forecast for the turnover of organic food in 2010 is \$30 billion.

**Anything else why to enter the US market?**

- **The US Market is still growing.**
- **The US organic market is the largest in the world.**
- **The US Market is waiting for new organic products...**
- **...waiting for you!**

Take the outstanding possibility to be part of the largest organic trade show at the east coast in Boston – the region with the largest organic turnover in the USA.



**Products on display:**

- Basic food, raw materials
- Fruit, vegetables
- Delicatessen, health food, spices
- Convenience products
- Meat, sausages, fish
- Milk, dairy products, eggs
- Frozen food
- Baked products, confectionery, spread
- Drinks
- Other natural products
- Natural textiles
- Agriculture, supplies
- Skin care
- Body care
- Sun care
- Ayurveda cosmetics
- Hair care
- Men’s care
- Baby and child care
- Decorative cosmetics
- Fragrances, perfumes
- Wellness products
- Gifts, accessories
- Bath, toilet articles
- Drugstore articles
- Media, services

**Admission procedure**

Exhibitors and their products have to fulfil the established **BioFach Admission Criteria**.

**Date:**  
14 – 16 October 2010

**Venue:**  
Boston Convention & Exhibition Center

**Frequency:**  
annual

**Patronage:**  
**IFOAM**

**Organizer:**  
New Hope Natural Media –  
A Division of Penton Media Inc.

**Co-Organizer:**  
NürnbergMesse GmbH



Boston Convention & Exhibition Centre

**www.biofach-america.com**

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**Target visitors**

Purchasing agents, broker, distributors, managers and other decision-makers from the following industries (number of visitors in 2009: 21,000):

- Import
- Wholesale
- Retail
- Department stores and specialised chain stores
- Restaurants, hotels and catering companies
- Food processing companies
- Governmental authorities



**Your Options to Exhibit in Boston 2010**

<b>Standard Booth</b> 10' x 10' (approx. 9 sqm)	
<b>Inline Stand</b>	US\$ 3,425 per standard booth
<b>Corner Stand</b>	US\$ 4,200 per standard booth
<b>Peninsula Stand</b> (minimum size 20' x 10')	US\$ 4,450 per standard booth
<b>Island Stand</b> (minimum size 20' x 10')	US\$ 4,700 per standard booth
Per 100 sq. ft. including: <ul style="list-style-type: none"> <li>➤ Listing in show directory</li> <li>➤ Website promotion</li> <li>➤ VIP buyer coupons</li> <li>➤ 6 badges per standard booth size</li> </ul>	
<b>Additional Booth package B</b>	US\$ 290.90 per standard booth
Per 100 sq. ft. including: <ul style="list-style-type: none"> <li>➤ carpet in various colour options</li> <li>➤ Company ID sign (approx. 30 x 300 cm) – one line</li> <li>➤ 8' back wall drape (height approx. 240 cm)</li> <li>➤ 4' side rail drape (height approx. 120 cm)</li> <li>➤ 6' skirted table (width approx. 180 cm)</li> <li>➤ 2 plastic contour chairs</li> <li>➤ Wastebasket</li> </ul>	
<b>Additional Booth package C</b>	US\$ 1,450.45 per standard booth
Per 100 sq. ft. including: <ul style="list-style-type: none"> <li>➤ white hardwall along the back (height 240 cm, width 300 cm) and the sides (height 240 cm, width 45 cm) of the booth</li> <li>➤ carpet in various colour options</li> <li>➤ Company ID sign (approx. 30 x 300 cm) – one line</li> <li>➤ 6 ft skirted table (width approx. 180 cm)</li> <li>➤ 2 plastic contour chairs</li> <li>➤ 2 armlights attached to the name board (electricity not incl.)</li> <li>➤ wastebasket</li> </ul>	

**Information / Application**

**US / Canadian Companies**

**New Hope Natural Media  
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**International Companies**

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Boston City Centre

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