



31st international exhibition of organic and natural products

BolognaFiere
6–9 September 2019

www.sana.it



sana food



sana market



sana care&beauty

an event by



with the patronage of

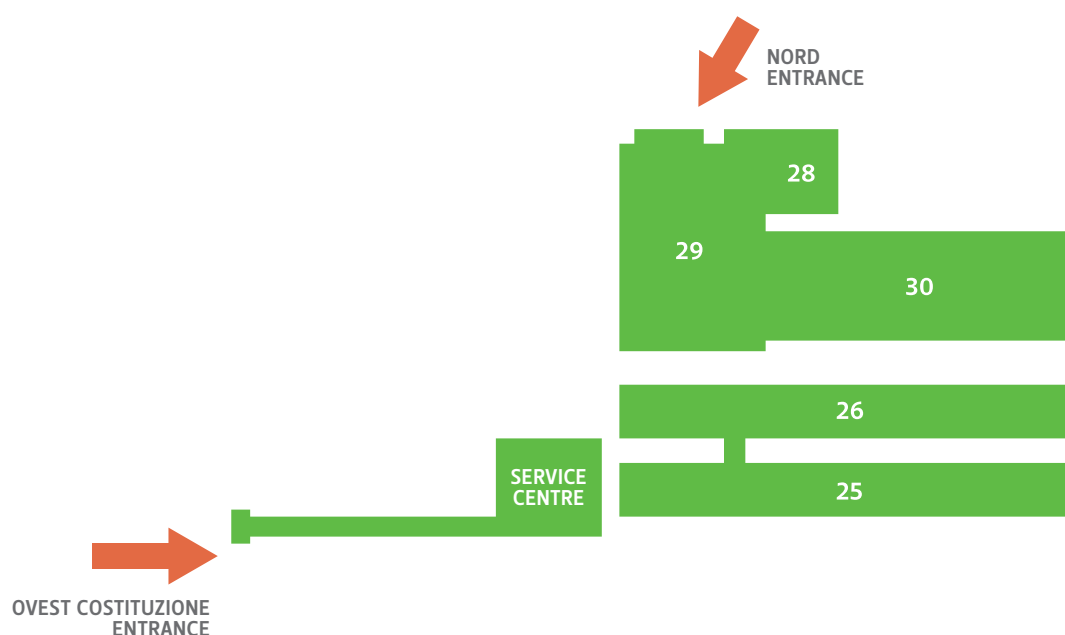


in collaboration with



SANA 2019: A NEW FORMAT FOR THE INTERNATIONAL EXHIBITION OF ORGANIC AND NATURAL PRODUCTS, THE ONLY ITALIAN TRADE SHOW FOR ORGANIC FOOD PRODUCTS, NATURAL AND ORGANIC COSMETICS, FOOD SUPPLEMENTS AND HEALTHY ENVIRONMENTALLY-RESPONSIBLE LIFESTYLES.

Three distinct areas have been designated to meet the needs of visiting business professionals and the general public. Three vast sectors in a single event!



SANA FOOD

Designed with professional operators in mind, this is the exhibition area for organic food producers and distributors, an area dedicated to companies attending Sana mainly in order to meet other professional operators – grocery retailers, specialist retailers, and buyers.



SANA MARKET

An area for the consumer public, a huge covered market selling a wide array of organic foods, organic and natural cosmetic products, and articles presented by Green Lifestyle exhibitors (environmentally compatible technologies and products, natural fabrics, alternative eco-friendly living solutions, products for leisure time and hobbies). A place where professional operators can also meet and exchange views.



SANA CARE&BEAUTY

This is the key sector for producers of cosmetics, natural and organic personal care products and food supplements. It's the ideal space for Sana exhibitors attending the trade show primarily to meet other sector professionals and operators in the world of herbal, pharmacy and parapharmacy products.





BE PART OF SANA:
AN EXTRAORDINARY OPPORTUNITY
TO PROMOTE YOUR BUSINESS

MARKETING & MEDIA PLAN 2019



Radio, generalist press and
local dailies



Digital PR / local and national
influencer marketing



Digital campaigns and media
partnerships with major
sector-specific publications



Content creation and building the
brand-user relationship



Web ADV campaigns on search
engines and social networks



SANA BUSINESS GUIDE: traditional
and digital communication tools and
solutions



PR and specialist press office



Continuous dialogue with key sector
networks: associations, universities
and public bodies

THE MOST EFFECTIVE SHOWCASE FOR YOUR NETWORK



International Buyers Program



Conferences and Workshops



Product previews



Awards, Contests & Sponsorships



Events in town

FACTS AND FIGURES 2018 OFFLINE



35,000 visitors



820 exhibitors



52,000 mq
of exhibition space



950
product news



170 events
in the city



2.000 meeting with
international buyers

FACTS AND FIGURES 2018 ONLINE

During the event

- Over 58,000 visits
- 20,000 visits a day



WEB

2018 Edition

- Over 1.5 million pages visited
- Over 290,000 visits

- 6,500 followers
- 1,600 new followers



INSTAGRAM

Digital PR

- 6 official SANA blogger
- 10 accredited Influencer
- local and national @igers



FACEBOOK

- Over 24,000 fans
- Top among Italian and international competitors



TWITTER

- 4,600 followers
- #SANA18: among the trending topics in Italy

CONTACTS

Sales Manager
Donato Martelli

Ph. +39 051. 282223
donato.martelli@bolognafiere.it

Exhibition Manager
Paola Cestari

Ph. +39 051 282351
sana@bolognafiere.it

Show Office
Beatrice Monetti

Ph. +39 051 282864
beatrice.monetti@bolognafiere.it

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Bologna
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