



**VEG
FEST / 23**

CHECK HOW IT WAS

amazing!

Realization

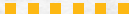
SVB Sociedade
Vegetariana
Brasileira

Organization

Francal Feiras desde 1983



MOVED THE WHOLE
VEGAN UNIVERSE



The 10th edition of VEGFEST was historic, consolidated as one of the **largest vegan events in the Americas**. Over 8,500 visitors experienced a true immersion in the vegan universe!

The Festival includes the Vegan Congress and the Trade Show, which is open to the public, featuring: Kitchen Show, Exhibition with 110 brands, as well as free attractions for the whole family.

Realization

SVB Sociedade
Vegetariana
Brasileira





2023 SPONSORS AND PARTNERS

DIAMOND SPONSORSHIP



SILVER SPONSORSHIP



ATTENDEE KIT SPONSOR

SUPPORT



ENVIRONMENTAL SUPPORT





VEGAN SHOW FESTIVAL



4 day
event



+40
hours of
content



110
exhibitors



10
sponsors



12
official
supporters



+50
chefs
artists
educators

GROWTH

22%



8.500
visitors

VEGAN
31%

SUPPORTER
30%

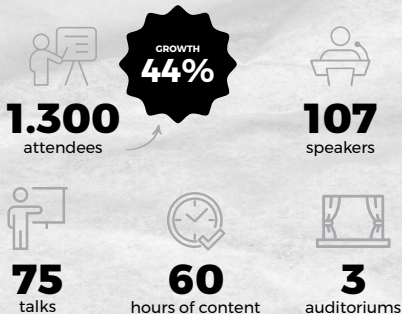
VEGETARIAN
24%

OTHERS
15%





BRAZILIAN VEGAN 10th CONGRESS



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CHECK OUT SOME **SPEAKERS 2023**



DULCE RAMÍREZ



ARIS LATHAM



IGNACIA URIBE



JOHN OBERG



JAMES ASPEY





Attractions



VEGFEST MOVE ARENA

Various types of sports and activities, which were watched and practiced by visitors.



FOOT TABLE



VOLLEYBALL



YOGA



POLE DANCE



THEATER - A HORA DO BOI

Directed by: André Paes Leme

Written by: Daniela Pereira de Carvalho

Conception and performance: Vandrê Silveira



SHOW KITCHEN

All the flavor and diversity of vegan cuisine with several renowned culinary experts.



TRIBUTE TO RITA LEE

With special guests.



ESCAPE ROOM

Entertainment & Awareness:

10 minutes to solve challenges and riddles



CONGRESS

In its 10th edition, the congress presents fundamental agendas and discussions addressed by nutritionists, doctors, activists and cooks.



VEGFEST PARTY

An unforgettable night with lots of music and special appearances.



STAGE

Painting challenges, game show, tik tok, demonstrations and much more.



EXHIBITION

Vegan fair open to the public with more than 100 exhibitors.

► [Click here to see the pictures](#)

MARKETING AND COMMUNICATION OF RESULTS

EFFECTIVE ACTIONS AND STRATEGIES WHICH
INCREASED THE VISIBILITY OF THE EVENT AND BRANDS



WEBSITE

+144k

Accesses



**E-MAIL
MARKETING**

52

Campaigns
sent to

55k

contacts of show
database



**SOCIAL
MEDIA**

43k

Engaged fans

373.565

Users
reached



**SPONTANEOUS
MEDIA**

97

New stories
published

BRL 1.801.647,00

estimated valuation



RADIO



TV



**MAGAZINES
OF THE SECTOR**

Period: January to December 2023



REAL-TIME COVERAGE OVER THE 4 DAYS OF THE EVENT

**322
videos**

On Stories and
Reels reaching

**impacting
161.439**

users during the period
of the show

389

Pieces produced on
digital channels

67

Images posted including
brands, exhibitors,
attractions and content

+26mil

Interactions with content
during the event





EXHIBITOR'S TESTIMONIALS

"It was a very good year, with great growth.

It was a surprising turn-out. This shows the market the consolidation that it is possible to eat well, with vegan food that tastes good, is nutritious and shows that we are on the right path. Exhibitors are very happy with the show's result. We were able to speak to many retailers and end consumers."

Tobias Biselli

CEO Galpão Cucina e Fresco

"It was our debut at VegFest, and the experience was incredibly positive. We had the opportunity to present Physalis to an audience who is very aligned with our profile, resulting in four days of intense interaction and numerous visits to our booth."

Roberta Brenner

Head of Marketing - Physalis

"We were surprised by the volume of people who got to know our company, those who are already fans and people who didn't know the brand, they all came to the booth. We had a large volume of sales, people looking for products they already knew, others were aware of new products. On the very first day, we ran out of stock of products scheduled for the four days."

Richard Maciel

**Marketing and Logistics
Coordinator at Goshen**

"The show was very busy this year. We observed a general increase and consequently we sold a lot, in addition to attracting many retailers. This was also positive."

Álvaro Gazolla

**Founder and Commercial
Director of Vida Veg**

CHECK THE 4 DAYS OF THE 2023 VEGFEST



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CLICK ON THE IMAGE
AND WATCH THE VIDEO

**SEE YOU
IN 2024!**

**5 TO 8
DECEMBER 2024**

**EXPO
CENTER
NORTE**
YELLOW PAVILION

**RESERVE YOUR SPACE FOR
THE 2024 EDITION. TALK TO
OUR COMMERCIAL TEAM**

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