



ENTER THE VIRTUAL TRADE SHOW

The pandemic annihilated the sector's much-loved trade shows but VegfestUK has found the silver lining with a series of scintillating trade and consumer events

Health store owners and staff have always shelled out money and time to attend trade and consumer events but this year the pandemic snatched away their core events.

But there's always a silver lining and now ALL health store staff can attend the UK's biggest vegan events and 'walk' right into a virtual Trade Day arena featuring a line-up of leading suppliers – large and small, international or local.

And they'll save a fortune with no eye-watering travel and hotel costs.

The VegfestUK series takes a bow on August 14 with the Summerfest Trade and Media Day (10am-8pm) when health stores can attend webinars, talks and product presentations, plus video links to exhibitors, live chat rooms and sampling by request.

Register free for the Trade Day at www.vegfest.co.uk/summerfestonline/trade-media

Summerfest itself takes place over the whole weekend of August 15-16 with attendance free to the public who can enjoy a programme of speakers and entertainers for a series of talks, live streams, live comedy and music, including health, fitness, cookery demos and more as an extended vegan community from across the globe gathers in a virtual realm for the first time on a scale of this size.

The event will stay open beyond the weekend for a further month to access exhibitors and some of the talks and demos.

Tell your customers about Summerfest and consider setting up a drop-in event at your store or café, with appropriate social distancing and hygiene of course.



CONTACT

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“The cancellation of the major trade events this year has left a gap to be filled – and the VegfestUK Trade and Media day can go some way to help filling that, especially for the smaller independents seeking cost effective options to enable them to reach new markets.

It brings added value and interest to the event and enables independents to access the latest new products on the plant-based market, as well as engage directly with exhibitors for trade information, without having to travel.

Visiting is free, and exhibiting is inexpensive and highly effective with a widespread visibility and focused attendees.

Moving VegfestUK events online is a real thrill for us as it gives us a chance to reach

out to a whole new audience that spans the globe, and with free attendance we are expecting thousands of visitors to join us over the Summerfest weekend for what promises to be an inspirational celebration of all things vegan.”

VegfestUK Organiser Tim Barford

Looking further ahead

VegfestUK London will be leaving its current venue at Olympia for the November 13-15 2020 event, and is moving online to www.vegfest.co.uk/londononline, including a dedicated Trade and Media Day on Friday 13th. The second Plant Powered Expo is also moving from its home at Olympia to a virtual online platform for March 19-21, 2021 and includes a dedicated Trade and Media Day on Friday March 19.

Full details: vegfest.co.uk