



**NutrEvent**<sup>®</sup>  
*Where innovation and regulation meet nutrition*



*June | 15 | 16* **2011**

*Lille | France*

[www.nutrevent.com](http://www.nutrevent.com)

Come and invent **the future**  
of **nutrition & health**

Information on NutrEvent  
supporting offers



June | 15 | 16 **2011**  
Lille | France



# Introduction

## Presenting NutrEvent 2011



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## NutrEvent 2011 at a glance

**Goal:** To become the European leading event dealing with innovation and collaborative research in the field of Nutrition & Health

✓ **Date:** 15 – 16 June 2011      **Place:** Lille Grand Palais, France

✓ **Participants expected:**

- Number: 1500
- Rate of internationalisation: 50%

✓ **4 Activities:**

- NutriPartnering
- NutriConference
- NutriCareer
- NutrExpo

✓ **One Prestigious Steering Committee of 20 European experts**

✓ **Social program: a Welcoming Reception and a Gala dinner**



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## A prestigious Steering Committee

### Companies:

- Douwina BOSSCHER, Cargill
- Sandrine CUISENIER, Ingredia Nutritional
- Antoine DAUBY, Naturex
- Murielle CAZAUBIEL, Biofortis Silliker
- Sandra EINERHAND, Tate & Lyle
- Benoit LAPLAIZE, Lesaffre Human Care
- Catherine LEFRANC, Roquette Group
- Christophe RIPOLL, Naturalpha

### Academia :

- Martine LAVILLE, CRNH Rhône Alpes (Centre de Recherche en Nutrition Humaine)
- Jean-Michel LECERF, Institut Pasteur de Lille
- Alan ROWE, Rowett Institute - Research Services
- Kieran TUOHY, IASMA Research & Innovation Centre
- Luc VAN GAAL, Antwerp University Hospital

### Clusters and professional organisations :

- Doris BELL, German Aerospace Center
- Kees DE GOOIJER, Food Nutrition Delta
- Francois HEROUFOSSE, Wagralim
- Dirk JACOBS, CIAA
- Erwin LAMOT, Flanders' Food
- Philippe MILLET, Actif's Magazine and Nutriform Magazine
- Jean-Luc PERROT, Valorial
- Nico VAN BELZEN, ILSI Europe



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## Overview of NutrEvent's Activities

### NutriPartnering

- ✓ A business & tech transfer convention between 1500 participants
- ✓ 2000 one-to-one meetings
- ✓ The EBD Group chosen to offer their online meeting platform

### NutrExpo

- ✓ A research & Innovation exhibition
- ✓ 100 exhibitors

### NutriConference

- ✓ 15 conferences organized in 2 parallel tracks on the theme *"Innovate from A to Z"*
- ✓ Three main themes: gut health and immune system, cardiometabolic diseases and weight management, consumer behavior and marketing.
- ✓ 60 keynote speakers

### NutriCareer

- ✓ A conference dealing with tomorrow's jobs in the Nutrition & Health sector
- ✓ A "Job dating" between HR Directors and qualified profiles

### NutriAwards

- ✓ 3 awards: "one start up", "one SME", "one innovation from academic research"



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## Communication tools:

- ✓ Presence on our **website**: [www.nutrevent.com](http://www.nutrevent.com)
- ✓ Bilingual content French/English
- ✓ 3600 visits since November 2010!
- ✓ Average visiting period: 6 minutes (qualified visits)

### What are your possibilities of visibility on this website?

- ✓ **Banners** : Home page: 3 000€  
Registration page: 2 000€  
Other pages: 1 000€

Search The NutrEvent e-newsletter Your e-mail address Subscribe

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Register now!  
**20% off**  
if you register before  
January 31, 2011

France NutrEvent Business convention Conferences Exhibition Recruitment convention Sponsorship Supporter News / Press area Registration Practical information

### The key event for innovation in nutrition and health

The key event for innovation in nutrition and health

Innovate with NutriPartnering

Exhibit at the NutrExpo

Learn with NutriConference

Communicate at NutrEvent

Every two years, NutrEvent brings together stakeholders in science, industry and regulatory affairs around a single theme: catalysing and accelerating R&D projects in nutrition and health.

**NutriPartnering**  
A specialist business convention for meeting your future R&D partners  
[Read more](#)

**NutriConference**  
16 conferences: to stay up to date with the latest news in nutrition and health  
[Read more](#)

**NutrExpo**  
Europe's top trade show dedicated to innovation in nutrition and health  
[Read more](#)

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## ✓ Presence in our newsletters: the “Newtrition Letter”

- ✓ One Newsletter a month
- ✓ Creates the buzz on NutrEvent, with the latest information on conferences, partnering activity,...
- ✓ Sent to 11 000 direct qualified contacts & to all contacts of our supporters

## What do we offer?

- ✓ Your name + logo + link to your website on :  
1 newsletter: 1000€  
4 newsletters: 3 800€



Come and invent **the future** of **nutrition & health**

Le pôle Nutrition Santé Longévité lance NutrEvent 2011: profitez de 50% de réduction en tant que membre.

Les 15 et 16 juin 2011 NutrEvent rassemblera les mondes de la science, de l'industrie et de la réglementation, autour d'un objectif unique : multiplier et accélérer les projets de R&D en Nutrition-Santé.

### Un Full Pass pour quatre activités :

**NutriPartnering** : Une convention d'affaires au coeur de l'événement pour rencontrer vos futurs partenaires académiques et industriels au cours de rendez-vous pré qualifiés.

Frais d'inscription	Tarifs membres du pôle NSL	
Entreprise confirmée	550,00 €	275,00 €
Start-up (moins de 3 ans)	350,00 €	175,00 €
Académique	250,00 €	125,00 €

\*Prix Hors Taxes

Un potentiel de 15 rendez-vous par jour en face à face soit autant de futurs projets possibles.

**NutriExpo**: Faites la promotion de vos services et offres technologiques parmi 100 exposants

	Prix HT
Stand équipé : 9m <sup>2</sup> (3mX3m)	2 800,00 €
Stand équipé : 12m <sup>2</sup> (4mX3m)	3 500,00 €
Stand équipé : 18m <sup>2</sup> (6mX3m)	5 050,00 €

### Liens directs

- [NutriPartnering](#)
- [NutriConference](#)
- [NutriExpo](#)
- [NutriCareer](#)

### Nutrevent en chiffres

- 100 exposants
- 1500 participants
- 2000 rendez-vous pré-ciblés
- 15 conférences
- 60 speakers

### Organisé par





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✓ **Visibility on site**

**Presence in the final program**

✓ **Distributed to all the participants**

**What do we offer?**

**Your full page advert:**

Page inside the program: 1500€

Inside front cover: 3000€

Inside back cover: 3000€

**Promotional items**

✓ **Distributed to all the participants** (2000 items to be supplied by you and delivered to Lille Grand Palais before June 10, 2011)

**What do we offer?**

Inclusion in the delegate pack (documents, goodies...): 1000€

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# SEE YOU IN LILLE in June 15 & 16, 2011!



Your Contact:

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