NATURALLY INFORMED
Powered by WholeFoods Magazine and Industry Transparency Center

2027 SPONSOR OPPORTUNITIES

Be a part of the industry's most engaging virtual conference series.

THE 2027 CONFERENCE LINEUP KEEPING THE ENTIRE INDUSTRY NATURALLY INFORMED:

MICROBIOME

MASTERING THE MARKET MARCH 16-18

Microbiome science keeps expanding well beyond gut and immune health into metabolic function, cognition, stress, skin and even pet nutrition, and the market is racing to keep up. This three-day virtual conference helps attendees cut through the flood of emerging research and turn it into product, testing and go-to-market decisions. Sponsors reach an audience of brands, suppliers, retailers and practitioners looking for exactly the ingredients, tools and expertise your organization delivers.

WOMEN'S WELLNESS

MASTERING THE MARKET JUNE 22-24

Women's wellness is one of the fastest-growing, most influential sectors in health and nutrition, fueled by accelerating science, life-stage personalization and new investment closing long-standing research gaps. This three-day virtual conference puts you in front of the researchers, practitioners, formulators and business leaders shaping hormone health, fertility, perimenopause, menopause, mental well-being and metabolic health. Sponsors gain direct access to a highly engaged audience actively seeking the ingredients, science and partners that will define the next generation of women's health products.

NUTRA TECHNOLOGY

MASTERING THE MARKET OCT 12-14

The past few years proved how quickly disruption arrives and how decisively it rewards companies that are prepared. This conference navigates the delivery systems, AI, supply management and import/export strategies that let agile companies leapfrog competitors, enter global markets and bring breakthrough science to consumers. Sponsoring puts your technology, formats or services in front of decision-makers actively evaluating the tools and partners that will make or break their next move.

HEALTHSPAN

MASTERING THE MARKET DEC 7-9

As the conversation shifts from living longer to living better, healthspan has become one of the hottest frontiers in nutrition, driven by longevity science, precision nutrition, biomarker testing and healthy-aging research. Over three days, leading researchers, clinicians, formulators and innovators will explore biological aging, metabolic and muscle health, cognitive resilience, mitochondrial function, inflammation and the microbiome. Sponsoring positions your organization as a go-to solution provider for the brands and practitioners building the healthy-aging products consumers are demanding.

ABOUT NATURALLY INFORMED:

What sets the Naturally Informed events apart?

The Naturally Informed program keeps suppliers, brands, retailers and the industry informed on new innovations and discoveries in the natural products universe, so they can make better business decisions and inform consumers.

We cover everything from supplement science to sustainability, new technologies and traditional knowledge, building the best industry possible for stakeholders, consumers and future generations.

Powered By: WholeFoods MAGAZINE — A FULL-SERVICE MEDIA COMPANY; INDUSTRY TRANSPARENCY CENTER

FROM THE CO-CHAIRS:

"We are excited to deliver this unique world-class content, including breaking nutritional science and market intelligence. Join us to become Naturally Informed."

Maggie Jaqua
Content Director, WholeFoods Magazine

Len Monheit
CEO, Industry Transparency Center

THE NATURALLY INFORMED DIFFERENCE:

Align your brand with content the industry trusts.

Sponsoring Naturally Informed puts your brand alongside credible, expert-led content and in front of the decision-makers who shape this industry.

- **Surrounded by the Credibility of Experts**
  Your company appears alongside recognized, world-class speakers, associating you with the authority attendees came to hear.
- **Trusted, Non-Promotional Content**
  Our advisors rigorously vet each session giving you an audience that arrives receptive and engaged, making your sponsored presence more welcome.
- **Direct Access to Your Buyers**
  The live, interactive format lets you engage an actively participating audience in real time.
- **Reach Decision-Makers Who Buy**
  Connect with buyers across the full supply chain, from start-ups to global CPG.

MEET PAST KEYNOTE SPEAKERS:

WILLIAM W LI, MD

AUSTIN PERLMUTTER, MD

PAMELA PEEKE, MD, MPH, FACP, FACSM

KRISTIN KIRCKPATRICK, MS, RDN

ROBYNNE K. CHUTKAN, M.D., FASGE

IAN SMITH, MD

DAVID L. KATZ, MD, MPH, FACPM, FACPCEO

DEANNA MINICH, PHD, MS, FACN, CNS, FMCP

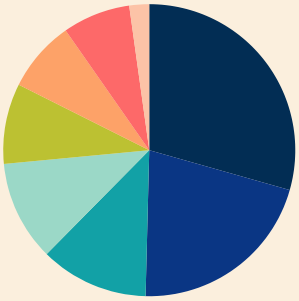
THE AUDIENCE YOU'LL REACH:

Why choose to sponsor a Naturally Informed event?

- Position yourself as a key business leader with your core constituents
- Gain exposure to a worldwide audience of natural products industry leaders and senior decision makers
- Showcase your authority, offerings, solutions and services

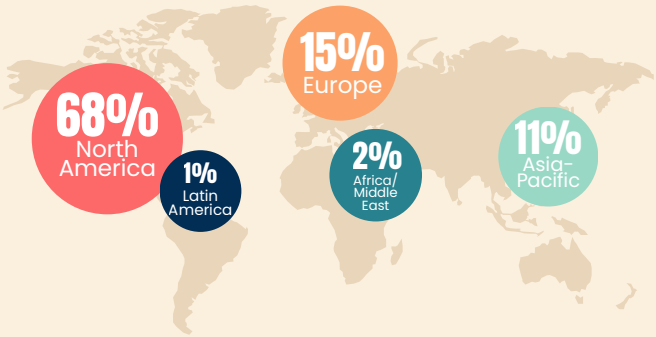
4,400+	98	3,250+	400+	1.7 Hours
Lifetime Unique Attendees	Countries Represented	Unique Companies Represented	Average Event Registration	Average Daily Participation

AUDIENCE BY BUSINESS TYPE:



- **29.4%** Brand / Brand Manufacturer
- **21%** Supplier
- **12%** Health Care Professional
- **11.1%** Business Services
- **8.9%** Academic / Researcher
- **7.9%** Other
- **7.5%** Retailer
- **2.2%** Media

AUDIENCE BY REGION:



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SPONSORSHIP PACKAGES & BENEFITS:

Position your organization as a thought leader and prime yourself for success by becoming a sponsor today!

We focus on quality leads and high ROI. Capture the attention of the highly engaged Naturally Informed audience through a variety of different sponsor packages.

There's a reason 80+ companies choose to sponsor a Naturally Informed event.

	TITLE $10,000	CHAMPION $8,000	SNAPSHOT $5,000	PARTNER $3,500
Sponsor designation and promotional materials provided to you to use	✓ Most prominent logo placement	✓	✓ Exclusive sponsor of market overview video	✓
Education session presentation (must be non-promotional)	✓ 45-minute session	✓ 30-minute session	–	–
Priority time slot and session topic choice	✓ Priority preference (day one)	–	–	–
Dedicated sponsor profile page with hosted documents and media	✓	✓	✓	✓
Video hosted on dedicated sponsor webpage (provided by sponsor)	✓	✓	✓	✓
Recognition across Naturally Informed, as well as program supporters' email lists and social channels	✓ Most prominent logo placement	✓	✓ Exclusive shoutout for market overview video	✓
Full conference registration list (opt-ins) and list of attendees for your session	✓ Plus attendee list from your session	✓ Plus attendee list from your session	✓	✓
Blog post on WholeFoodsMagazine.com (provided by sponsor)	✓	✓	–	–

SPECIAL INTEREST PUBLICATIONS:

A deep-dive into your target topic for key audiences

Work with the WholeFoods Magazine team to create a targeted, thought-out E-Book: digital page and content dedicated to the science, research, innovation or newsworthy story of your organization.

What message do your retailers, health care practitioners and others need to know? Let's find the best way to tell them and keep them Naturally Informed, too!

	AS A SPONSOR $3,000	NON-SPONSOR $4,000
Microbiome	**Spring**	
Women's Wellness	**Summer**	
Nutra Technology	**Early Fall**	
Healthspan	**Late Fall**	

GET IN TOUCH:

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