

# INTERNATIONAL BUSINESS CONVENTION FOR ORGANIC INNOVATION

April 6th and 7th 2016  
4th Event - VALENCE (France)

**PARTNERSHIP AGREEMENT**

**FOR PROFESSIONAL ORGANISATIONS ONLY**

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## Organics Cluster - Introduction rents

### A Highly Favourable Regional Context

Rhône-Alpes is one of France's leading regions in the field of organic agriculture: it has the country's largest number of farms and companies that process organic food products and cosmetics. Aware of the development potential of these sectors, the Rhône-Alpes region has been taking active steps since 2005 towards strengthening their competitive edge, namely by setting up Organics Cluster in 2011.

At its root, Organics Cluster brings industry and research together into a tight business network. Its aim is to build a structured regional framework in which to foster innovation and boost marketing capacity within the Rhône-Alpes organics sector.

### Organics Cluster's Goals and Approach

Organics Cluster Rhône-Alpes brings together decision makers from the four main organic markets within the region:

- Organic food industry
- Certified cosmetics, conforming to recognised specifications
- Organic textiles
- Ecological household cleaning products

The cluster gives the 900 companies that make up this sector the opportunities and means to work together and be stronger as a whole.

The cluster encourages public and private stakeholders from the sector to cooperate together, focusing on three main areas - training, innovation, and marketing. Its goals are to:

- Develop the organic market,
- Promote the Rhône-Alpes region and give it greater visibility by placing it more firmly on the organic map,
- Enhance the performance and competitiveness of companies within the cluster,
- Create working groups and develop initiatives that meet the needs of companies and markets within the organics sector,
- Strengthen the brand presence of companies abroad,
- Encourage the sector to build new projects.

In this regard, Organics Cluster has developed and organised B.I.O. N'Days; the world's first and only international business convention specifically dedicated to organic innovation.



## B.I.O. N'DAYS

### Presentation

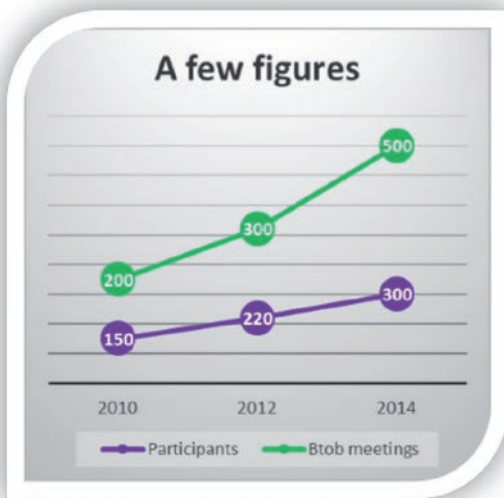
Spurred on by the success of the 3rd B.I.O. N' Days event staged in 2014, Organics Cluster is delighted to be bringing it back again in 2016.

B.I.O. N'Days is a unique business and innovation convention that focuses on the marketing and technology of organic products (food industry, cosmetics, textiles, household cleaning products) in France and abroad.

It is THE international meeting place for the organic market as a whole. Not to be missed, it is an opportunity to anticipate, innovate and exchange ideas and information:

- Learn about French organic market trends
- Share perspectives on new trends with international experts
- Boost your business potential on the French market
- Offer visitors the chance to sample your organic product innovations, and gain invaluable direct feedback as well as promotion opportunities.
- Showcase your product offering and enhance your brand image before a panel of processors, distributors, suppliers and technical centres, etc.

### Results of the Previous 3 B.I.O. N'Days Events



## B.I.O. N' Days Goals for 2016:

- 10 different countries represented
- 400 participants
- 600 B2B meetings

## 2016 Highlights

- Conferences with international experts
- Feedback on successful experiences
- Themed workshops to acquire practical tools
- B2B meetings: companies, distributors, suppliers, experts and financiers...
- Tasting & Testing Tour to offer visitors the opportunity to sample and test your organic product innovations
- A friendly get-together evening



## Target Groups

B.I.O. N'DAYS brings together professionals from across the entire national and international organic market, encompassing the food industry, cosmetics, textiles and household cleaning products.

We will be inviting:

- Producers, processors and manufacturers
- Distributors (hypermarkets and supermarkets, wholesalers, specialty stores and e-commerce...)
- Technological equipment and ingredient suppliers
- Engineers and laboratory managers...
- Service providers and innovation and marketing experts
- Professional bodies and economic development institutions.
- Financiers





## Communication Plan

<p><b>Dedicated website <a href="http://www.biondays.com">www.biondays.com</a></b></p>	<p>In French and English          Launched in June 2015          Hyperlinked logo and 100-word description of your organisation featured on the website (for sponsors)</p>
<p><b>Promotional videos</b></p>	<p>French video subtitled in English          - 1 video to launch the event          - 1 video shot during the event, featuring interviews with sponsor &amp; partners          Shown on:  <a href="http://www.organics-cluster.com">www.organics-cluster.com</a> (8,000 hits/month)  <a href="http://www.biondays.com">www.biondays.com</a>  <a href="http://www.dailymotion.com">www.dailymotion.com</a>          B2B social networks</p>
<p><b>Internet marketing</b></p>	<p>Adverts on LinkedIn &amp; Twitter</p>
<p><b>Printed advertising</b></p>	<p>2,000 flyers and brochures          500 copies of the participants' catalogue          Kakemono advertising banner displayed during trade fairs (Biofach, Natural &amp; Organic Products, Natexpo and Tech&amp;Bio...)</p>
<p><b>Press</b></p>	<p>High-profile media coverage, featuring each partner's name and logo:          B.I.O. N'Days 2016 Press release          B.I.O. N'Days 2016 Press kit          B.I.O. N'Days 2016 Overview report          Wide press coverage by journalists attending the event</p>
<p><b>Email marketing</b></p>	<p>8 direct emails sent out (schedule available on request)</p>



## Become a Partner

Join us as an event partner and boost your visibility and recognition with our target audience. Moreover, assert your commitment to the theme of next year's convention and enjoy the unique opportunity of playing an active role in this international event!

### Partnership Terms

#### As a partner, you will commit to advertising the event:

- On your website – (diary/news).
- Publicising your support on B2B social networks.
- Handing out brochures / flyers at business events (conferences, trade fairs and workshops...).
- Sending out an email provided by Organics Cluster to all its members stating: "... is a partner of B.I.O. N' Days 2016, and will attend the event on April 6th & 7th 2016 in Valence, France."

#### High-profile partnership visibility provided by Organics Cluster:

- Your logo will be displayed on [www.biondays.com](http://www.biondays.com) - on the "Partners" page.
- Your logo will be displayed on the website under "They Will Be Attending B.I.O. N' Days 2016".
- **1 free pass** to the event on April 6th & 7th 2016, with full access to conferences and round-table debates, pre-organised B2B meetings, the Tasting & Testing Tour, organic lunches and coffee breaks and post-event overview reports and downloads (worth: €410 excl. VAT).

### New for 2016

Becoming a partner of B.I.O. N'DAYS provides you as well as registered members of your organisation with:

- **A special price**, with full access to the whole event.
- **1 free pass** (presentation and test) to have a stand in the Tasting & Testing Tour: **only one** registered member can take part (worth: €150 excl. VAT).
- The opportunity to have your logo printed on the sign of the registered member of your organisation taking part in the Tasting & Testing Tour contest.





## They Have Placed Their Trust In Us

### Financial Partners



### Technical Partners



### International Partners



### Press Partners

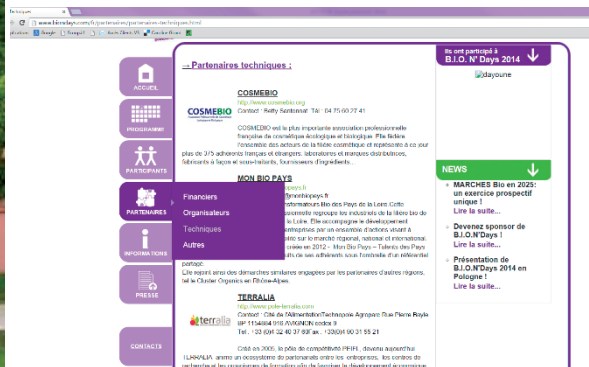
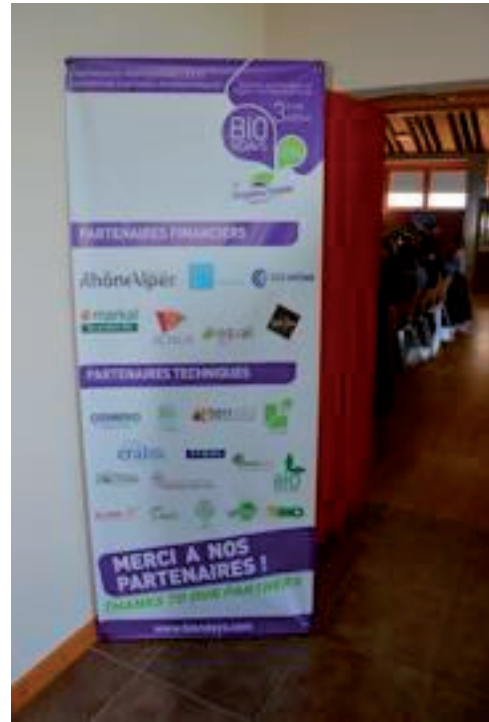






## Appendices

### Communication Media



### What They Said

« Being as close as possible to producers, manufacturers (...) and to consumers' expectations »  
**Vente Privée**

« Learn more about the French market, (...) future insight is very important »  
**Organics Brazil**

« Explore the French market as France means quality of food and good taste, (...) an insight into the French market at the moment and in the future »  
**Clearspring UK**



« Find business partners (...) be surrounded by professionals (...) »  
**Namaki**

### 2014-2015 Press Coverage

	BEFORE THE EVENT	AFTER THE EVENT
PRINT MEDIA	Le Tout Lyon Biofil Vaucluse Agricole Info Chimie magazine (February and April) Bio Linéaires Cosmétique Hebdo Agra alimentation (March and April) Formule Verte Alternatives Economiques Expression Cosmétique L'Echo de la Drôme et de l'Ardèche Bref Rhône-Alpes Le Cuisinier	Dauphiné Libéré Futuribles International Agra alimentation L'Echo de la Drôme et de l'Ardèche Les Nouvelles Esthétiques spa Bio Linéaires Pharmacien manager Les Nouvelles Publications Expression Cosmétique - special issue
WEB MEDIA	Innovation Rhône-Alpes CCI Féminin Bio Annuaire Vert Rhône en vert	Rhône en vert Premium Beauty News Beyond Beauty blog L'Observatoire des Cosmétiques Biofil

## PARTNERSHIP REGISTRATION FORM

**Fill in the form and return it by post or e-mail to:**

Organics Cluster INEED ROVALTAIN  
 1 rue Marc Seguin – BP 16028 Alixan – 26958 VALENCE Cedex 9 - FRANCE  
 Tel.: + 33 (0)4 75 55 80 11

Name of organisation:	
Participant's first name and surname:	
Address:	
Postal code and city/town:	
State and country:	
Phone number:	
E-mail:	
Twitter handle / Facebook page / LinkedIn ID:	

I want to be a partner of B.I.O. N'DAYS

Signed at (*place*) \_\_\_\_\_, on (*date*) \_\_\_\_\_

Signature and stamp:

## For more information on B.I.O. N'Days 2016 Please contact

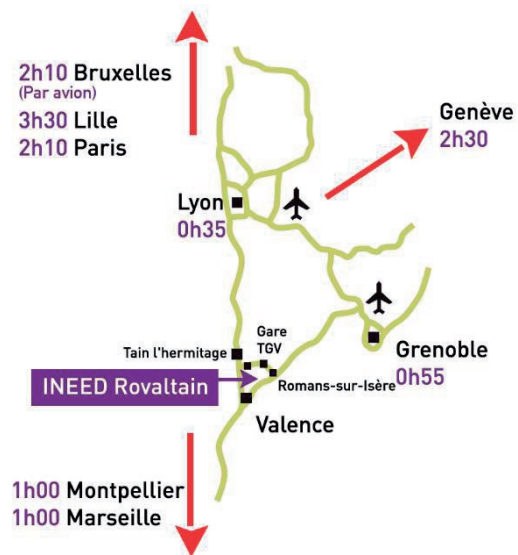
### Partnership Information

Audrey BOUTON  
+33 (0)4 75 55 80 11  
abouton@organics-cluster.fr



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

### How to get to B.I.O. N'Days



### Event venue

INEED - ROVALTAIN TGV  
1 Rue Marc Seguin  
26300 ALIXAN - FRANCE  
[www.ineedra.org](http://www.ineedra.org)