

FESTIVAL VEGETARIANO®



4^a edizione
VINCITORE NEL 2012
festival of festivals™
Premio Speciale "Think Green" e "Heroes"



THE VEG-BAG: WHAT IS IT?

The VEG-BAG is the main self-financing item of the Vegetarian Festival. A practical shopping bag in 100 % organic cotton, containing selected products of the best bio-certified Italian companies. An original advertising method created by the Vegetarian Festival in order to finance the event.

WHERE CAN YOU FIND IT?

At the Vegetarian Festival! During the second edition of the Festival, the VEG-BAG was a great success among the audience and the participating companies. In 2012, 17 partners participated and 1.500 bags were sold for a price of 15€ each (for a business value of the products of 36€).



HOW DOES IT WORK?

If a company decides to take part in the Festival, the company will send its products to Biolab and they will be inserted in the VEG-BAG: the company will also be advertised in the 2013 Vegetarian Festival organised by the Association Eventgreen by signing the contract with the organization.

WHY IS IT WORTHWHILE?

Because with a minimum investment, Biolab and the Festival offer a huge publicity to the companies involved in the initiative. It is not only a great opportunity to launch new products but also: people who purchase the VEG-BAG belong to an heterogeneous target beyond the traditional vegan and vegetarian person. This is the reason why the VEG-BAG is an opportunity to reach and add a new segment of consumers.

CHANNELS VEGETARIAN FESTIVAL

Six channels of the Vegetarian Festival are dedicated to the partners of the VEG-BAG:

- > **Advertising banner on the website** (200x140 pixel), in all website pages www.festivalvegetariano.it, with a sliding system and links to the company website.
- > **On-line partner catalogue:** a page dedicated to the VEG-BAG, as a list of all participating companies with a logo (124x73 pixel), a short description and an external link to the company website.
- > **VEG-BAG products list:** online webpage dedicate to the VEG-BAG features and, in particular, to the products contained; the product image, the name, a short description and the link to the company will be included.
- > **Printed schedule:** a company logo on the schedule of the fourth edition of the Vegetarian Festival - printed in Italian and Slovenian and distributed during the event.
- > **Social network:** for every kind of product, the Festival will dedicate one ad-hoc publication on its Facebook webpage (21.200+fans).
- > **Corner interviews:** during the days of the Festival, next to the cultural pavilion, a corner will be arranged for TV interviews and photos; in this corner, the company logos will be visible.

HOW TO PARTICIPATE?

In order to participate, you need to fill in the registration form (online version is only available in Italian, do not hesitate to ask for assistance if needed) and to send the logo.

Then, you will send the products and deliver them at the main seat of Biolab company **within 31st July 2013**.

From the registration, the Vegetarian Festival will promote the company through the Festival channels;

organised by



promoted by



with the patronage of



VEGETARIAN FESTIVAL®

Cultural event organised by the EVENTGREEN Association

Via dei Vegetariani, 2 | 34170 Gorizia - Italy

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by sending **2500 single pieces of products**, the organisation will ensure:

- > Advertising banner on the web (200x140 pixel)
- > Company on the online "partner catalogue"
- > Product name on the online "VEG-BAG products catalogue"
- > Ad-hoc post on Facebook, about each product sent
- > Company logo on the printed schedule of the fourth edition of the Festival
- > Company logo in the corner interviews

All participating companies must be in line with the fundamental principles of the Vegetarian Festival on topics like non-violence and environmental protection.

All VEG-BAG products must be in line with following conditions:

- > do not derive from killing or slaughtering of animals of every kind or genre, neither as a food seller nor as an artisan or a manufacturer;
- > food must derive from organic or biodynamic cultivations and certified by competent organisations;
- > dairy products are admitted only if derived from vegetable and or/microbial rennet as specified on the label.

With regard to your product choice, you are recommended **not to send goods to be kept in the fridge**. A company might send different products if the agreed quantities are respected and **the shelf life is not under four months**. Shipping costs will be borne by the partner (free port). All amounts are VAT excluded.

For further information do not hesitate to contact us per email partner@festivalvegetariano.it, or by phone +390481539877; a member of our staff will be at your disposal for every doubt or enquiry.

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