

EXHIBIT SPACE CONTRACT 2024



Events and Education: March 12-16, 2024

Trade Show:

ACC North Halls: March 13-15, 2024

ACC Main Halls, Arena: March 14-16, 2024
Anaheim, CA USA

PLEASE RETURN ORIGINAL CONFIRMATION WILL BE RETURNED

Produced by New Hope Network ("NHN" or "Show Management"), a division of Informa Media, Inc. ("Informa" f/k/a/ Penton Media, Inc.).

Please include invoice # and customer # on check stub or wire transfer

Make checks payable to: Informa Media 24654 Network Place Chicago, IL 60673-1 246	Wire Transfer: Informa Media JPMorgan Chase New York, NY ABA #021000021 Account #811104744 SWIFT: CHASUS33	Express Mail Address: JPMorgan Chase 131 S. Dearborn, 6th Floor Chicago, IL 60603 Attn: Informa Media 24654
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CREDIT CARD:

To pay by credit card, your company will be invoiced with directions on how to pay online.

The agreement formed incorporates the terms and conditions on this contract form and (I) the Informa Markets Sponsorship and Exhibition Terms and Conditions - Hybrid Events (accessible at www.ExpoWest.com/terms) (the "Terms and Conditions"); (II) the terms, conditions, rules, regulations and guidelines, set forth in the Exhibitor Services Kit (accessible at www.expowest.com/esk); (III) the New Hope Network Exhibitor Standards for Natural Products Expo (accessible at <https://standards.newhope.com/en/home.html>, the "Standards"); and (IV) all additional policies and directives ("Policies") published or provided by Show Management relating to the Show (collectively, the "Agreement"). The foregoing shall control in the following order of priority to the extent there is any direct conflict between or among them: first, the terms and conditions on this contract, second, the Terms and Conditions, third, the Exhibitor Services Kit, fourth, the Standards, and fifth, the Policies. NHN reserves the right to reject any application for exhibit space for any reason.

PRICING

**ANAHEIM CONVENTION CENTER (ACC): HALLS A-E & ARENA
ACC: NORTH HALLS (NORTH HALL LEVEL 100 & LEVEL 200)**

Inline (10x10, 9x10, 8x10, etc)	\$9,110
Corner Premium	\$1,500
Island	\$118.55/sq. ft.
Peninsula	\$116.10/sq. ft.

NATURAL PRODUCTS SMART EVENT ENHANCEMENT (REQUIRED): \$1000

This is a charge on each booth exhibiting at Expo West 2024. It will be accompanied by a "Natural Products Expo West Hybrid Event Discount" of -\$1000. This discount is contingent upon the in-person event taking place.

How Informa Uses Your Data: Informa will send you relevant information about Natural Products Expo West and other related events, products and services. You can unsubscribe at any time by clicking on links in emails or contacting: IMDataTeam@informa.com. For full details of how your information will be used, shared and protected please review our [Privacy Policy](#).

★ \$185** International Exhibitor Insurance (Required)

All international exhibitors (defined as non-U.S. and non-Canadian exhibitors) are required to obtain insurance through ExhibitorInsurance.com, the Show's designated insurance provider and the cost will be added to all international exhibitor contracts. This fee will be waived/refunded to international exhibitors if a valid Certificate of Insurance with the required coverages is provided to and approved by Show Management. U.S. and Canadian exhibitors may purchase the required insurance through their own carriers or through ExhibitorInsurance.com.

PAYMENT TERMS

Exhibit Space: Forty percent (40%) of the total fee for the exhibit space is due by 04/07/2023. The balance is due on 11/03/2023. Applications received on or after 11/03/2023 must be accompanied by 100% of the fee and must be paid by cashier's check or money order. (100% of the fee for event marketing and/or sponsorships is due with the applicable contract, unless otherwise indicated therein.) NHN may, at its discretion, release the exhibit space if the deposit(s) are not made in accordance with the payment schedule. Reassignment of exhibit space due to missed or late payment does not relieve exhibitor of its obligations under this Agreement. Informa Business Media, Inc. will determine taxability of transactions based on its best available information at the time of invoicing. Customer is responsible for payment of all applicable sales tax or VAT. The contract price is exclusive of taxes.

CANCELLATION AND REDUCTION OF SPACE POLICY

Once this contract form is signed by you and exhibit space is allocated to you by NHN, you are contracted to exhibit space. Cancellation requests must be in writing, and agreement by NHN to any request for cancellation or reduction of space shall be subject to the following fees:

- 1) Cancellations and booth downsizes received by 11/02/2023 are subject to a fee equal to 40% of the booth price.
- 2) Cancellations and booth downsizes received on or after 11/03/2023 are subject to a fee equal to 100% of the booth price.
- 3) Cancellations and booth downsizes will receive one (1) penalty point against exhibitor's priority points. If exhibitor has not set up its booth by 6:00pm on 03/12/2024 (Hilton or ACC North Halls only) or 03/13/2024 (ACC Main Halls or ACC Arena only) and has not contacted the Show Management office at the convention center, NHN reserves the right to reassign exhibitor's booth space.
- 4) Cancellations will result in forfeit of all exhibitor badges.

EXHIBIT SPACE (subject to availability)

The exhibit space rental fee includes standard booth drapery, Exhibitor Service Kit, a listing on the Show Directory Map (print deadlines apply), an online listing on www.expowest.com, and 6 badges per 10' x 10' booth or 3 badges per 5' x 10' booth. Also included as part of your booth purchase is access to our product discovery and discernment tool, Beacon. If you are a product manufacturer, you will be able to load 5 products per 10'x10' booth equivalent. If you are a service provider, you will be able to access Beacon as a prospecting and lead generation tool. This access will be for the full calendar year 2024.

Assignment of exhibit space: Booth allocations are based on priority points. Contracts received after priority based selection will be assigned on a first-come, first-serve basis according to availability.

Products to be displayed:

Organic Pavilion exhibitors agree every product in their booth will be certified organic (Food: minimum 70% organic content; Fiber: minimum 50% organic content) in accordance with the Expo Organic Pavilion Standards (<https://standards.newhope.com/en/home.html>).

EVENT MARKETING AND SPONSORSHIPS

For additional promotional opportunities, please complete an Event Marketing and/or Sponsorship contract (as applicable). Contact your sales rep for details at 1.866.458.4935

Product Showcase: \$875/each

QTY: _____

Product Showcase category(s) selection: (based on your above quantity)

<input type="checkbox"/> Bulk & Food Service	<input type="checkbox"/> Grocery	<input type="checkbox"/> Kosher	<input type="checkbox"/> Specialty Diet
<input type="checkbox"/> Business Solutions	<input type="checkbox"/> Herbs / Medicinals	<input type="checkbox"/> Lifestyle	<input type="checkbox"/> Vitamins / Supplements
<input type="checkbox"/> Frozen / Refrigerated	<input type="checkbox"/> Hot Products	<input type="checkbox"/> Organic (certified)	

Co-exhibitor Listing Policy

Exhibitors will be allowed one listing per 7, 8, 9, or 10'x10' space purchased. Spaces 7, 8, 9, or 10'x20' and larger will include one exhibitor listing and one co-exhibitor listing. Exhibitors of spaces 240 sq. ft.+ may purchase additional listings for \$1,500 each.

EXHIBITOR CORRESPONDENCE (One company per contract only)

Online Information & Individual to receive all Expo correspondence.*

Company Name: _____

Exhibiting As Name: _____

Address: _____

City: _____ State: _____ Zip: _____ Country: _____

Telephone: _____ Fax: _____

E-mail Address: _____

Website: _____

Key Contact Name: _____

Title: _____ Cell Phone #* _____

Billing Contact First & Last Name: _____

Billing Contact Email: _____

+ Please proofread the information above carefully. The Key Contact will have the ability to change the above information online should you choose to publish alternate company information online. A password will be supplied with your exhibit space confirmation via e-mail to the e-mail address listed above. Deadlines apply. Contact name and title will not appear in the online listing*.

CONTRACT ACCEPTANCE

By signing below, exhibitor agrees to abide by the terms and behalf of this Agreement, and hereby represents and warrants that the undersigned is duly authorized to execute this Agreement on behalf of exhibitor.

Signature: _____ Date: _____

Title: _____

Are you a first-time exhibitor at Natural Products Expo Yes** No

** If yes, you must complete a new exhibitor application.

Does your company do business outside the United States? Yes No

FOR EXHIBITOR USE Booth # (s) Assigned: _____ = \$ _____ Total Size: _____ Sold By: _____	FOR INTERNAL USE ONLY - Total Due 11/03/2023 Booth # (s) Assigned: _____ = \$ _____ Comp #: _____ Total Size: _____ Total Amt. Due = \$ _____ Sold By: _____
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