

# SPONSORSHIP CONTRACT

## NATURAL PRODUCTS EXPO WEST 2021

Education and Events: March 2-6, 2021 · Trade Show: Anaheim Convention Center North Hall March 3-5, 2021  
 Anaheim Convention Center Main Halls March 4-6, 2021 · Anaheim, CA USA

### Platinum Sponsorships: \$45,000+

- Lanyards: \$67,000
- Show Bags: \$66,000

### Gold Sponsorships: \$25,000 - \$44,999

- Hilton Lobby: \$35,000
- Hotel Room Distribution (3): \$33,000
- Bike Charging Stations: \$32,000
- Press Room: \$30,000
- Badge Branding: \$27,000
- Relaxation Lounge: \$27,000
- Sustainability Sponsor - Waste Diversion: \$26,000
- Influencer - Fab 5: \$25,000
- Show Directory Map Sponsor: \$25,000
- Evening on the Plaza: (Wed., Thurs., Fri.): \$33,000
- Mobile App: \$33,000
- Full Hall Floor Graphics: \$30,000
- Door Graphics (ACC): \$29,000
- Escalator Graphics: \$27,000 - A or B or North Hall Lobby
- Aisle Signs: \$26,000
- Door Graphics (North Hall): \$25,000
- Sampling Station Outside: \$25,000
- Stair Graphics (North Hall): \$25,000

### Silver Sponsorships: \$17,000 - \$24,999

- Food Trucks (Grand Plaza): \$24,000
- Yoga (Thurs. or Fri.): \$22,000
- Arena Plaza Branded Vehicle: \$20,000
- Activation Zones: \$19,500
- Hand Sanitizer: \$19,000
- Hilton Elevator Clings: \$17,000
- Sampling Station Inside: \$23,000
- Chalk Artist: \$20,500
- Graffiti Artist: \$20,000
- Escalator Graphics: \$19,000 - Hall D Lobby
- Yoga (Sat. or Wed.): \$19,000
- Distribution Areas: \$17,500

Other  \$

**New Product Line Upgrade:** Main Hall(s) Lobby:  Gold \$10,000  Silver \$10,500 **Total \$** \_\_\_\_\_

### Sponsorship Inclusions: Please make appropriate selections

#### Natural Products Expo Connect

Featured Digital Listing  
 Featured Digital Product

X

#### Product Showcases

Gold Sponsors Select 4  
 Silver Sponsors Select 2

- Please select the category(s) and quantity based on your Showcase selection(s).
- |  |   |  |
|--|---|--|
| <input type="checkbox"/> Bulk & Food Service | <input type="checkbox"/> Herbs/Medicinals | <input type="checkbox"/> Organic (certified) |
| <input type="checkbox"/> Business Solutions  | <input type="checkbox"/> Hot Products     | <input type="checkbox"/> Specialty Diet      |
| <input type="checkbox"/> Frozen/Refrigerated | <input type="checkbox"/> Kosher           | <input type="checkbox"/> Vitamin/Supp.       |
| <input type="checkbox"/> Grocery             | <input type="checkbox"/> Lifestyle        |  |

X

### COMPANY/SPONSOR INFORMATION

Company Name \_\_\_\_\_

Exhibiting As Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_

St \_\_\_\_\_ Country \_\_\_\_\_ Postal Code \_\_\_\_\_

Tel \_\_\_\_\_

Fax \_\_\_\_\_

E-mail: \_\_\_\_\_

Company Contact \_\_\_\_\_

Title \_\_\_\_\_

Billing Contact \_\_\_\_\_

Title \_\_\_\_\_

Billing Contact Email \_\_\_\_\_

Signature\* \_\_\_\_\_

Date \_\_\_\_\_

\*Indicates that sponsor has read and agreed to Terms and Conditions.

<b>FOR INTERNAL USE ONLY</b> Sold by: _____ Comp # _____ Total Amt. Due= \$ _____
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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

<b>Make checks payable to:</b> Informa 24654 Network Place Chicago, IL 60673-1246	<b>Wire Transfer:</b> Informa JPMorgan Chase New York, NY ABA #021000021 Account #811104744 SWIFT: CHASUS33	<b>Express Mail Address:</b> JPMorgan Chase 131 S. Dearborn, 6th Floor Chicago, IL 60603 Attn: Penton Media 24654
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#### CREDIT CARD:

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

**CODE OF CONDUCT:** As an exhibitor and/or sponsor you agree to adhere to the Code of Conduct (accessible at <https://www.expowest.com/en/exhibitor-resources/code-of-conduct.html>).

#### TERMS AND CONDITIONS

By completing and returning this contract, the company identified on this contract form ("you" or "exhibitor") is applying for exhibit space at NATURAL PRODUCTS EXPO WEST 2021 (the "Show"). Upon written confirmation of acceptance by NHN and assignment of exhibit space, this contract shall become effective and form a binding agreement between you and NHN governing the non-assignable license granted to you to use exhibit space for the Show. The agreement formed incorporates (i) the terms and conditions set forth on this contract form and the Additional Terms and Conditions (accessible at [www.expowest.com/terms](http://www.expowest.com/terms)) (collectively, "Terms and Conditions"); (ii) the terms, conditions, rules, regulations and guidelines set forth in the Exhibitor Services Kit (accessible at [www.expowest.com/esk](http://www.expowest.com/esk)); (iii) the New Hope Network Exhibitor Standards for Natural Products Expo (accessible at [newhope.com/standards](http://newhope.com/standards), the "Standards"); and (iv) all additional standards, policies and directives ("Policies") published or provided by NHN 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, second, the Exhibitor Services Kit, third, the Standards, and fourth, the Policies. NHN reserves the right to reject any application for exhibit space for any reason.