



# Natural Products

## EXPO WEST®

SPARK YOUR  
**PASSION**

# Expo West 2021 is going Virtual!

May 24-27, 2021

While we are unable to meet in-person this May, we are excited to announce the official launch of Natural Products Expo West Virtual Week.

Expo West Virtual Week will feature virtual booths, a comprehensive sampling program, networking opportunities, curated retailer/buyer programs, and conference programming focused on product innovations and trends.



**New Hope**  
NETWORK™



**Natural  
Products**  
EXPO™ Virtual™

# Spark Change 2020 Engagement

Spark Change 2020 was a virtual event that took buyers and sellers along a journey of product discovery, networking and education to both address the challenges of 2020 and provide a meaningful virtual platform to help us all stay connected.



Spark Change™

“

Virtual trade shows are a new channel for everyone right now, however I was really impressed with the sophistication of the Spark Change portal. You really felt like you had your own booth, where you could share your brand story and display your products. Spark Change let us reach out to retailers, PR, etc and not wait for them to find us. To say we gained traction through Spark Change is an understatement. It catapulted us and I cannot wait to be back!

– **Laurel Orley**, CEO and Co-Founder Daily Crunch Snacks

## Highlights from Spark Change 2020

6,597

registered attendees

398

Product Discovery Zone  
(PDZ) Exhibitors

23,082

messages exchanged

62,324

PDZ page views

8,724

connections made

7,330

Bookmarked PDZs

74

countries and all 50  
states represented

# Spark Change 2020 Retail Partners



- 7 Eleven stores
- Aldi
- Army & Air Force Exchange Services
- Basil Bandwagon
- Better Health
- Cambridge Naturals
- Coborn's
- Costco
- CVS
- D'Agostinos
- Dawson's
- Dean's Natural Foods
- Dorothy Lane Market
- Ellwood Thompsons
- FoodTown
- Fresh Direct
- Fresh Market
- Fresh Thyme Market
- Green Acres
- Green Grocer
- Greenlife Market
- Grocery Outlet
- Hawthorne Valley
- Healthy Living
- HEB
- INFRA
- Jimbo's Naturally
- Kroger
- Lassens
- Lovey's Market
- Martindale's
- Meijer
- Mis Fits Market
- MOM's
- Mothers Markets – CA
- Mustard Seed Markets – OH
- Natural Grocers
- Nature's Green Grocer
- NCG
- NCPA – Pharmacists – Indy Retailers Group
- Nutrition Smart
- Organic Marketplace
- PCC Markets
- Publix
- Snack Magic / Stadium Foods
- Sprouts
- Starbucks
- Target
- The Healthy Edge Retail Group
- The Turnip Truck
- Thrive Market
- Vitamin Shoppe
- Walmart
- Western Market
- Whole Foods

# 2021 Virtual Booth Options [Learn more about Virtual Booth options](#)



## Option 1: Natural Products Expo Virtual Booth \$1,900\*

With a Natural Products Expo Virtual booth, you'll have the ability to showcase your brand throughout 2021, including during three Spark Change virtual events, Expo West Virtual week, and during the virtual extension of Natural Products Expo East.



## Option 2: Expo West Virtual Booth \$1,200\*

With a Natural Products Expo West Virtual booth, you'll have the ability to showcase your brand during Natural Products Expo West Virtual Week (May 24-27, 2021). Once the Expo West Virtual week closes, your booth will be archived and no longer visible on the platform.

*\*taxes may apply*

### Either option will give you access to the following features:

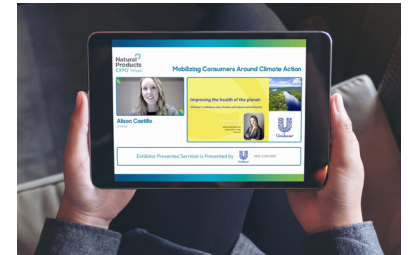
- Showcase your new or leading products or services, including all pertinent information that buyers need to make informed decisions, while also allowing you to highlight your innovation and points of differentiation.
- Staff your Virtual Booth in a live manner during events; the platform will also be accessible to buyers and attendees throughout the entire year and will notify you of any attendee meeting requests.
- Self-fulfill sample requests or add-on one of New Hope Network's sampling opportunities.
- Easily highlight key points of differentiation through hosting of content and multiple branding opportunities within your Virtual Booth.
- Virtual Booths will be searchable in a simple, easy-to-navigate way that allows for exploration via multiple means.

# Enhance Your Booth

[Check out all the ways you can enhance your booth](#)

## Virtual Exhibitor Presented Seminar (EPS)

Is your company filled with a wealth of knowledge and a thought leader in the industry? If yes, then a Virtual Exhibitor Presented Seminar (EPS) is the perfect place for your company to share exciting new information and in-depth analysis on the topic of your choice in a 60-minute seminar. Help the Natural Products community learn more and grow with this opportunity!



## Paid Social Media Campaign on @NatProdExpo

Your sponsored posts on the @NatProdExpo Instagram account will build brand awareness, drive virtual booth traffic and share your unique story with our community. Amplify your message to our captive audience of decision makers, investors and influencers that make up our healthy lifestyle community.

## Coffee Break Advertising

In the virtual event space there is no better way to get the attention of our Natural Products audience than an advertisement during our multitude of coffee breaks! These videos ads are the perfect platform to tell your story, introduce new products, and maximize your brand awareness throughout the week!

## Virtual Education: Retail Discovery Session Underwriters

Are you the leader in your category? Or better yet, should you be? By underwriting a Category Specific Retailer Data & Insights virtual session, you will be joining experts in our industry to bring proprietary data and leading insights to a targeted retail audience specifically looking for product discovery.

# What's the number one thing virtual events are missing? Samples!

As one of many ways we continue to facilitate connection for the natural products community, we have created **The Natural Products Expo Virtual Contactless Sampling Program**.

This **simple and streamlined program** gives manufacturers like you the opportunity to send your product to **100 top members of the press or 100 top retailers** specifically interested in your product category (and yes, we can ship frozen and refrigerated products too!).

Participants will receive their curated sample box days before the corresponding event. In addition to your product sample, recipients will be walked through the contents of the box and how to engage with the participating companies via a product guide compiled by New Hope Network and company-provided collateral.

The Natural Products Expo Virtual Contactless Sampling Program is the best way to get discovered as a new brand, spread awareness of your new product line, or increase sales by landing more retailers and consumers by way of press/influencer coverage!

**Learn More:** [Retailer Sampling Box](#) | [Press Sampling Box](#)



**The deadline for  
Natural Products Expo West  
Virtual Week is April 16.**

**Talk to your Account Manager  
today to get started.**

Pricing starts at \$2,750.

# Contact Your Account Manager



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