

# EXHIBIT SPACE CONTRACT 2023



Events and Education: March 7-11, 2023  
Trade Show:  
ACC North Halls, Anaheim Hilton: March 8-10, 2023  
ACC Main Halls, Arena: March 9-11, 2023  
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

### 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)  
HILTON ANAHEIM: LEVEL 200 PACIFIC & CALIFORNIA BALLROOMS

Inline (10x10, 9x10, 8x10, etc)	\$8,165
Corner Premium	\$1,350
5x10	\$4,505
Island	\$108.30/sq. ft.
Peninsula	\$105.90/sq. ft.

### NATURAL PRODUCTS EXPO VIRTUAL EXPERIENCE (REQUIRED): \$1000

This is a charge on each account exhibiting at Expo West 2023. 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.

★ \$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 04/08/2022. The balance is due on 11/04/2022. Applications received on or after 11/04/2022 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:

- Cancellations and booth downsizes received by 11/03/2022 are subject to a fee equal to 40% of the booth price.
- Cancellations and booth downsizes received on or after 11/04/2022 are subject to a fee equal to 100% of the booth space.
- 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 03/07/2023 (Hilton or ACC North Halls only) or 03/08/2023 (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.
- Cancellations will result in forfeit of all exhibitor badges.

### EXHIBIT SPACE (subject to availability)

The exhibit space rental fee includes standard booth drapery, Exhibitor Services 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 5x10. Also included is admission to all NHN-hosted events and educational seminars unless otherwise noted.

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: \$675/each QTY: \_\_\_\_\_  
Product Showcase category(s) selection: (based on your above quantity)  
\_\_\_ Bulk & Food Service \_\_\_ Grocery \_\_\_ Kosher \_\_\_ Specialty Diet  
\_\_\_ Business Solutions \_\_\_ Herbs / Medicinals \_\_\_ Lifestyle \_\_\_ Vitamins / Supplements  
\_\_\_ Frozen / Refrigerated \_\_\_ Hot Products \_\_\_ 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		FOR INTERNAL USE ONLY - Total Due 11/04/2022		Date	Initials	Date	Initials
Booth # (s) Assigned: _____	= \$ _____	Booth # (s) Assigned: _____	= \$ _____	A2Z	_____	ACCT	_____
Total Size: _____		Total Size: _____		CONF	_____	INFO	_____
Sold By: _____		Sold By: _____					
Comp #: _____		Comp #: _____					
Total Amt. Due= \$ _____		Total Amt. Due= \$ _____					