

# EXHIBIT SPACE CONTRACT 2024

**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").

### 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.

### SUSTAINABILITY:

To help Natural Products Expo reduce its carbon impact, \$60 per 100 sqft (80 for 8'x10' booths) of an exhibitor booth space and its associated cost will be allocated to purchasing carbon offsets.

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

This is a charge on each booth 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.

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: IMLDataTeam@informa.com.

### ★ \$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.

### 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.

### 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 space.
3) Cancellations and booth downsizes will receive one (1) penalty point against exhibitor's priority points.
4) Cancellations will result in forfeit of all exhibitor badges.



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

### 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: \$875/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
Does your company do business outside the United States? [ ] Yes [ ] No

Table with 4 columns: FOR EXHIBITOR USE, FOR INTERNAL USE ONLY - Total Due 11/03/2023, Date, Initials. Rows include Booth # (s) Assigned, Total Size, Sold By, Comp #, Total Amt. Due, A2Z, CONF.