



# 2019

## Attendee Information

This is **THE** place to see the newest products and trends in the natural and organic industry this spring!

**NEW for 2019!** Trade show days have shifted.

**Education & Events** March 5-9, 2019 (Tues-Sat)

**Trade Show:**

**ACC North Halls, Anaheim Hilton** March 6-8, 2019 (Wed-Fri)

**ACC Main Halls** March 7-9, 2019 (Thurs-Sat)

Anaheim Convention Center | Anaheim, CA USA

Register online at **[expowest.com](http://expowest.com)**

Produced by:



**New Hope**  
NETWORK™

Co-located with:



# SHOW INFO



## The World's Largest Natural, Organic and Healthy Products Event

From natural and specialty foods to supplements and health and beauty, this is where you will find the newest and hottest products shaping the future of the natural, organic and healthy lifestyle marketplace. This is a trade show that connects you with the people behind the products, introduces you to industry experts in the classroom, and invites you to have fun with a community of other like-minded professionals.



### Show Location and Dates:

Anaheim Convention Center, Anaheim California

### New for 2019: Trade Show days have shifted!

**Education and Events:** March 5-9, 2019 (Tues-Sat)

**Trade Show:**

**Fresh Ideas Organic Marketplace:** March 6 (Wed)

**ACC North Halls, Anaheim Hilton:** March 6-8 (Wed-Fri)

**ACC Main Halls:** March 7-9 (Thurs-Sat)



@NatProdExpo #ExpoWest

# REGISTRATION OPTIONS

Registering for Expo West is easy! Go to [expowest.com/register](https://expowest.com/register) and follow these steps:

**Step 1:** Know your business type: Visit [expowest.com/businesstype](https://expowest.com/businesstype) for a complete list of category definitions.

**Step 2:** Know your registration options (for more detail on education sessions and networking events, see the following page, or visit [expowest.com/schedule](https://expowest.com/schedule)):

Attendee Registration Options:	Exhibit Hall Pass	Super Pass Upgrade
Daily access to exhibit halls (Wednesday – Saturday during show hours)	✓	✓
Access to Fresh Ideas Organic Marketplace on Wednesday	✓	✓
Access to select exhibitor hosted education, keynote speakers	✓	✓
Access to select networking events (Early Morning Yoga, Live Music Evenings on the Plaza, Natural Products Pitch-Slam Competitions, Community Breakfast, and Women in Naturals)	✓	✓
Full access to our mobile app and expo planner	✓	✓
Access to full education conference Tuesday, Wednesday, Thursday, Friday	✗	✓
On-site access to the Super Pass Lounge: a VIP Lounge with services such as WiFi, bag check, charging stations, light refreshments	✗	✓
Free Drink Tickets for Happy Hours at the Arena Plaza and Evenings on the Plaza	✗	✓
Dedicated kiosks for badge pick-up	✗	✓

## À la Carte Education Add-Ons

Education add-ons include tours and forums that are not included with your Exhibit Hall badge or Super Pass upgrade (Herb Walk Tour and Natural Products Business School). You can purchase daily education passes if you have limited time or if there are only certain days that you wish to attend our education conference.

**Step 3: REGISTER!** [expowest.com/register](https://expowest.com/register)

Registration Option(s):	Early Bird (through 2/1)	Advanced (2/2–3/3)	Onsite (3/4–Show Close)
Exhibit Hall pass (required): Qualified Retailer, Distributors, Food Services Industry Members, or Health Practitioner	FREE	\$35	\$75
Exhibit Hall pass (required): Qualified Investor, Supplier, Manufacturer or Business Services Attendee	\$795	\$895	\$995
Super Pass upgrade	+ \$145	+ \$195	+ \$245
Herb Walk Tour	+ \$75	+ \$75	+ \$75
Natural Products Business School	+ \$195	+ \$295	+ \$295
Daily Education pass (Tue/Wed/Thu/Fri)	+ \$95 per day	+ \$95 per day	+ \$95 per day































# SCHEDULE-AT-A-GLANCE

The following is a schedule of events and education at Expo West 2019.

☑ = Free to attend with your Exhibit Hall Pass

SP = Super Pass upgrade required to attend

\$\$ = Must be purchased separately from Exhibit Hall Pass or Super Pass upgrade

TUESDAY, MARCH 5 Complete details available at expowest.com				THURSDAY, MARCH 7 - (Continued) Complete details available at expowest.com			
7:30am - 4:00pm	Natural Products Business School		\$\$	9:30am - 6:00pm	Exhibits Open: ACC Level 3 and Arena		☑
9:00am - 8:00pm	Climate Day		☑	10:00am - 6:00pm	Exhibits Open: ACC Halls A-E		☑
9:00am - 4:00pm	Natural Products Hemp & CBD Summit		SP	10:30 - 11:30am	Exhibitor-Presented Seminar		☑
5:00 - 6:30pm	Natural Products Expo West Pitch-Slam Semi-Finals		☑	11:00am - 12:30pm	Exhibitor-Presented Seminar		☑
WEDNESDAY, MARCH 6 Complete details available at expowest.com				11:30am - 12:30pm	Thursday Keynote		☑
7:30 - 9:00am	Early Morning Yoga		☑	12:30 - 1:30pm	Exhibitor-Presented Seminar		☑
8:30 - 10:00am	The State of Natural & Organic		☑	12:45 - 4:00pm	UC Davis Education Track		☑
10:00am - 12:30pm	Connecting with the Changing Consumer		SP	1:00 - 3:30pm	Building Bridges Between Farmers & Brands		SP
10:00am - 12:30pm	The Supplement Roundtable		SP	2:30 - 3:30pm	Exhibitor-Presented Seminar		☑
10:15 - 11:45am	Climate Action Consultation		☑	6:00 - 8:00pm	Evening on the Plaza: Live Music by Con Brio		☑
11:00am - 4:00pm	Fresh Ideas Organic Marketplace		☑	6:00 - 7:30pm	Hall of Legends		☑
11:00am - 12:30pm	Exhibitor-Presented Seminar		☑	FRIDAY, MARCH 8 Complete details available at expowest.com			
11:30am - 5:30pm	Global Export Series		☑	7:30 - 9:00am	Early Morning Yoga		☑
12:00 - 6:00pm	Exhibits Open: ACC North Halls & Hilton		☑	7:30 - 9:00am	The SMART Retailers Breakfast		SP
12:30 - 1:30pm	Exhibitor-Presented Seminar		☑	9:00 - 10:00am	Friday Keynote		☑
1:00 - 5:00pm	Herb Walk Tour		\$\$	9:00am - 6:00pm	Exhibits Open: ACC North Halls & Hilton		☑
1:00 - 2:00pm	What's NEXT? Product Trends & Innovations Driving the Growth of Health & Wellness Brands		☑	9:30am - 6:00pm	Exhibits Open: ACC Level 3 and Arena		☑
2:00 - 3:00pm	Exhibitor-Presented Seminar		☑	10:00am - 6:00pm	Exhibits Open: ACC Halls A-E		☑
2:00 - 4:30pm	Innovations for Good in Organic		SP	10:00am - 12:30pm	Fueling Sales in an Omnichannel World		SP
4:00 - 7:00pm	Natural Talent Career Fair		☑	10:00am - 12:30pm	Working Together Toward a Good Food Future		☑
4:00 - 5:30pm	Inside the Bottle: Understanding Supplements Today		☑	10:30 - 11:30am	Exhibitor-Presented Seminar		☑
4:30 - 6:30pm	Natural Products Expo West Pitch-Slam Finals & Party		☑	11:00am - 12:30pm	Exhibitor-Presented Seminar		☑
6:00 - 11:00pm	The Organic Center's 16th Annual Benefit Dinner		\$\$	12:30 - 1:30pm	Exhibitor-Presented Seminar		☑
6:00 - 8:30pm	League of Angels		\$\$	1:30 - 2:30pm	Exhibitor-Presented Seminar		☑
6:00 - 8:00pm	Evening on the Plaza: Live Music by Sister Sparrow		☑	1:30 - 5:00pm	Making the Impossible Possible: Big Thinking for Sustainable Packaging		SP
THURSDAY, MARCH 7 Complete details available at expowest.com				1:30 - 4:00pm	The Digital Marketing Summit		SP
7:30 - 10:00am	Community Breakfast		☑	3:30 - 4:30pm	Exhibitor-Presented Seminar		☑
7:30 - 9:00am	Early Morning Yoga		☑	5:30 - 7:00pm	Women in Naturals Networking Event		☑
8:00 - 9:00am	NCN Investor Orientation		☑	6:00 - 8:00pm	Evening on the Plaza: Live Music by The Record Company		☑
8:30 - 9:30am	Hosted Education Session		☑	SATURDAY, March 9 Complete details available at expowest.com			
9:00 - 11:30am	A Seat at the Table for All: The Benefits of a Unified Natural Products Industry		SP	7:30 - 9:00am	Early Morning Yoga		☑
9:00 - 11:30am	Growing the Plant-Based Market		SP	9:30am - 4:00pm	Exhibits Open: ACC Level 3, and Arena		☑
9:00 - 11:30am	NCN Funding Forum		SP	10:00am - 4:00pm	Exhibits Open: ACC Halls A-E		☑
9:00am - 6:00pm	Exhibits Open: ACC North Halls & Hilton		☑				

PLEASE NOTE: SCHEDULE AS OF 11/27/18 . SUBJECT TO CHANGE.  
FULL SCHEDULE AVAILABLE AT [EXPOWEST.COM/SCHEDULE](http://EXPOWEST.COM/SCHEDULE).  
Company logo indicates a sponsored event.

# SUPER PASS EDUCATION UPGRADE

**SP** = Super Pass upgrade required to attend

## A Look into Education Included with Your Super Pass

The **Super Pass Upgrade** is your ticket to education conference sessions in Anaheim. The 2019 conference program runs Tuesday through Friday.

Some of the sessions that are included with a Super Pass Upgrade:

### Tuesday:

- Natural Products Hemp & CBD Summit **SP**

### Wednesday:

- The Supplement Roundtable **SP**
- Connecting with the Changing Consumer **SP**
- Innovations for Good in Organic **SP**

### Thursday:

- NCN Funding Forum **SP**
- Growing the Plant-Based Market **SP**
- A Seat at the Table for All: The Benefits of a Unified Natural Products Industry **SP**
- Building Bridges Between Farmers & Brands **SP**

### Friday:

- Fueling Sales in an Omnichannel World **SP**
- The Digital Marketing Summit **SP**
- Making the Impossible Possible: Big Thinking for Sustainable Packaging **SP**

Visit [expowest.com/schedule](http://expowest.com/schedule) for individual session times.

## À LA CARTE EDUCATION ADD-ON OPTIONS

The following options are not included with the Exhibit Hall pass OR Super Pass upgrade. These options may be purchased à la carte when you register or upgrade your badge.

**\$\$** = Must be purchased separately from Exhibit Hall Pass or Super Pass upgrade

### Natural Products Business School

Tuesday, March 5

7:30am – 4:00pm | **\$\$**

This is a full day of learning and networking purpose-built for emerging brands. The Natural Products Business School provides an opportunity to connect with an ecosystem of service providers and potential investors, as well as gain impactful insights from a fantastic line-up of industry experts on scaling your brand and managing the changes ahead for our fast-growing industry.

**Cost: \$195 before early bird deadline on February 1, 2019 (\$295 after February 1)**

### Herb Walk Tour

Wednesday, March 6

1:00 – 5:00pm | **\$\$**

The American Herbal Products Association (AHPA) Herb Walk will visit the nearby Fullerton Arboretum for a guided tour of this beautiful 26-acre botanical garden on the campus of California State University. Hearing from experts about various herbs and their traditional uses will make this event one of the highlights of your Expo West visit.

**Cost: \$75**

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# OFF THE SHOW FLOOR

 = Free to attend with your Exhibit Hall Pass



## Climate Day

Tuesday, March 5 | 9:00am – 8:00pm | 

Concerned about climate change but not sure what your company can do? Join industry leaders for inspirational keynotes, workshops, networking, climate awards, a rockin' reception and more. Get the tools, information and inspiration you need to help your company take meaningful action to reverse global warming.

Check [www.expowest.com](http://www.expowest.com) for complete schedule!



Sponsored by:



## Fresh Ideas Organic Marketplace

Wednesday, March 6

11:00am – 4:00pm | 

Network and meet leading organic producers and manufacturers in a lively outdoor setting. Enjoy a wide range of certified organic products.



## Natural Talent Career Fair

Wednesday, March 6 | 4:00-7:00pm | 

The natural and organic industry's best are coming together to give job seekers and employers an opportunity to meet and network. Come chat with the hiring teams of more than two dozen of the country's leading natural products companies to learn about exciting new opportunities at every level. Entrance is included with your Exhibit Hall Pass; be sure to bring along a few resumes and business cards.



## Community Breakfast

Thursday, March 7 | 7:30 – 10:00am | 

Connect with your peers and clients at the Community Breakfast! This is a free breakfast open to all attendees and exhibitors of the show, located in the big white tent by the Marriott! Many vegan and gluten-free options will be available.



## Hall of Legends Award Celebration

Thursday, March 7 | 6:00 – 7:30pm | 

The Hall of Legends ceremony celebrates the individuals who have made significant contributions to the natural products industry. During Hall of Legends, we'll also announce NEXTY Gold winners. These award recipients represent the pinnacle of the natural product industry's future and epitomize what it means to have integrity, innovation and inspiration.




# OFF THE SHOW FLOOR


 = Free to attend with your Exhibit Hall Pass

## Early Morning Yoga


Join us on the Grand Plaza each morning for an early morning yoga session to start the day centered and rejuvenated.

Wednesday, March 6  
7:30 – 9:00am | 


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**Lifeway**  
EST. 1985

Thursday, March 7  
7:30 – 9:00am | 

Sponsored by:  
**Honest**

Friday, March 8  
7:30 – 9:00am | 

Sponsored by:  
**STASH**  
TEA COMPANY

Saturday, March 9  
7:30 – 9:00am | 

Sponsored by:  
**vega**



## Evenings on the Plaza

Wednesday – Friday | 6:00 – 8:00pm | 

Any veteran of Expo West knows that you come to Anaheim for great work AND play. If this is your first time, consider yourself warned. Pack your dancing shoes.



Wednesday  
Musical Guest:  
Sister Sparrow



Thursday  
Musical Guest:  
Con Brio

Sponsored by:



Friday  
Musical Guest:  
The Record Company



## Women in Naturals Networking Event

Friday, March 8 | 5:30 – 7:00pm | 

The Women in Naturals Networking event is the coming together of women and men alike, dedicated to women in the natural products industry looking to network and learn from other professionals. Don't miss this chance to be among a group of powerful women who are changing the world.

# PARTNER EVENTS

☑ = Free to attend with your Exhibit Hall Pass

\$\$ = Must be purchased separately from Exhibit Hall Pass or Super Pass upgrade

## Supplier's Night Expo

Wednesday, March 6 | 3:30 – 8:00pm | ☑

The Southern California Institute of Food Technologists invites you to participate in the 2019 SCiftS Suppliers Night Expo at the Disneyland Hotel Exhibition Hall. This event brings together leading ingredient suppliers, food technologists & manufacturers.

Visit [www.scifts.net](http://www.scifts.net) for more information.

\* Expo West badge required for entry.



**Southern California**  
Institute of Food Technologists Section

## Organic Farming Research Foundation's 22nd Annual Benefit Luncheon

Wednesday, March 6 | 11:30am – 1:30pm | \$\$

Join us for a spectacular seasonal organic feast! Ticket & Sponsorship Opportunities available, contact [laura@ofrf.org](mailto:laura@ofrf.org), 831-426-6606 for more information.



## League of Angels

Wednesday, March 6 | 6:00 – 8:30pm | \$\$

Join Vitamin Angels in celebrating their 25th Anniversary of saving and changing lives with essential vitamins and minerals at their special new location of Disneyland California Adventure Park. Contact [events@vitaminangels.org](mailto:events@vitaminangels.org) to learn more.



**vitamin angels**

## The Organic Center's 16th Annual Benefit Dinner

Wednesday, March 6 | 6:00 – 11:00pm | \$\$

Shannon Allen, Creator of grown™ will keynote this favorite Expo fundraiser! The benefit dinner will bring together hundreds of organic visionaries, activists and businesses to enjoy an organic feast and spotlight the latest science on the environmental and health benefits of organic food and farming. You'll want to say you were there. To learn more, contact [development@organic-center.org](mailto:development@organic-center.org).



# CONTENT PARTNERS



Before, during and after Expo West, visit [newhope.com](http://newhope.com) for the latest trends, operational tactics, products, and consumer concerns to give you the insight you need to grow your business. Not a subscriber? Visit [newhope.com/subscribe](http://newhope.com/subscribe) to get all the latest news in your inbox.



New Hope Network's NEXT Innovation Solutions help manufacturers, retailers, suppliers, distributors and investors identify hot product trends—well in advance of launch—by leveraging 40 years of expertise with natural products start-ups and providing proprietary pre-shelf data, market intelligence, custom research and insider insights.

[whatsnextinnatural.com](http://whatsnextinnatural.com)



Join the industry's largest collection of retailers, brokers and distributors by signing up for Natural Retail Today. Stay in-the-know with natural product reviews, industry analysis, consumer trends and news from Natural Products Expo.

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