

EXHIBIT SPACE CONTRACT 2019



Events and Education: March 5-9, 2019
Trade Show:
ACC North Halls, Anaheim Hilton March 6-8, 2019
ACC Main Halls March 7-9, 2019
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: Wire Transfer: Express Mail Address:
Informa Informa JPMorgan Chase
24654 Network Place JPMorgan Chase
Chicago, IL 60673-1 246 New York, NY 131 S. Dearborn, 6th Floor
Chicago, IL 60603
ABA #021000021 Attn: Informa 24654
Account #811104744
SWIFT: CHASUS33

CREDIT CARD:

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

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 2019 (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) (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); (iii) the New Hope Network Exhibitor Standards for Natural Products Expo (accessible at 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.

ANAHEIM CONVENTION CENTER PRICING (MAIN HALLS)

Inline (10x10, 9x10, 8x10, 7x10 etc) \$7,295.00
Corner Premium \$8,145.00
Island \$92.95/sq. ft.
Peninsula \$90.95/sq. ft.

ANAHEIM CONVENTION CENTER PRICING (NORTH HALL)

Inline \$7,045.00
Corner Premium \$7,895.00

ANAHEIM CONVENTION CENTER PRICING (BALLROOM)

Inline (8x10) \$7,045.00
Corner Premium (8x10) \$7,895.00
5x10 \$3,995.00

HILTON BOOTH PRICING

Inline (8X10) \$6,795.00
Corner Premium (8x10) \$7,345.00

«\$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 4/6/18. The balance is due on 11/9/18. Applications received on or after 11/9/18 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.

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 11/8/18 are subject to a fee equal to 40% of the booth price.
- 2) Cancellations and booth downsizes received on or after 11/9/18 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 (expoWEST.com/prioritypoints). If exhibitor has not set up its booth by 6:00pm on 3/5/19 (Hilton and ACC North Halls only) or 3/6/19 (ACC Main Halls) and has not contacted the Show Management office at the convention center, NHN reserves the right to reassign exhibitor's booth space.
- 4) 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 will begin at Natural Products Expo West 2018 for designated exhibitors and are based on priority points (expoWEST.com/prioritypoints). Contracts received after 3/6/18 will be assigned on a first come, first-served 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.

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

o Product Showcase: \$650/each

QTY: _____

Product Showcase category(s) selection: (based on your above quantity)

Bulk & Food Service Grocery Kosher Vitamins / Supplements
 Frozen / Refrigerated Herbs / Medicinals Lifestyle Other
 Gluten Free 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 conditions 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 11/9/18	Date	Initials	Date	Initials
		A2Z	ACCT		
Booth # (s) Assigned: _____ = \$ _____	Booth # (s) Assigned: _____ = \$ _____	CONF	INFO		
Total Size: _____	Total Size: _____				
Sold By: _____	Sold By: _____				
Comp #: _____	Comp #: _____				
Total Amt. Due = \$ _____	Total Amt. Due = \$ _____				