SHOW PROFILE

SPARK Your PASSION in Anaheim

Education & Events  March 3–7, 2020

Trade Show
ACC North Halls, Anaheim Hilton, Anaheim Marriott
March 4–6, 2020

ACC Main Halls
March 5–7, 2020

Questions?
Contact us at 1.866.458.4935 or 1.303.390.1776 | expowest@newhope.com
Natural Products Expo West continues to be the leading trade show in the natural, organic, and healthy products industry. Named one of the “Fastest 50” by Trade Show Executive, Natural Products Expo West continues to help attendees and exhibitors alike reach their business goals.

**Why Exhibit?**

Natural Products Expo West is where new products turn into record profits, business relationships are built, ROI is always high and brand awareness builds momentum for your future.

- Establish industry presence
- Expand domestic distribution
- See existing customers
- Lead generation
- Increase brand awareness
- New product introduction

**Top Buyers at Expo West**

- Amazon
- Costco Wholesale
- Earth Fare
- Fairway Market
- Fresh Thyme Farmers Market
- Jimbo’s Naturally
- Kroger
- Lucky’s
- Natural Grocers
- New Seasons
- PCC Community Markets
- Publix
- Safeway, Inc.
- Sprouts
- Target Stores
- Trader Joe’s
- Vitamin Shoppe
- Wal-Mart Supercenters
- Wegmans
- Whole Foods

*Expo West is the Ideal Place to Meet Your Buyers.
Secure a Space Now.*

**#onlyatexpo**

CONTACT YOUR EXPO WEST ACCOUNT MANAGER TODAY!
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Who Will You Meet?

As many as 86,000 natural, organic, and healthy lifestyle product industry professionals

Top Reasons Attendees Come to Expo West

- Learn about new products/services
- Meet with specific company(s) and see specific products
- Stay up to date with industry trends
- Network with peers

Top Attendee Categories:

- E-tailer
- Independent/Co-op/Natural Product Store
- Importer/Exporter of Finished Products
- Alternative Health Clinic/Practitioner
- Chain Natural Products Store
- Gourmet/Specialty Products
- Conventional Supermarket
- Independent Grocer
- Discount/Mass Merchandiser
- Health Club/Gym
- Spas/Salons

2019 Attendee Profile and Show Data

Total Registered Industry Members: 86,296

Increase in qualified on-site press members over 2018: 4%

Qualified press attended in 2019: 2,329

Top Categories:

- Health Practitioners: 17%
- SMBI: 29%
- Distributors: 13%
- Retail Buyers & Food Services Attendees: 41%

Total Registered Supplier, Manufacturer, Business Services & Investor Attendees: 8,161

Total Registered Retailer, Distributor, Food Services & Health Practitioner Buyers: 40,288

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Geographical Breakdown of Expo West Attendees

87% OF ATTENDEES ARE FROM THE UNITED STATES

Top Attending Countries:

MEXICO
KOREA, REPUBLIC OF CHINA
JAPAN
AUSTRALIA
UNITED KINGDOM
BRAZIL
HONG KONG
PHILIPPINES

13% OF ATTENDEES ARE INTERNATIONAL

Booth Pricing

Book your booth today and plan to join 86,000 other industry members at the West Coast’s largest natural, organic, and healthy lifestyle products trade show.

ANAHEIM CONVENTION CENTER PRICING (MAIN HALLS)

| Inline (10x10, 9x10, 8x10, 7x10 etc) | $7,660 |
| Corner Premium | $8,560 |
| Island | $98.25/sq. ft. |
| Peninsula | $96.15/sq. ft. |

ANAHEIM CONVENTION CENTER PRICING (NORTH HALL)

| Inline (8x10) | $7,450 |
| Corner Premium | $8,350 |

ANAHEIM CONVENTION CENTER PRICING (BALLROOM)

| Inline (8x10) | $7,450 |
| Corner Premium (8x10) | $8,350 |

HILTON AND MARRIOTT BOOTH PRICING

| Inline (8x10) | $7,340 |
| Corner Premium (8x10) | $7,940 |
Extra recognition before, during and after the show

Natural Products Expo West exhibitors are in a unique position to reach a strong buying audience regionally focused on the West Coast.

Opportunities are available to extend and heighten your exposure in a range of prices via Expo West sponsorships; simply look for the best match for your needs and budget.

Event Marketing and Sponsorships

Event Marketing
- Promote the launch of a new product
- Increase booth traffic
- Generate brand recognition

Sponsorships
- Get in front of buyers for an extended period of time through multiple delivery methods
- Demonstrate your leadership position in the industry
- Build greater brand recognition
- Drive buyers to your product through education
- Sample your product or launch a new product

Have an idea for sponsorship? Call your account manager to customize an opportunity.

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