

# EXHIBIT SPACE CONTRACT 2021



**Events and Education:** March 2-6, 2021  
**Trade Show:**  
**ACC North Halls, Anaheim Hilton, Anaheim Marriott** March 3-5, 2021  
**ACC Main Halls** March 4-6, 2021  
 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 60673-1246

**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.

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 2021 (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](http://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](http://www.expowest.com)); (iii) the New Hope Network Exhibitor Standards for Natural Products Expo (accessible at [newhope.com/standards](http://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) \$8,080  
 Corner Premium \$9,180  
 Island \$106.10/sq. ft.  
 Peninsula \$103.80/sq. ft.

**ANAHEIM CONVENTION CENTER PRICING (NORTH HALL)**

Inline (8x10) \$7,860  
 Corner Premium \$8,960

**ANAHEIM CONVENTION CENTER PRICING (LEVEL 3 BALLROOM)**

Inline (8x10) \$7,860  
 Corner Premium (8x10) \$8,960  
 5x10 \$4,460

**HILTON AND MARRIOTT BOOTH PRICING**

Inline (8x10) \$7,745  
 Corner Premium (8x10) \$8,845

**★\$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 4/3/20. The balance is due on 11/6/20. Applications received on or after 11/6/20 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 11/5/20 are subject to a fee equal to 40% of the booth price.
- 2) Cancellations and booth downsizes received on or after 11/6/20 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. If exhibitor has not set up its booth by 6:00pm on 3/2/21 (Hilton, Marriott and ACC North Halls only) or 3/3/21 (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](http://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 2020 for designated exhibitors and are based on priority points. Contracts received after 3/09/20 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

**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 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 11/6/20	Date	Initials	Date	Initials
Booth # (s) Assigned: _____ = \$ _____	Booth # (s) Assigned: _____ = \$ _____				
Total Size: _____	Total Size: _____	A2Z	ACCT		
Sold By: _____	Sold By: _____	CONF	INFO		
Comp #: _____	Comp #: _____				
Total Amt. Due = \$ _____	Total Amt. Due = \$ _____				

# PROXY STATEMENT FORM



Education & Events: March 2-6, 2021

Trade Show

ACC North Halls, Anaheim Hilton, Anaheim Marriott March 3-5, 2021

ACC Main Halls, Arena, Level 3: March 4-6, 2021

I will not be able to participate in the Priority Space Selection for Natural Products Expo West 2021 during my company's scheduled selection time. Therefore, I wish to authorize either a Natural Products Expo show management member or another representative from my company to select my company's exhibit space on my behalf.

**Please check ONE of the following and complete ALL the information below:**

I hereby authorize the Natural Products Expo show management staff to select my company's Natural Products Expo West 2021 exhibit space according to the instructions indicated below.

**OR**

I hereby authorize \_\_\_\_\_ (name of proxy representative) to select my company's Natural Products Expo West 2021 exhibit space according to the instructions indicated below.

**Contracting/Exhibiting Company Information:**

Company Name: \_\_\_\_\_

Your Name: \_\_\_\_\_

Title: \_\_\_\_\_

Telephone: \_\_\_\_\_ Fax: \_\_\_\_\_

E-mail: \_\_\_\_\_ Website Address: \_\_\_\_\_

Preferred Booth Size: \_\_\_\_\_

Preferred Booth Numbers: \_\_\_\_\_

Preferred Areas: (Note: To be considered for a pavilion, 75% of products/services exhibited must fall in that category)

- Natural & Specialty Foods (Main Halls & Arena)
- Organic\*
- Lifestyle
- Supplements
- ACC Level 3 Natural & Specialty foods
- North Hall Hot Products Level 100&200
- Hilton Hot Products
- Marriott Hot Products

\*Organic Standards Form, found online at [www.newhope.com/standards](http://www.newhope.com/standards), must be submitted with this proxy form to be considered for any booth with organic products.

Comments (please specify if you prefer Corner/In-line): \_\_\_\_\_

My company understands that the Proxy Statement Form is NOT a space reservation form, but is a legal and binding agreement. My company agrees to accept the booth number(s) and location selected on our behalf by either the Natural Products Expo show management staff or by the designated person indicated above, and understands that we are liable for the exhibit space(s) selected. My company hereby releases New Hope Network, a division of Informa Media, Inc., its employees and affiliates from any liability.

**Once the Proxy Statement and/or Exhibit Space Contract is signed all cancellation policies apply.**

Authorized Signature \_\_\_\_\_ Date \_\_\_\_\_

Print name \_\_\_\_\_

***This form must be returned with your Exhibitor Booth Contract to:***

E-mail: [expo.contracts@newhope.com](mailto:expo.contracts@newhope.com) Phone: 1.303.390.1760

To confirm receipt, please email [asmith@newhope.com](mailto:asmith@newhope.com)