



# EVENT MARKETING CONTRACT

## NATURAL PRODUCTS EXPO WEST 2021

Education and Events: May 24-27, 2021 · Trade Show: Anaheim Convention Center North Hall & Main Halls May 25-27, 2021  
Anaheim, CA USA

OPPORTUNITY		QTY	TOTAL												
Natural Products Expo Connect:	<input type="radio"/> \$500 - Featured Digital Listing <input type="radio"/> \$500 - Featured Digital Product <input type="radio"/> \$900 - Featured Digital Bundle		\$ _____												
Product Showcase:	<input type="radio"/> \$675/each <div style="display: inline-block; vertical-align: middle; margin-left: 20px;">             { Please select the category(s) and quantity based on your Showcase selection(s).             <table border="0" style="font-size: small; margin-left: 10px;"> <tr> <td><input type="checkbox"/> Bulk &amp; Food Service</td> <td><input type="checkbox"/> Herbs/Medicinals</td> <td><input type="checkbox"/> Organic (certified)</td> </tr> <tr> <td><input type="checkbox"/> Business Solutions</td> <td><input type="checkbox"/> Hot Products</td> <td><input type="checkbox"/> Specialty Diet</td> </tr> <tr> <td><input type="checkbox"/> Frozen/Refrigerated</td> <td><input type="checkbox"/> Kosher</td> <td><input type="checkbox"/> Vitamin/Supp.</td> </tr> <tr> <td><input type="checkbox"/> Grocery</td> <td><input type="checkbox"/> Lifestyle</td> <td></td> </tr> </table>             }           </div>	<input type="checkbox"/> Bulk & Food Service	<input type="checkbox"/> Herbs/Medicinals	<input type="checkbox"/> Organic (certified)	<input type="checkbox"/> Business Solutions	<input type="checkbox"/> Hot Products	<input type="checkbox"/> Specialty Diet	<input type="checkbox"/> Frozen/Refrigerated	<input type="checkbox"/> Kosher	<input type="checkbox"/> Vitamin/Supp.	<input type="checkbox"/> Grocery	<input type="checkbox"/> Lifestyle			\$ _____
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<input type="checkbox"/> Grocery	<input type="checkbox"/> Lifestyle														
Show Directory Map Ad:	<input type="radio"/> \$3,000 - 1/4 Page Ad <input type="radio"/> \$5,000 - 1/2 Page Ad		\$ _____												
Connect to Press:	<input type="radio"/> \$3,250		\$ _____												
Wall of Content:	<input type="radio"/> \$3,500 - Advertising <input type="radio"/> \$4,500 - Video		\$ _____												
Lightbox:	<input type="radio"/> \$8,500		\$ _____												
Show Bag Insert:	<input type="radio"/> \$9,000		\$ _____												
Hotel Room Drop:	<input type="radio"/> \$9,000 - Sheraton <input type="radio"/> \$14,000 - Hilton or Marriott		\$ _____												
Bathroom Graphics:	<input type="radio"/> \$11,500 - ACC Halls <input type="radio"/> \$16,500 - North Hall or ACC Lobby		\$ _____												
Floor Graphics:	<input type="radio"/> \$15,000		\$ _____												
Other:	<input type="radio"/> _____		\$ _____												
<b>TOTAL:</b>			_____												

**Marketing and Sponsorships:** 100% of fee for ancillary marketing and promotional services is due with contract, unless otherwise indicated.

### COMPANY INFORMATION

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

Exhibiting As Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_

St \_\_\_\_\_ Country \_\_\_\_\_ Postal Code \_\_\_\_\_

Tel \_\_\_\_\_

Fax \_\_\_\_\_

E-mail: \_\_\_\_\_

Company Contact \_\_\_\_\_

Title \_\_\_\_\_

Billing Contact \_\_\_\_\_

Title \_\_\_\_\_

Bill Contact Email \_\_\_\_\_

Produced by New Hope Network ("NHN" or "Show Management"), a division of Informa Media, Inc. ("Informa f/k/a/ Penton Media, Inc.).

**Make checks payable to:**  
Informa  
24654 Network Place  
Chicago, IL 60673-1246

**Wire Transfer:**  
Informa  
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: Penton Media 24654

### CREDIT CARD:

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

### CODE OF CONDUCT:

As an exhibitor and/or sponsor you agree to adhere to the Code of Conduct (accessible at <https://www.expowest.com/en/exhibitor-resources/code-of-conduct.html>).

### TERMS AND CONDITIONS

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/esk](http://www.expowest.com/esk)); (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.

Name/Title: \_\_\_\_\_ Date: \_\_\_\_\_

Signature: \_\_\_\_\_

**CANCELLATIONS:** No refunds will be issued. Cancellations do not relieve exhibitor of its obligation under this contract.

**FOR INTERNAL USE ONLY**

Sold by: \_\_\_\_\_

Comp # \_\_\_\_\_

Total Amt. Due= \$ \_\_\_\_\_

Produced by New Hope Network, a division of Informa

The Exhibitor hereby submits the application for ancillary marketing and promotional services at Natural Products Expo West 2021, May 24-27, Anaheim, CA USA to New Hope Network, a division of Informa, USA (hereby referred to as the Organizer) and hereby acknowledges and agrees to the terms and conditions set forth herein, and the Rules and Regulations for Exhibitors and other relevant brochures as the same may exist today or as they may be hereafter amended or updated, and to such other rules and regulations as may from time to time be established by the Organizer, all of which are incorporated herein by this reference. All marketing/sponsor opportunities are sold and assigned on a first-come, first-served basis. Prior year sponsors/marketing partners do not have exclusive rights to current year sponsorships or marketing opportunities. The Exhibitor further agrees that, upon acceptance of this application by the Organizer, this application shall become a legally binding contract, enforceable in accordance with its terms. Confirmation will be returned.