SPARK YOUR PASSION in Anaheim

Education & Events  March 2-6, 2021

Trade Show:
ACC North Halls, Hilton, Marriott  March 3-5, 2021
ACC Halls A-E, Arena & Level 3  March 4-6, 2021
Anaheim, CA USA

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.

CONTACT YOUR EXPO WEST ACCOUNT MANAGER TODAY! 1.866.458.4935 or 1.303.390.1776 | expowest@newhope.com
As many as 86,000 natural, organic, and healthy lifestyle product industry professionals will attend Expo West 2019.

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%
2,329 qualified press attended in 2019

Top Registered Attendee Categories:

- Health Practitioners: 17%
- Distributors: 41%
- Retail Buyers & Food Services Attendees: 40,288
- SMBI: 13%
- Total Registered Supplier, Manufacturer, Business Services & Investor Attendees: 8,161
- Total Registered Retailer, Distributor, Food Services & Health Practitioner Buyers: 40,288

Who Will You Meet?

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Geographical Breakdown of Expo West Attendees

87% of attendees are from the United States

13% of attendees are international

Top Attending Countries:
- Mexico
- Korea, Republic of
- China
- Japan
- Australia
- Brazil
- United Kingdom
- Hong Kong
- Philippines

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 & ARENA)
- 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 (LEVEL 3)
- Inline (8x10) $7,860
- Corner Premium (8x10) $8,960
- 5x10 $4460

HILTON AND MARRIOTT BOOTH PRICING
- Inline (8X10) $7,745
- Corner Premium (8x10) $8,845
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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Contact Your Account Manager

Michelle Garske
Strategic Account Manager
Africa, Australia, Canada, Europe, Latin America, Middle East, New Zealand, Canada
mgarske@newhope.com

KB Nau
Account Manager
AL, AR, DE, FL, GA, IN, KY, MD, MO, MS, NC, ND, SC, SD, TN, VA
knau@newhope.com

Gina Spampinato
Lead Account Manager
CT, NY, OH, PA
gina@newhope.com

Lisa OBryan
Account Manager
HI, IA, IL, KS, NE, NM, NV, WA, WY
lobryan@newhope.com

Brad Squier
Lead Account Manager
AK, CA (ZIP code 93001-96162), ID, MT, OR
bsquier@newhope.com

Sam Owen
Account Manager
AZ, CA (ZIP code 90001-90899), LA, OK, TX, UT
sam.owen@newhope.com

Cathy LaClair
Account Manager
DC, MA, ME, MI, MN, NH, NJ, RI, VT, WI, WV
claclair@newhope.com

Zachary Watson
Account Manager
CA (ZIP code 91001-92899), CO
zwatson@newhope.com

Jiani Lai
Account Manager
Asia
jiani.lai@informa.com

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