

SHOW PROFILE

2021

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

Produced by:



New Hope
NETWORK™

Co-located with:



Questions?

Contact us at 1.866.458.4935 or
1.303.390.1776 | expowest@newhope.com

#onlyatexpo

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!

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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



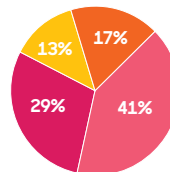
Total Registered Industry Members

86,296



Increase in qualified on-site press members over 2018

2,329 qualified press attended in 2019



Health Practitioners
SMI
Distributors
Retail Buyers & Food Services Attendees

Total Registered Retailer, Distributor, Food Services & Health Practitioner Buyers



40,288



8,161

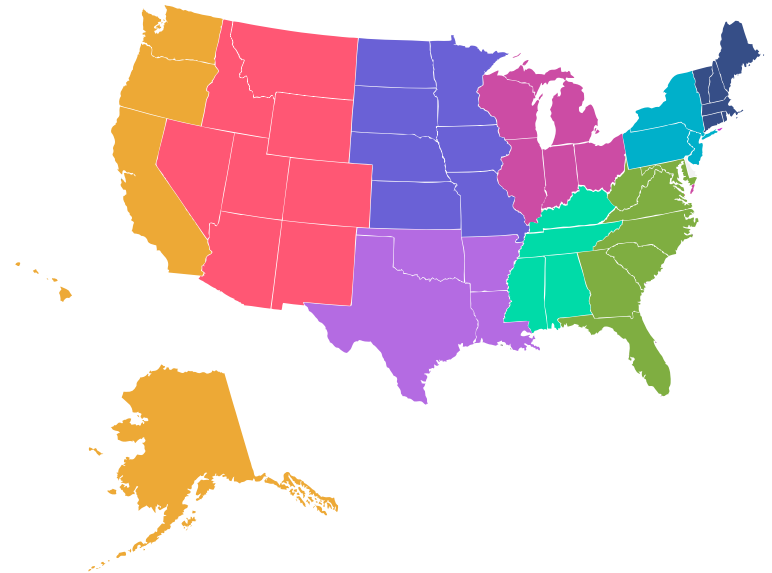
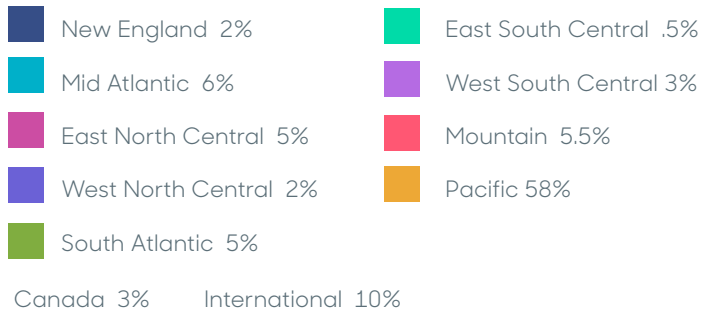
Total Registered Supplier, Manufacturer, Business Services & Investor Attendees

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Geographical Breakdown of Expo West Attendees



**87% OF ATTENDEES ARE
FROM THE UNITED STATES**



Top Attending Countries:

MEXICO	JAPAN	UNITED KINGDOM
KOREA, REPUBLIC OF	AUSTRALIA	HONG KONG
CHINA	BRAZIL	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 & 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 (NORTH HALLS)

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

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

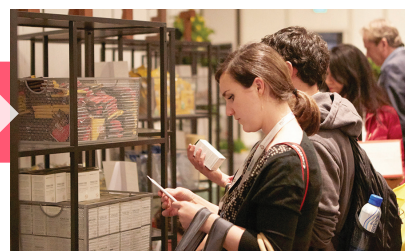
Event Marketing

- 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

Connect to Press



Sampling Stations



Grand Plaza Events



Morning Workouts



Show Bag Inserts



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

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