


**Natural
Products**
EXPO WEST®

SHOW PROFILE



2021

SPARK YOUR
PASSION
in Anaheim
NEW DATES!

Education & Events: May 24-27, 2021

Trade Show: May 25-27, 2021

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. With a thorough standards and qualification process, 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
- Fresh Thyme Farmers Market
- Jimbo's Naturally
- Kroger
- 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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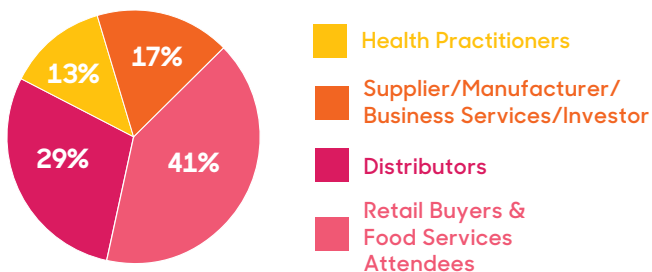
Who Will You Meet?



Top Reasons Attendees Come to Expo West

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

2020 Attendee Profile and Show Data



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



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Exhibiting at Expo West

Booth Pricing

Book your booth today and plan to join other industry members at the leading 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

HILTON BOOTH PRICING

5x10	\$4,460
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.

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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Connect to
Press



Sampling
Stations



Hotel Room
Distribution



Escalator
Graphics



Show Bag
Inserts



expowest.com

Contact Your Account Manager



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