

# SPONSORSHIP CONTRACT

NATURAL PRODUCTS EXPO WEST 2019

Education and Events: March 5-9, 2019 · Trade Show: Anaheim Convention Center North Hall March 6-8, 2019  
Anaheim Convention Center Main Halls March 7-9, 2019 · Anaheim, CA USA

## Platinum Sponsorships: \$45,000+

☐ Show Bags: \$65,000 ☐ Lanyards: \$66,000 \$

## Gold Sponsorships: \$25,000 – \$44,999

☐ Door Clings: North Hall: \$25,000 ☐ Show Directory Map: \$25,000  
☐ Escalator Graphics: Hall A, Hall B, or North Hall: \$26,000 ☐ Badge Branding: \$27,000  
☐ Door Clings: ACC: \$27,500 ☐ Pedicabs: \$28,000  
☐ Bike Charging Stations: \$32,000 ☐ Evening on the Plaza: (Wed., Thurs., Fri.): \$33,000  
☐ Hotel Room Distribution (3 Hotels): \$33,000 ☐ Catch Your Spark Rides: \$35,000 \$

## Silver Sponsorships: \$17,000 – \$24,999

☐ Yoga: (Sat.): \$17,000 ☐ Distribution Area: \$17,000  
☐ Hall D Escalator Graphics: \$18,000 ☐ Activation Zones: \$19,000  
☐ Yoga: (Wed.): \$19,000 ☐ Chalk Artist: \$20,000  
☐ Sheraton Food Trucks: \$20,000 ☐ Yoga: (Thurs. or Fri.): \$21,000  
☐ Lobby Sampling Stations: \$22,000 ☐ Fresh Ideas Tent: \$23,000  
☐ Grand Plaza Food Trucks: \$23,000 ☐ Outside Sampling Stations: \$24,000 \$

Other ☐ \_\_\_\_\_ \$

New Product Line Upgrade: Main Hall(s) Lobby: ☐ Gold \$9,000 ☐ Silver \$9,500 Total \$ \_\_\_\_\_

## Sponsorship Inclusions: Please make appropriate selections

### Product Showcases

Gold Sponsors Select 4  
Silver Sponsors Select 2

Please select the category(s) and quantity based on your Showcase selection(s).

<input type="checkbox"/> Bulk & Food Service	<input type="checkbox"/> Herbs/Medicinals	<input type="checkbox"/> Organic (certified)
<input type="checkbox"/> Frozen/Refrigerated	<input type="checkbox"/> Hot Products	<input type="checkbox"/> Vitamin/Supp.
<input type="checkbox"/> Gluten Free	<input type="checkbox"/> Kosher	<input type="checkbox"/> Other
<input type="checkbox"/> Grocery	<input type="checkbox"/> Lifestyle	

X

## COMPANY/SPONSOR INFORMATION

Company Name \_\_\_\_\_  
Exhibiting As Name \_\_\_\_\_  
Address \_\_\_\_\_  
City \_\_\_\_\_  
St \_\_\_\_\_ Country \_\_\_\_\_ Postal Code \_\_\_\_\_  
Tel \_\_\_\_\_  
Fax \_\_\_\_\_  
E-mail: \_\_\_\_\_  
Company Contact \_\_\_\_\_  
Title \_\_\_\_\_  
Billing Contact \_\_\_\_\_  
Title \_\_\_\_\_  
Billing Contact Email \_\_\_\_\_  
Signature\* \_\_\_\_\_  
Date \_\_\_\_\_

\*Indicates that sponsor has read and agreed to Terms and Conditions.

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  
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 [www.expowest.com/ew18/Public/Content.aspx?ID=1069639](http://www.expowest.com/ew18/Public/Content.aspx?ID=1069639)).

### 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 2019 (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.

### FOR INTERNAL USE ONLY

Sold by: \_\_\_\_\_  
Comp # \_\_\_\_\_  
Total Amt. Due= \$ \_\_\_\_\_