

SPONSORSHIP CONTRACT

NATURAL PRODUCTS EXPO WEST 2022

Education and Events: March 8-12, 2022 · Trade Show: Anaheim Convention Center North Hall March 9-11, 2022
 Anaheim Convention Center North Hall March 10-12, 2022 Anaheim, CA USA

Platinum Sponsorships: \$45,000+

- Lanyards: \$60,000
- Show Bags: \$56,000

Gold Sponsorships: \$26,000 – \$44,999

- Hilton Lobby: \$35,000
- Picnic on the Plaza: \$35,000
- Hotel Room Distribution (3): \$33,000
- Sustainability Sponsor - Hotel & Keycards: \$32,000
- Column Wraps (B&C lobby): \$30,000
- Door Graphics (ACC): \$27,000
- Escalator Graphics: \$27,000 - A or B or North Hall Lobby
- Evening on the Plaza: (Wed., Thurs., Fri.): \$27,000
- Column Wraps (D lobby): \$26,000
- Sustainability Sponsor - Waste Diversion: \$26,000

Silver Sponsorships: \$16,000 – \$26,999

- Premier Content Partnership: \$50,000
- Badge Branding: \$25,000
- Floor graphics (2 areas): \$25,000
- Sampling Station Outside: \$25,000
- Stair Graphics (North Hall): \$25,000
- Door Graphics (North Hall): \$24,000
- Aisle Signs: \$23,000
- Food Trucks (Grand Plaza): \$23,000
- Sampling Station Inside: \$23,000
- Show Directory Map Sponsor: \$22,000
- Food Trucks (Areana Plaza): \$21,000
- Water Bottle Refilling Station Graphics: \$21,000
- Yoga (Thurs., Fri.): \$20,000
- Escalator Graphics: \$19,000 - Hall D Lobby
- Hand Sanitizer: \$19,000
- Chalk Artist: \$18,500
- Graffiti Artist: \$18,000
- Yoga (Sat. or Wed.): \$18,000
- Activation Zones: \$17,500
- Hilton Elevator Clings: \$17,000
- Sustainability Sponsor (ACC): \$17,000
- Distribution Areas: \$16,000

Other _____ \$

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

Sponsorship Inclusions: Please make appropriate selections

Digital Product Showcase _____
 Featured Digital Listing _____ X

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"/> 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	

_____ 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.

CANCELLATIONS: No refunds will be issued and Exhibitor will be liable for and shall pay any unpaid balance of the Contract Price if cancellation is received. A cancellation notice shall be deemed received only upon NHN's actual receipt thereof. Cancellations must be in writing.

FOR INTERNAL USE ONLY

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

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:	Wire Transfer:	Express Mail Address:
Informa	Informa	JPMorgan Chase
24654 Network Place	JPMorgan Chase	131 S. Dearborn, 6th Floor
Chicago, IL 60673-1246	New York, NY	Chicago, IL 60603
	ABA #021000021	Attn: Penton Media 24654
	Account #811104744	
	SWIFT: CHASUS33	

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

The agreement formed incorporates the terms and conditions on this contract form and (I) the Informa Markets Sponsorship and Exhibition Terms and Conditions - Hybrid Events (accessible at <https://www.newhope.com/informa-markets-sponsorship-and-exhibition-terms-and-conditions-hybrid-events>) (the "Terms and Conditions"); (II) the terms, conditions, rules, regulations and guidelines, set forth in the [Exhibitor Services Kit](http://www.expowest.com/esk) (www.expowest.com/esk); (III) the [New Hope Network Exhibitor Standards for Natural Products Expo](http://www.expowest.com/en/exhibitor-standards-for-natural-products-expo) ("Standards"); and (IV) all additional policies and directives ("Policies") published or provided by Show Management 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 on this contract, second, the Terms and Conditions, third, the Exhibitor Services Kit, fourth, the Standards, and fifth, the Policies. NHN reserves the right to reject any application for exhibit space for any reason.