

# EVENT MARKETING CONTRACT

## NATURAL PRODUCTS EXPO WEST 2020

**Education and Events:** March 3-7, 2020 · **Trade Show:** Anaheim Convention Center North Hall March 4-6, 2020  
**Anaheim Convention Center Main Halls** March 5-7, 2020 · **Anaheim, CA USA**

OPPORTUNITY	QTY	TOTAL
<b>Natural Products Expo Connect:</b> <input type="radio"/> \$500 - Featured Digital Listing <input type="radio"/> \$500 - Featured Digital Product <input type="radio"/> \$900 - Featured Digital Bundle		\$
<b>Product Showcase:</b> <input type="radio"/> \$675/each		\$
<div style="display: flex; align-items: center;"> <div style="font-size: 4em; margin-right: 10px;">{</div> <div> <p>Please select the category(s) and quantity based on your Showcase selection(s).</p> <div style="display: flex; flex-wrap: wrap;"> <div style="width: 33%;"> <input type="checkbox"/> Bulk &amp; Food Service  <input type="checkbox"/> Business Solutions  <input type="checkbox"/> Frozen/Refrigerated  <input type="checkbox"/> Grocery </div> <div style="width: 33%;"> <input type="checkbox"/> Herbs/Medicinals  <input type="checkbox"/> Hot Products  <input type="checkbox"/> Kosher  <input type="checkbox"/> Lifestyle </div> <div style="width: 33%;"> <input type="checkbox"/> Organic (certified)  <input type="checkbox"/> Specialty Diet  <input type="checkbox"/> Vitamin/Supp. </div> </div> </div> </div>		
<b>Show Directory Map Ad:</b> <input type="radio"/> \$3,000 - 1/4 Page Ad <input type="radio"/> \$5,000 - 1/2 Page Ad		\$
<b>Connect to Press:</b> <input type="radio"/> \$3,250		\$
<b>Wall of Content:</b> <input type="radio"/> \$3,500 - Advertising <input type="radio"/> \$4,500 - Video		\$
<b>Lightbox:</b> <input type="radio"/> \$8,500		\$
<b>Show Bag Insert:</b> <input type="radio"/> \$9,000		\$
<b>Hotel Room Drop:</b> <input type="radio"/> \$9,000 - Sheraton <input type="radio"/> \$14,000 - Hilton or Marriott		\$
<b>New Product Line:</b> <input type="radio"/> \$8,000 - North Hall <input type="radio"/> \$10,000 - ACC Main		\$
<b>Bathroom Graphics:</b> <input type="radio"/> \$11,500 - ACC Halls <input type="radio"/> \$16,500 - North Hall or ACC Lobby		\$
<b>Private Appointment Room (ACC):</b> <input type="radio"/> \$13,000		\$
<b>EPS:</b> <input type="radio"/> \$14,000 - 60 minute <input type="radio"/> \$18,000 - 90 minute		\$
<b>Floor Graphics:</b> <input type="radio"/> \$15,000		\$
<b>Catch Your Spark Ride:</b> <input type="radio"/> \$15,000 - (1) Vehicle		\$
<b>Other:</b> <input type="radio"/> _____		\$
<b>TOTAL:</b>		

**Marketing and Sponsorships:** 100% of fee for ancillary marketing and promotional services is due with contract, unless otherwise indicated.

### COMPANY INFORMATION

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

**CANCELLATIONS:** No refunds will be issued. Cancellations do not relieve exhibitor of its obligation under this contract.

Produced by New Hope Network ("NHN" or "Show Management"), a division of Informa Media, Inc. ("Informa" f/k/a/ Penton Media, Inc.).

**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 <https://www.expowest.com/en/exhibitor-resources/code-of-conduct.html>).

### 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 2020 (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.

Name/Title: \_\_\_\_\_ Date: \_\_\_\_\_

Signature: \_\_\_\_\_

### FOR INTERNAL USE ONLY

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

Produced by New Hope Network, a division of Informa

The Exhibitor hereby submits the application for ancillary marketing and promotional services at Natural Products Expo West 2020, March 3-7, Anaheim, CA USA to New Hope Network, a division of Informa, USA (hereby referred to as the Organizer) and hereby acknowledges and agrees to the terms and conditions set forth herein, and the Rules and Regulations for Exhibitors and other relevant brochures as the same may exist today or as they may be hereafter amended or updated, and to such other rules and regulations as may from time to time be established by the Organizer, all of which are incorporated herein by this reference. All marketing/sponsor opportunities are sold and assigned on a first-come, first-served basis. Prior year sponsors/marketing partners do not have exclusive rights to current year sponsorships or marketing opportunities. The Exhibitor further agrees that, upon acceptance of this application by the Organizer, this application shall become a legally binding contract, enforceable in accordance with its terms. Confirmation will be returned.