

# SPONSORSHIP 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**

### Platinum Sponsorships: \$45,000+

- ☐ Lanyards: \$67,000  
☐ Community Breakfast Food: \$50,000  
☐ Show Bags: \$66,000
- \$

### Gold Sponsorships: \$26,000 - \$44,999

- ☐ Catch Your Spark Free Rides (3 rides) \$35,000  
☐ Evening on the Plaza: (Wed., Thurs., Fri.): \$33,000  
☐ Mobile App: \$33,000  
☐ Sustainability Sponsor - Hotel & Keycards: \$32,000  
☐ Door Graphics (ACC): \$29,000  
☐ Escalator Graphics: \$27,000 - A or B or North Hall Lobby  
☐ Aisle Signs: \$26,000
- ☐ Hilton Lobby: \$35,000  
☐ Hotel Room Distribution (3): \$33,000  
☐ Bike Charging Stations: \$32,000  
☐ Press Room: \$30,000  
☐ Badge Branding: \$27,000  
☐ Relaxation Lounge: \$27,000  
☐ Sustainability Sponsor - Waste Diversion: \$26,000
- \$

### Silver Sponsorships: \$17,000 - \$25,999

- ☐ Door Graphics (North Hall): \$25,000  
☐ Show Directory Map Sponsor: \$25,000  
☐ Food Trucks (GP): \$24,000  
☐ Sampling Station Inside: \$23,000  
☐ Yoga (Thurs., Fri.): \$22,000  
☐ Chalk Artist: \$20,500  
☐ Graffiti Artist: \$20,000  
☐ Escalator Graphics: \$19,000 - Hall D Lobby  
☐ Sunscreen Sponsorship: \$19,000  
☐ Distribution Areas: \$17,500  
☐ Sustainability Sponsor (ACC): \$17,000
- ☐ Sampling Station Outside: \$25,000  
☐ Stair Graphics (North Hall): \$25,000  
☐ Fresh Ideas Sponsorship: \$24,000  
☐ Nursing Room: \$22,000  
☐ Food Trucks (Sheraton): \$21,000  
☐ Arena Plaza Branded Vehicle: \$20,000  
☐ Activation Zones: \$19,500  
☐ Hand Sanitizer: \$19,000  
☐ Yoga (Sat. or Wed.): \$19,000  
☐ Hilton Elevator Clings: \$17,000
- \$

**Other** ☐ \_\_\_\_\_ \$

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

### Sponsorship Inclusions: Please make appropriate selections

#### Natural Products Expo Connect

Featured Digital Listing  
 Featured Digital Product

**Product Showcases**  
 Gold Sponsors Select 4  
 Silver Sponsors Select 2

{ Please select the category(s) and quantity based on your Showcase selection(s).
 ☐ Bulk & Food Service
 ☐ Herbs/Medicinals
 ☐ Organic (certified)
 ☐ Business Solutions
 ☐ Hot Products
 ☐ Specialty Diet
 ☐ Frozen/Refrigerated
 ☐ Kosher
 ☐ Vitamin/Supp.
 ☐ Grocery
 ☐ Lifestyle

X

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 <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.

#### FOR INTERNAL USE ONLY

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