



Education & Events

March 3-6, 2026

Trade Show

March 4-6, 2026

Anaheim Convention Center

Anaheim, CA

THIS is Natural Products Expo West

Step into the place where the natural and organic movement was born and where its future continues to unfold. For 45 years, Natural Products Expo West has been the heartbeat of an industry built on innovation, purpose, and connection. As an international

attendee, this is your moment to empower your future—experience the energy of thousands who share your passion, discover innovations that will reshape your business, and build relationships that open doors you didn't even know existed.

Why Attend?

- **Global Networking Opportunities:** Meet and connect with thousands of industry professionals, including buyers, suppliers, and innovators from around the world.
- **Discover Emerging Trends:** Explore the latest trends in natural and organic products, sustainability, and consumer preferences.
- **Access to Exclusive Education Programs:** Attend seminars and workshops led by over 300 expert speakers covering topics like retail trends, sustainability, and market innovation.
- **Business Growth Potential:** Build partnerships and discover investment opportunities to expand your business into new markets.
- **Efficient Show Navigation:** Take advantage of features like Buyer-Only Hours for focused discussions and deal-making.
- **Visa Support:** Receive assistance with visa invitation letters to facilitate your travel to the event.

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Trade Show

All Exhibits | March 4-6, 2026

Buyer-Only Hours

ACC Level 3 & North Halls | March 4, 2026
(9:00 – 10:00am)

ACC Halls A-E & Arena | March 5, 2026
(9:00 – 10:00am)

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*Buyer-only hours include retail buyers, hosted buyers, food service buyers, and health practitioners



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Registration Information

Your Exhibit Hall badge includes access to daily Exhibit Halls, Fresh Ideas Organic Marketplace, Networking Events, Keynote Speakers, Education Sessions, Exhibitor Presented Seminars, and the Expo West Event App.

Elevating BIPOC Brands

New Hope Network is excited to continue our partnership this year with (included), a non-profit collective of BIPOC founders and executives in consumer-packaged goods. Discover product innovation, heritage flavors and purpose-driven brands from diverse voices at the (included) exhibit space on the main show floor, and please join us for all sponsored events highlighting industry-wide J.E.D.I. initiatives.

In Partnership with

:INCLUDED

Sustainability

We recognize that Expo West has an impact on our local communities and global industry. Through our sustainability program, we are striving to better identify, understand, and proactively address environmental impacts, social sustainability, and sustainable development.

Thank you to our sustainability sponsors!



ETHOS

ETHOS stands for Equality, Trustworthy, Humanity, Open-Hearted, Safety.

We strive to create an environment of mutual respect, free from harassment and unprofessional behavior.

We promote equal opportunities, regardless of

race, gender, religion, political opinion, ability, sexual orientation, marital status, or age. Join us in honoring the values upon which Natural Products Expo is built: equity, integrity and transparency.

Expo West Event App

By registering for an Exhibit Hall Badge, you'll gain access to the official event app where you can build your schedule, favorite products, watch education sessions, navigate the exhibit hall and connect with the industry!

Sponsored by



Beacon Discovery

When you register for Natural Products Expo West, you gain access to Beacon



Discovery—our exclusive digital platform that extends your event experience year-round.

Beacon Discovery connects you with innovative brands, emerging trends, and sustainable solutions before, during, and after the event. Enjoy streamlined product discovery, meaningful connections, and a curated marketplace designed to help your business thrive.

Register today to unlock your exclusive access at beacon.newhope.com

45 Years of Innovation, Enhanced for You

We're celebrating 45 years of our biggest show yet! This year we're bringing new enhancements to elevate your Expo West Experience:

Through the Decades Block Party:

Tuesday, March 4 | 6:00 – 8:00pm | Arena and Grand Plazas

Our Tuesday evening celebration returns for its second year with a special 45th anniversary "Through the Decades" theme. Get ready for a night of nostalgia, networking, and pure fun that honors our industry's remarkable evolution!

Step into The Launch Pad:

Join us in the Arena to experience inventive concepts, meet inspiring new brands, and see where innovation begins.

Return of Buyer-Only Hours:

Beat the crowds! This is exclusive access for buyers to connect with exhibitors before the show floor opens each day.

CPG Innovation Summit:

Tuesday, March 3 | 8:00am – 5:00pm

Content, connections and inspiration for the conscious products community.

Innovation is accelerating at an unprecedented pace, and the CPG industry is at the center of it all—from AI-driven operations and next-gen marketing strategies to evolving retail models and impact-driven business approaches.

Innovation is moving faster than ever, and the CPG industry is leading the charge—from AI-powered operations and cutting-edge marketing strategies

to transformative retail models and purpose-driven business practices. Don't just watch the change—be part of it.

Enter Natural Products Expo West's inaugural CPG Innovation Summit, where brands, investors, service providers and other leading innovators collide to learn, collaborate and forge the future. Taking place Tuesday, March 3 at the Anaheim Marriott—before the Expo West tradeshow floor opens—this Summit will gather 750+ attendees for a one-day journey centered around transforming today's opportunities into impact and growth.

The Summit includes the Natural Products Expo West Pitch Slam: Stories Rooted in Innovation featuring seven early-stage brands who demonstrate the future of purpose-driven innovation and storytelling. Plus, we're introducing The Deal Room, where selected capital-raising companies will present their business and growth plans to a room full of investors.

Get Started

- [Register here](#)
- [Learn more about international travel: International Attendees](#)
- [View the agenda](#)

Questions? Contact Us You can contact a Customer Service Representative by emailing expowest@newhope.com OR by calling 1.303.390.1776 or 1.866.458.4935 (toll free, U.S. only).