

# FRESH IDEAS ORGANIC MARKETPLACE CONTRACT EXPO WEST 2018

Produced by New Hope Network ("NHN" or "Show Management"), a division of Penton Media, Inc. (including its subsidiaries and other affiliates directly or indirectly owned by Penton Operating Holdings, Inc., "Penton")

Return to: NATURAL PRODUCTS EXPO WEST

24654 Network Place

Chicago, IL 60673-1246

Fax: 1.303.939.9559

## 2018 CONTRACT

By completing and returning this contract, the company identified below ("you" or "exhibitor") is applying for exhibit space at Fresh Ideas held at Natural Products Expo West, March 8, 2018 (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 below 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 (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 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, 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.

### EXHIBITOR INFORMATION

Company Name: \_\_\_\_\_

Exhibiting As: \_\_\_\_\_

Address: \_\_\_\_\_  
\_\_\_\_\_

City: \_\_\_\_\_

State: \_\_\_\_\_

Country: \_\_\_\_\_ ZIP: \_\_\_\_\_

Tel: \_\_\_\_\_

Cell Phone #:\* \_\_\_\_\_

\* By giving my cell number, I am giving Natural Products Expo West permission to contact me via text or phone regarding emergency situations and onsite updates.

Sign here to receive e-mails from New Hope Network, a division of Penton.

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

E-mail: \_\_\_\_\_

Company Contact: \_\_\_\_\_

Title: \_\_\_\_\_

Billing Contact: \_\_\_\_\_

Title: \_\_\_\_\_

+ Please proofread the information in the area above carefully. The Key Contact will have the ability to change the above information online should you choose to publish alternate company information online. A password will be supplied with your booth confirmation via e-mail to the e-mail address listed above. Deadlines apply. Contact name and title will not appear in the online listing. \* By providing your cell number, you are giving Show Management permission to contact you via text or phone regarding emergency situations and onsite Show updates.

+By providing the contact information above, you acknowledge and agree to Penton's use of your contact information to communicate with you about events, products, services and offerings by Penton, its brands, affiliates, and/or third-party partners, consistent with Penton's Privacy Policy (accessible at [www.penton.com/privacy-policy](http://www.penton.com/privacy-policy)). In addition, I understand that my personal information may be shared with any sponsor(s) of the show, so they can contact me directly about their products or services. Please refer to the privacy policies of such sponsor(s) for more details on how your information may be used by them. Your personal information may also be shared with other participants in the show.

### FOR INTERNAL USE ONLY

Tabletop # (s) Assigned \_\_\_\_\_ @ \_\_\_\_\_ = \$ \_\_\_\_\_

Total Size: \_\_\_\_\_

Sold By: \_\_\_\_\_

Cust# \_\_\_\_\_

Total Amt. Due = \$ \_\_\_\_\_



### EXHIBIT SPACE (subject to availability)

The exhibit space rental fee includes standard booth drapery, Exhibitor Services Kit, 1 draped counter height table, an online listing on [www.expowest.com](http://www.expowest.com) and 2 badges (non-Expo West exhibitors only) per tabletop. Also included is admission to all NHN-hosted events and educational seminars unless otherwise noted.

**PLEASE NOTE: Fresh Ideas exhibitors agree every product at their tabletop will be certified organic (food: minimum 70% organic content; fiber: minimum 50% organic content; services: organic related). Proof of current certification is required with contract.**

### PLEASE COMPLETE THE FOLLOWING:

All opportunities are subject to availability.

QTY	PRICE	OPPORTUNITY
_____ x _____		FRESH IDEAS EXHIBIT SPACE:
		<input type="checkbox"/> Natural Products Expo West Exhibitor \$1,495
		<input type="checkbox"/> Non-exhibitor \$1,695*

TOTAL: \_\_\_\_\_

### TABLETOP PREFERENCES:

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_

### CANCELLATION POLICY

**Exhibit Space:** Once this contract form is signed by you and exhibit space is allocated to you by NHN, you are contracted to exhibit space. An exhibitor that cancels or downsizes its exhibit space reservation must pay a cancellation fee, as specified below. Cancellations must be made in writing and are subject to the following:

- 1) Cancellations and booth downsizes are subject to a cancellation fee equal to 100% of the booth space being cancelled.
- 2) Cancellations will result in forfeit of all exhibitor badges.

Please include invoice # and customer # on check stub or wire transfer

Make checks payable to:  
Penton/NPEW/EN  
24654 Network Place  
Chicago, IL 60673-1246

Wire Transfer:  
Penton  
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.

### CONTRACT ACCEPTANCE

The undersigned hereby represents and warrants that he/she is duly authorized to execute this binding contract on behalf of the Company named above. The undersigned has read the Rules and Regulations on the front and reverse of this form, and accepts the same.

**No refunds will be issued. 100% due with application**

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

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