



PROGRAM OVERVIEW

Congratulations on becoming a part of the Natural Products Expo East **Exhibitor-Presented Seminar (EPS) Program**. Our program is an outstanding opportunity for exhibiting companies to present exciting new information and in-depth analysis on the topic of their choice in either single speaker or panel format.

Seminar Pricing:

- Thursday or Friday - \$6,000

Inclusions & General Information:

- **Audio/Visual set-up:** Includes podium, podium microphone, 1 lavalier microphone, LCD projector and projection screen. Any additional Audio Visual equipment may be contracted, but must be ordered through the official show vendor, PSAV at 800-966-4498. Exhibitor is responsible for all additional AV charges
- **Table Display:** A 6' draped table will be provided at the back of the room. Your company may provide literature and products to seminar attendees. Literature intended for distribution **must meet New Hope Natural Media (NHNM) standards requirements and must be submitted for approval by DEADLINE - Wednesday, August 22, 2012, 12:00 pm MST**. All materials must be reviewed and approved prior to distribution.
- **Lead Retrieval Scanner:** A scanner to collect attendee data is provided in all sessions. New Hope will send you the data via email within 30 days from close of show. No additional attendee data will be distributed.
- **Logo Requirements:** Only one logo and one company listing is permitted per seminar contracted - more than one logo and/or company listed is subject to a \$1,000 co-sponsorship fee. By default, the company name and logo listed on the completed Sponsorship Contract will automatically be associated with the seminar. Please contact your Exhibitor Service Representative if you wish to have an alternative presenting company name and logo associated with your EPS at esk@newhope.com or 1.303.998.9208
- **Marketing Exposure:** Exhibitor-Presented Seminars receive marketing exposure through multiple vehicles pre-show, onsite and post-show. The earlier your proposal is submitted and approved, the more marketing exposure you will receive. See Marketing Exposure section for details and deadlines.

How to Participate in an Exhibitor-Presented Seminar:

1. Complete the Sponsorship Contract with your Key Account Manager.
2. You will receive an email from your Exhibitor Service Representative containing the content submission link and your ecode, providing you with access to upload all of your seminar information. The online form is designed to make the upload process simple and to ensure that we have all of the elements necessary for the promotion and production of your seminar. If you have any difficulty uploading your content, you may contact Exhibitor Services at esk@newhope.com or 1.303.998.9208.
3. Once you have submitted your seminar information, it will be reviewed by the New Hope Natural Media (NHNM) Standards Department. Your seminar must meet the Standards as required in the NHNM Standards Booklet that can be viewed online at <http://newhope.com/standards>. In the event your proposal requires modification, a member of the NHNM Standards team will contact you to communicate any required adjustments and will provide you with suggestions and assistance in modifying your content

to meet NHNM Standards requirements. Should you have questions or require assistance you can reach a member of the Standards Department Team as listed below:

- Don McLemore, VP of Standards, T: 1.303.998.9524
- Steve Taormina, Standards Director, T: 1.303.998.9390
- Michelle Zerbib, Standards Manager, T: 1.303.998.9082

SEMINAR REQUIREMENTS - To gain maximum marketing exposure for this opportunity all "*" items should be submitted immediately. Pre-show deadlines apply for inclusions.

Step One: Enter Proposal

- Log in to the Proposal Submission page of the show website using the link and ecode that has been provided from your Exhibitor Service Representative.
- If you experience any difficulties in the submission process, do not hesitate to contact your Exhibitor Service Representative, at esk@newhope.com or 1.303.998.9208.
- You will be asked to enter the following information.

1. * Session Title

- Session titles are limited to 10 words.
- Do not use all capitals, or abbreviations, acronyms, trademarks, company or product names.

2. Abstract/Description (for use in promotional materials)

- Enter a 35-word description explaining the content of the presentation for use in promotional literature.
- Be as specific as possible. New Hope Natural Media retains the right to change the wording of this description to be suitable with the rest of our literature and applicable to NHNM Standards requirements.

3. Learning Objectives

- List three learning objectives; explain what knowledge, skills, or tools the attendees will gain.

4. Methodology

- List the methods you will use to present your information (PowerPoint, slides, speaking).

5. EPS Presented By

- Enter your Company Name (limit of 50 characters).
- If not completed, this automatically defaults to the Company Name you provided on the marketing contract.

6. EPS Host Booth Number

7. * Email Company Logo to smasuda@newhope.com (Please indicate "EPS logo" in subject line.)

- **Logos must be in vector.eps format created in illustrator (No jpeg)**
- Include three Illustrator Vector files
 - 4-color (CMYK) logo
 - Grayscale logo
 - Black and white logo without screens of gray

8. Upload Sample Literature (Please follow these sample literature specifications exactly.)

- A complimentary space is provided for you to place materials in the room you will be using for your seminar. Product literature, promotional postcards, seminar information and book-signing announcements are all ideal.
- Magazines are prohibited; however, publishers may place a sales sheet.
- All literature is subject to approval by the NHHM Standards Department. We reserve the right to refuse display of literature not compliant with NHHM's Standards Program.
- Upload a sample of your literature for Standards Department approval. Files must be uploaded in PDF format. **DEADLINE – Wednesday, August 22, 2012, 12:00 pm, MST.**

9. Agree to Eligibility Statement

Our company intends to exhibit at Natural Products Expo East 2012. We understand that if our seminar is chosen to be a part of the education program and we drop our exhibitor status, our seminar will be canceled. All payments are non-refundable. Submission of this form indicates that you agree to the conditions and policies for presentation at Natural Products Expo East, including those detailed in the NHHM Standards Booklet which may be viewed on http://www.newhope.com/standards/exhibitor/dsp_standards.cfm#6E, and you agree to present the session as stated in this proposal. Please make sure the speaker(s) for this seminar are familiar with the NHHM Standards Booklet and agree to the conditions set forth therein.

10. Click the Save Proposal Button

Step Two: Add Presenters

1. Enter Presenter Information - Include for all participating speakers/presenters:

- Add Self as Presenter, or
 - **Even if you are not a speaker**, please be sure to **review and update 'your profile'** information. (There is a link at the top of the page.) **We will use this contact information to keep you informed about EPS logistical information.**
- Search and add Existing Presenter, or
 - Please review existing presenter information and update as necessary.
- Add New Presenter
 - First Name
 - Last Name
 - Title
 - Organization

- Address
 - City
 - State
 - Zip
 - Country
 - Phone
 - Email
 - Biography
- **Speaker Biography** (limit of 255 characters)
 - Speaker biography will be listed in the Show Directory.
 - Speaker biography is subject to NHNM Standards approval.
 - Upload Speaker Photo
 - **Photos must be .gif or .jpg format, compatible with Adobe Photoshop**
 - The image must be an RGB or CMYK color file, approx. 2x3 inches, minimum 300 dpi at actual size. (72 dpi as found on most Internet sites will result in a very poor photo.)
 - **Please do not refer us to a website.**
 - Publish Contact Information (Note: Information will be published unless otherwise indicated).
 - Do you authorize NHNM to audio record and make your presentation available post show?
 - Click "Save Speaker" button
 - Repeat all steps above to add additional speakers

Step Three: Submit Proposal

- Review your proposal details and presenter status
 - Status will reflect incomplete or complete proposal submission. If proposal status is incomplete, select hyperlink and you will be redirected to the areas that require your attention.

Once you have successfully submitted your proposal, it may not be edited. However, you may view or withdraw your proposal by accessing your personal profile dashboard. Once your proposal has been approved by NHNM Standards Department your proposal will no longer be listed on your personal profile dashboard but can be viewed within the education agenda on the show website. Contact Exhibitor Services at esk@newhope.com for questions or assistance.

MARKETING EXPOSURE INFORMATION & DEADLINES

Exhibitor-Presented Seminars receive marketing exposure through multiple vehicles pre-show, onsite and post-show. The earlier your proposal is submitted and approved, the more marketing exposure you will receive.

Pre-show:

- **Attendee Brochure - DEADLINE Sunday, April 15, 2012, 12:00 pm MST**
- **Advertisement(s) - DEADLINE August and September *natural foods merchandiser* magazine Thursday, May 31, 2012, 12:00 pm MST and Sunday, June 30, 2012 12:00 pm MST.**

Your seminar will be included in two *natural foods merchandiser* magazine ads. (Circulation: 15,000) These ads will appear in the September and October issues listing seminar title, location, time, and company logo.

- **Online Show Directory Listing**
Seminar title, speaker name, speaker photo and speaker bio, seminar description, and company logo at www.expoeast.com
- **Attendee Mailing Promotion Lists** - For a nominal fee, you can purchase a one-time use of the previous year's attendee list on mailing labels.
 - Send a pre-show mailing to past Natural Products Expo East attendees to drive traffic to your seminar or booth, and to promote your show specials and new products.
 - Pre-order an attendee promotion list for post-show follow-up with everyone you met at Natural Products Expo East. Lists are available to exhibiting companies only 6 weeks after the show.
 - Contact:
 - Postal, email, and telemarketing lists:
 - Marie Briganti 1.877.796.6947 mbriganti@meritdirect.com or
 - Online information can be obtained by going to the following website: www.meritdirect.com/penton

Onsite:

- **Online Show Directory Listing**
Seminar title, speaker name, speaker photo and speaker bio, seminar description, and company logo.
- **Show Directory Map**
Seminar title, location, time, and company logo (**contract must be received by Wednesday, July 25, 2012 to be included.**)

Post-show:

- **Content Library** - Seminars will be recorded in audio format and made available to all Natural Products Expo East attendees on the website after the show. Speaker presentations may also be posted free of charge at www.expoeast.com by emailing an electronic file to esk@newhope.com. If you do not wish to have your seminar recorded, please email Sharon Masuda at smasuda@newhope.com.
- **Online Show Directory Listing**
Seminar title, speaker name, speaker photo and speaker bio, seminar description, and company logo.

- **Attendee Mailing Promotion Lists** - A list of Natural Products Expo East attendees is available to exhibiting companies only, 6 weeks after the show (see above for pricing and details).

HOW TO HOST A SUCCESSFUL EXHIBITOR-PRESENTED SEMINAR

Use this checklist to assist in your planning and marketing process!

- Select a timely and effective topic. It should be innovative, ground-breaking, pioneering, and relevant to your customers--what do *they* want to hear about?
- Send a pre-show invitation/announcement by e-mail, postal mail, or both.
 - Compile a customer list for this mailing.
 - Purchase a past attendee list.
- Print handouts or other materials to give out to attendees (subject to approval by Standards)--OR promise to send follow-up material upon request...this will provide you with an opportunity to have contact with the potential customer post-event).
- Purchase an advertisement in the Show Directory Map listing the EPS title, Date, Room Numbers and times for added exposure
- Build in enough time for a Question & Answer period.
 - Have your Speaker repeat audience questions into his/her microphone, so everyone can hear.
- Think about providing a snack for hungry attendees as they may be skipping lunch to attend your seminar. This could be your own product or you can make arrangements for catering with Centerplate.
- Promote your seminar from your booth.
- Promote your company from your seminar.
 - Provide attendees with your booth number.
 - If your speaker is an author, schedule a book signing in your booth.
 - Provide company literature and/or product in the seminar room – a 6-foot table is provided in each room for this purpose. (Literature is subject to standards approval.)
- Be sure to submit all the necessary components by the deadlines included in this kit.
- Don't forget to add seminar information to your twitter feed/facebook/linkedin

REMEMBER:

Be respectful of your fellow presenters.

Keep your seminar to the scheduled time.

Wait until the previous seminar has finished before handing out literature and welcoming your guests.

PLEASE NOTE:

Distributing literature in corridors and lobbies is *not* allowed.

Prevent congestion at the doorways between seminars by moving discussions to the hallway areas.

Ask Natural Products Expo East staff for help. We are here for you!

FOR MORE INFORMATION:

Please contact Exhibitor Services:

E: esk@newhope.com or

T: 1.303.998.9208