

Informa Markets' New Hope Network is committed to safely gathering the natural and organic industry at Natural Products Expo East in Philadelphia, Sept. 22-25.

In addition to following guidance from the CDC and local and regional health experts, we sought industry feedback, recognizing the importance of the community's voice in our Expo East planning. We send a heartfelt "thank you" to the thousands of industry members who responded to the survey we circulated last week.

**Based on your feedback, we have decided to enhance our safety measures and will implement a mask mandate and require proof of vaccination OR negative COVID-19 test for all participants of Natural Products Expo East 2021.**

Product sampling will be allowed at the event and broken into two categories, with open sampling requiring gloves, a sneeze guard, and hand washing kits in addition to face masks required for all. Since February, Informa Markets has safely hosted numerous trade shows within the United States and around the world and is helping design the implementation of the updated Expo East health and safety protocols.

The Expo East exhibit floor continues to take shape, and we currently have more than 1,100 exhibitors signed up for the event. Many of these are first-time Expo East exhibitors that are bringing an impressive array of innovative new products to market. Buyer and attendee participation also is expanding each week, with thousands registered, including Rainbow Blossom, Rite Aid and Kroger. We're also already at capacity with our annual Expo East Hosted Buyer program, which brings a range of VIP retail buyers to the event.

This year's Expo East program will deliver the latest trend and market data and highlight the most important topics facing our industry, including growing Organic and regenerative supply chains, climate action, and creating a more diverse and inclusive industry. We are excited to partner with [\(included\)](#), a membership collective for BIPOC top executives in CPG who are dedicated to one another's success, who advocate for diverse representation, and who commit to amplifying BIPOC voices. This partnership is guiding multiple efforts for Expo East in Philadelphia and is an important part of New Hope's commitment to elevating BIPOC-owned companies and leaders and fostering a more diverse and inclusive industry.

Sustainability remains another top priority for Expo East, and this year we are continuing our push to reduce the environmental impact of the event by eliminating paper badges as well as carpet/padding/visqueen throughout the exhibit hall floor. In addition, we are shining a bright spotlight on Organic at Expo East, with the inclusion on the show floor of our new Organic Park and numerous education and networking sessions focused on galvanizing the industry's commitment to Organic.

All of this and more gives us much to look forward to as we gather in Philadelphia in September. For community members who can't join us this Fall, you can still participate virtually through the Natural Products Expo Virtual platform, which will extend the value and reach of the 2021 Expo East event by providing access to virtual booths for every exhibitor, networking, and education sessions. The official launch of this Expo East Smart event will feature valuable virtual content and will be accessible to registrants starting on September 1<sup>st</sup>.

Whether you join us in person or virtually (or both!), we are eager to see you in September for all of the product discovery, connections, learning and community inspiration this year's Expo East will offer!