

EXHIBIT SPACE CONTRACT

NATURAL PRODUCTS EXPO EAST 2023



Philadelphia, PA USA
Wed.-Sat., September 20-23, 2023
Trade Show: Thurs.-Sat., September 21-23, 2023

PLEASE RETURN ORIGINAL CONFIRMATION WILL BE RETURNED

Produced by New Hope Network ("NHN" or "Show Management"), a division of Informa Media, Inc. ("Informa Media" f/k/a/ Penton Media, Inc.).

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

Make checks payable to: Informa Media
24654 Network Place
Chicago, IL 60673-1246

Wire Transfer: Informa Media
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: Informa 24654

CREDIT CARD:

To pay by credit card, your company will be invoiced with directions on how to pay online.

The agreement formed incorporates the terms and conditions on this contract form and (I) the Informa Markets Sponsorship and Exhibition Terms and Conditions - Hybrid Events (accessible at expoeast.com/terms) (the "Terms and Conditions"); (II) the terms, conditions, rules, regulations and guidelines, set forth in the Exhibitor Services Kit (accessible at <https://ordering.ges.com>); (III) the New Hope Network Exhibitor Standards for Natural Products Expo (accessible at <https://standards.newhope.com/en/home.html>, 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 on this contract, second, the Terms and Conditions, third, the Exhibitor Services Kit, fourth, the Standards, and fifth, the Policies. NHN reserves the right to reject any application for exhibit space for any reason.

BOOTH PRICING:

8'x10' or 10'x10'	In-Line	\$6045/\$5570 OTA members*
Premium	Corner	\$7195/\$6720 OTA members*
Custom	Peninsula	\$78.90/sq.ft.
		\$73.90/sq. ft. OTA Members*
Custom	Island	\$82.07/sq. ft.
		\$77.30/sq. ft. OTA Members*
5x10		\$3420

* Organic Pavilion only

Beacon Product Intelligence Tool | Smart Enhancement & New Hope Standards (Required): \$1595

Beacon, New Hope Network's new intelligence tool, will be an essential part of discovery and discernment at Natural Products Expo East 2023. On-boarding for exhibitors will be rolling, beginning with Food and Beverage companies. CPG businesses will upload a profile to enable customized matchmaking and service-related businesses and non-CPG exhibitors (e.g., ingredient suppliers, publishers, contract manufacturers, equipment manufacturers, laboratories, agencies, etc.) will use it for prospecting and lead generation. Beacon and Smart Event Enhancement are required, but a \$1000 Smart event discount will be provided. All exhibitors will participate in the Standards Review process prior to the event as part of New Hope's continuing prioritization of event integrity.

*The discount is not available if the in-person event is cancelled.

"If for any reason (due to production delays or otherwise) New Hope is unable to provide the Beacon Product Discovery & Discernment Tool, New Hope will provide Client, at New Hope's discretion, with products and services of equal or greater value."

How Informa Uses Your Data

Informa will send you relevant information about Natural Products Expo West and other related events, products and services. You can unsubscribe at any time by clicking on links in emails or contacting: IMDataTeam@informa.com. For full details of how your information will be used, shared and protected please review our [Privacy Policy](#).

*\$185**International Exhibitor Insurance (Required)

All international exhibitors (defined as non-U.S. and non-Canadian exhibitors) are required to obtain insurance through ExhibitorInsurance.com, the Show's designated insurance provider and the cost will be added to all international exhibitor contracts. This fee will be waived/refunded to international exhibitors if a valid Certificate of Insurance with the required coverages is provided to and approved by Show Management. U.S. and Canadian exhibitors may purchase the required insurance through their own carriers or through ExhibitorInsurance.com.

PAYMENT TERMS

Exhibit Space: Forty percent (40%) of the total fee for the exhibit space is due by 10/21/22. The balance is due on 5/05/23. Applications received on or after 05/05/23 must be accompanied by 100% of the fee and must be paid by cashier's check or money order. (100% of the fee for event marketing and/or sponsorships is due with the applicable contract, unless otherwise indicated therein.) NHN may, at its discretion, release the exhibit space if the deposit(s) are not made in accordance with the payment schedule. Reassignment of exhibit space due to missed or late payment does not relieve exhibitor of its obligations under this Agreement. Informa Media, Inc. will determine taxability of transactions based on its best available information at the time of invoicing. Customer is responsible for payment of all applicable tax or VAT. The contract price is exclusive of taxes.

CANCELLATION POLICY

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:

- Cancellations and booth downsizes received before 05/04/23 are subject to a cancellation fee equal to 40% of the booth price.
- Cancellations and booth downsizes received on or after 05/05/23 are subject to a cancellation fee equal to 100% of the booth price.
- Cancellations and booth downsizes will receive one (1) penalty point against exhibitor's priority points (see expoeast.com/prioritypoints). If Exhibitor has not set up its booth by 6:00 p.m., 9/20/23 and has not contacted the Show Management office at the convention center, NHN reserves the right to reassign exhibitor's booth space.
- Cancellations will result in forfeiture of all exhibitor badges.

EXHIBIT SPACE (subject to availability)

The exhibit space rental fee includes standard booth drapery, Exhibitor Services Kit, a listing on the Show Directory Map (print deadlines apply), an online listing on www.expoeast.com and 6 badges per 10' x 10' booth or 3 badges per 5x10 booth. Also included is admission to all NHN-hosted events and educational seminars unless otherwise noted.

Assignment of exhibit space: Booth allocations will begin at Natural Products Expo East 2022 for designated exhibitors and are based on priority points (see expoeast.com/prioritypoints).

Products to be displayed:

Organic Pavilion exhibitors agree every product in their booths will be certified organic (Food: minimum 70% organic content; Fiber: minimum 50% organic content) in accordance with the Expo Organic Pavilion Standards (<https://standards.newhope.com/en/home.html>).

EVENT MARKETING AND SPONSORSHIPS

For additional promotional opportunities, please complete an Event Marketing or Sponsorship contract (as applicable).

Contact your sales rep for details at 1.866.458.4935

Product Showcase: \$600 _____ Qty.

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

Co-exhibitor Listing Policy: Exhibitors will be allowed one listing per 7, 8, 9, or 10'x10' space purchased. Spaces 8, 9, or 10'x20' and larger will include one exhibitor listing, and one co-exhibitor listing. Exhibitors of spaces 240+ sq. ft.+ may purchase additional listings for \$1,500 each.

EXHIBITOR CORRESPONDENCE (One company per contract only)

Online Information & Individual to receive all Expo correspondence.+

Company Name: _____

Exhibiting As Name: _____

Address: _____

City: _____ State: _____ Zip: _____ Country: _____

Telephone: _____ Fax: _____

E-mail Address: _____

Website: _____

Key Contact Name: _____

Title: _____ Cell Phone #* _____

Billing Contact

Last Name: _____ First Name: _____

Email: _____

+ 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 exhibit space confirmation via e-mail to the e-mail address listed above. Deadlines apply. Contact name and title will not appear in the online listing*.

CONTRACT ACCEPTANCE

By signing below, exhibitor agrees to abide by the terms and conditions of this Agreement, and hereby represents and warrants that the undersigned is duly authorized to execute this Agreement on behalf of exhibitor.

Name: _____

Title: _____

Signature: _____ Date: _____

Are you a first-time exhibitor at Natural Products Expo? Yes** No

** If yes, you must complete a new exhibitor application.

Does your company do business outside the United States? Yes No

FOR EXHIBITOR USE

Booth # (s) Assigned: _____

= \$ _____

Total Size: _____

FOR INTERNAL USE ONLY - Total Due 05/05/23

Booth # (s) Assigned: _____ = \$ _____

Total Size: _____

Sold By: _____

Comp #: _____

Total Amt. Due = \$ _____

	Date	Initials	Date	Initials
A2Z	_____	_____	ACCT	_____
CONF	_____	_____	INFO	_____