Population
Rated as the 2nd largest city on the East Coast and the 6th largest city in the country, Philadelphia has 45 million people living within 200 miles. That means 40% of the U.S. population lives within a day’s drive and 60% of the U.S. population lives within a two-hour flight.

Location
Philadelphia’s location in the center of the Northeast Corridor makes it extremely easy to travel to. Philadelphia International Airport serves more than 120 cities worldwide with 1,000 daily flights, including 100 international flights. The regional public transportation system provides quick and easy access to the city from the surrounding metropolitan area.

Walkability
As one of the most walkable cities in the country, the City of Brotherly Love has everything attendees and exhibitors need within walking distance. Picturesque and friendly streets are lined with parks, shops, public art, restaurants and museums.
About the PCC

The Pennsylvania Convention Center is located in the center of Philadelphia’s historic downtown. The facility spans more than six blocks, is easily accessible, and has more than 10,000 hotel rooms within a 10-minute walk.

Dramatic impact of an open floorplan

The expanded Pennsylvania Convention Center is one of the country’s premier meeting facilities. The facility offers more than 679,000-square feet of exhibit hall space with seven halls and 82 meeting rooms—plus the largest ballroom in the Northeast.

LEED-Certified

The Convention Center takes pride in its environmental commitments: earning a LEED Gold certification thanks to initiatives around air quality, waste minimization, energy efficiency and water conservation in the expanded area.

Exhibitor Work Rules

Under the expert management of SMG, the PCC gives exhibitors freedom to set up your own booth without limitation to booth size (as long as there is not an EAC contracted for the booth set-up/dismantle) and works collaboratively with its four partner trade unions to offer a customer-friendly show floor.

“One of America’s Greatest Eating Cities.”

What makes up Philly’s diverse dining scene? Street food, sidewalk seating, bars with great food, craft pizza spots, vegetarian and vegan eateries and the storied Reading Terminal Market. And, of course, cheesesteaks!
We, at Kimberton Whole Foods, were thrilled to hear that Expo East is moving to Philadelphia in 2020. With the Philadelphia Convention Center only a 1-hour drive from most of our stores, more of our team members will be able to attend and gain first-hand experience with new products and new product trends. My hope is that by attending Expo East, our staff will bring back a heightened awareness and appreciation for the health and nutritional products we provide to our customers and our communities.

Terry Brett  CEO
Kimberton Whole Foods

“As a Pennsylvania native, I’m excited and proud that Natural Products Expo East has chosen Philadelphia for its next home. Philly is a city with diverse culture, rich history, and amazing food. I’ve saved the date and I’m looking forward to connecting with all the brands that come to represent the natural and organic products industry.”

Louis Castriota  OWNER
Leg Up Farmers Market

Natural Products Expo East has proven itself to be the best place to reach natural, organic, and healthy lifestyle buyers on the East Coast. This is your chance to get one-on-one time with retailers, distributors, health practitioners and food service professionals. Be there to tell your story and network with the industry!

- Establish industry presence
- See existing customers
- Increase brand awareness
- Expand domestic distribution
- Generate new leads
- Introduce new products

TOP REASONS Attendees Come to Expo East

- Learn about new products/services
- Stay up to date with industry trends
- Meet with specific companies and see specific products
- Network with peers
TOP BUYERS
Who Come to Expo East

ALLEGIANCE / FOODTOWN
DEAN’S NATURAL FOOD MARKET
EARTH FARE
FAIRWAY MARKET
FRESH DIRECT
FRESH THYME FARMERS MARKET
GROCERY OUTLET
HARRIS TEETER
H-E-B GROCERY
JIMBO’S NATURALLY
KROGER
LASSENS NATURAL FOODS AND VITAMINS
LUCKY’S MARKET
MOM’S ORGANIC MARKET
MOTHER EARTH NATURAL FOODS
NATURAL GROCERS
NUTRITION SMART
SPROUTS FARMERS MARKET
SUNFLOWER NATURAL FOODS MARKET
TARGET
THE FRESH MARKET
WALMART
WHOLE FOODS

2019 Attendee Profile and Show Data

Total Registered Industry Members
29,095

Qualified Press
575

Qualified Buyer Audience

44% Retail Buyers
37% Distributors
5% Health Practitioners
14% Food Service

TOP ATTENDEE Categories

Importer, Exporter, Retail Buyers, Broker, Distributor
Independent/Co-op/Natural Products Store
Health Practitioner
E-tailer
Chain Natural Products Store
Gourmet Specialty Products Gift Products Store
Natural Foods Restaurant, Food Service
Drug Store/Pharmacy
## Contact Your Account Manager

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### Booth Pricing

**Book your booth today and plan on joining us next September in Philadelphia, PA!**

#### Regular Rates

<table>
<thead>
<tr>
<th>Booth Type</th>
<th>Price</th>
</tr>
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<tbody>
<tr>
<td>Islands</td>
<td>$80.46/sq. ft.</td>
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<tr>
<td>Peninsulas</td>
<td>$77.10/sq. ft.</td>
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<tr>
<td>Corners</td>
<td>10x10 / 9x10 / 8x10 / 7x10</td>
</tr>
<tr>
<td></td>
<td>10x15 / 8x15</td>
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<tr>
<td></td>
<td>10x20 / 8x20</td>
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<tr>
<td>Inlines</td>
<td>5x10</td>
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<td></td>
<td>10x15 / 8x15</td>
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<tr>
<td></td>
<td>10x20 / 8x20</td>
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#### OTA Member Rates  
(Exclusive Pavilion Only)

<table>
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<tr>
<th>Booth Type</th>
<th>Price</th>
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<tbody>
<tr>
<td>Islands</td>
<td>$75.76/sq. ft.</td>
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<tr>
<td>Peninsulas</td>
<td>$72.41/sq. ft.</td>
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<tr>
<td>Inline</td>
<td>10x20 / 8x20</td>
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<tr>
<td>Corners</td>
<td>10x10 / 8x10</td>
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<tr>
<td></td>
<td>10x20 / 8x20</td>
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<tr>
<td>Island</td>
<td>20x20</td>
</tr>
<tr>
<td></td>
<td>20x30</td>
</tr>
</tbody>
</table>

Island and Peninsula booths have a higher height variance and may use a hanging sign.
September 23–26, 2020
Philadelphia, PA

Show Floor Hours:
Hemp Pavilion: Wednesday 12pm - 6pm, Thursday - Friday 9:30am - 6pm
Main Show Floor: Thursday - Friday 10am - 6pm, Saturday 10am - 4pm