

OPPORTUNITY		QTY	TOTAL
Natural Products Expo Connect:	<input type="radio"/> Featured Digital Listing \$500 <input type="radio"/> Featured Digital Product \$500 <input type="radio"/> Featured Digital Bundle \$900		\$ _____
Product Showcase	<input type="radio"/> \$600/each		
	<div style="display: flex; justify-content: space-between;"> <div style="border-left: 2px solid black; border-right: 2px solid black; padding: 0 10px;"> Please select the category(s) and quantity based on your Showcase selection(s). </div> <div style="display: flex; flex-wrap: wrap;"> <div style="width: 25%;"><input type="checkbox"/> Bulk & Food Service</div> <div style="width: 25%;"><input type="checkbox"/> Herbs/Medicinals</div> <div style="width: 25%;"><input type="checkbox"/> Specialty Diet</div> <div style="width: 25%;"><input type="checkbox"/> Business Solutions</div> <div style="width: 25%;"><input type="checkbox"/> Kosher</div> <div style="width: 25%;"><input type="checkbox"/> Vitamin/Supp.</div> <div style="width: 25%;"><input type="checkbox"/> Frozen/Refrigerated</div> <div style="width: 25%;"><input type="checkbox"/> Lifestyle</div> <div style="width: 25%;"><input type="checkbox"/> Organic/(certified)</div> <div style="width: 25%;"><input type="checkbox"/> Grocery</div> </div> </div>		
Connect to Press	<input type="radio"/> \$1,500		\$ _____
Wall of Content	<input type="radio"/> Static Ad \$2,500 <input type="radio"/> Video Ad \$3,500		\$ _____
Show Directory Map Ad	<input type="radio"/> 1/4 Page Ad \$2,500 <input type="radio"/> 1/2 Page Ad \$4,500		\$ _____
Hosted Buyer Bag Insert	<input type="radio"/> \$4,000		\$ _____
Show Bag Insert	<input type="radio"/> \$6,000		\$ _____
New Product Line	<input type="radio"/> \$6,500		\$ _____
Private Appointment Room:	<input type="radio"/> \$7,000		\$ _____
Other	<input type="radio"/> _____		\$ _____
TOTAL:			_____

Marketing and Sponsorships: 100% of fee for ancillary marketing and promotional services is due with contract, unless otherwise indicated.

*Must be in addition to Product Showcase.

COMPANY INFORMATION

Company Name _____

Address _____

City _____

St _____ Country _____ Postal Code _____

Tel _____

Fax _____

E-mail: _____

Company Contact _____

Title _____

Billing Contact _____

Title _____

Billing Contact Email _____

CANCELLATIONS: No refunds will be issued. Cancellations do not relieve exhibitor of its obligation under this contract.

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

Make checks payable to: Informa 24654 Network Place Chicago, IL 60673-1246	Wire Transfer: Informa 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
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CREDIT CARD:
To pay by credit card, your company will be invoiced with directions on how to pay online.

CODE OF CONDUCT:
As an exhibitor and/or sponsor you agree to adhere to the Code of Conduct (accessible at <https://www.expoeast.com/en/code-of-conduct.html>).

TERMS AND CONDITIONS
By completing and returning this contract, the company identified on this contract form ("you" or "exhibitor") is applying for exhibit space at NATURAL PRODUCTS EXPO EAST 2021 (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 on this contract form and the Additional Terms and Conditions (accessible at www.expoeast.com/terms) (collectively, "Terms and Conditions"); (ii) the terms, conditions, rules, regulations and guidelines set forth in the Exhibitor Services Kit (accessible at www.expoeast.com); (iii) the New Hope Network Exhibitor Standards for Natural Products Expo (accessible at newhope.com/standards, the "Standards"); and (iv) all additional standards, policies and directives ("Policies") published or provided by NHN 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.

Name/Title _____

Date _____

Signature _____

FOR INTERNAL USE ONLY

Sold by: _____

Comp # _____

Total Amt. Due= \$ _____

Produced by New Hope Network, a division of Informa

The Exhibitor hereby submits the application for ancillary marketing and promotional services at Natural Products EXPO EAST 2021, September 22-25, 2021, Philadelphia, PA, USA to New Hope Network, a division of Informa, USA (hereby referred to as the Organizer) and hereby acknowledges and agrees to the terms and conditions set forth herein, and the Rules and Regulations for Exhibitors and other relevant brochures as the same may exist today or as they may be hereafter amended or updated, and to such other rules and regulations as may from time to time be established by the Organizer, all of which are incorporated herein by this reference. All marketing/sponsor opportunities are sold and assigned on a first-come, first-served basis. Prior year sponsors/marketing partners do not have exclusive rights to current year sponsorships or marketing opportunities. The Exhibitor further agrees that, upon acceptance of this application by the Organizer, this application shall become a legally binding contract, enforceable in accordance with its terms. Confirmation will be returned.