

Platinum Sponsorships: \$25,000+

- Custom Sponsorship Opportunities: \$25,000+ Lanyards: \$25,000 \$

Gold Sponsorships: \$12,000 – \$24,999

- Grand Hall Graphics: Lightboxes & Escalator Runners: \$18,000 Stair Graphics & Escalator Runner (Broad St. Lobby): \$18,000
 Show Bags: \$22,500 Sampling Stations: \$17,000
 Badge Branding: \$22,000 Mobile App: \$16,500
 Hotel Room Distribution (3 hotels): \$22,000 Early Morning Workouts (Thurs. & Fri.): \$15,000
 Show Directory Map: \$22,000 Food Trucks: \$15,000
 Thursday Evening Concert: \$19,000
 Column Wraps (Level 200 Supplements Entrance): \$18,000 \$

Silver Sponsorships: \$5,000 – \$11,999

- Harvest Festival: \$11,000 Aisle Signs: \$8,500
 Floor Graphics: \$10,500 Distribution Areas: \$8,500
 Exhibitor-Presented Seminars (Thurs. & Fri.): \$10,000 Community Breakfast: \$8,000
 Bathroom Graphics: \$9,500 Friday Community Benefit Concert: \$6,000
 Influencer Summit: \$9,500 \$

Other \$

New Product Line Upgrade Silver \$4,000 Gold \$3,500 **Total \$**

Sponsorship Inclusions: Please make appropriate selections

Natural Products Expo Connect

Featured Digital Listing
Featured Digital Product

X

Product Showcases

Gold Sponsors Select 4
Silver Sponsors Select 2

Please select the category(s) and quantity based on your Showcase selection(s).

<input type="checkbox"/> Business Solutions	<input type="checkbox"/> Herbs/Medicinals	<input type="checkbox"/> Specialty Diet
<input type="checkbox"/> Bulk & Food Service	<input type="checkbox"/> Kosher	<input type="checkbox"/> Vitamin/Supp.
<input type="checkbox"/> Frozen/Refrigerated	<input type="checkbox"/> Lifestyle	
<input type="checkbox"/> Grocery	<input type="checkbox"/> Organic (certified)	

X

Sponsors will be given a 30 day post-show re-sign opportunity.

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

COMPANY/SPONSOR INFORMATION

Company Name _____
 Address _____
 City _____
 St _____ Country _____ Postal Code _____
 Tel _____
 Fax _____
 E-mail: _____
 Company Contact _____
 Title _____
 Billing Contact _____
 Title _____
 Billing Contact Email _____

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

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 _____

CANCELLATIONS:

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

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.