



Education & Events

Trade Show

Sept. 28 - Oct. 1, 2022 Sept. 29 - Oct. 1, 2022

Philadelphia, PA USA

Co-located with



(Included) Supporter Opportunity – a Natural Products Expo East opportunity to lift up BIPOC owned CPG brands

Many organizations have made it clear: we value diverse businesses and strive for an inclusive natural products industry. New Hope Network has heard those statements and Natural Products Expo East is ready to activate on its Justice, Equity, Diversity, and Inclusion (JEDI) values. This opportunity has been created to breakdown some of the barriers in place for Black, Indigenous, and People of Color (BIPOC) owned businesses in partnership with **(included)**, an organization based in bringing racial equity to the CPG industry. This opportunity is not here to drive profits for New Hope Network, but to open doors for those business owners who are systemically and socially un-included.

Are you ready to bridge the gap with us? A \$7,500 commitment of support, in partnership with **(included)**, will give well deserving businesses the resources and provide for the right people to be in the room to drive important conversations. It is an invitation to be a part of something extraordinary and important.

Natural Products Expo East is committed to:

- Creating impactful opportunities for BIPOC lead companies.
- Hosting live music on Friday night in the Grand Hall to give **(included)** a voice on the mainstage, bring awareness to the BIPOC members of our industry, and create space for them to network.
- Offering FREE tabletops at Harvest Festival for ten **(included)** members.
- Offering FREE booths for **(included)** members in the NPEE hot products pavilion.
- Offering FREE virtual booths at the NPEE Virtual Extension for all **(included)** members

What an **(included) Opportunity Supporter is committed to:**

- Activating on their support of diversity and inclusion in the Natural Products Industry; not only with an acknowledgement, but also showing up, listening, sharing resources, and engaging with others involved.
- Driving colleagues to visit the **(included)** brands in the Hot Products pavilion and attend the Harvest Festival and Friday Concert to learn more about the **(included)** brands and make new connections.
- Promoting the **(included)** events and sessions through their vast channels to propel the message and invite these BIPOC businesses into the fold, showing them that they are welcome and belong in this industry.
- Taking time to join the NPEE Virtual Extension to network with **(included)** members at their virtual booth.
- \$7,500 investment directly supporting BIPOC brands and the **(included)** initiatives.

More about [\(included\)](#)

Founded by the CEOs of Hella Cocktail Company, UN!TE Foods, The Good Bean, Nona Lim, Good Food for Good and Smoketown, LLC. This membership collective is supportive and is committed to the success of BIPOC with the top job in CPG. We are few, our jobs are difficult, and our success is critical. **(included)** advocates for diverse representation in campaigns & initiatives in the CPG Industry. **(included)** amplifies the voices of BIPOC top executives and the efforts of BIPOC-owned brands using our collective influence.