

# EXHIBIT SPACE CONTRACT 2025



Events and Education: March 4-7, 2025  
Trade Show: March 5-7, 2025  
Fresh Ideas Organic Marketplace: March 5-7, 2025  
ACC North Halls & Main Halls, Arena: March 5-7, 2025  
Anaheim, CA USA

**PLEASE RETURN ORIGINAL CONFIRMATION WILL BE RETURNED**

Produced by New Hope Network ("NHN" or "Show Management"), a division of Informa 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 Media 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 www.ExpoWest.com/terms) (the "Terms and Conditions"); (II) the terms, conditions, rules, regulations and guidelines, set forth in the Exhibitor Services Kit (accessible at www.expowest.com/esk); (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.

### PRICING

#### ANAHEIM CONVENTION CENTER (ACC): HALLS A-E & ARENA ACC: NORTH HALLS (NORTH HALL LEVEL 100 & LEVEL 200)

The prices are effective post 04/01/2024 up until the show. First and Second year exhibitors may be eligible for reduced rates.

Inline (10x10, 9x10, 8x10, etc)	\$9,384
Corner Premium	\$1,545
Island	\$122.11/sq. ft.
Peninsula	\$119.58/sq. ft.

#### NATURAL PRODUCTS SMART EVENT ENHANCEMENT (REQUIRED): \$1000

This is a charge on each booth exhibiting at Expo West 2025. It will be accompanied by a "Natural Products Expo West Hybrid Event Discount" of -\$1000. This discount is contingent upon the in-person event taking place.

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: IMDDataTeam@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. Such exhibitors have the option to obtain insurance through ExhibitorInsurance.com, in which case the cost will be added to the exhibitor contract. The exhibitor can also provide a valid Certificate of Insurance with the required coverages to NHN for approval. 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%) is due upon signature. The balance is due on 10/04/2024. Applications received on or after 10/04/2024 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 sales tax or VAT. The contract price is exclusive of taxes.

### CANCELLATION AND REDUCTION OF SPACE POLICY

Once this contract form is signed by you and exhibit space is allocated to you by NHN, you are contracted to exhibit space. Cancellation requests must be in writing, and agreement by NHN to any request for cancellation or reduction of space shall be subject to the following fees:

- Cancellations and booth downsizes received by 10/03/2024 are subject to a fee equal to 40% of the booth price.
- Cancellations and booth downsizes received on or after 10/04/2024 are subject to a fee equal to 100% of the booth space.
- Cancellations and booth downsizes will receive one (1) penalty point against exhibitor's priority points. If exhibitor has not set up its booth by 6:00 PM on 03/04/2025 (Last in - First out booths excluded) 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 forfeit of all exhibitor badges.

### EXHIBIT SPACE (subject to availability)

The exhibit space rental fee includes standard booth drapery, Exhibitor Service Kit, a listing on the Show Directory Map (print deadlines apply), an online listing on www.expowest.com, and 6 badges per 10' x 10' booth or 3 badges per 5' x 10' booth. Also included as part of your booth purchase is access to our product discovery and discernment tool, Beacon. If you are a product manufacturer, you will be able to load 5 products per 10'x10' booth equivalent. If you are a service provider, you will be able to access Beacon as a prospecting and lead generation tool. This access will be for the full calendar year 2025.

Assignment of exhibit space: Booth allocations are based on priority points. Contracts received after priority based selection will be assigned on a first-come, first-serve basis according to availability.

Products to be displayed: \_\_\_\_\_

Organic Pavilion exhibitors agree every product for display and sampling at their exhibit will be certified organic with the certifying agent identified on the product packaging. Organic Pavilion Policy: https://standards.newhope.com/organic-product-policy/.

### EVENT MARKETING AND SPONSORSHIPS

For additional promotional opportunities, please complete an Event Marketing and/or Sponsorship contract (as applicable). Contact your sales rep for details at 1.866.458.4935

Product Showcase: \$875/each QTY: \_\_\_\_\_

Product Showcase category(s) selection: (based on your above quantity)

- Bulk & Food Service  Grocery  Lifestyle  Vitamins / Supplements
- Business Solutions  Herbs / Medicinals  Organic (certified)
- Frozen / Refrigerated  Hot Products  Specialty Diet

### Co-exhibitor Listing Policy

Exhibitors will be allowed one listing per 7, 8, 9, or 10'x10' space purchased. Spaces 7, 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 First & Last Name: \_\_\_\_\_

Billing Contact Email: \_\_\_\_\_

+ Please proofread the information 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 behalf of this Agreement, and hereby represents and warrants that the undersigned is duly authorized to execute this Agreement on behalf of exhibitor.

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

Title: \_\_\_\_\_

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

10/04/2024

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

Total Size: \_\_\_\_\_

Sold By: \_\_\_\_\_