

Americas Food & Beverage Show & Conference



September 16-18, 2024
Branding Packages

Corporate Sponsorship I: \$7,500

- Includes One Exhibition Booth near the entrance of the show
- Corporate logo in digital directory
- One conference registration (allows unlimited access to all seminars, panel discussions, and receptions)
- Verbal acknowledgment by moderator
- Placement of corporate name and logo on all marketing materials and advertisements
- Corporate logo display on conference projection screens
- Placement of corporate name and logo on web site
- Sponsorship Spotlight - Social media postings on all platforms

Online Registration Sponsor: \$5,000

Your sponsorship recognition starts months before the show begins! Make sure registrants know that your company will be at the show.

- Company logo and name featured on the AF&B Show's registration pages
- 90% of AF&B Show's attendees register on-line
- Sponsorship Spotlight - Social media postings on all platforms

Attendee Email Confirmation Sponsor: \$5,000

- Reach 6,000 pre-registered attendees before they even go to the show!
- Company name and website link will be included in the registration confirmation emails sent to every pre-registered attendee
- Limited to two sponsors and headline sponsors
- Sponsorship Spotlight - Social media postings on all platforms

Hanging Sign – Round: \$4,500

- Corporate Logo
- Measurements: 42'H x 10'W
- Placement above exhibitor area

Credential Claiming Counters: \$4,000/per counter (14 available)

- Counter Signage incorporates sponsor's logo and name
- LED display running 24/7 on a closed-loop video
- Verbal acknowledgment by moderator
- Placement of corporate name and logo on all marketing materials and advertisements
- Corporate logo display on conference projection screens
- Placement of corporate name and logo on web site
- Sponsorship Spotlight - Social media postings on all platforms

Corporate Sponsorship II: \$3,000

- Corporate logo in digital directory
- Verbal acknowledgment by moderator
- Corporate logo displayed on projection screens
- Distribution of Corporate Information
- Sponsorship Spotlight - Social media postings on all platforms

Food & Beverage Center Stage Sessions: \$3,000

- 45-minute interval time with use of kitchen and backstage prep area
 - Includes:
 - Refrigeration, microwave oven, on stage stove top w/ 4 burners
 - Backstage oven, washing station & grease disposal area
 - Audio visual (mike, sound system, & speakers)
 - Fire Marshall fees
 - Clean up
 - Disposable plates, cups, napkins
 - Listing of demo on show schedule
 - Social media postings
 - Live Streaming: Americas Food & Beverage YouTube Channel
 - Email marketing to all show participants to promote your session at the F&B Spotlight
 - Ice is not included

Showcase Branding Packages range from \$2,500 - \$7,500

Flexible program to meet specific budget.

- Email blast to show attendees
- Corporate Spotlight Social Media Postings on all platforms

Directional Displays Sponsorship: \$2,400

- Strategically located master directional signs
- Sponsorship Spotlight - Social media postings on all platforms

Isle Hanging Sign: \$2,000

- Measurements: 2'H x 4'W
- Corporate logo and booth #
- Placement at strategic locations
- 12 available

Directional Floor Branded Stickers: \$1,200

- Round 36-inch stickers
- 8 stickers
- Placement at strategic locations on the carpet

Show Directory Map Advertising

Marketing Opportunity

Graphics

Print Advertising

In-Person

\$3,000-\$5,000

Advertise in the Show Directory Map and get into the hands of every attendee. The Show Directory Map is seen by everyone!



Marketing Opportunity Inclusions:

- Quantity of show directory maps is approximately **35,000**.
- Half page full color ad: 5-1/4" x 5-1/4".
- Quarter page full color ad: 5-1/4" x 2-5/8".
- Onsite distribution of Natural Products West Show Directory Map at registration locations, information kiosks, and other show service centers.

Details:

- Quarter page show map advertisement: **\$3,000**
- Half page show map advertisement: **\$5,000**
- Full Page show map advertisement is reserved for the **Show Map Sponsor**.
- Location of show directory map advertising is not guaranteed. Placement subject to show management's discretion.

- Sponsor to provide artwork. Show Management to produce graphics. All artwork is subject to approval by New Hope Standards.
 - Artwork deadline: **Friday, January 12, 2024.**
- Recognition begins once contract is received.
 - Last date to contract: **Friday, January 5, 2024.**
- Non-exclusive marketing opportunity.

Product Showcase

Marketing Opportunity

Lobby Area Branding

In-Person & Virtual

\$875

Get your products and company noticed using these highly visible showcases! Show off new branding, the latest line of products or interesting marketing where attendees are sure to see it. Showcases are located in the main ACC lobby and North Hall lobby and are available in a wide variety of categories, sure to fit your brand!



Marketing Opportunity Inclusions:

- **Showcase display in a prominent area** of the Anaheim Convention Center.
 - Product Showcase display can be used for promotion of company, product line(s), marketing information, etc.
 - 1 Product Showcase allows for 1/2 shelf of real estate within the chosen category's Product Showcase shelving unit.

Details:

- Product Showcase Categories and Dimensions:
 - Bulk & Food Service

- 30"H X 18"W X 11"D
 - Location: ACC Main Lobby
- Business Solutions
 - 18"H X 18"W X 11"D
 - Location: ACC Main Lobby
- Frozen/Refrigerated
 - 18"H X 18"W X 11"D
 - Location: ACC Main Lobby
- Grocery
 - 18"H X 18"W X 11"D
 - Location: ACC Main Lobby
- Herbs/Medicinal
 - 18"H X 18"W X 11"D
 - Location: ACC Main Lobby
- Hot Products
 - 18"H X 18"W X 11"D
 - Location: North Hall Lobby
- Kosher
 - 18"H X 18"W X 11"D
 - Location: ACC Main Lobby
- Lifestyle
 - 18"H X 18"W X 11"D
 - Location: ACC Main Lobby
- Organic (certified)
 - 18"H X 18"W X 11"D
 - Location: ACC Main Lobby
- Specialty Diet
 - 18"H X 18"W X 11"D
 - Location: ACC Main Lobby
- Vitamin/Supplements
 - 18"H X 18"W X 11"D
 - Location: ACC Main Lobby
- Non-exclusive marketing opportunity.

Wall of Content: Static Advertising Package

Marketing Opportunity

Graphics

In-Person

\$4,000

Be a part of the Natural Products Expo West Wall of Content. Your advertising will be displayed throughout the show via an engaging digital experience at the hub of education, the press, VIP

attendees and so much more! This is a rare opportunity to get your brand, your message, and your story in front of a captive audience of attendees.



Marketing Opportunity Inclusions:

- Onsite advertising on the 30' x 10' Wall of Content digital screen.
 - Wall of Content located inside the Marriott Platinum Lobby and showing content Tuesday, March 12 – Friday, March 15, 2023.
- 3 Advertisement sizes to be orchestrated into 4-days of content shown on the Wall of Content.
 - Full Screen Advertisement: 1920×1080
 - Third Page Advertisement: 1050×1080
 - Ribbon Advertisement: 1296×290
- Approximately 1,560 impressions / 260 minutes of onsite airtime per company.

Details:

- Company to provide artwork. Show Management to produce programming. All artwork is subject to approval by New Hope Standards.
 - Artwork deadline: Friday, February 2, 2024.
 - Last date to contract: Friday, January 26, 2024.
- Non-exclusive marketing opportunity.

Image Gallery

- [Wall of Content Preview](#)

Connect to Press

Marketing Opportunity

Sampling

Revised: 1/30/2024

\$5,000

Do not miss out on this unique opportunity to showcase your product and have it sampled by members of the VIP Press. The Press Room is an interactive space for the Press to sample products from the "Market" shelves throughout the week. You will also receive resources on how to connect with the Press. Spaces are limited, so be sure to contact your Account Manager today!



Marketing Opportunity Inclusions:

- Opportunity to sample your product to 400 members of the Press in the Natural Products Expo West Press Room Market as well as to those attending virtually.
 - 400 Prepackaged, sample-size products for press to enjoy from "The Market" inside the Press Room.
 - Product description and company logo featured on market display board next to product samples.
 - *Option to create unique 8.5" x 11" Market Board*

Revised: 1/30/2024

- Press Room Market promoted to all in-person press badge holders.
 - **100 of the same prepackaged, sample-sized product** shipped to members of the press to enjoy from their own homes.
- **Access to pre-show tools to connect with the NPEW Press**
 - 1 Infographic sent exclusively to exhibiting company pre-show featuring ways to connect with the Press.
 - Infographic created by New Hope Network in partnership with NPEW VIP Press.

Details:

- In-person market samples:
 - Product must be submitted for approval by New Hope Network Show Management due to size and product constraints.
 - Opportunity limited to 1 product line and up to 3 flavors.
 - Product must be sample-sized, typically 3 oz or less and/or smaller than 4in x 4in.
 - Product must be grab-and-go; products that require preparation including cutting, cooking or pouring **will not be approved**.
 - Product can be refrigerated or frozen.
 - New Hope Network to manage Market set-up, display, and product replenishment.
 - Exhibitor has the option to provide unique Market Board artwork
 - **Artwork due: Friday, January 19, 2024**
- Shipped samples:
 - 120 total items will be required to fulfill the virtual sampling portion of this opportunity.
 - A 20% product overage is required by distribution partner.
 - Products must arrive to fulfillment warehouse in Illinois between February 5 – February 9, 2024 to be eligible for these sampling programs.
 - Custom boxes or multiple product packs will not be accepted by distribution partner.
- Recognition begins once contract is received.
 - Last date to contract: Friday, February 2, 2024.
- Non-exclusive marketing opportunity.

Image Gallery

Wall of Content Video or Multi-Image Package

Marketing Opportunity
Graphics
In-Person

Be a part of the Natural Products Expo West Wall of Content. Your video will be played throughout the show via an engaging digital experience at the hub of education, the press, VIP attendees and so much more! This is a rare opportunity to get your voice, your brand and your story in front of a captive audience of attendees.



Marketing Opportunity Inclusions:

- Onsite advertising on the 30' x 10' Wall of Content digital screen.
 - Wall of Content located inside the Marriott Platinum Lobby and showing content Tuesday, March 12 – Friday, March 15, 2024.
- 45-second video/animated ad to be orchestrated into 4-days of content shown on the Wall of Content.
 - Full Screen Video Advertisement: 1920×1080.
 - In-Stream Video Advertisement: 1920×1080.
- Video, multi-image GIF or animated advertisement features audio capabilities.
- Approximately 195 minutes of onsite airtime per company.

Details:

- Company to provide video. Show Management to produce and arrange video. All artwork is subject to approval by New Hope Standards.
 - Video deadline: Friday, February 2, 2024.
 - Last date to contract: Friday, January 26, 2024.
- Non-exclusive marketing opportunity.

Image Gallery

- [Wall of Content Preview](#)

Toiletry Vending Machine

Marketing Opportunity

Sampling

In-Person

\$8,000

Have you been looking for the perfect way to sample your lifestyle products in the restrooms of the ACC? If so, this is the perfect chance! We are introducing 3 bathroom vending machines to Natural Products Expo West which will be located outside of select restrooms. Whether your brand carries feminine products, floss, mouthwash, or chapstick, there's no better way to get your product into the hands of our attendees!

Marketing Opportunity Inclusions:

- Opportunity to sample your lifestyle product in 3 vending machines outside of restrooms across the ACC and North Halls to Natural Products Expo West attendees.

Details:

- Each contracted opportunity allows for 2,000 of one product SKU to be sampled within the 3 vending machines.
 - Samples must be approved by show management.
- Vending machines will be placed near restrooms to allow the convenient sampling of lifestyle products.
 - Company responsible for providing 2,000 samples.
 - Samples to be restocked by show management.
- No distributing of bags or lanyards are permitted within the vending machine.
- Recognition begins once contract is received.
 - Last date to contract: Friday, February 2, 2024.
- Non-exclusive marketing opportunity.

Paid Social Media Campaign on @NatProdExpo

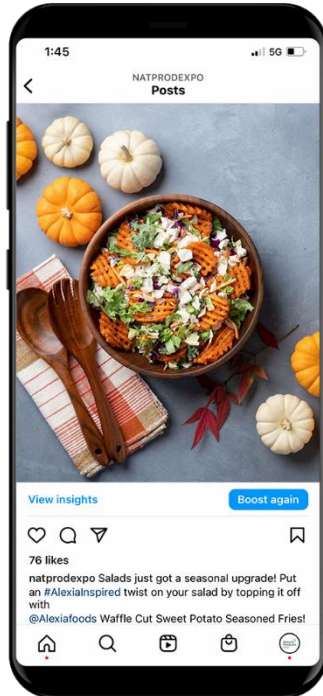
Marketing Opportunity

Digital Advertising

Virtual

\$2,500 - \$5,000

Leverage the natural products community in a way that only Natural Products Expos can! Your sponsored post on the @NatProdExpo Instagram account will build brand awareness, drive booth traffic and share your unique story with our community. Amplify your message to our captive audience of decision makers, investors and influencers that make up the healthy lifestyle community of Expo. Available during the two weeks leading up to, and week after Expo West, you'll receive one post before the show, one story during the show, and one post after the show.



Standard Expo West Campaign: \$2,500

- 1 static post on the @NatProdExpo Instagram feed, with up to 3 images or video.
 - Opportunity to include copy with hashtags and brand handles.

Revised: 1/30/2024

- 2 Instagram Stories; posted for 24 hours each on the @NatProdExpo Stories feed.
 - Images or video posted with redirection link for 24 hours on the @NatProdExpo Stories feed.

Upgraded Expo West Campaign Package: \$5,000

- 1 static post on the @NatProdExpo Instagram feed during the two weeks leading up to Expo West 2024, with up to 3 images or videos and copy with hashtags & brand handles.
- 1 Instagram Story, posted during the week of Expo West 2024 (March 13-16).
 - Images or video posted with “Swipe Up” redirection for 24 hours on the @NatProdExpo Stories feed.
- 1 static post during the week following Expo West 2024, with up to 3 images or videos and copy with hashtags & brand handles.

Details:

- Standard Expo West Campaign:
 - February artwork due: Friday, January 19, 2024
- Upgraded Expo West Campaign:
 - Upgraded artwork due Friday, February 9, 2024
- Company to provide artwork and copy. Show management will determine scheduling of posts within contracted timeframe. All artwork is subject to approval by New Hope Standards.
- Companies purchasing consecutive months of Paid Social Media will need to have campaigns approved by New Hope Marketing Manager.
- Companies may not purchase more than one Paid Social Media Campaign per month.
- Non-exclusive marketing opportunity.

Interested in more paid social media? [Find year-round details here.](#)

Company provides creative for posts and stories, must be approved by New Hope Network’s Standards department. New Hope Network team will determine scheduling of posts/stories within contracted timeframe. Non-exclusive opportunity available only to exhibitors of Natural Products Expo.

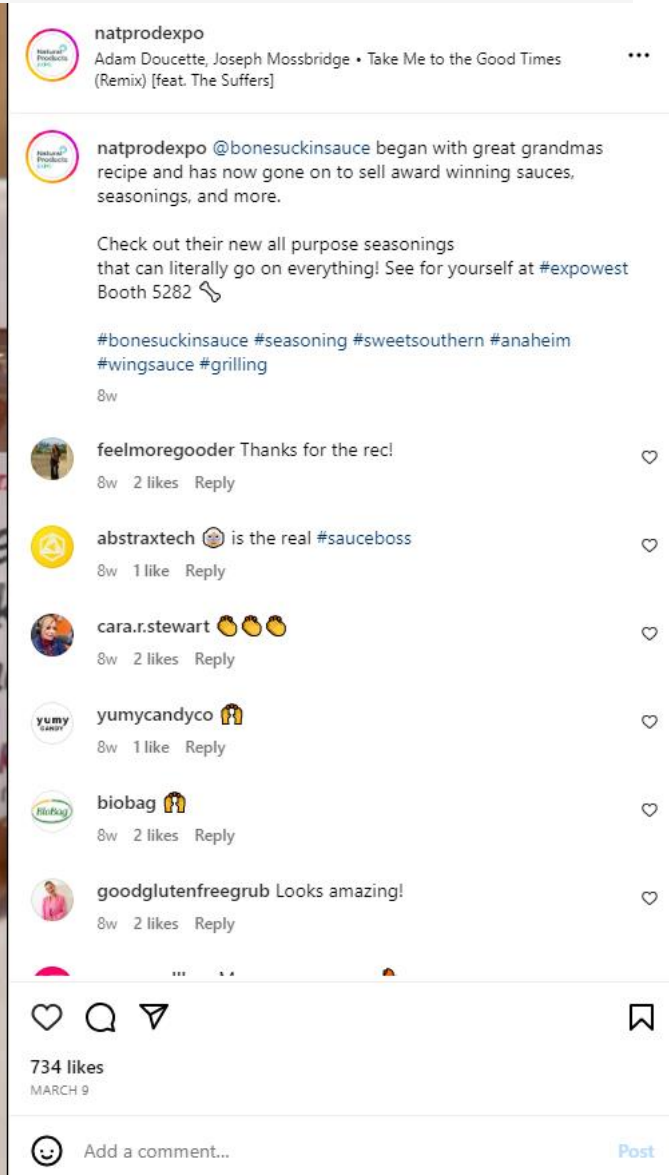
- [Upgraded Social Media Fulfillment](#)
- [Standard Social Media Fulfillment](#)

[Paid Social Media Booth Spotlight](#)

Marketing Opportunity
Digital Advertising
Virtual

\$3,000

Having an event at your booth? We want to be there! Leverage the natural products community in a way that only Natural Products Expo can! Your sponsored post on the @NatProdExpo Instagram account will drive booth traffic and spotlight on your brand when it matters most.



Marketing Opportunity Inclusions:

- 1 Instagram reel posted on the @NatProdExpo Instagram feed featuring company's booth and branding.
 - Reel will be filmed on-site at company's booth.
 - Scheduled time will be pre-determined by company and New Hope Marketing Manager.
 - Company's Instagram handle and booth number included in post.
 - Company to receive one push notification via the Mobile App promoting booth.
 - EW23 Booth Spotlights average performance:
 - Number of plays: 19,000
 - Engagement: 900

Details:

- Limited to one per company, two slots per day.
 - Wednesday, March 13th – (2) Available
 - Thursday, March 14th – **SOLD**
 - Friday, March 15th – (2) Available
- Social post will be made live during Natural Products Expo West, March 13-15, 2024.
 - **Fresh Ideas:** March 13, 2024
 - **ACC North Halls:** March 13-15, 2024
 - **ACC Halls A-E & Arena:** March 14-15, 2024
- Based on timing constraints, brand will not have the opportunity to provide or proof content.
 - Maximum reel length: 30 seconds.
- Non-exclusive marketing opportunity.
- Last date to contract: **Friday, February 23, 2024.**