

# Americas Food & Beverage Show & Conference



**September 16-18, 2024**  
**Sponsorship Packages**

## **Title Sponsor: \$75,000**

- Four (4) exhibition booths at the main entrance to the exhibition
- Twenty (20) complimentary trade show attendee passes (allows unlimited access to all seminars, panel discussions and receptions)
- Opportunity for food and beverage industry executives to participate
- Participation in the development of the conference agenda
- Verbal acknowledgment by moderator
- Prominent placement of corporate name and logo on all marketing materials and advertisements
- Corporate logo display on conference projection screens
- Prominent placement of corporate name and logo on web site
- Sponsorship Spotlight - Social media postings on all platforms

## **Food & Beverage Center Stage Sponsorship: \$35,000 (non-exclusive)**

Stage Size of 20'x30' of kitchen area where show attendees can see cooking demonstrations by well-known chef's from around the world. Exhibitors and country pavilions will be using the area to promote their food & beverage products.

Demonstrations will be held on 45-minute intervals throughout the day each day of the show. Sponsor branding will be throughout the F&B Spotlight stage, in social media, press releases and printed materials for the show. The Spotlight Stage Area includes:

- 1x 4-burner stove top with mirror
- 1x Double Glass Door Freezer
- 2x Convection Oven
- 2x Prep Table
- 1x Steel and 3 Bowl Sink
- 1x Prep and 1 Refrigerated Counter
- 60x White Chairs for Seating Area
- 6x High Boy Tables for back behind seating
- 1x 8' x 20' Double Sided Hanging Banner
- 1x Center Stage Demonstration Session per day
  - Includes:
    - Refrigeration, microwave oven
    - 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

### **Opening Reception TITLE Sponsor: \$30,000**

(TWO (2) RECEPTION OPPORTUNITIES: OPENING EXHIBITION RECEPTION & BUYERS RECEPTION)

- Inclusion on sponsor recognition boards outside and inside the exhibit hall
- Company's name and logo on signage at the cocktail reception
- Two (2) exhibition booths
- Fifteen (15) complimentary trade show attendee passes (allows unlimited access to all seminars, panel discussions and receptions)
- Opportunity to welcome attendees to the reception
- Placement of corporate name and logo on all marketing materials and advertisements and in electronic direct mail invitations to pre-registered attendees
- Corporate logo display on conference projection screens
- Company logo on show web site hyperlinked to company's website
- Print publicity including press release announcing the sponsorship
- Sponsorship Spotlight - Social media postings on all platforms

### **Opening Reception GOLD Sponsor: \$15,000**

(TWO (2) RECEPTION OPPORTUNITIES: OPENING EXHIBITION RECEPTION & BUYERS RECEPTION)

- Inclusion on sponsor recognition boards outside and inside the exhibit hall Company's name and logo on signage at the cocktail reception
- One (1) exhibition booth
- Ten (10) complimentary trade show attendee passes (allows unlimited access to all seminars, panel discussions and receptions)
- Acknowledgement from the moderator from the podium
- Placement of corporate name and logo on all marketing materials and advertisements and in electronic direct mail invitations to pre-registered attendees
- Corporate logo display on conference projection screens
- Company logo on show web site hyperlinked to company's website
- Print publicity including press release announcing the sponsorship
- Sponsorship Spotlight - Social media postings on all platforms

### **Opening Reception SILVER Sponsor: \$10,000**

(TWO (2) RECEPTION OPPORTUNITIES: OPENING EXHIBITION RECEPTION & BUYERS RECEPTION)

- Inclusion on sponsor recognition boards outside and inside the exhibit hall. Company's name and logo on signage at the cocktail reception
- Five (5) complimentary trade show attendee passes (allows unlimited access to all seminars, panel discussions and receptions)
- Acknowledgement from the moderator from the podium
- Placement of corporate name and logo on all marketing materials and advertisements and in electronic direct mail invitations to pre-registered attendees
- Corporate logo display on conference projection screens
- Company logo on show web site hyperlinked to company's website
- Print publicity including press release announcing the sponsorship
- Sponsorship Spotlight - Social media postings on all platforms

### **Buyers Lounge Sponsorship: \$35,000**

- Two (2) exhibition booths at the main entrance to the exhibition

- Fifteen (15) complimentary trade show attendee passes (allows unlimited access to all seminars, panel discussions and receptions)
- Opportunity for food and beverage industry executives to participate
- Participation in the development of the conference agenda
- Verbal acknowledgment by moderator
- Prominent placement of corporate name and logo on all marketing materials and advertisements
- Corporate logo display on conference projection screens
- Prominent placement of corporate name and logo on web site
- Sponsorship Spotlight - Social media postings on all platforms

#### **Beverages Pavilion & Wellness Island Floor Sponsorship: \$24,000**

- Two (2) exhibition booths in the beverage pavilion
- Ten (10) complimentary trade show attendee passes (allows unlimited access to all seminars, panel discussions and receptions)
- Opportunity for food and beverage industry executives to participate
- Participation in the development of the conference agenda
- Verbal acknowledgment by moderator
- Prominent placement of corporate name and logo on all marketing materials and advertisements
- Corporate logo display on conference projection screens
- Prominent placement of corporate name and logo on web site
- Sponsorship Spotlight - Social media postings on all platforms

#### **Lanyards & Plastic Bags Sponsor: \$22,000**

- Two (2) exhibition booths at the entrance of the show
- Four (4) Complimentary trade show attendee passes (allows unlimited access to all seminars, panel discussions and receptions)
- Corporate Name and Logo on Lanyards
- Sponsorship Spotlight - Social media postings on all platforms

#### **Mobile Phone Charging Lounge: \$18,000**

- Four (4) trade show attendee passes (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

#### **Beverages Pavilion Mixology Stage Sponsorship: \$12,000**

- One (1) exhibition booth in the beverage pavilion
- Five (5) trade show attendee passes (allows unlimited access to all seminars, panel discussions and receptions)
- Opportunity for food and beverage industry executives to participate
- Participation in the development of the conference agenda
- Verbal acknowledgment by moderator
- Prominent placement of corporate name and logo on all marketing materials and advertisements
- Corporate logo display on conference projection screens
- Prominent placement of corporate name and logo on web site
- Sponsorship Spotlight - Social media postings on all platforms

**Badge Lanyards Sponsor: \$12,000**

Capture the attention of thousands as attendees wear your company's name around their neck and are seen throughout the entire event. This invaluable marketing item will be offered to each attendee as they pick up their badge.

- Sponsorship Spotlight - Social media postings on all platforms

**New Product Showcase Sponsor: \$5,000**

- Buyer's "road map" of what is new on the show floor.
- Company logo prominently displayed on signage in the area
- Company logo on show web site hyperlinked to company's website
- Print publicity including press release announcing the sponsorship
- Sponsorship Spotlight - Social media postings on all platform

## Show Bag Insert

### Marketing Opportunity

### Sampling

### In-Person

\$10,000

The exclusive Natural Products Expo West Show Bags make a lasting impression throughout the show campus while providing a convenient service to show attendees. These bags are in the hands of every attendee and are certain to make an impact both at the show and when everyone returns to their offices.



### Marketing Opportunity Inclusions:

- **(1) 2 oz. sample size or 1 piece of literature** (brochure, invitation or flyer) **to be inserted into each official Natural Products Expo West show bag.**
  - Option to combine a product sample and literature as one insert, upon Show Management approval.
- Show bags containing inserts **distributed at registration locations throughout NPEW campus.**
- **Quantity of bags is 15,000.**

### Details:

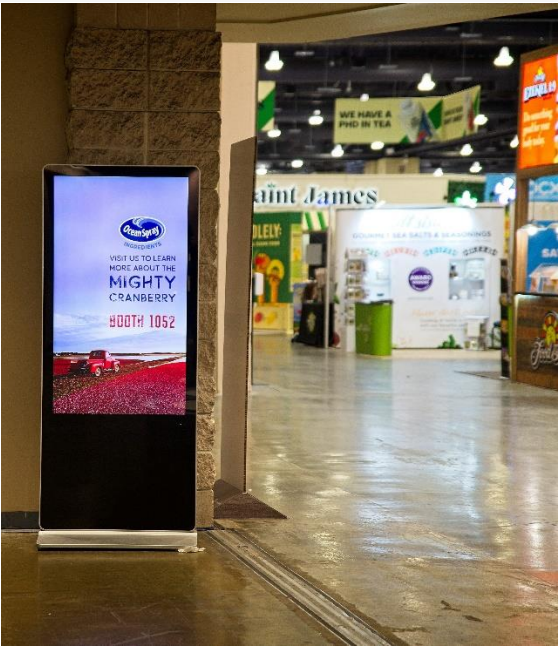
- Product must be stable in a non-temperature controlled storage space.
- Product and/or literature must be approved by Show Management and New Hope Network standards team prior to shipment.
  - Last date for product shipments to arrive at Goodwill:
    - **Wednesday, January 26, 2024.**
- Last date to contract: **Friday, January 19, 2024.**
- Non-exclusive marketing opportunity.

Digital Advertising Screen

|                       |
|-----------------------|
| Marketing Opportunity |
| Graphics              |
| Lobby Area Branding   |
| In-Person             |

\$11,000

Do you want to increase booth traffic and distinguish your branding from your competitors? Digital Advertisements will do just that by being the first thing the attendees see when entering the Show floor.



Marketing Opportunity Inclusions:

- Company-branded custom artwork on a digital advertising screen, located in a high-traffic lobby near an entrance to trade show floor.
- Opportunity to provide up to 3 alternating graphics or one video.
  - Supported file formats: PNG, JPG, MP4, MOV.
    - Audio not supported, videos must be 60 seconds or less.
    - Electricity included.
    - 55" Screen Size – Image Resolution 2160 width x 3480 height (4K 9:16)

Details:

- Display locations:

- Hall A right side
- Hall A left side
- Hall B right side
- Hall B left side
- Hall C right side
- Hall C left side
- Company to provide artwork. All artwork is subject to approval by New Hope Standards.
  - Artwork deadline: Friday, February 9, 2024.
- Recognition begins once contract is received.
  - Last date to contract: Friday, February 2, 2024.
- Non-exclusive marketing opportunity.

## Lightboxes

### Marketing Opportunity

### Graphics

### In-Person

**\$11,000**

Do you want to increase booth traffic and distinguish your branding from your competitors? Lightboxes will do just that by being the first thing the attendees see when entering the Show floor.



## Marketing Opportunity Inclusions:

- **Company-branded custom artwork on a backlit lightbox.**
  - Single-sided advertising panel.
  - Electricity included.
- **Lightbox located in high-traffic lobby near entrance to trade show floor.**

## Details:

- Lightbox sizes vary based on location.
- Lightbox locations:

- Hall D right side: 120" x 96":
- Hall D left side: 120" x 96":
- North Hall Level 200: 120" x 96": **SOLD**
- Company to provide artwork. Show Management to produce graphics. All artwork is subject to approval by New Hope Standards.
  - Artwork deadline: Friday, January 19, 2023.
- Recognition begins once contract is received.
  - Last date to contract: Friday, January 12, 2023.
- Non-exclusive marketing opportunity.

## Private Appointment Room

### In-Person

**\$11,000**

A great resource to hold private meetings or create a lounge for your clients.

### Marketing Opportunity Inclusions:

- **Room provided for meeting space.**
- Promotion of Company at the entrance to the room.
  - (1) 22" x 28" sign with company name provided by show.
- **Standard furniture included.** Standard tables, chairs, and waste basket.
- **Opportunity to add-on food and beverage.**

### Details:

- Room cannot be used for exhibit space, functions or seminars.
- Location of private meeting room is based on availability throughout the Natural Products Expo West show campus.

## Show Opening Band

### Marketing Opportunity

### Activities & Events

### Expo Hall Opportunities

### Sampling

### In-Person



\$11,000

Does your brand want to kick off the show with a bang? Then this is the perfect opportunity for you! Open the show floor with a show-stopping marching band leading attendees to your booth.

- Pre-Show
  - Sponsor logo included on all promotions\* of the chosen band performance and Show Opening Parade.
- On-Site
  - Sponsor logo on banner\* that will lead the parade route.
  - Option to have the band finish the performance in Sponsor’s booth or pre-approved location in the Anaheim Convention Center.
  - Opportunity to have staff distribute samples or branded items during the performance.

Details:

- Brand to contract band.
- No distributing of bags or lanyards is permitted with connection to this sponsorship. For more information, please reference the [Code of Conduct](#).
- Sponsor to provide artwork. Show Management to produce graphics. All artwork is subject to approval by New Hope Standards.
  - Artwork deadline: Friday, February 2, 2024.
- Sponsorship recognition begins once contract is received.
  - Last date to contract: Friday, January 26, 2024.
- Non-exclusive sponsorship opportunity.

\*Based on date contracted.

New Product Line

|                       |
|-----------------------|
| Marketing Opportunity |
|                       |
| Lobby Area Branding   |
|                       |
| In-Person             |

\$11,550

Located in the main thoroughfares of the Anaheim Convention Center's A-D and North Hall lobbies. Attendees can stop before they shop the show floor and see your products and custom artwork. This opportunity features an entire showcase unit!



## Marketing Opportunity Inclusions:

- **Entire, free standing showcase unit located in a prominent area** of the Anaheim Convention Center A-D Lobby or North Hall Lobby.
  - Showcase display unit can be used for the promotion of company brand, product line(s), marketing information, etc.
- **3 shelves** to hold products, decoration or other promotional items representing Exhibitor.
- **Unit features 3 pieces of fully custom exhibitor-branded artwork;** the header, back and side panels of the showcase.
- **(3) Featured Digital Products** on the Natural Products Expo West virtual platform to further highlight your brand and product to the show's virtual audience.
  - Online recognition pre, during and post show within the Featured Digital Products page on [www.ExpoWest.com](http://www.ExpoWest.com).
  - Online recognition pre, during and post show on the Featured Products page of the Natural Products Expo West virtual platform.
  - Featured Product Page displays:
    - Product name and image
    - Product description
    - Product category type
    - Company name
    - Booth number
    - Web address
    - Suggested Retail Price
    - Direct link back to company's virtual booth
  - Traffic will be driven to the Natural Products Expo West Digital Product Showcases via the following vehicles:
    - Promoted in pre-show email
    - Promoted on Natural Products Expo social accounts leading up to the show
    - Promoted in post-show email to registered attendees

Details:

- **Anaheim Convention Center North Hall Lobby – \$11,550.**
- **Anaheim Convention Center A-D Hall Lobby – \$11,550.**
- Special access hours for set-up and adjustments.
- Exhibitor to provide artwork. Show Management to produce graphics. All artwork is subject to approval by New Hope Standards.
  - Artwork deadline: Friday, January 19, 2024.
- Recognition begins once contract is received.
  - Last date to contract: Friday, January 12, 2024.
- Non-exclusive marketing opportunity.

Image Gallery

Floor Graphics

| Silver    |
|-----------|
| Graphics  |
| In-Person |

\$15,000 - \$27,000

Would you like a booth driver as soon as attendees enter the trade show floor? Like a trail of breadcrumbs, eye-catching floor graphics guide attendees to your booth from the entrance of your hall.



Opportunity Inclusions:

- **Company-branded floor graphics in the location selected:**
  - Option to select (100) 12" x 12" floor graphics **or** (50) 24"x 24" floor graphics.
  - Option to design up to **2 alternating graphics**.
  - Option for **simple die cut graphics**. Examples include: circles or arrows.
- **Opportunity to approve a custom route** inside exclusive location to direct attendees to your booth.
  - Floor graphics placed in aisles at 10' intervals leading to your booth:

- 100 graphics will cover a total distance of 1,000'.
- 50 graphics will cover a total distance of 500'.
- Show Management to recommend route based on historical traffic patterns.

## Details:

- **Full Pavilion: \$27,000 (Silver Sponsorship.)**
- **Half Pavilion: \$15,000 (Marketing opportunity.)**
- Locations available throughout Halls A-E, Arena, North Hall 100 & 200.
- Company to provide artwork. Show Management to produce graphics. All artwork is subject to approval by New Hope Standards.
  - Artwork deadline: Friday, February 2, 2024.
- Recognition begins once contract is received.
  - Last date to contract: Friday, January 26, 2024.
- Non-exclusive sponsorship/marketing opportunity.

## Exhibitor Presented Seminar (EPS)

### Marketing Opportunity

### Education

### In-Person & Virtual

**\$16,500 - \$19,500**

Is your company filled with a wealth of knowledge and a thought leader in the industry? If yes, then an Exhibitor Presented Seminar (EPS) is the perfect place for your company to share exciting new information and in-depth analysis on the topic of your choice in a 60 or 90-minute seminar. Help the Natural Products community learn more and grow with this opportunity!



## Marketing Opportunity Inclusions:

- **Pre-Show\*\***
  - Exhibitor Presented Seminar **title, description, speaker information, and Company logo listed on the Natural Products Expo West online schedule.**
  - Exhibitor Presented Seminar title and Company logo **printed in the Show Directory Map\* and in Natural Food Merchandiser** (March edition.)\*
  - **Seminar to be marketed as free to attend to all NPEW badge holders.**
- **On-Site\*\***
  - **Room rental and standard room set provided.**
    - Theater style seating.
    - Stage with 1 podium and up to 5 chairs for speakers.
  - **Standard A/V set provided.**
    - 1 Podium microphone and up to 5 handheld or 5 lavalier microphones available.
    - LCD projector and projection screen.
  - **6' outreach table** to feature Company's products or literature during the seminar. Extra product may be placed beneath table and restocked by company representatives.
  - Company logo, seminar time and title featured on **signage at room entrance.**
  - **Lead retrieval scanner** and operator provided at room entrance to capture attendee data.
- **Post-Show\*\***
  - **Seminar attendee scan data provided to Company for post-show lead follow up.**
  - Video recording of seminar provided to company.
- **Virtual Inclusions:**
  - Company logo featured in EPS video package.
  - Exhibitor Presented Seminar title, description, speaker information and Company logo listed on the Natural Products Expo West Virtual agenda.

## Details:

- **60-minute Exhibitor Presented Seminar: \$16,500**
- **90-minute Exhibitor Presented Seminar: \$19,500**
- Exhibitor Presented Seminars location: Anaheim Marriott
- Seminar to be comprised entirely of exhibitor content.
  - Exhibitor is responsible for securing speakers and speaker deliverables.
  - All claims and content are subject to approval by New Hope Standards.
- Disclaimer included with promotion of seminar indicating that the content is provided by the exhibitor and may not reflect the views of New Hope Network.
- Online recognition begins once contract is received.
  - Last date to contract: Friday, February 2, 2024.
  - Sales Deadline in order to be printed in the Show Directory: Friday, January 12, 2024.

- Non-exclusive marketing opportunity.

**Add-ons:**

- [Content Multiplier](#)
  - Content Multiplier amplifies marketing ROI by creating video and content assets that help your brand stay at top of mind with little to no effort.

*\*Based on date contracted.*

*\*\*Exhibitor Presented Seminars are currently scheduled to take place at Natural Products Expo West. In the event of a show cancellation, EPS' will still be deployed digitally to the Natural Products audience in an equally impactful way.*

[Image Gallery](#)

[Hotel Room Distribution](#)

| Gold                |
|---------------------|
|                     |
| Sampling            |
|                     |
| In-Person           |
| \$18,000 - \$36,000 |

Showcase your product in the Natural Products Expo West VIP attendee’s hotel rooms! Hotel room distribution is a convenient and effective way to reach your prospects. This is the opportunity to get your product in attendee and exhibitor rooms on either Tuesday, Wednesday, or Thursday evening at one of our host hotels!



**Sponsorship Opportunity Inclusions:**



- Recognition as a Gold Sponsor – 3 hotels.
- **Opportunity for 1 hotel room “drop” in Natural Products Expo West VIP attendee and exhibitor rooms.**
  - 1 Hotel drop can consist of either 1 product or several products bundled together into a single “drop.”
- Hotel drop **product categories are sold exclusively per night.**

**Details:**

- **3 Hotels: \$36,000 (Gold Sponsorship)**
  - Hilton Anaheim, Anaheim Marriott, and The Westin Anaheim Resort.
- **1 Hotel: \$18,000 (Silver Sponsorship)**
  - Hilton Anaheim **or** Anaheim Marriott **or** Westin Anaheim.
- Distribution available 1 of the following dates contracted:
  - Tuesday, March 12, 2024:
  - Wednesday, March 13, 2024:
  - Thursday, March 14, 2024:
- Not available for perishable items, shelf-stable only.
- Hotel Drop must be considered a single “drop.”
  - Bundled items (i.e. product samples and/or literature) must be pre-assembled before shipment.
    - Items must be assembled into a single unit i.e. small gift bag, box, or basket and is subject to Show Management approval.
    - Bags resembling the NPEW Show Bag will not be approved, including, but not limited to tote bags, grocery totes and large bags.
    - Show Management nor hotels are not responsible for assembly of bundled items.
  - **Hotel drop must be less than 24 oz (2 lbs)**
- Sponsorship recognition begins once contract is received.
  - Last date to contract: **Friday, February 2, 2024.**
- Non-exclusive sponsorship/marketing opportunity.

**Image Gallery**

|                   |
|-------------------|
| Distribution Area |
| Silver            |
|                   |
| Sampling          |
|                   |
| In-Person         |

This sponsorship is all about direct contact with attendees! Hand out samples as attendees head onto the main show floor of Natural Products Expo West. A chance for a one-on-one moment in the main lobbies!



### Sponsorship Opportunity Inclusions:

- Recognition as a Silver Sponsor.
- **3'x3' Sampling area inside the bustling Anaheim Convention Center lobby or North Hall lobby.**
  - Space denoted by a 3' x 3' floor graphic featuring Sponsor logo and booth number.
  - Distribution area is exclusive to lobby outside selected hall entrance.
  - Opportunity to begin sampling 1 hour before the trade show floor opens and throughout the day.
- **Space for 2 representatives to sample in designated distribution area.**
  - All samples must be stored in a wearable fashion. Examples include backpack, apron or tray.
  - Storage and restocking labor not included.

### Details:

- **Price: \$18,500**
- **Sponsorship Level: Silver**
- Distribution areas available:
  - Hall A:
  - Hall B:
  - Hall C:
  - Hall D: **SOLD**
  - North Hall, Level 100:
  - North Hall, Level 200:
- ACC lobby sampling hours:
  - Thursday, March 14 from 9:00am – 6:00pm.
  - Friday, March 15, from 9:00am – 6:00pm.



- o Saturday March 16 from 9:00am – 4:00pm.
- North Hall lobby sampling hours:
  - o Wednesday, March 13 from 12:00 – 6:00pm.
  - o Thursday, March 14 from 9:00am – 6:00pm.
  - o Friday, March 15 from 9:00am – 6:00pm
- Sampling is intended for small, low weight products.
  - o Must be under 3 oz. and cannot be refrigerated or frozen.
  - o Product or storage container cannot be placed on ground.
- No distributing of bags or lanyards is permitted within your contracted sponsorship space. For more information, please reference the **Code of Conduct**.
- Sponsorship recognition begins once contract is received.
  - o Last date to contract: **Friday, February 2, 2024.**
- Non-exclusive sponsorship opportunity.

## Image Gallery

### Hilton Elevator Clings

Silver

Graphics

In-Person

\$19,000

Welcome attendees to the show with your eye catching graphics located in the main lobby elevators at the Hilton Anaheim. This is a great way to grab attendees' attention, promote your brand, and remind them of your booth location. Create and send us your artwork files, and we will take care of the rest!



### Sponsorship Opportunity Inclusions:

- Recognition as a Silver Sponsor.
- **8 Sponsor-branded 4'x5' floor graphics** placed in the main elevators located in the Hilton Lobby.

Details:

- Sponsor to provide artwork. Show Management to produce graphics. All artwork is subject to approval by New Hope Standards.
  - Artwork deadline: **Friday, February 2, 2024.**
- Sponsorship recognition begins once contract is received.
  - Last date to contract: **Friday, January 26, 2024.**
- Exclusive sponsorship opportunity.

Image Gallery

Door Graphics

Gold

Graphics

In-Person

\$20,000 - \$30,000

What better way to get your message out there than by featuring your company on the inside of the Anaheim Convention Center doors! These door graphics are attention-grabbing and can be a great way to direct attendees to your booth! If you're interested, contact your account manager to learn more!



Sponsorship Opportunity Inclusions:

- Recognition as a Gold or Silver Sponsor.
  - See distinction in “Details” below.
- Anaheim Convention Center lobby:
  - **30 Sponsor-branded 24"W x 36"H door graphics** in the location selected.
    - 15 sets of doors, with option to design up to 2 alternating graphics.
    - All door graphics placed facing inwards, towards the lobby.
- North Hall lobby:
  - **28 Sponsor-branded 24"W x 36"H door graphics.**
    - 14 sets of doors, with option to design up to 2 alternating graphics.
    - All door graphics placed facing inwards, towards the lobby.

- Arena Lobby:
  - **38 Sponsor-branded 24"W x 36"H door graphics.**
    - 19 sets of doors, with option to design up to 2 alternating graphics.
    - All door graphics placed facing inwards, towards the lobby.

**Details:**

- **Arena Door graphics – \$20,000 (Silver Sponsorship):**
- **North Hall Door Graphics – \$30,000 (Gold Sponsorship): SOLD**
- **Anaheim Convention Center A-D Hall Door Graphics – \$30,000 (Gold Sponsorship)**
  - ACC Hall A/B lobby doors:
  - ACC Hall B/C lobby doors: **SOLD**
  - ACC Hall C/D lobby doors: **SOLD**
  - Sponsor to provide artwork. Show Management to produce graphics. All artwork is subject to approval by New Hope Standards.
  - Artwork deadline: Friday, February 2, 2024.
- Sponsorship recognition begins once contract is received.
  - Last date to contract: Friday, January 26, 2024.
- Non-exclusive sponsorship opportunity.

**Image Gallery**

Education: Keynote Sponsorship

Silver

Education Session Underwriting

In-Person & Virtual

\$20,000

Align your brand with education underwriting and introduce the highly attended daily keynotes at Natural Products Expo West 2023



## Sponsorship Opportunity Inclusions:

- Recognition as a Silver Sponsor.
- **Prominent Sponsor exposure through all promotions of the Keynote session** including pre-show marketing, on-site materials/event signage, Natural Products Expo West website, Show Directory Map\* and advertisements\*.
- **Onstage recognition and brief speaking opportunity to introduce the Keynote session.**
  - Opportunity limited to (1) 3-minute speaking opportunity per Keynote session selected.
- **Substantial sponsor exposure during the Keynote session to both the NPEW on-site audience and the full virtual audience.**
  - Each Keynote session will be one of the very few show features livestreamed to the full NPE Virtual audience for additional marketing and exposure to the virtual extension.
- **(1) 6-foot reserved table** for Sponsor inside the keynote room.
- **Keynote attendee scan data** for both on-site and virtual attendees provided to Sponsor for post-show lead follow up.
- **Keynote Virtual Inclusions**
  - Keynote sessions will be recorded and available on-demand in the Natural Products Expo Virtual platform for onsite and virtual badge holders.
  - Company logo listed on the Natural Products Expo Virtual agenda.

## Details:

- Keynote sessions available:
  - Wednesday:
    - **The State of Natural and Organic: SOLD**
  - Thursday:
    - **TBD:** Available
  - Friday:

- **TBD:** Available
- *Titles, dates, times, and locations to be determined and may change at any time.*
- Sponsor recognition begins once contract is received.
  - Last date to contract: Friday, February 2, 2024
- Exclusive sponsorship opportunity per Keynote session selected.

## Hand Sanitizer Stations

Silver

Lobby Area Branding

Show Services

In-Person

\$20,000

Do you have the latest and greatest hand sanitizer product on the market? Boost your exposure and show off your wonderful product to every Natural Products Expo West attendee by catching them throughout the Anaheim Convention Center lobbies when they're in need!



### Sponsorship Opportunity Inclusions:

- Recognition as a Silver Sponsor.
- **Recognition as the Official Natural Hand Sanitizer of Natural Products Expo West.**
  - Promoted as such by Show Management via on-site signage, Natural Products Expo West website, Attendee Brochure\*, Show Directory Map\* and advertisements\*.
  - The right to use "Official Natural Hand Sanitizer of Natural Products Expo West" in promotional and/or marketing materials.

- **(18) 1'x1' locations provided throughout the Anaheim Convention Center lobbies** for sponsor to display Sponsor-branded dispensers with sponsor hand sanitizer product.
  - **Prime Anaheim Convention Center lobby locations** reserved for Sponsor-branded dispensers to promote the use of "Official Natural Hand Sanitizer of NPEW".
  - Due to the heightened need for the events industry to provide rigorous health and safety measures, Show Management, the Anaheim Convention Center and our partners reserve the right to use labeled conventional hand sanitizers throughout the Natural Products Expo West Campus at their discretion.
    - Quantities and types are subject to change at any time in accordance with corporate and local requirements at the time of the show.
    - The Sponsor-branded natural dispensers will be in addition to the required conventional amount stipulated.
- New Hope Network to provide and install 1'x1' mats required by the Anaheim Convention Center to protect floors.

**Details:**

- Sponsor to provide physical dispensers and hand sanitizer product for attendee use. Sponsor responsible for product replenishment throughout the 4 day trade show.
  - Dispenser branding subject to New Hope Network Standards approval.
- No distributing of bags or lanyards is permitted within your contracted sponsorship space. For more information, please reference the **Code of Conduct**.
- Sponsorship recognition begins once contract is received.
  - Last date to contract: **Friday, February 3, 2024**.
- Exclusive sponsorship opportunity.

**Image Gallery**

Water Bottle Refilling Station Graphics

|                |
|----------------|
| Silver         |
| Graphics       |
| Sustainability |
| In-Person      |
| \$21,000       |

Make a splash with graphics above the water bottle refilling stations throughout Expo West!

Showcase your brand or share how your sustainability efforts are helping to change the world!





## Sponsorship Opportunity Inclusions:

- Recognition as a Silver sponsor.
- **13 Sponsor-branded** graphics above the **water bottle filling stations**:
  - **7 Located** outside the entrances to Halls A, B, C, D, & E in the **Anaheim Convention Center Main Lobby**.
  - **6 Located** in the Plaza Level, on Level 100 and on Level 200 in the **North Hall Lobby** outside the Hot Product Pavilions.
- **Custom graphics can be up to 24"x24" or 576-square inches per water refilling station.**
  - Graphics can be a custom designed die cut and/ or split into up to 3 different graphics, equaling the total of 576 square inches.
- **Recognition on the [New Hope Network Environmental Sustainability page](#)** for being a part of Natural Product Expo West's overall sustainability program and encouraging the use of reusable bottles.
  - For example: In 2019, the **water refilling stations helped avoid 6,538 plastic bottles** being used!

## Details:

- Company to provide artwork. Show Management to produce graphics. All artwork is subject to approval by New Hope Standards.
  - Artwork deadline: Friday, February 2, 2024.
- Sponsorship recognition begins once contract is received.
  - Last date to contract: Friday, January 26, 2024.
- Exclusive sponsorship opportunity.

## Activation Zone

Silver

Revised: 1/30/2024

## Sampling

### In-Person

\$21,500

Are you sitting on the next big idea to activate buzz around your products? We have the place for you to bring your idea to life - use an Activation Zone to promote your brand via experiential marketing. Let us help you think of new and creative ideas - time to think outside the box!



### Sponsorship Opportunity Inclusions:

- Recognition as a Silver Sponsor.
- **5'W x 8'L x 8'H** space allocated for Sponsor's **custom, interactive activation**.
  - Space for **up to 2 people** in the area to promote Sponsoring brand.
- Dry storage, labor for product delivery and electricity **are included**.
  - Refer/frozen storage and material handling/drayage fees **are not included**.

### Details:

- All Activation Zones are intended to be custom, unique and engaging, therefore Sponsor activation must be approved by Show Management.
  - No distributing of bags or lanyards is permitted within your contracted sponsorship space. For more information, please reference the [Code of Conduct](#).
  - Inflatables are permitted within your contracted sponsorship space.
  - **10'x10' Pop up tents are not permitted**.
- Refrigerated/frozen storage and material handling fees/drayage are not included.
- Sponsorship recognition begins once contract is received.
  - Last date to contract: Friday, February 2, 2024.
- Non-exclusive sponsorship opportunity.

### Image Gallery

### Escalator Graphics

## Gold

Revised: 1/30/2024



\$22,000 - \$29,000

Escalator graphics provide maximum brand exposure in the main lobby of the convention center. Create and send us your artwork files, and we will take care of the rest.



### Sponsorship Opportunity Inclusions:

- Recognition as Gold or Silver Sponsor.
- **Hall A Lobby:**
  - **Sponsor-branded graphics on escalators** leading from the ACC lobby level 1 to level 2 meeting rooms, sales office, New Hope Lounge and the sky-walk to North Hall.
  - Opportunity to fully design **2 side glass panels** and **1 runner**.
    - 1 glass panel on both ascending and descending escalators.
    - Runner is located down the middle of the ascending and descending escalators.
- **Hall B Lobby:**
  - **Sponsor-branded graphics on escalators** leading from the ACC lobby level 1 to level 2 meeting rooms, sales office, New Hope Lounge and more.
  - Opportunity to fully design **2 side glass panels** and **1 runner**.
    - 1 glass panel on both ascending and descending escalators.
    - Runner is located down the middle of the ascending and descending escalators.
- **North Hall Lobby:**
  - **Sponsor-branded graphics on escalators** leading from the North Hall lobby Plaza level to level 200 show floor entrance, sustainability kiosk, meeting Nooks and more.
  - Opportunity to fully design **2 side glass panels** and **2 runners**.

- 1 glass panel on both ascending escalators, mirroring each other in the North Hall.
- Runners are located down the middle of ascending and descending escalators that mirror each other in the North Hall.
- **Hall D Lobby:**
  - **Sponsor-branded graphics on escalators** leading from the ACC lobby level 1 to Hall E lower level lobby.
  - Opportunity to fully design **2 side glass panels** and **1 runner**.
    - 1 glass panel on both ascending and descending escalators.
    - Runner is located down the middle of the ascending and descending escalators.
  - Hall D lobby escalator graphics are required to include safety warnings, per the City of Anaheim. Show Management to expand upon requirements.

## Details:

- **Hall A, B and North Hall lobby escalators: \$29,000 – Gold Level Sponsorship**
  - Hall A:
  - Hall B: **SOLD**
  - North Hall: **SOLD**
- **Hall D Lobby: \$22,000 – Silver Level Sponsorship**
  - Hall D: **SOLD**
- 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.**
- Sponsorship recognition begins once contract is received.
  - Last date to contract: **Friday, January 5, 2024.**
- Exclusive sponsorship opportunity per lobby/escalator.

## Image Gallery

### Aisle Signs

| Silver    |
|-----------|
| Graphics  |
| In-Person |

\$25,000

Drive traffic to your booth by displaying custom artwork including your company name, logo and booth number on aisle signs throughout the show floor. Visibility outside your booth doesn't get any better than that!



## Sponsorship Opportunity Inclusions:

- Recognition as a Silver Sponsor.
- **Sponsor-branded 48"W x 24"H shingles attached to the bottom of every aisle sign** in the location selected.
  - Option to design up to **2 alternating graphics**.

## Details:

- Locations available:
  - Natural & Specialty Pavilion: **SOLD**
  - Organic Pavilion:
  - Lifestyle Pavilion:
  - Supplements Pavilion: **SOLD**
  - North Hall Hot Products, Level 100: **SOLD**
  - North Hall Hot Products, Level 200:
- Sponsor to provide artwork. Show Management to produce graphics. All artwork is subject to approval by New Hope Standards.
  - Artwork deadline: Friday, February 2, 2024.
- Sponsorship recognition begins once contract is received.
  - Last date to contract: Friday, January 26, 2024.
- Non-exclusive sponsorship opportunity.

## Image Gallery

### Press Room Sponsorship

| Silver              |
|---------------------|
|                     |
| Activities & Events |
|                     |
| Sampling            |
|                     |
| In-Person           |

\$25,000

Experience one-on-one contact with media organizations as the official Press Room sponsor. While Press explore The Market, you will have the amazing opportunity to interact with the press with your Press Room Outreach Space. Don't miss out on this unique and exciting opportunity with the Natural Products Expo West VIP audience right off the show floor on level 2 of the Anaheim Convention Center!



### Sponsorship Opportunity Inclusions:

- Recognition as a Silver Sponsor.
- **Sponsor logo will appear with all promotions of the Press Room.**
- Promotion of Sponsor in Press Room:
  - (1) 10' x 10' outreach space provided inside Press Room.
  - (1) 6' table top provided for literature and/or product.
- **1 Connect to Press** opportunity.
- **Press Room Charging Station tabletops branded** with full color sponsor artwork.
- Sponsor logo and booth number printed on cocktail napkins for Press Room Daily coffee service -1 color imprint.

**Details:**

- Press Room is located in the **ACC, Level 2, Room 203A**
- Sponsor to provide artwork. Show Management to produce graphics. All artwork is subject to approval by New Hope Standards.
  - Artwork deadline: Friday, February 2, 2024.
- Sponsorship recognition begins once contract is received.
  - Last date to contract: Friday, January 26, 2024.
- Exclusive sponsorship opportunity.

**Sampling Station: Inside**

| Silver  |
|---|
|   |
| Sampling  |
|   |
| In-Person   |
|   |
| \$25,000  |
| Enhance your exhibiting experience by cross-promoting your products or services in a satellite location. Whether your clients are mingling in the lobby or just passing through, they will enjoy this additional opportunity to sample your products. |



**Sponsorship Opportunity Inclusions:**

- Recognition as a Silver Sponsor.



- **10'W x 10'D x 12'H space in the Anaheim Convention Center Lobby** to promote Sponsor's brand and distribute samples to attendees.
  - **Opportunity to use a branded pop-up tent.**
  - Space for **up to 5 brand representatives.**
  - Includes (1) 6' table, 2 chairs, 1 wastebasket.
- **Electricity, labor for product delivery and dry storage included.**
  - Refrigerated/frozen storage and material handling fees/drayage are not included.

**Details:**

- **Brand presence must be in place during all sampling station hours:**
  - Wednesday, March 13, 2024 from 8:00am – 6:00pm
  - Thursday, March 14, 2024 from 8:00am – 6:00pm
  - Friday, March 15, 2024 from 8:00am – 6:00pm
  - Saturday, March 16, 2024 from 8:00am – 4:00pm
    - North Hall locations closed Saturday.
- **All Hall E sampling stations** using cookware must get approval before contracting.
- No distributing of bags or lanyards are permitted within your contracted sponsorship space. For more information, please reference the **Code of Conduct**.
- Custom built sampling stations must be approved by show management for set up and weight restrictions.
- Sponsorship recognition begins once contract is received.
  - Last date to contract: Friday, February 2, 2024.
- Non-exclusive sponsorship opportunity.

**Image Gallery**

Charging Stations

|                     |
|---------------------|
| Gold                |
|                     |
| Lobby Area Branding |
|                     |
| Show Services       |
|                     |
| In-Person           |
|                     |
| \$27,000            |

Get your branding and message heard in the highly trafficked ACC lobby! As people look for a place to recharge, they will find your company's conveniently located charging stations.



## Sponsorship Opportunity Inclusions:

- Recognition as a **Gold Sponsor**.
- 5 charging stations with your custom artwork to be placed throughout the ACC main lobby, a high-traffic area of the show.
  - Custom branded wrap: a vinyl wrap around the front frame (dimensions: 32" x 53")
  - Custom branding on 19" LCD display screen: videos (mp4) or images (.png) of any size with aspect ratio of 16:9
- Charging stations includes five (5) secure integrated lockers
  - User chooses vacant locker, plugs phone into charger, closes locker and enters 4-digit combination twice, and later retrieves device by selecting their locker and entering their unique code
  - Supports charging for 98% of smartphones in the US market
  - Lockers can fit standard tablets including older iPads
  - Each station is 65"h x 17.5"w x 11.75"d

## Details:

- **Price: \$27,000**
- **Sponsorship Level: Gold**

- Sponsor to provide artwork. Show Management to produce graphics. All artwork is subject to approval by New Hope Standards.
  - Artwork deadline: Friday, January 26, 2024.
- Sponsorship recognition begins once contract is received.
  - Last date to contract: Friday, January 19, 2024.
- Exclusive sponsorship opportunity.

## Sales Office

### Gold

### Digital Advertising

### Show Services

### In-Person

**\$30,000**

Is your company trying to get in front of exhibitors of Natural Products Expo West? Well this is the perfect opportunity! Have your company's branding featured in the sales office. This is a unique opportunity to get exhibitors' attention off the show floor; the perfect time for them to learn more about the services your company can provide!



### Sponsorship Opportunity Inclusions:

- Recognition as a **Gold Sponsor**.
- Sponsor logo will appear on all promotions of the Natural Products Expo West Sales Office.\*
- Sponsor created graphics prominently featured on **digital signage in Sales Office**.
- **Sponsor to provide one piece of literature** (brochure, invitation or flyer) that will be placed on the reception tables in the Sales Office.
- Sponsor Logo included in email footer of the **Exhibitor News Campaign**.\*
  - EW22 emails sent to approximately 57,000 registrants with an open rate of 141% and a CTR of 14.89%.



- Sponsor Logo included in footer of **on-site re-sign appointment emails**.\*
  - On-site re-sign appointment emails sent to approximately 1800 exhibitors.

**Details:**

- **Sponsorship Level:** Gold
- Sponsor to provide artwork. Show Management to produce graphics. All artwork is subject to approval by New Hope Standards.
  - **Artwork deadline:** Friday, February 2, 2024.
- Sponsorship recognition begins once contract is received.
  - **Last date to contract:** Friday, January 26, 2024.
- Sponsor representatives cannot have a physical presence in the sales office.
- Exclusive sponsorship opportunity.

\*Based on date contracted.

Evening on the Plaza: Friday

|                     |
|---------------------|
| Gold                |
| Activities & Events |
| In-Person           |

\$31,000

What better way to celebrate a successful day on the trade show floor than by being the exclusive sponsor of this great networking event on the Grand Plaza Friday Night. It's here that you'll find friends, colleagues, new faces and industry veterans, all enjoying the live music thanks to your brand!



## Sponsorship Opportunity Inclusions:

- Recognition as a Gold Sponsor.
- **Sponsor logo will appear with all promotions of Friday Evening on the Plaza.**
  - Marketing pieces include: on-site signage, Natural Products Expo West website, Attendee Brochure\*, Show Directory Map\* and advertisements\*.
- New Hope Network to provide live entertainment, passed appetizers, bars featuring beer and wine and cocktail rounds.
  - Opportunity to **incorporate Sponsor product into menu, bar or specialty cocktail.**
    - Sponsor logo and menu or bar incorporation included on **bar signs and drink tickets.**
      - Drink tickets good for 1 free beverage at the bar during Friday Evening on the Plaza.
      - 500 drink tickets allocated for the Sponsor to distribute from their booth and campus throughout the show. Additional tickets distributed to attendees via VIP Show Management to drive traffic.
  - Sponsor logo and booth number featured on 1-color imprint **cocktail napkins.**
  - Sponsor-branded graphics featured on **scrim banners.**
    - 1 banner displayed on either side of the stage during Friday Evening on the Plaza.
- **Opportunity to build out attendee experience** during Friday Evening on the Plaza. Examples include:
  - Sponsor product sampling and/or branded promotional items.
  - Pop-up tents, centerpieces or retractable banners.
  - Interactive displays, mascots or photo booths.
  - Option for Show Management to provide:
    - 6' table for literature and promotional products.
    - Electricity, labor for product delivery and dry storage.

## Details:

- **Friday Evening on the Plaza** is scheduled to occur on the **Grand Plaza on Friday, March 15, 2024 from 6:00 – 8:00pm.**
  - Exact time of day and location subject to change.
- Sponsor sampling and branding plan subject to New Hope Network Show Management approval.
  - No distributing of bags or lanyards is permitted within your contracted sponsorship space. For more information, please reference the **Code of Conduct.**
- Sponsor to provide artwork. Show Management to produce graphics. All artwork is subject to approval by New Hope Standards.
  - Artwork deadline: **Friday, February 2, 2024.**
- Sponsorship recognition begins once contract is received.
  - Last date to contract: **Friday, January 26, 2024.**

- Exclusive sponsorship opportunity.

*\*Based on date contracted*

## Image Gallery

### Badge Branding

| Gold      |
|-----------|
| Graphics  |
| In-Person |

**\$35,000**

Everyone with a badge will see your company name with this premium placement. Your logo will be highlighted on the front of the badge next to the show logo.



### Sponsorship Opportunity Inclusions:

- Recognition as a Gold Sponsor.
- **Full-color logo featured on the front and back of every Natural Products Expo West attendee badge.**
- **Full-color logo included on registration confirmation emails.**
  - Average of 60k impressions
- Quantity of badges is based off attendance.
- **Badges distributed at onsite registration and badge pick-up locations** through NPEW campus.

### Details:

- **Price: \$35,000**
- **Sponsorship Level: Gold**
- Sponsorship recognition begins once contract is received.
  - Last date to contract: Friday, January 19, 2024.

Revised: 1/30/2024

- Exclusive sponsorship opportunity.

## Sustainability Sponsorship: Wooden Hotel Keycards

| Gold           |
|----------------|
|                |
| Graphics       |
|                |
| Show Services  |
|                |
| Sustainability |
|                |
| In-Person      |

**\$36,000**

As a tradeshow organization, we are very cognizant of our environmental impact and are always working to make that impact smaller. This sponsorship allows us to take a pro-active approach in offsetting the water and energy used at our host hotels and make your brand front and center of these important sustainability conversations!



### Sponsorship Inclusions:

- Recognition as a **Gold Sponsor**.
- New Hope Network, with support of Sponsor, to offset the total carbon and water usage at Natural Products Expo West 2024 at our three host hotels.
  - New Hope Network to be responsible for procurement of renewable energy credits and water restoration certificates.
  - Credit calculation to be determined by an independent third party sustainability consultant.
- Branding & Recognition At Host Hotels:
  - Host hotels include the **Hilton Anaheim, Anaheim Marriott and The Westin Anaheim Resort** and house our 2700+ VIPs including top exhibitors and hosted buyers!

- **22×28 signs** placed in the lobbies of all three of our host hotels outlining Sponsor's commitment to offsetting the carbon and water usage of all of our attendees at these hotels.
- **Sponsor-branded wooden hotel keycards** at our three host hotels.
  - Sponsor to design artwork for both sides of keycard, with the inclusion of the Natural Products Expo West logo, talking about the sustainability efforts taking place at the hotels.
  - Sponsor to pick wood material and choose between full color print or laser engraving.
  - Eco friendly wooden hotel keycards are sourced sustainably and reduce the amount of plastic used at Natural Product Expo West.
  - Show Management to produce and implement use in hotels.
- Sponsor will be included on all promotions of the Natural Products Expo West Carbon & Water Offsetting program and all NPEW sustainability platforms; including but not limited to online, email marketing, social media and onsite.
- **Details:**
  - Sponsor to provide artwork. Show Management to produce graphics. All artwork is subject to approval by New Hope Standards.
    - Artwork deadline: Friday, January 19, 2024.
  - Sponsorship recognition begins once contract is received.
    - Last date to contract: Friday, January 12, 2024.
  - Exclusive sponsorship opportunity

## Hilton Lobby

### Gold

### Graphics

### Promotional Items

### In-Person

**\$38,000**

Capture the attention of attendees as they make their way up to the Hot Products level of the Expo West tradeshow, as they head back to their hotel rooms or even as they enjoy the lounge and entertainment in the main Hilton Anaheim lobby. This sponsorship is a triple threat!



**Sponsorship Opportunity Inclusions:**

- Recognition as a Gold Sponsor.
- **2 Sponsor-branded escalator graphics in the main lobby of the Hilton Anaheim between level 1 and level 2.**
- **Sponsor-branded “GOBO” projection** featuring Sponsor logo in main lobby of the Hilton Anaheim.
- Opportunity to **incorporate product into bar with specialty cocktail\*.**
- Opportunity to create **custom sponsor-branded digital signs** featured at main lobby bar.
- 1 color imprint Sponsor logo and booth number printed on cocktail napkins placed at the lobby bar each night.
- **Sponsor logo included on drink tickets** valid for one free beer/wine/soda option.
  - Sponsor to receive allotted amount of drink tickets to distribute from their booth and campus throughout the show.

**Details:**

- Sponsor to provide artwork. Show Management to produce graphics. All artwork is subject to approval by New Hope Standards.
  - Artwork deadline: **Friday, January 26, 2024.**
- Sponsorship recognition begins once contract is received.
  - Last date to contract: **Friday, January 19, 2024.**
- Exclusive sponsorship opportunity.

*\*Cocktail recipe must be approved by Show Management.*

**Image Gallery**

**Bathroom Stall Graphics**

|                       |
|-----------------------|
| Sold                  |
| Marketing Opportunity |
| Graphics              |





### Marketing Opportunity Inclusions:

- **Company-branded 12"x 12" graphics** placed on the stall doors and above urinals of the restrooms in the location selected.
  - Option to design up to **2 alternating graphics**.
  - Option to design **simple die cut graphics**. Examples include: stars, clouds, hexagons, circles.

### Details:

- **Anaheim Convention Center Inside Halls A-E: \$11,000.**
- **Anaheim Convention Center Lobby or North Hall Lobbies: \$16,500.**
- Locations available:
  - Hall A: **SOLD**
  - Hall B: **SOLD**
  - Hall C: **SOLD**
  - Hall D: **SOLD**
  - Hall E: **SOLD**
  - Anaheim Convention Center, Level 100 Lobby: **SOLD**

- North Hall Lobbies (includes Level 100, Plaza and Level 200): **SOLD**
- Company to provide artwork. Show Management to produce graphics. All artwork is subject to approval by New Hope Standards.
  - Artwork deadline: Friday, February 2, 2024.
  - Die cut shapes subject to approval.
- Last date to contract: Friday, January 26, 2024.
- Non-exclusive marketing opportunity.

## Sustainability Sponsorship: ACC Offsetting

|                |
|----------------|
| Sold           |
| Silver         |
| Graphics       |
| Show Services  |
| Sustainability |
| In-Person      |
| \$19,000       |



- Recognition as a **Silver Sponsor.**
- **Sponsor logo included on all promotions of the Natural Products Expo West Carbon & Water Offsetting program** and featured on all NPEW sustainability platforms; including but not limited to online, emails, and onsite.
- **Opportunity for Sponsor to feature their support of the NPEW Carbon and Water Offsetting program, as well as their own tremendous sustainability work in a 5'x10' kiosk outside of high traffic Hall C entrance.**
  - NHN to hire a 3<sup>rd</sup> party consultant to work with the ACC to determine the carbon and water usage of the show from move-in to move-on within the main building and North Hall.



- New Hope Network to then use this data and secure the corresponding offsets (from a company that has attained the Gold Standard Certification and CAR) to neutralize our carbon and water impact by conducting the show.
  - This work will be featured in a sustainability report that is widely available and promoted post-show.
- **(5) 84”H x 24” W custom signs to be placed throughout the ACC main lobby to continue to promote the carbon and water offsetting program as well as Sponsor’s work.**
  - NPEW is happy to contribute information on past carbon and water offsetting program specifics so attendees can see what a massive contribution Expo West and Sponsor is making to reduce our carbon and water footprint.
- **Details:**
  - **Price: \$19,000**
  - **Sponsorship Level: Silver**
  - Sponsor to provide artwork. Show Management to produce graphics. All artwork is subject to approval by New Hope Standards.
    - Artwork deadline: **Friday, January 26, 2024.**
  - Sponsorship recognition begins once contract is received.
    - Last date to contract: **Friday, January 19, 2024.**
  - Exclusive sponsorship opportunity

## Show Directory Map

|                   |
|-------------------|
| Sold              |
|                   |
| Silver            |
|                   |
| Graphics          |
|                   |
| Print Advertising |
|                   |
| In-Person         |



### Sponsorship Opportunity Inclusions:

- Recognition as a Silver Sponsor.
- Quantity of Show Directory Maps is approximately **35,000**.
- Full page color ad: 5-1/4" x 11-3/4".
- Sponsor logo featured on **information desk maps** as the **"Official Sponsor of the Show Directory Map."**
- Sponsor logo featured **inside every Show Directory Map** as the **"Official Sponsor of the Show Directory Map."**
- **Onsite distribution of Natural Products West Show Directory Map at registration locations, information kiosks, and other show service centers.**

### Details:

- 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 sponsorship opportunity.

|                             |          |
|-----------------------------|----------|
| Hall E Lobby Stair Graphics |          |
| Sold                        |          |
| Silver                      |          |
| Graphics                    |          |
| In-Person                   |          |
|                             | \$26,000 |



**Sponsorship Opportunity Inclusions:**

- Recognition as a Silver Sponsor.
- **Middle 2 Sections of staircases, upper and lower, in the Hall E lobby** leading from the Plaza Level to Hall E.
- **4 Sponsor-branded graphics displayed on each set of the stairs’ vertical faces.**
  - Top section is 21 stairs with each stair being 6½” high.
  - Lower section is 7 stairs with each stair being 6½” high
  - Full image is 136.5” high x 260” wide.

**Details:**

- Sponsor to provide artwork. Show Management to produce graphics. All artwork is subject to approval by New Hope Standards.
  - Artwork deadline: **Friday, February 2, 2024.**
- Sponsorship recognition begins once contract is received.
  - Last date to contract: Friday, January 26, 2024.

- Exclusive sponsorship opportunity.

# Column Wraps

|                     |
|---------------------|
| Sold                |
| Gold                |
| Graphics            |
| In-Person           |
| \$28,000 - \$32,000 |







## Sponsorship Opportunity Inclusions:

- Recognition as a Gold Sponsor.
  - See distinction in “Details” below.
- Anaheim Convention Center Main Lobbies:
  - **2 Sponsor-branded 12’ 7” circumference x 35.5’ high column wraps** in the ACC main entrance lobby between Halls B & C.
    - Opportunity to design separate graphics for each column.
  - **3 Sponsor-branded 9’ 2” circumference x 24’ high column wraps** in Hall D Lobby; the entrance to the Supplements Pavilion.
    - Opportunity to design separate graphics for each column.

## Details:

- Level: Gold
- **Anaheim Convention Center Lobby B & C Column Wraps – \$32,000**
- **Anaheim Convention Center Lobby D Column Wraps – \$28,000**
- Sponsor to provide artwork. Show Management to produce and install graphics. All artwork is subject to approval by New Hope Standards.
  - Artwork deadline: **Friday, February 2, 2024.**
- Sponsorship recognition begins once contract is received.
  - Last date to contract: **Friday, January 26, 2024.**
- Non-exclusive sponsorship opportunity.

## Evening on the Plaza: Wednesday

Sold

Gold

Activities & Events

In-Person

\$29,000



### Sponsorship Opportunity Inclusions:

- Recognition as a Gold Sponsor.
- **Sponsor logo will appear with all promotions of Wednesday Evening on the Plaza.**
  - Marketing pieces include: on-site signage, Natural Products Expo West website, Attendee Brochure\*, Show Directory Map\* and advertisements\*.
- New Hope Network to provide live entertainment, passed appetizers, bars featuring beer and wine and cocktail rounds.
  - Opportunity to **incorporate Sponsor product into menu, bar or specialty cocktail.**
    - Sponsor logo and menu or bar incorporation included on **bar signs and drink tickets.**
      - Drink tickets good for 1 free beverage at the bar during Wednesday Evening on the Plaza.
      - 500 drink tickets allocated for the Sponsor to distribute from their booth and campus throughout the show. Additional tickets distributed to attendees via VIP Show Management to drive traffic.
  - Sponsor logo and booth number featured on 1-color imprint **cocktail napkins.**
  - Sponsor-branded graphics featured on **scrim banners.**



- 1 banner displayed on either side of the stage during Wednesday Evening on the Plaza.
- **Opportunity to build out attendee experience** during Wednesday Evening on the Plaza. Examples include:
  - Sponsor product sampling and/or branded promotional items.
  - Pop-up tents, centerpieces or retractable banners.
  - Interactive displays, mascots or photo booths.
  - Option for Show Management to provide:
    - 6' table for literature and promotional products.
    - Electricity, labor for product delivery and dry storage.

**Details:**

- Wednesday Evening on the Plaza is scheduled to occur on the Grand Plaza on Wednesday, March 13, 2024 from 6:00 – 8:00pm.
  - Exact time of day and location subject to change.
- Sponsor sampling and branding plan subject to New Hope Network Show Management approval.
  - No distributing of bags or lanyards is permitted within your contracted sponsorship space. For more information, please reference the [Code of Conduct](#).
- Sponsor to provide artwork. Show Management to produce graphics. All artwork is subject to approval by New Hope Standards.
  - Artwork deadline: Friday, February 2, 2024.
- Sponsorship recognition begins once contract is received.
  - Last date to contract: Friday, January 26, 2024.
- Exclusive sponsorship opportunity.
- 

*\*Based on date contracted*  
[Image Gallery](#)

|                                 |
|---------------------------------|
| Sustainability: Waste Diversion |
| Sold                            |
|                                 |
| Gold                            |
|                                 |
| Graphics                        |
|                                 |
| Sustainability                  |
|                                 |
| In-Person                       |



### Sponsorship Opportunity Inclusions:

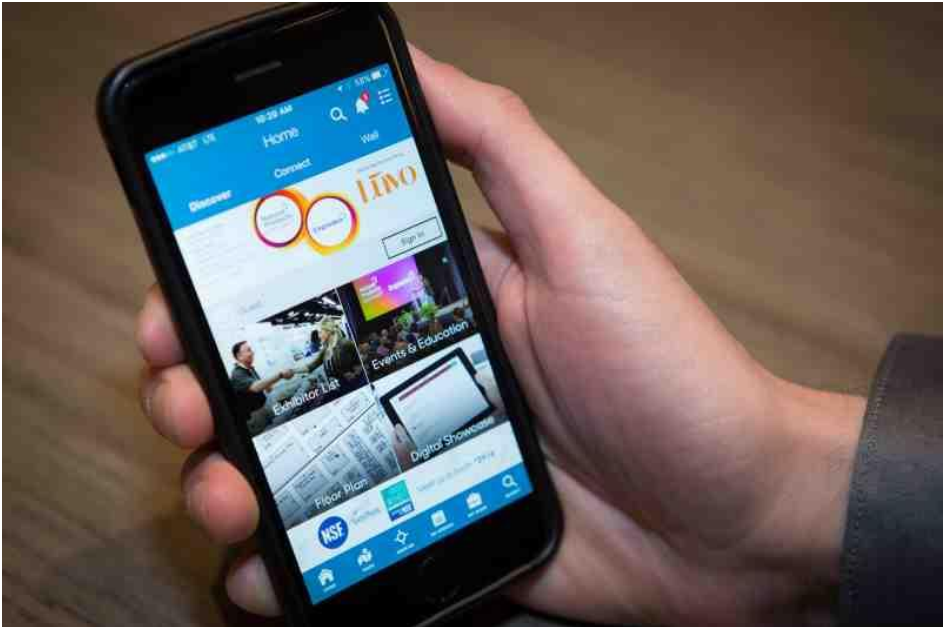
- Recognition as **Gold Sponsor**.
- **Sponsor logo included on all promotions of the Natural Products Expo West Waste Diversion program** and be featured on all NPEW sustainability platforms; including but not limited to online, emails, and onsite.
- **10 Sponsor-branded trash can units with 4 panels of branding space available on each**, placed throughout the ACC Main Lobby and North Hall Lobbies.
- **10 partially Sponsor-branded outdoor vertical banners** placed by trash receptacles throughout the Grand Plaza, Palm Court, and Arena Plaza.
  - Artwork design space is shared with New Hope Network to promote waste diversion messaging.
    - Opportunity for sponsor to fully design the top 2/3 of artwork (56" x 24")
    - Show Management to design bottom 1/3 of artwork (28" x 24")
  - New Hope Network to provide an indoor meter board matching the outdoor vertical banners to be placed at the Tetra Pak private appointment room.
- **All Sponsor-branded signage** to be placed in **highly visible areas** for the duration of Natural Products Expo West: March 12 – 16, 2024.

### Details:

- Sponsor to provide artwork. Show Management to produce graphics. All artwork is subject to approval by New Hope Standards.
- Artwork deadline: **Friday, January 26, 2024.**
- Last date to contract: **Friday, January 19, 2024.**
- Exclusive sponsorship opportunity.

Mobile App

|                     |
|---------------------|
| Sold                |
| Gold                |
| Digital Advertising |
| In-Person & Virtual |
| \$36,000            |



Sponsorship Opportunity Inclusions:

- Recognition as a **Gold Sponsor**.
- Recognition as the **Natural Products Expo West Mobile App Sponsor**.
  - Sponsor logo will appear with all promotions of the virtual platform & mobile app including, but not limited to on-site signage, Natural Products Expo West (NPEW) website, email, Show Directory Map\* and advertisements\*.
- Sponsor logo featured on the **home page** of the NPEW virtual platform and mobile app.
- **Sponsor branding** on the NPEW virtual platform and mobile app.
- Sponsor showcased at the top of the Exhibitor List within the virtual platform in virtual platform.
- **1 Dedicated social media post** on @NatProdExpo created by Show Management with Sponsor's approval.
- Verbal recognition from various program emcees.
- **Post Show: Site analytics provided post event**.
  - Detailed report showcasing Sponsor's reach and engagement provided post show.

Details:

- Sponsor Level: Gold
- Opportunity exclusive Natural Products Expo West 2024 Mobile App. Date of launch subject to show management.
- Sponsor to provide artwork. Show Management to produce graphics. All artwork is subject to approval by New Hope Standards.
  - Artwork deadline: Friday, January 19, 2024.
- Sponsorship recognition begins once contract is received.
- Last date to contract: Friday, January 5, 2024
- Exclusive sponsorship.

Image Gallery

|                     |          |
|---------------------|----------|
| Lanyard Sponsorship |          |
| Sold                |          |
| Platinum            |          |
| Graphics            |          |
| Sustainability      |          |
| In-Person           |          |
|                     | \$65,000 |



Sponsorship Opportunity Inclusions:

- Recognition as a **Platinum Sponsor**.
- **Full-color logo imprint on both sides of the lanyard.**
- **Lanyards are distributed at all registration locations** throughout Natural Products Expo West campus.
- Lanyard made of **sustainable material**.
  - Sponsor's logo on **NPEW Sustainability webpage** and the onsite sustainability kiosk for supporting sustainable material procurement program.

## Details:

- **Price: \$65,000**
- **Sponsorship Level: Platinum**
- Sponsor to provide 1 logo. Show management logos will also be included on final lanyard. Show management to produce and distribute lanyards.
  - Artwork deadline: Friday, October 27, 2023
  - Last date to contract: Friday, October 27, 2023.
- Exclusive sponsorship opportunity.