



Natural Products Expo East | Education & Events: September 23-26, 2009  
Trade Show: September 24-26, 2009

Natural Products Expo West | Education & Events: March 11-14, 2010  
Trade Show: March 12-14, 2010

## Natural Products Expo East Deadlines

### Friday 7/10/09

Buyers' Guide Color Section  
(Ad Reservations & Materials, Sponsor  
and Exhibitor-Presented Seminar Logos  
and Description)

### Monday 8/10/09

Buyers' Guide Company Listing  
Information Due

### Monday 8/10/09

Contract & Upload Content for the New  
Products Buyers' Guide

## Give your Company Premium Ad Exposure

Advertise in the Natural Products Expo East Buyers' Guide and get your company's name and products' into the minds and hands of every attendee at the show! The Buyers' Guide is looked at and kept for reference year-round and with full, half, and quarter page ad options available, there is something for everyone. Remember all ad reservations and materials must be in by **July 10, 2009**.

## Put Your Product in the Spotlight

Highlight your new product(s) in a display case within the convention center. Participants will receive post-show sales leads from this popular area visited by attendees throughout the show.

## New Products Buyers' Guide — Contract by August 10, 2009

Don't miss out on this opportunity to upgrade your showcase space with a spot in the New Products Buyers' Guide. It's received by attendees as they arrive at the show and browse the Product Showcases. Include your booth number, product description, photo, and contact information for maximum exposure for your company and showcased product(s).

[View a list of opportunities!](#)

[Click here to see what we've been sending to our attendees!](#)

## Natural Products Expo East Join the 25 Club — Limited Space Still Available

The first 25 exhibitors to offer a 25% discount as a show special will receive:

1. Free lead retrieval
2. \$250 Freeman credit
3. \$250 Boston gift card
4. Recognition online in the Personal Planner, in the Buyers' Guide, and onsite signage

Just [log in](#) and update your Show Specials to include a 25% or more special valid only at Natural Products Expo East 2009 and you're on your way to this great cost-saving package that will increase your ROI.

## Exhibitor's One-Stop Sheet for Important Dates

The [Exhibitor Action Checklist](#) is a chronological list of deadlines with detailed information on who to contact and any discounts that apply. Detailed shipping information is listed in order to show you a clear timeline of when and where you can ship your items.

[Visit the ESK](#) and use the FormFinder to access this great resource.

## Looking to improve your healthful baked products and become more profitable?

Attend the Healthy Baking Seminar presented by *Baking*

## Natural is Now!

Exhibitor Registration for Expo West is Now Open! [Click here](#) to register all of your team members today.

## Sponsorship & Event Marketing Opportunities

You now have the opportunity to increase your exposure before, during and after the show. Take advantage of the prominence Natural Products Expo West has to offer. [Click here](#) for a complete list of opportunities.



*Management and Modern Baking* magazines for the latest in healthful baking trends. Natural Products Expo East exhibitors can register for just \$99 (a \$200 savings!). Visit [www.bakingconferences.com](http://www.bakingconferences.com) to register and enter 'EX09' in the discount code field to take advantage of this offer.

**Contact Natural Products Expo** [esk@newhope.com](mailto:esk@newhope.com) | 1.303.998.9208

**Contact Your Expo Account Manager!** [expo@newhope.com](mailto:expo@newhope.com) | 1.866.458.4935 or 1.303.390.1776

## **A Message from Mike** Mike Behr, Exhibitor Service Representative



A wise bespectacled old gentleman whom occasionally trolled the streets of Boston back in the day once said, "A penny saved is a penny earned." Here's a way to save a whole lotta pennies — for the first time, Expo East is offering Monday move-out! All you have to do is take care of your material handling paperwork at the Freeman Service Desk during the show, and save some green on the overtime move-out charges. Somewhere, Ben Franklin is saying, "Mondays hath never felt better!"