

Tips for International Exhibitors

The international presence at Natural Products Expo has grown tremendously over the past few years. This is a direct indication of the increase in global demand for natural, organic, and raw material ingredient products from companies located overseas. It is also a direct indication of the fact that these international companies are highly motivated to break into the United States market. Here are a few tips for our international exhibitors to assist them in maintaining this growth so Natural Products Expo continues to be a successful and profitable experience for them.

1. **Be sure to submit your request for your Visa/Invitation Letter as soon as you know you will be exhibiting at the show.** The granting of a Visa by the American Consulate is the single most important item needed by international exhibitors. Any delay in the application process is the biggest potential “show stopper” for all international clients who need Visas to enter the United States. We have tried to make this process as efficient as possible by making the application available on our website. Please [click here](#) to enter your contact information to receive an invitation letter. Please [click here](#) for information about international opportunities available at the Natural Products Expo East.

Please be sure to fill out all of the required fields, as this could cause a delay in getting your Invitation Letter to you as quickly as possible.

2. **Be sure to provide any and all of the customs information to your Customs Broker/Freight Forwarder that is requested of you.** It is critically important that you provide all of the information to them in the exact format they ask for, clearly and thoroughly on the paperwork. Be sure to allow adequate time for your shipment to be processed through U.S. Customs, as this can be a lengthy process.
3. **We strongly suggest you use TWI as your customs broker.** TWI is the official Customs Broker/Freight Forwarder of the Natural Products Expos, and the advantage of using them comes with the guarantee they will have their representatives on-site to assist you should problems arise. Here is their contact information:

TWI Import Services
1-702-691-9011
Fax: 1-702-691-9055
Contact: Greg Batulanon
E: gbatulanon@twiglobal.com
www.twiglobal.com

4. **If you are going to ship alcoholic beverages to the United States, follow the guidelines exactly as required by your customs broker.** Alcoholic beverages are one of the most highly scrutinized items by the U.S. Customs Department. For this reason, we also suggest that you ship it in a separate container from the rest of your booth materials. If the alcohol does not clear U.S. Customs, they will not separate the alcohol from the rest of your booth materials if they are in the same container. If they are in a different container and the alcohol gets held up in customs, at least you have a chance of your booth materials clearing customs.
5. **Read the Exhibitor Service Kit carefully, especially the Booth Guidelines section concerning rules about structure regulations.** Often times, these rules are very different in shows in the United States compared to shows in other parts of the world. The Natural Products Expos are very strict about following guidelines concerning sight lines, hanging signs and general rules about your booth structure. It is important to avoid a situation where Show Management will not allow your structure to be built in your booth because it goes against the rules of the show. To view the Booth Guidelines, please [click here](#).
6. **Read the Union Regulations.** Many U.S. cities and states have strict Union Regulations that dictate what tasks or services may only be performed by Union Members. To familiarize yourself with these regulations, please [click here](#).