

Top 10

Tips for Natural Products Expo East 2009 Exhibitors

At first glance, exhibiting at the Natural Products Expos can appear to be a very challenging and sometimes daunting experience. Here are a few tips not only to make it seem less overwhelming, but to learn to maximize return on your investment as well:

- 1. Make sure your contact information and 25 word company description for the Buyers' Guide is complete before the deadline.**
The Buyers' Guide show directory is distributed throughout the show and is a comprehensive "go to" listing of all the exhibiting companies at Expo. It is important to make it as easy as possible for retail buyers to contact you, and this is the most common tool they use. Also, be sure to check the appropriate product listing category boxes as well, as they are cross-referenced in the Buyers' Guide. **The deadline for getting your information entered in to the Buyers' Guide before it goes to print is Monday, August 10, 2009.**
- 2. Be sure to set up an account with Freeman, our official show decorator.**
To order carpet, furniture, and other items such as on-site storage or material handling, you will need to set up payment arrangements with Freeman. Please click here to set up your account online, or you can call Freeman as well at 1-781-380-7550.
- 3. There are two components involved when ordering electricity for your booth.** To order the electricity itself, please [click here](#), as you will need to log in to the MCCA website. You will then need to click on Natural Products Expo East 2009, and then do a search for the electrical order form. For questions, please call the center directly at 1-617-954-2230. Freeman will provide any cord labor you may need to run the electricity from the electrical box to a specific location in your booth. Please [click here](#) to log in to your Freeman account, click on "Continue", click on "Order Freeman Services", then click on "Cord Labor Order Form". For questions about cord labor, please contact Freeman at 1-781-380-7550.
- 4. Know your shipping info!** Take stock of the booth materials and samples you will need for the show and determine the best and most efficient way to ship them. You have several options:

Advance Shipping - WE STRONGLY RECOMMEND THAT YOU SHIP ALL YOUR FREIGHT (BOOTH MATERIALS & PRODUCT) IN ADVANCE TO AVOID LONG FREIGHT DELIVERY LINES.

When shipping in Advance, you are guaranteed to meet your target delivery date and time and can plan labor accordingly.

First Day for Advance Booth Shipments to arrive at Freeman warehouse:

Monday, August 24, 2009

Last day for Advance Booth Shipments to arrive at Freeman warehouse without surcharges:

Monday, September 14, 2009.

All freight shipped in advance will be delivered to the show floor on:

Monday, September 21, 2009.

Exhibitors shipping in advance may begin booth set-up:

Tuesday, September 22, 2009.

Send ADVANCE shipments to:
NATURAL PRODUCTS EXPO EAST/ ORGANIC
PRODUCTS EXPO-BIOFACH AMERICA

Exhibiting Company Name
Booth # _____
C/O Freeman
1515 Washington St.
Braintree, MA 02184

Direct Shipping – Direct shipments must arrive on your scheduled target arrival. To view the Target Move –In Schedule, please [click here](#).

Send DIRECT shipments to:

NATURAL PRODUCTS EXPO EAST/ ORGANIC
PRODUCTS EXPO-BIOFACH AMERICA
Exhibiting Company Name
Booth # _____
C/O Freeman
Boston Convention & Exhibition Center
415 Summer Street
Boston, MA 02210

SMALL PACKAGE DELIVERIES (UPS, FEDEX, DHL, ETC.) - If shipping direct to the Boston Convention and Exhibition Center, your packages must arrive during the Direct Ship dates, September 21-23, 2009. We recommend AM delivery, as these carriers may only make one drop per day. Please bring all tracking numbers with you. The Convention Center does not accept shipments of event-related freight or materials that are addressed directly to the Boston Convention & Exhibition Center. All of these items, whether shipped in advance or direct, must be addressed C/O and delivered to the official service contractor, Freeman. C.O.D. deliveries will not be accepted.

5. **Be sure to make hotel arrangements.** We recommend making reservations as soon as you contract for your booth. Please contact our official hotel vendor, Travel Planners at 1-800-221-3531 or 1-212-532-1660 and let them know you are looking for accommodations for Natural Products Expo East 2009.

6. **Be sure to register for your Exhibitor Badges.** Each member of your company whom would like to attend the show will need an exhibitor badge in order to gain access to the show floor. We recommend the convenience of having your badges mailed to you. In order to ensure that your badges will be mailed, you will need to register each of them individually on or before Monday, August 31, 2009. To register for your badges online, please [click here](#). Your password is the same as that you used for Exhibitor Login. If you forgot your password, please call 1-303-998-9208 or email us at esk@newhope.com.

7. **If you are going to sample food items, you will need to fill out the product sampling form.** To access the form, please [click here](#). You will also need to submit the Health Department form. To access the form, please [click here](#). Non-food items such as Vitamins & Supplements or Health & Beauty products do not require a product sampling form.

8. **If you are going to cook in your booth, you must follow the cooking rules and regulations.** To view them, please [click here](#). You will also need to submit the Health Department form. To access the form, please [click here](#).

9. **The rules and regulations of the Boston Fire Department and the Boston Health Department are different from shows in other cities.** Please [click here](#) to view the Fire Department Regulations in our Exhibitor Service Kit. Please [click here](#) to view the Health Department regulations.

10. **Insurance is required.** You do not need to send it in to Natural Products Expo. However, you are required to have a copy in your booth. For information on the type of insurance you need, please [click here](#).