



**Irving Convention Center
April 13-15, 2012
Irving, Texas**



Schedule of Events

Reasons to Exhibit:

Be visible to many stores that do not attend the larger national shows. Some statistics show that **80% of southwest retailers** bow out of national shows. Don't miss these key buyers.

Exposure to retail members from 8 states of which over 85% are qualified buyers. **Increase your market share!**

Educate about your products. **Natural products retailers** accounted for close to **50%** of total market revenues in 2006 with sales of \$28.3bn.

Opportunity for **hands-on relationship building** with many retailers in one location!
BUSINESS TO BUSINESS -- Partner for Prosperity!

Immediate Sales on the floor, (reach those buyers that may not have otherwise tried your products)...**key customer development!**

Networking and Sales opportunities with exclusive show hours with no competition from other activities! The natural products industry is growing at a rate of 9% annually. Cash in on sales from this continued growth!

Introduce new products in the "New Products Showcase"!

Create excitement and further name recognition by becoming a Southwest Healthfest sponsor or by donating a door prize.

Friday April 13, 2012

Registration 1:30 – 5:00

Retailer Workshop 2:00 – 5:00

Meet & Greet Social 5:00 – 7:00

Saturday April 14, 2012

Registration 7:30 – 5:00

Welcome Breakfast 8:00 – 9:15
with Speaker

Featured Speaker 9:30 – 11:00

Lunch with Speaker 11:30 – 12:45

Vendor Sessions:

Session I 1:00 – 1:50

Session II 2:00 – 2:50

Session III 3:00 – 3:50

Membership Meeting 4:00 – 4:30

Keynote Speaker 4:45 – 6:15

Dinner with Speaker 7:00 – 8:30

Sunday April 15, 2012

Breakfast with Speaker 7:30 – 8:45

EXHIBIT HOURS 9:00 – 3:00

Partner for Prosperity

VIP Partnership

Join the Natural Products Association Southwest Business/Corporate Program and boost your influence on buying decisions and create regional goodwill among health food retailing industry leaders. This promotion makes you a VIP (“Very Important Partner”) of the health food industry in the NPA Southwest.

Your **annual fee of only \$1,000** helps support our region’s efforts towards educating, protecting and promoting the industry, and provides your organization with a host of benefits.

NPA Southwest VIP PROGRAM offers great opportunities to businesses that want to...

- Be more visible to those who make health food purchasing decisions.
- Join the growing ranks of business firms that support the NPA Southwest and the health food industry.

BENEFITS INCLUDE:

- Logo in flash on NPA Southwest website www.npasouthwest.org with live link to your homepage
- Listing as a VIP member in NPA Southwest publications reaching over 2000 health food retailing industry leaders in the Southwest region
- Advance notice and early booth selection preference at NPA Southwest’s “Southwest Healthfest”
- Special VIP designation on exhibit show booth sign at Southwest Healthfest 2011
- Special VIP member designation in Show Directory
- VIP designation on show name badges
- Advance notice and preference of sponsorship opportunities at NPA Southwest events
- Special recognition at all NPA Southwest activities
- Your logo and recognition in each newsletter



Sponsorship & Marketing Opportunities

Marketing Opportunities Sponsorship Opportunities

INCREASE THE RETURN ON YOUR INVESTMENT!

Ensure that every retailer that visits the show remembers your company was there!

Maximize the exposure of your brand in a cost effective manner.

Take advantage of the opportunity to see so many of your customers in one location.

New Product Display (\$95 per ft.) •One Sq. Ft. Exhibit Space•Recognition in Official Convention & Show Program (if registered in a timely manner)•Promotion in Pre Registration Mailing (if registered in a timely manner)•Company Name Card with Booth #

Door Prizes - Always a Hit! Create Excitement on the show floor by donating door prizes. Prizes will be raffled off throughout the show. Each attendee is automatically entered into the drawing.**Promotional Items (Lanyards, Notepads, Pens- Cost varies)**•Company Name & Logo on Each Item•Sample in Retailer Tote Bag•Recognition in Official Program

Product Inserts

Have your sample product / material be included in our attendee totebags for early registrants. **DON'T MISS THIS OPPORTUNITY TO HAVE EVERY ATTENDEE TRY YOUR PRODUCTS!!!**

Please call for arrangements.

SAVE OVER 10% when you BUNDLE!

BUNDLE PACKAGE #1 includes:

Booth; New Product Display; Showfloor Passport; Full Page Show Program Ad; Totebag Sample Product Insert; Totebag Logo

Value: \$2575 Your Cost: \$2300

BUNDLE PACKAGE #2 includes:

Booth; New Product Display; Showfloor Passport; Totebag Sample Product Insert

Value: \$1900 Your Cost: \$1700

Speaker-Meal Sponsorship

(Cost varies depending on meal)(Run with no competing events)•Basic Benefit Package•Sponsor Certificate to Display at Your Booth•Introduction of Speaker and/or Welcome•Event/Meeting Room•Pre/Post-Convention & Show Promotion•LCD Projector

•Wireless Lavalier Microphone

•Company logo on signage

Vendor Seminars (\$600 for 50 Min.)(Vendor Seminars run concurrently)•Basic Benefit

Package •Introduction of Speaker•LCD Projector

•Wireless Lavalier Microphone

•Event/Meeting Room

Feature Speaker (\$1500)

(No other sessions run concurrently)

•Introduction of Speaker and/or Welcome

•Pre/Post Convention & Show Promotion•LCD Projector

•Wireless Lavalier Microphone

•Event/Meeting Room

•Company logo on signage

•Special features spot in show program

Keynote Speaker (\$5500)

(co-sponsorship available \$3,000 ea)

•Introduction of Speaker and/or Welcome

•Pre Convention & Show Promotion•LCD Projector Package

General Show Cash Sponsorships

Bronze - \$250 - \$499

Silver - \$500 - \$999

Gold - \$1,000 - \$2,500

Platinum - \$2,501 - \$5,000

Diamond - \$5,001 & up

In addition to basic package; General Show Sponsors Logo are on special show banner and booth sign.

Tote Bag Sponsorship (Limited Spaces Available \$425 each; (available based on participation)

Promote your products year-round!!!! Your sponsorship will allow you to have your company logo placed on a high quality re-usable bag. Each pre-registered retailer will be given a tote bag that will signify the NPA Southests " Southwest Healthfest ! These bags are used time and again. Be remembered!

Showfloor Game Prize Logo (\$300)

Place your logo on the gamecard and have each attendee visit your booth for a stamp

Refreshment Breaks (\$2,000)

Retailers will nibble and network between conference session. This is a great spot Not-to-be-missed!

•Basic Benefit Package

•Company logo on signage



Advertising

Official Southwest Healthfest Show Program

Ad Sizes Wide High Rates Back Cover* 5" 8" \$350 Inside Covers 5" 8" \$300 Full Inside 5" 8" \$250 Half Page 5" 4" \$195 1/4 Page 2" 4" \$150

Program Sizes 5 1/2" w x 8 1/2" h *Will be printed in one color (spot 100-0-28-31) & black. No Exhibitor can broker or sublet advertising.

Logo Recognition

Logo recognition is one of the prime ways to promote your company or products. Include your logo in the official 2009 Southwest Healthfest Official Program for **ONLY \$75**. The show program is used as a reference guide by many of the attendees all year long. Don't miss this **spectacular opportunity!**

Free listing to all exhibitors! We will feature your company's profile and show discounts in the show program **FREE!**

Ad Sizes Wide High Rates Full Page 7 1/2" 9 1/2" \$350 2/3 Page 4 3/4" 9 1/3" \$275 Half Page 7 1/2" 4 3/4" \$225 1/3 Page 2 1/4" 9 1/2" \$150 1/6 Page 2 1/4" 4 3/4" \$100

NPA Southwest Voice Newsletter

If show program ad is also purchased, deduct \$25 per ad.

Logo Recognition in show program

Sizes Wide High Rates One Size 3" 2" \$100

Business card size

Artwork Specifications Sent electronically via e-mail

(MUST be sent as an **EPS or tif file at 300 dpi** - if graphic work is required advertiser will be charged \$40 per hour)

Advertising/ Sponsorship Application

Advertising

Show Program Ad Size _____ \$ _____
Show Newsletter Ad Size _____ \$ _____
Logo Recognition One Size \$ _____

Sponsorships

Speaker-Meal Sponsorship \$ _____

Vendor Seminars (\$600) \$ _____

Keynote Speaker (\$5,500)
(\$2500 co-sponsor) \$ _____

Tote Bags (\$425 ea. logo) \$ _____

President's Reception (\$4,000)
Co-sponsorship available \$ _____

Refreshment Breaks (\$2000) \$ _____

General Cash Sponsorship \$ _____

Marketing/Promotions

New Product Display (\$95 per linear ft.)

_____ Sq. ft. \$ _____

Product Insert Tote Bag

(\$395 ea.) \$ _____

Showfloor Game Card Logo (\$300) \$ _____

Ads \$ _____

Other \$ _____

BUNDLE # _____ \$ _____

TOTAL \$ _____ Other Opportunities:

Lanyards; Pens; Notebooks & more...

Company _____

Contact City _____ State _____ Zip Code _____

Phone: _____ Fax: _____ Email: _____

Payment (MAKE CHECKS PAYABLE TO: - NPA Southwest)

Check # _____ Visa Mastercard Amex Credit

Card # _____

Security Code _____

Exp. Date _____

Name on card _____

Signature _____

Total: \$ _____



Natural Product Association-Southwest

Southwest Healthfest Space Application

Company Name, Contact, Address, City, State, Zip, Phone, Fax, Email, Website, Company Profile and Product Descriptions

Are your company's products registered in the Natural Products Association Trulabel Program? Is your company registered in the Natural Products Association Good Mfg. Practices (GMP) program? Yes No

Firm(s) Name for Show Program & Signs

Booth Selections Total # of booths, 1st, 2nd, 3rd, 4th, 5th, 6th

*Booths are 10'W x 8'D. Shared booths with one additional company are available at an additional fee, and only if the other half can be sold.

Are you a member of the "National" Natural Products Association?

Booth Costs: With Power Access \$1060, Without Power Access \$1035

Share Fee \$225 each company, SW Supplier Membership (Mandatory) \$100.00, NON-NPA National Members pay \$50, SubTotal, Less Early Bird Discount, Deduct \$50 Ea. to Jan. 1, 2012, Total

Less 50% Deposit Due Today (1A), Booth Balance Outstanding (. 2010) (1B)

Additional Fees: (Due upon request), Cash Sponsorship Pledge, New Product Display \$95 per ft., Badges (3 free per booth), Extra badges \$25 each, Total Additional Fees (1C)

TOTAL Due Today (Add 1A & 1C)

SPECIAL BUNDLE PRICING#, 50% due upon signing, BUNDLE BALANCE DUE (Jan. 31, 2011)

SPECIAL BROKER PACKAGES-CALL NPA SW!

Booth Assignments & Reservation Booths are designated on a first-come basis and must be mailed or sent via courier to the office. Priority reservations reserved for 2011 exhibitors until Dec. 15, 2011. After Dec. 15, 2011 booths are open to all exhibitors on a first come basis.

Payment Policy (1 or 2 Booths) Make a check payable to: NPA Southwest. Deposit of 50% of costs are due with application. Balance of account must be **paid in full by January 31, 2012. Accounts outstanding as of March 1, 2012 will be subject to an administrative fee of 10%.**

Multiple Booth Payment Policy (3 or more) 1. Due with application: 50% of total booth fees with the balance due divided into two equal payments.

2. Final Payment due: January 31, 2012. **NO EXCEPTIONS Accounts outstanding as of February 1, will be subject to an administrative fee of 10%.**

Cancellations Notice of cancellations must be in writing. Cancellations at any time subject to a \$100 administration fee plus: Notice received by January 31, 2012: 25% of booth price forfeited. Notice received by February 28, 2012: 50% of booth price forfeited. No refund after March 1, 2012.

Method of Payment

Yes, please apply my balance due according to my payment schedule to my credit card as below on appropriate date(s), see above.

Yes, my check is enclosed.

Check # _____
Visa Mastercard Amex
Credit Card# _____
Security Code _____
Name on card _____

Exp. Date _____

Signature _____

Total: \$ _____

I have read this contract in its entirety and agree to abide by all of the Rules and Regulations

Signature _____

Date _____

Signature above required, Applicants will be notified of booth assignment with a confirmation/receipt. Exhibitor checklist and deadlines will be sent with confirmation.

For Office Use Only The following booth(s) have been assigned: _____

Accepted for NPA SW by: _____

When accepted by management, this becomes a working contract between the company (exhibitor) and NPA Southwest.

Regulations

These rules and regulations have been drawn up for the purpose of providing a well-balanced, well-regulated, attractive and successful exposition. In an effort to provide the greatest good to the greatest number, management reserves the right in all emergencies to make such rulings as may appear to be in the best interest of the entire exhibition and the exhibitor agrees to abide by such rulings. Welcome to the Natural Products Association (NPA) Southwest, "Southwest Healthfest"!

Application for Space

Each company whose products/services will be displayed/promoted must be the company/business firm that applies for and occupies the exhibit booths. Applications for space must be made on space application provided. Applicants are requested to indicate their preference for spaces, stating them in the order of choice. Any one company may order any multiple of exhibit spaces. Exhibiting companies must pay a NPA Southwest membership fee and be current members of Natural Products Association (National) or pay an extra \$50 fee.

Allocation of Booth Space

Booths are allocated on a first-come basis with priority given to past exhibitors and sponsors. No part of any exhibit space may be sublet without the written permission of NPA Southwest.

Booth Package

Each 10' x 8' booth includes 8' ht backdrape, 3' ht side rails, booth carpeting, one 6' x 30" ht skirted table, two folding chairs and one 7" x 44" ID sign

Decorating & Shipping

Order electricity, vacuuming and furnishing from the exhibit service company online. Your service packet will be mailed to you if you wish for a hard copy 30 - 60 days before the show. Drayage and additional booth décor is at an additional charge and payable directly to the official show exhibit services company and NOT NPA Southwest.

Exhibits

Exhibitor understands and agrees that NPA Southwest reserves the right to prohibit the installation or to remove from the exhibition any exhibit or part of any exhibit, any exhibitor or employee which, or who in its opinion is objectionable. This may apply to the actual exhibits, to signs, catalogs, souvenirs and printed matter or to persons and their conduct, including violation of the terms and conditions set forth in this application misrepresentations in applying for booth space; and any other action which, in the sole judgment of NPA Southwest is objectionable or contrary to the best interests of NPA Southwest. Such prohibitions or removal may take place at anytime and no exhibitor shall have any claim against NPA Southwest on account of such action.

Exhibitors

The exhibitor will furnish to management and/or Show Decorator, upon request, credit information and credit reference. Management reserves the right to refuse an application or to cancel an existing agreement if such credit information is not furnished or found to be unacceptable. Non-Profit organizations must be approved by management before they are accepted for exhibition.

Expo Registration/Badges

All attendees and participants must wear an official NPA-SW, Southwest Healthfest Identification Badge at all times-at all functions. Badges will be issued within the limits specified. Three complimentary badges will be issued to pre-registered employees for each booth rented by a company. Each additional badge is \$25 per badge. Such badges are authorized for company personnel ONLY. **Transfer of badges or inclusion of unauthorized persons is prohibited.** Such an act will result in expulsion from show premises. Exhibitors must pre-register or pay \$25 per badge at the NPA-SW Southwest Healthfest registration desk. Replacement badges are \$25 each. Exhibitors are responsible

for persons wearing a badge representing that exhibitor; those persons must represent exhibitor's products within the specified booth. Names for badges will be accepted by EM ONLY (see exhibitor checklist for deadline). Representatives from non-exhibiting companies are eligible to register at a cost of \$500 per badge, but are prohibited from conducting any business at the facility being used by NPA Southwest during the period of the convention.

Goods to be Exhibited

Exhibitors may sell natural products available for resale by health food retailers or products and/or services to support the health food retailer, who in turn must be eligible for membership with NPA Southwest. No exhibitor shall promote or exhibit or permit to be exhibited in the space allotted to him/her any goods other than those specified in the contract and accepted by management nor shall he/she exhibit or permit to be exhibited thereon displays or advertisements other than his/her own, or as specified in the contract and accepted by the management, or as specified in the contract. No exhibits will be permitted in the exposition center or hotel in any place other than the regular exhibit space.

False, Misleading or Disparaging Literature and/or Products

NPA Southwest reserves the right to request that signs, catalogs, souvenirs and literature submitted for review prior to accepting this application or prior to booth set-up. Any company making claims about products, or dispensing literature that cannot be substantiated by significant scientific data in their booth may be subject to removal from the trade show without refund. NPA Southwest does not permit the display of products labeled, marketed or promoted as "legal highs", or "street-drug knock-offs" or products intended to mask substance abuse or interfere with substance abuse tests. Displays of products and/or literature that utilize names that may infringe on established product trade names or trademarks are not permitted unless exhibitor has documentation of the right to use that name.

Booth Requirements

Exhibitors cannot obstruct the vision to other booths by displays, signs, etc. In-line booth displays and aisle panels cannot extend more than 4 feet forward from the back wall, or be more than 8 feet high. Side panels that extend beyond 4 feet from the back wall may not exceed 3 feet in height for the balance of the distance forward to the aisle. No part of the booth, signs or props may exceed 8 feet in height at any location. Reasonable variances will be considered provided renderings/sketches are presented to NPA Southwest at least 45 days in advance of move-in. The sound level from any audio source is not to interfere with communication at other booths.

Exhibitor Give-Aways

Exhibitors may distribute samples, products, literature, bags or any other materials ONLY in their booth site and nowhere else in the convention center or hotel during the convention unless they receive prior permission from Show Management.

Exhibitor Social Functions

Exhibitors are prohibited from holding any functions simultaneously with any scheduled NPA Southwest Expo events, unless written approval is received in advance of show, from NPA Southwest.

Removal of Exhibits

No exhibits may be removed from the exhibition hall from the time of the opening of the show until closing time except upon written permission of NPA Southwest.

Health Department Requirements

NPA Southwest requires that exhibitors who are handling food samples be aware of and follow any applicable State Health Department requirements that may apply to food handling. Management will not assume responsibility for monitoring these requirements.

Cooking and Sampling Food

Open flame cooking or frying, as well as cooking to sell food, is prohibited in the showrooms. These food appliances are allowed: Coffee & tea urns; microwaves; waffle irons; electric griddles/plates/warmers/grills; crock pots; toasters; juice coolers/bubblers. Exhibitors will agree to inform NPA Southwest of foods they will be sampling as required by the Sheraton Hotel **Insurance**

of Exhibits

NPA Southwest will provide security guards and will use every reasonable effort to safeguard exhibitor's property. If insurance is desired, it must be purchased by the exhibitor at the exhibitor's own expense. NPA Southwest's liability with respect to exhibitor's property is limited as described in the "Hold Harmless" paragraph. No exhibitor may allow any act that will void or raise the premium of the insurance held by NPA Southwest or the Sheraton Hotel. Exhibitor is responsible for any damages it inflicts on the NPA Southwest or

Sheraton Hotel. Any violation will cancel the contract for exhibition space without refund.

Hold Harmless

Exhibitor assumes the responsibility and liability for losses, damages, and claims arising out of injury or damages to displays, equipment and other property brought upon Sheraton Hotel premises, and shall indemnify, defend and hold harmless the Sheraton Hotel, its owners, affiliated companies, agents, servants and employees from any and all such losses, damages and claims.

Liability

Exhibitor shall carry current product liability insurance. Exhibitor agrees that if NPA Southwest should incur liability to said exhibitor for any act whatsoever, as determined by an appropriate court of law or any other binding decision-making body, the damages to which the exhibitor shall be entitled shall be limited to the amount of the exhibit fee paid by the exhibitor.

Taxes & Fees

It is the responsibility of each exhibitor to pay any applicable taxes. Exhibitor must obtain any licenses or permits needed to use music, photographs or copyrighted material.

Showroom Information

April 15, 2012

Irving Convention Center, Irving, Texas

Booth Reservation-ACT NOW!

2011 Past Exhibitors have until Dec 15th to reserve last year's comparable space.

Booth Payments 50% deposit; Balance Due January 31st.

* For inclusion in main registration marketing materials and to get the most out of your promotional opportunity all must be confirmed with appropriate materials submitted by Deadlines!

Speaker Seminars - ACT NOW! February 1, 2012 Deadline (first come)

Sponsorships/Marketing

*ALL February 8, 2012 Deadline

Advertising *Totebag logo

January 5, 2012 Deadline

*Show Newsletter/Main Registration Mailer

February 1, 2012 Deadline

*Show Directory

February 8, 2012 Deadline *Artwork & logos

Due by Ad Deadlines

New Product Display February 1, 2012 Deadline (info for directory) Dummy packages recommended. Must be brought to the showroom floor for display on **April 15th at 9:00 am.**

Prize Program Display product giveaways periodically throughout show. **February 28, 2012** (to be listed in show program)

Official Show Contractor Exhibitor Service kits will be available online approximately **January 1, 2012**

Free Program Listing February 1, 2012 - information due

