



**Education and Events:** March 8–12, 2017  
**Trade Show: Anaheim Hilton & Marriott** March 9–11, 2017  
**Anaheim Convention Center** March 10–12, 2017  
Anaheim, CA USA

## LOGISTICS & SPECIFICATIONS: Best of West

Thank you for participating in the Best of West: Press 2017. In order to meet the deadlines and specifications for this opportunity, please read the following information in its entirety. If you have any questions, please contact Jenny Walter at [jwalter@newhope.com](mailto:jwalter@newhope.com).

### Inclusions:

- Exposure to members of the press, from national news organizations to bloggers.
- (400) Same SKU sample size product to be placed in press bag. Samples may not exceed 8oz.
  - (25) press bags shipped pre-show to VIP press members.
  - (375) press bags distributed to press on-site.
- Display one sample or full size product in a 12" x 12" white showcase in the Press Room.
- Table tent display featured in showcase with max 150 words about the product and/or your company. Company must provide copy for table tent. Show to produce table tents that will be featured in press room showcase.
- Product voted on by members of the press for the Best of East Press Awards. Top three winners receive:
  - Recognition and award in front of peers before the keynote speaker.
  - Recognition on Natural Products Expo Facebook & Twitter page.
  - Recognition in post-show press release that is sent out to everyone who attended the show (press, attendees, exhibitors).
  - Right to use Best of East badge in marketing and promotional pieces.
- Invitation to exclusive press networking event.

### Guidelines:

- You must purchase a product showcase to be eligible to purchase this opportunity.
- Product information sheets may not be distributed in the Press room. You may upload information about your product to your Online Show Directory Listing— [click here](#)
- There is limited space for refrigerated samples and frozen samples. These spaces will be allotted on a first come, first serve basis, depending on time of contract.
- If your product is refrigerated or frozen, you may also provide manufacturers coupons to be placed in the Press Bag and send one empty containers for the display shelf.

### Instructions for Press Gift Bags:

1. You will be receiving a product submission form after you receive your introduction email from Jenny Walter. Please complete the form in its entirety and be as detailed as possible. This form must be approved prior to shipping to Goodwill.
2. Provide 200- 400 same SKU, sample size product to the Goodwill between Monday, January 23 - Wednesday, February 8.
  - Insert must match the product detailed in the submission form.
  - Inserts should be a sample or literature only, no larger than 6"x6" and 8 oz.
  - Manufacture's coupons can be provided in lieu of frozen or refrigerated products. If you have questions regarding the product, please ask.
  - Your product can not be larger than 6"x6" and 8 oz.
3. Provide 1 same SKU, full or sample size product to the Goodwill to be displayed in the showcase in the Press Room.

### Shipping:

**Goodwill of Orange County - Packaging and Assembly**  
**Attention: Packaging and Assembly – Ramiro Torres**  
**Re: Natural Products Expo West Press Bag Inserts**  
**1601 E. Saint Andrew Place, Suite B**  
**Santa Ana, CA 92705**

Be sure to write "Natural Products Expo West Press Bag Inserts" and the insert quantities on the outside of the shipping boxes.

### Deadline:

Shipments will be accepted between Monday, January 23 through Wednesday, February 8. Materials should arrive **no later than February 8, 2017.**

### Removal:

Please remove your product from the room by 5:00pm on Sunday, March 12th. All products left in the Press Room at 5:00pm will be donated to a local food bank.

**Questions?** Jenny Walter, Sponsorship Coordinator (P) 303.998.9328 (E) [jwalter@newhope.com](mailto:jwalter@newhope.com)