

WHO EXHIBITS?

MANUFACTURERS AND
SUPPLIERS OF:

DIETARY SUPPLEMENTS

FOOD AND BEVERAGES

HEALTH AND BEAUTY AIDS

SPORTS NUTRITION

AROMATHERAPIES

HERBALS

ORGANICS

HOMEOPATHICS

NATURAL/GREEN HOME PRODUCTS

PET PRODUCTS

RAW MATERIALS

RETAIL BUSINESS SOLUTIONS

PRIVATE LABEL SERVICES

APPLIANCES AND EQUIPMENT

BOOKS AND PUBLICATIONS

—AND MUCH MORE!

WHO ATTENDS?

INDEPENDENT HEALTH FOOD STORES

CHAIN HEALTH FOOD STORES

SPECIALTY STORES

NATURAL PRODUCTS BUYERS

—AND MUCH MORE!



Take Your Place *Beside the Greats of* the Natural Products Industry and Meet Thousands of Enthusiastic Buyers!

BE AN EXHIBITOR AT...

Natural MarketPlace 2008

71st Annual Natural Products
Trade Show and Convention

Connecting People, Products and Knowledge

Introducing Our New Schedule!

Conference THURSDAY–SATURDAY, July 17–19
Trade Show FRIDAY–SATURDAY, July 18–19

Sands Expo and Convention Center
The Venetian Resort Hotel
Las Vegas, Nevada

Call Today to Secure Your Preferred Booth Space—*First-Come, First-Served!*

Presented by



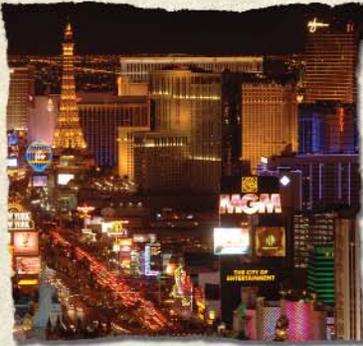


Exhibit at *the* All-Industry Event.

We're Your Retailer Connection.

It's our pleasure to invite you to exhibit at the Natural Products Association's 71st Annual Convention and Trade Show **Natural MarketPlace 2008**, July 17–19, 2008 at the Sands Expo and Convention Center and the Venetian Resort Hotel in the world entertainment capital, Las Vegas, Nevada.

The Natural Products Association is committed to providing an event that is a **powerful networking and sales opportunity** for our members and exhibitors. At Natural MarketPlace 2008 you will connect with buyers from the **largest and most important channel in our industry: health food stores**. Meet face-to-face with an audience that has the potential to impact your sales immediately, and build on these relationships well into the future.

As the only trade organization representing the entire natural products industry, we listen to what this community needs and wants. The Natural MarketPlace 2008 program is designed by and for YOU, and all of its features and content are created based on input from retailers and suppliers.

In a recent survey, the majority of health food store owners from across the country told us **they prefer attending a show Friday and Saturday**. They asked for it—they got it! Catering to the independent natural products retailer is what we do.

Reserve Your Booth at Natural MarketPlace 2008 Today! Lock in your preferred booth position early since space is assigned on a first-come, first-served basis. Call (800) 966-6632, ext 247.

Natural MarketPlace 2008 is the perfect place for you to feature your products and services in front of an audience eager to learn and empowered to buy. Retailers will be looking for products and services from manufacturers and distributors of:

DIETARY SUPPLEMENTS

FOOD AND BEVERAGES

HEALTH AND BEAUTY AIDS

SPORTS NUTRITION

AROMATHERAPIES

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ORGANICS

HOMEOPATHICS

NATURAL/GREEN HOME PRODUCTS

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RAW MATERIALS

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—AND MUCH MORE!

Meet the Most Passionate Retailers in Our Industry!

Make Contacts that Count.

Natural MarketPlace attendees are savvy and hungry for knowledge. In their communities, our retailers are the trusted men and women who stock their shelves with their customers' well-being in mind. Whether they are independents, specialty niche stores or from one of the larger chains, attendees come a long way to educate themselves about the latest trends, products and innovations. These decision-makers want to meet you—their vendors—face-to-face, and get to know your product or service to find out what's best for their business and customers.

Over 80% of our attendees make direct purchasing decisions. 32% of their gross sales are \$1 million and higher annually. And health food stores—who choose us over other shows—make up nearly 50% of all natural products sales. **Those are numbers you just can't beat.**

Introducing Our New Schedule!

Conference THURSDAY–SATURDAY, July 17–19
Trade Show FRIDAY–SATURDAY, July 18–19

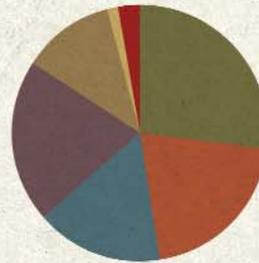


JUST THE FACTS

SHOW SIZE:	130,000
SQUARE FEET OF EXHIBIT, DEMO AND SHOW FLOOR ACTIVITY SPACE	
NUMBER OF EXHIBITING COMPANIES:	450+
PROJECTED TOTAL ATTENDANCE:	7,500+
PROJECTED BUYER ATTENDANCE:	3,500+
EXHIBIT SPACE RATES:	\$18–\$35.50
PER SQUARE FOOT PLUS MEMBERSHIP	

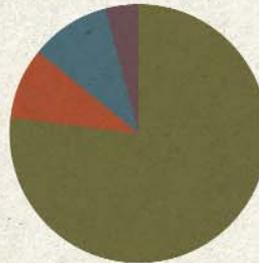
ATTENDEES BY TITLE*

OWNER	27.1%
PRESIDENT/VICE PRESIDENT/CEO	20.5%
MANAGER/ASSISTANT MANAGER	16%
STAFF	20.5%
SALES/MARKETING	11.8%
SCIENCE/QUALITY ASSURANCE	1.3%
RESEARCH/DEVELOPMENT	2.7%



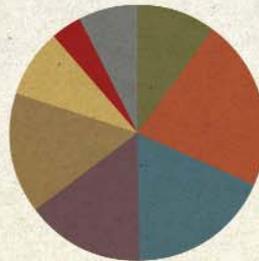
ATTENDANCE BREAKDOWN* (EXCLUDES EXHIBITORS)

RETAILER	77%
OTHER BUYERS (BROKERS, DISTRIBUTORS, OTHER BUYERS)	9%
MANUFACTURER/SUPPLIER	10%
OTHER INDUSTRY	4%



ANNUAL GROSS SALES OF ATTENDEES

OVER \$5,000,000	10.2%
\$1,000,000 - \$5,000,000	21.3%
\$500,000 - \$999,999	18%
\$250,000 - \$499,999	15%
\$100,000 - \$249,000	15.3%
\$50,000 - \$99,999	8.7%
\$25,000 - \$49,999	3.8%
UNDER \$25,000	10.2%



*Based on 2007 actual attendance

Two Days at Natural MarketPlace 2008 is All You Need.



We've designed the Natural MarketPlace exhibit floor to feature each exhibitor in the best possible light—and to be especially buyer-friendly. That makes it easy to **get to know new buyers and renew connections** with loyal buyers from years past.

Building relationships is one of the core advantages of our show. Each year, retailers and exhibitors alike comment on how friendly everyone is. It's the most intimate trade show in the industry, even with thousands in attendance.

For new exhibitors, Natural MarketPlace offers the perfect venue to present your company to the natural products industry at large. For our returning friends, you'll find our new scheduling pattern makes Natural MarketPlace 2008 even better than ever.

Exhibit Booths—Sizes & Rates

Please review available booth locations by referring to the enclosed floor plan. Exhibit space assignments are based upon the conditions described in the Exhibitor Contract.

The Natural Products Association continues our tradition of offering you the greatest exposure for the lowest expenditure. Booth fees range from \$18 to \$35.50 per square foot (please refer to the enclosed floor plan for price codes).

PRICE CODE	RATE PER SQUARE FOOT
ISLANDS	\$35.50
A	\$34.00
B	\$31.00
C	\$27.00
D	\$18.00 (AVAILABLE TO FIRST-TIME EXHIBITORS ONLY)

Lock in your preferred booth position early since space is assigned on a first-come, first-served basis. Call the Trade Show Department at (800) 966-6632, ext 247.



Exhibitor Installation Dates*

TUESDAY, JULY 15	BY APPOINTMENT ONLY
WEDNESDAY, JULY 16	8:00 A.M.—NOON ISLAND BOOTHS ONLY 1:00—4:30 P.M. ALL BOOTHS
THURSDAY, JULY 17	8:00 A.M.—6:00 P.M. ALL BOOTHS
FRIDAY, JULY 18	8:00—9:30 A.M. ALL BOOTHS

Exhibit Hall Dates*

FRIDAY, JULY 18	10:30 A.M.—5:30 P.M.
SATURDAY, JULY 19	10:00 A.M.—4:00 P.M.

Exhibitor Dismantle Dates*

SATURDAY, JULY 19	4:00 P.M.—8:00 P.M.
SUNDAY, JULY 20	8:00 A.M.—2:00 P.M.

Natural Products Association will always present the most accurate floor plan available. After booth selection, show management may have to make changes in the show floor as ordered by the convention center, fire marshall or other party. Show management will work to accommodate every exhibitor impacted by changes that occur after selection has been completed.

Exhibitors are responsible for staying informed of floor changes after they have made their booth selection. Show Management will periodically send copies of the updated floor plan and will not assume responsibility for updating exhibitors of every floor plan change. The exhibit hall floor plan is updated on a regular basis and can be viewed on the show Web site.

* Dates and times are subject to change.

Join These Exhibitors Who've Successfully Connected with Buyers Across the Entire Natural Products Spectrum at Natural MarketPlace.

partial 2007 Exhibitor List

3LINX
4everPets™
A B B Labels
ACIGI / Fujiyoki
Advanced Botanical Research
Agebest Basics
Ah Shayh Company
Aidance Skincare
AlgaeCal®
Alimtox
Allen Datagraph



Aloe Life International
Alpha Baking Company
Alpine Pharmaceuticals
Alta Health Products, Inc.
Amano Enzyme USA
Amber Lyn Chocolates, Inc.
American Biosciences, Inc.
American Bodyworks
American Grass Fed Beef
American Health
American Health Formulations
Amerilab Technologies, Inc.
Analytical Food Laboratories
ANEW Inc.
AquaHydrate
Armstrong Skin Aid
Atlantic Pacific Foods
Aubrey Organics
Aurora Research
Avalon Natural Products
Aurycutics
Barlean's Organic Oils
Bass Brushes
Beaumont Products, Inc.
Beauty Cloth Exfolia
Bella B Natural Bodycare
BellaVida Inc.
BeMitt
BioCell Technology LLC
BioChem
Bioforce USA
Bluebonnet Nutrition Corp.



BodySaver Dietary Supplements
Bolga Baskets International
Brevail
Brittany Salt
Buried Treasure
Burt's Bees, Inc.
Business Control Systems Corp.
California Natural
The Campaign
Cancer Control Society
CAPCO Laboratories, Inc.
Capsugel
Carlson Laboratories, Inc.
Carmi Flavor & Fragrance
CashMate
CC Pollen Company
Century Systems, Inc.
Chiropractors Buying Group
Christopher Brookes
Distinctive Foods
Chrysantis, Inc.
Cinderella Sweets
DBA/Shabtai Gourmet
Clayton College of Natural
Health
ClinicalHerbal.com
Clotho Corp.
Cluster Solutions
ColorDine
The Coromega Company Inc.
Country Life Vitamins
Country Pet All Natural All Meat
Dog & Cat Food & Treats
The Cream Perfume Company



CURE HEAL INTERNATIONAL
Daisy Brand
Deerland Enzymes
Desert Essence
Designing Health Inc.
Direccion y Desarrollo, S.C.
DOCTOR'S BEST INC.
Dogswell
Dr. Bronner's Magic Soaps
Dr. Clark Purity Products
Dr. Rath Health Programs
USA, BV
Dr. Rath's Roadmap to Health
Dr. Smoothie Brands
Dr. Wacky's Owee!
Dragunara
Drainbo
Dream Boost/
Upstate Dream Institute
DSM PeptoPro
Duane Graveline MD
Earthly Body

Earth's Bounty—
Matrix Health Products
EAS Consulting Group, LLC
(formerly div of AAC)



Ecodiscoveries
EcoHerbal, Inc.
Eco-Me
ECR Software Corp.
Ecuadorian Rainforest LLC
Egg Whites International
EK Science Research Int'l
Elixir Tonics & Teas
Encore Tabs
Ener-G Foods
Enzymedica
Epicuren Naturals
Erom Co. Ltd.
Essential Formulas, Inc.
Essiac Canada International
Ethical Nutrients
Everything Nature (So Fresh
You Can Taste)
Falafel Dips and Chips
FedEx
Fiber Tea, Inc.
First Priority Manufacturing Inc.
Fit Fruit and Vegetable Wash
Flexcin With CMB
FlexNow™ Joint Formula
Flora, Inc.
Food For Life Baking Company
Froid
FTH Nutraceuticals
Garden of Life
GCI Nutrients
Gematria Products, Inc.
General Research
Laboratories, Inc.
Gluten Intolerance Group of
North America/Gluten-Free
Certification Org.
Glutino/Gluten-Free Pantry
GMP Laboratories of
America, Inc.
Good 'N Natural
GoodHeart Brand
Grainfields Australia
Great Earth Vitamins
Great Glacier
Green Aura
Green Foods Corp.
Green Tomato Foods, Inc.
GrifCon Enterprises
H. Supply
HairNoMore.Com
Harmony Cone Ear Candles

Hawaiian Health Ohana LLC
Headache Free
The Healing Formula
Healing Silks Company
Health Enhancement Products
Health King Enterprise &
Balanceceuticals Group
Health Plus, Inc.
Health Secrets USA
Health Support, Inc.
Healthworks Distributing
Healthytalk Radio/TV
Herbalworld.cc
Herbs of Grace Natural Look
Mineral Makeup
Hero Nutritional Products
Highland Laboratories
Hill Pharmaceutical Co., Ltd.
Hobe' Laboratories, Inc.
Hodgson Mill, Inc.
Hollywood USA Brands Corp.
Homeolab
Hua Rui Bio-Engineering
Co., LTD.
Hugo Naturals
Huisong Pharmaceuticals
Humco
Humphreys Pharnacal, Inc.
Hyalogic, LLC
Iceberg Labs, LLC
IdeaSphere
iFred
Inner Health SOLE Pads
Innovative Health Products
Iron-Tek
Irwin Naturals/Nature's Secret
Jallie
Jarrow Formulas, Inc.
Jillson & Roberts
Kathy Santo Hip Pet
Organics LLC



Keys Care - Granda Distributing
Ki Health Energy
Kinnikinnick Foods
Kits 'n Kaboodle, Inc.
Kroeger Herb Products
LA Naturals
LabelOne Connect, Inc.
Labfarve
LacPro Probiotics
Larenim® Mineral Makeup
Lavakiss
Lee's Herbs
Life Extension
Life of Balance Resources
Life-flu



LifeTime® Vitamins
Lily of the Desert
Lily Organics
Little Twig
Living Naturally Nutrition
Living Naturally, LLC
Living Naturals
(PRF Concepts Inc.)
Lumia Organic
Lykovouvo Olive Oil Co.
Maitake Products, Inc.
Mama Mellace's Old World
Treats
Marcal Paper Mill Inc.
Marquis Brands
Marshall Distributing Company
Maverick Ranch Natural Meats
Mayiah
Meal Engineers
Menonita Juice



Mia Rose® Products Inc.
Michael's Naturopathic
Programs
Midway Labs USA, LLC
Mill Creek Botanicals
Minami Nutrition USA, Inc.
Mineral Resources
International, Inc.
Mobu Herbs
Modern Products, Inc.
Molo Africa
Monavie
Mood-Factory
MOOM/Stick With Us Products
Morningstar Minerals
Muscadine Products Corp.
MushroomScience
Nadina's Cremes
NanoSynergy Worldwide, Inc.
National College of Natural
Medicine
National Enzyme Company
Natriva USA, LLC
Natural Extracts Australia
Pty Ltd.
Natural Factors
Natural Food Network
Natural Living and Wellness
Products
Natural Path/Silver Wings
Natural Products Association
Natural Products
Marketplace/Virgo Publishing
Natural Wellness Centers of
America Inc.
NaturalCare Products
Naturasil
Natures Benefit, Inc.

Nature's Best
Nature's Bloom
Nature's Health Co.
Nature's Pearl Inc. /
Le Bleu Corp.
Nature's Secret/Irwin Naturals
Nature's Way
Naturopatch Of Vermont
New Chapter
New Hope Natural Media
Newberry Sales
Newfield Nutrition Corp.
NewZealandWellness.com
NHK Laboratories, Inc.
Nooccar, LLC
Nordic Naturals
Now Foods
NSD Herbal
NSF International
Nurturing Force
Nutri-Books
NutriCology
Nutriex
Nutrifaster, Inc.
Nutrition Now, Inc.
Nutritional Specialties, Inc./
LifeTime® Vitamins
Nutsco
N-Zymeceuticals, Inc.
Omica Health
Only Nature's Best
International Inc.
Optimal Health Systems
Orange Guard, Inc.
OrderDog, Inc.
Organic Consumers Association
Organix-South, Inc.
Oshri Organics
Outland Java Company
Oxylife Nutritional
Supplements, Inc.
Paglien Mugnos
Palko Distributing Co., Inc.
Paragon Laboratories
PayChex
Peaceful Mountain, Inc.
Pet Guard
PetMax
Physicians Nutrition
International Inc.
Pill-Pac Inc.
PlantLife Natural Body Care
Pomegranate Health
The Power of Fruit
Powermght Energizer
Prevagen
Productos Perlis, S.A. DE C.V.
Pure & Basic
Pure Essence Labs, Inc.
Pure Fruit Technologies
PureAyre Odor Eliminator
Pure-Rest Organic Bedding Co.
Puripan, Inc.
PVL Fit Foods

Reliance Private Label
Supplements
Remedies Magazine
Renew Life
Repellem Consumer Products
Res-Q Products by N3
Oceanic, Inc.
Retail Insights
Reveal Yourself
RevGenetics
R-Garden, Inc.
RidgeCrest Herbsals
Rush Beverage Company
S & V Labs
Safe Solutions Inc
Salary.com

Salus Per Aquam, Inc.
Sancilio & Company, Inc.
Santal Solutions LLC
SeaMineral.Com
Second Nature Company
Japan, Inc.
Sedona Labs
Select Herb Tea Co.
Select Nutrition Dist., Inc.
Serenity 2000 Corp.
Sigg USA
Signs Factory Direct
SkinAgain



Quality of Life Labs
Queen Bee Gardens
Quincy Bioscience
Raw Makery
RealSalt
Redd Remedies
Reed's Inc.

Reliance Private Label
Supplements
Remedies Magazine
Renew Life
Repellem Consumer Products
Res-Q Products by N3
Oceanic, Inc.
Retail Insights
Reveal Yourself
RevGenetics
R-Garden, Inc.
RidgeCrest Herbsals
Rush Beverage Company
S & V Labs
Safe Solutions Inc
Salary.com



Salus Per Aquam, Inc.
Sancilio & Company, Inc.
Santal Solutions LLC
SeaMineral.Com
Second Nature Company
Japan, Inc.
Sedona Labs
Select Herb Tea Co.
Select Nutrition Dist., Inc.
Serenity 2000 Corp.
Sigg USA
Signs Factory Direct
SkinAgain



Solar-Cure Products
Solgar Vitamin and Herb
Sound Nutrition, Inc.
Source Naturals/Planetary
Herbsals/Threshold Enterprises
South Pacific Trading Co.
Sovereign Silver by Natural-
Immunogenics Corp.
Soy Basics
SpringStar USA Inc.
Star-K Kosher Certification
Stevita
Sun Chlorella USA
Super Natural Distributors
Superior Trading Co.
Sweet Rustler Treats
Sweat Scoop Natural Wheat
Litter
SYNERGYCS NUTRITION
System Integrators
Tahiti Trader Company
TalkingRain Beverage Co.
Taste For Life Magazine
TCCD International, Inc.
Tea Tree Therapy, Inc.
Temujin Health Care Products
Terreno Labs LLC
The Natural Health
Solutions Center



The Pinky Promise, Inc.
The SOURCE!
Therapie Respiratory Aid
Thunder Ridge Emu Products
Tishcon Corp.
Today's Diet & Nutrition
Trace Minerals Research
Traditional Medicinals®
TRC Nutritional Laboratories
Treat Yourself Fitness
Tree of Life, Inc.
Trinity College of Natural Health
TSN Labs, Inc.
U.S. Food & Drug
Administration
U.S. Pharmacopeia
UAS Labs/Probiotic Company
Ultimate Synergy
Ultra Herbal
Ulysis, LLC/
Kombucha Gold Essence
Under the Sun
Universal Taste, Inc.
University Lab Technologies
UP N' ATOM brand Chai
UV Natural Sunscreen
VAX International
Verde
Virgo Publishing
Vita Crystal LLC
Vita Logic Vitamins
Vita Plus/Life Line USA Inc.
Vital Earth Minerals
Vitamin Labs
Vitamin Retailer Magazine, Inc.
Vitanica
Vitarich Labs
Viva Herbsals
Wakunaga of America
Warren Laboratories, LP
Water For Life
Welllements
Wells Fargo Insurance Services
White Egret
Whole Foods Magazine
WIDU/Good 4 U Design
Wobenzym USA
World Organics/
Licata Enterprises



Wyldeewood Cellars, Inc.
XanGo
Xengaru Fun Foods, LLC
Xlear, Inc.
Young Life Sciences
Zion Health

Take Advantage of Powerful Sponsorship Opportunities.

Gain Additional Exposure as You Demonstrate Your Commitment to Our Industry.



Become a Gold, Silver or Bronze Sponsor.

Our special sponsorship program allows you to raise your profile among retailers during this buyer-packed event. You'll improve your **ROI** with the additional exposure which will allow you to stand out among the hundreds of other suppliers competing for industry attention. Choose from one of our existing sponsorship opportunities outlined below or contact us to customize a package to meet your unique needs.

Secure your sponsorship opportunity today!

Sponsorships are offered on a first-come, first-served basis, **so call (800) 966-6632, ext. 238 right away** and return the enclosed **Sponsorship and Promotional Services Order Form**. By securing your sponsorship early, **you'll quickly begin receiving sponsor recognition in Natural MarketPlace 2008 marketing and promotions.**

Sponsorship Upgrades (see facing page)

Allow your company to reach even more highly-qualified industry buyers by sponsoring specific show items and events. Go one step beyond our regular sponsorship opportunities to increase your visibility and improve your ROI with these additional upgrades. **If you are interested in customizing a sponsorship, call (800) 966-6632, ext. 238.**

Gold Sponsor \$5,000

Gold Level Benefits Package includes:

- Company logo printed on sponsor recognition advertisement in the Natural MarketPlace 2008 Show Program & Exhibit Guide
- Company logo printed on sponsor appreciation signage including banner and aisle signs at Natural MarketPlace 2008
- Company logo printed in pre-show promotional brochures
- Recognition in the exhibitor listing section of the Natural MarketPlace 2008 Show Program & Exhibit Guide
- Company logo printed in *Natural Products Association NOW*, pre-and post-show
- Free one-time use of post-show attendee list
- Premium position rotating logo ad on Natural MarketPlace 2008 Web site
- Recognition on Natural MarketPlace 2008 Web site with hyperlink
- Free one-time use of Natural MarketPlace 2008 pre-registrant list
- Full page black and white ad in the Natural MarketPlace 2008 Show Program & Exhibit Guide (limited to first four paid Gold sponsors only)

Silver Sponsor \$2,500

Silver Level Benefits Package includes:

- Company logo printed on sponsor recognition advertisement in the Natural MarketPlace 2008 Show Program & Exhibit Guide
- Company logo printed on sponsor appreciation signage including banner and aisle signs at Natural MarketPlace 2008
- Company logo printed in pre-show promotional brochures
- Recognition in the exhibitor listing section of the Natural MarketPlace 2008 Show Program & Exhibit Guide
- Company logo printed in *Natural Products Association NOW*, pre-and post-show
- Rotating logo ad on Natural MarketPlace 2008 Web site
- Recognition on Natural MarketPlace 2008 Web site with hyperlink

Bronze Sponsor \$750

Bronze Level Benefits Package includes:

- Company logo printed on sponsor recognition advertisement in the Natural MarketPlace 2008 Show Program & Exhibit Guide
- Company logo printed on sponsor appreciation banner at Natural MarketPlace 2008
- Company logo printed in pre-show promotional brochures
- Recognition in the exhibitor listing section of the Natural MarketPlace 2008 Show Program & Exhibit Guide
- Company logo printed in *Natural Products Association NOW*, pre-and post-show

First-Time Exhibitor

Sponsorship Package \$1,250

First-Time Level Benefits Package includes:

- Company logo printed on sponsor recognition advertisement in the Natural MarketPlace 2008 Show Program & Exhibit Guide
- Company logo printed on sponsor appreciation banner at Natural MarketPlace 2008
- Company logo printed in pre-show promotional brochures
- Recognition in the exhibitor listing section of the Natural MarketPlace 2008 Show Program & Exhibit Guide
- Company logo printed in *Natural Products Association NOW*, pre-and post-show
- Free one-time use of Natural MarketPlace 2008 pre-registrant list
- Logo included in on-site park bench advertisements
- One new products showcase space



Stand Out from your Competition with these Additional Marketing and Promotional Opportunities.

Upgrade a **Gold Sponsorship** by choosing one of these activities for even more exposure! Also includes all Gold sponsor benefits. (When choosing more than one upgrade, be sure to calculate the base sponsor fee for each upgrade.)

Show Bags—Exclusive!

There is no better way to reach every attendee the moment they arrive at the show, and throughout the duration of the show, and after the show, by putting your logo on the official show bags. Sponsor may also place promotional materials in the bags (subject to show management approval). **add \$4,500**

Badge Lanyards—Exclusive!

A key promotional tool at any trade show, you'll make an impact among thousands of attendees who will be wearing the official show lanyard with your company's logo. **add \$4,500**

Show Badges—Exclusive!

This extremely visible opportunity lets you place your company logo on every show badge. **add \$2,500**

14th Annual People's Choice Awards

This popular taste test of natural food products will feature your company logo in all announcements and signage for the event. **add \$500**

Educational Program

Your company name and logo will be featured on all session signage and announcements for this popular series.

Exclusive sponsor: **add \$15,000**
Multiple sponsors: **add \$1,000**

Keynote Address

This special event will feature your company name and logo on signage and all show announcements.

Exclusive sponsor: **add \$15,000**
Multiple sponsors: **add \$1,000**

Exhibit Hall Pocket Directory

Attendees find this handy quick-reference directory, which they refer to often, indispensable. Your company name and logo will be featured prominently on this printed guide. **add \$1,000**

President's Reception

This special event is open to all attendees and will feature your company name and logo on signage and all show announcements.

Exclusive sponsor: **add \$15,000**
Multiple sponsors: **add \$1,000**

Upgrade a **Silver Sponsorship** by choosing one of these activities for even more exposure! Also includes all Silver sponsor benefits. (When choosing more than one upgrade, be sure to calculate the base sponsor fee for each upgrade.)

Badge Mailing—Exclusive!

Reach all pre-registered attendees with a message about your company and products prior to the show. **add \$1,000**

New Products Showcase Lounge

Your company name and logo will be featured prominently on showcase signage. **add \$500**

Sample Station

Sample stations provide a great opportunity for you to promote your natural food/beverage, beauty or other natural product. Choose from various locations including the registration lobby, seminars or events. Sponsor to provide product and personnel. **add \$500**

Registration Pens

Put your company logo on official show pens. **add \$500**

Annual Business Meeting

Members and non-members alike attend this important event where your company name and logo will be featured on signage and in all show announcements. **add \$500**

Exhibitor-Hosted InfoSessions

Host your very own educational session at Natural MarketPlace 2008. InfoSessions are an opportunity for you to announce a new product or service, present a case study, educate attendees on how to use your current and new products, or illustrate how you rise above your competitors. InfoSessions are available before the show during education day in a traditional meeting room style set-up, and also on the exhibit floor during show hours in a meeting room built especially for you. There are multiple 60-minute time slots to choose from. Please call show management at (800) 966-6632, ext. 238 for schedule and availability. **Cost: \$1600-\$2200**

Stand-Alone Marketing Opportunities

Use the enclosed **Sponsorship and Promotional Services Order Form** to sign up for the activities of your choice. For more information about any of the opportunities below, **call us at (800) 966-6632, ext. 238.**

Hotel Room Delivery

Your company information will be the first thing attendees see when they open their hotel room door at official show hotels. **\$4,000-\$5,000 per hotel**

Hotel Television/In-room Advertising

You're the star of your own infomercial airing on closed circuit convention television at an official show hotel. **\$4,000-\$5,000 per hotel**

Lobby Banner

Your company name and logo will be featured at a key location at the show. **\$2,500**

Standing Billboard

Get your message across at key locations. **\$1,500**

Park Bench Advertising

Located in the registration lobby, park benches will feature your company advertisement. **\$250 each or 5 for \$1,000**

Attendee Snack Bag

Feature your product in the Attendee Snack Bag! Bags will be distributed to retailers during education programs and your logo will be included on the bag. **\$750**

Show Program Advertising

Choose from display advertising and exclusive placing of your company name and logo in the official Show Program & Exhibit Guide. **Cost varies**

14th Annual People's Choice Awards – Participant

Your product could be the winner in this popular taste-test contest. Call (800) 966-6632 ext. 238 for full contest rules and categories. **\$225**

New Products Showcase – Participant

The #1 reason buyers attend trade show is to find new products. Make sure they find yours here. **\$225**

Pre-registered Attendee List

Capture the attention of pre-registered attendees by personally inviting them to visit your booth. The pre-registrant list is available 5 weeks prior to the show. **\$150**

Information on the following opportunities, which are included FREE when you register, will be available in your Exhibitor Service Kit:

- Natural Products Association Retailer Membership List
- Booth Activity Listing
- Press Center
- Web Site Listing and Link



Call Direct at (800) 966-6632, ext. 247 to Exhibit at Natural MarketPlace 2008 and Enjoy All the Benefits of Membership.

The **Natural Products Association** is the leading non-profit national association dedicated to the growth of the natural products industry and the protection of its members. Founded more than 70 years ago, the Natural Products Association represents thousands of **independent retailers** as well as **manufacturers, wholesalers, and distributors** of natural products.

As a member of the Natural Products Association, you enjoy both a strategic and tangible competitive advantage. Membership in the Natural Products Association keeps you informed, engaged, connected and competitive by providing the following benefits:

Legislative Monitoring at the state and federal level

Natural Products Association Now monthly newsletter

The Supplement bi-weekly electronic publication

Member Update urgent developments and late-breaking news via emails and faxes

FedEx Shipping Discounts – up to 68%

Liability Insurance

Payroll Processing Discounts

Natural MarketPlace – Annual convention and trade show

Education Events

Association Web site

*Call the Membership Department at
(800) 966-6632, ext. 236 for more information*

Natural MarketPlace 2008

71st Annual Natural Products Trade Show and Convention

Connecting People, Products and Knowledge

NEW SCHEDULE!

Conference THURS.–SAT., July 17–19
Trade Show FRI.–SAT., July 18–19

Sands Expo and Convention Center
The Venetian Resort Hotel
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Register Today to Secure Your Preferred Booth Space
First-Come, First-Served!

For more information about the Natural Products Association, visit us at www.NaturalProductsAssoc.org



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All proceeds from Natural MarketPlace go directly back into the industry to support advocacy efforts, education and other programs.