

NPA Midwest Trade Show 2012

July 20 - 22



Hilton Columbus At Easton

3900 Chagrin Drive
Columbus, Ohio 43219
Tel: 1-614-414-5000 Fax: 1-614-414-5100

Saturday: Exhibit Setup 9:00 - 5:00 p.m.

Sunday: Trade Show 11:00 - 5:00 p.m.

**Educational Workshops/Seminars/Round Table Discussions: Friday
Afternoon, Saturday From 8:30-6:00 p.m., Sunday Morning At 8:00 a.m.**



Natural Products Association Midwest NPA Midwest Trade Show 2012 Exhibit Rules And Regulations

These Rules and Regulations have been drawn up for the purpose of providing a well-balanced, well-regulated, attractive and successful NPA Midwest Trade Show 2012. Convention Management reserves the right in all emergencies to make such ruling as may appear to the best interest of the entire exhibition and the exhibitor agrees to abide by such rulings. Your company and all its representatives agree to abide by all the conditions, rules and regulations listed in this pamphlet as well as all other related materials published concerning the show.

WHO SHOULD EXHIBIT: The Natural Products and Food Industry ... Manufacturers, Brokers, Distributors, Wholesalers and Suppliers of natural foods and health related products, publications and appliances. Exhibitors will be marketing to retail outlets of the Natural Products Industry.

ELIGIBILITY: All products to be exhibited at the NPA Midwest Trade Show 2012 must be available through a retail store; if a product can be picked up by an independent dealer and sold from a home, it does not qualify for exhibiting at the NPA Midwest Trade Show 2012. Management reserves the right to request a copy of business license, insurance and references.

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 booth(s). Application for space must be made on the space application/contract provided. Applicants are requested to indicate their preference for spaces, starting them in the order of choice. One company may order any amount of exhibit space. Applicants who will represent other companies in exhibit space may include a maximum of two (2) companies per each booth. Multi-booth applications will be considered with a single company's products when management considers priority for specific booth spaces. When two (2) companies share an exhibit tabletop space each must have its own NPA Midwest Trade Show Exhibit Contract.

BOOTH / TABLETOP ALLOCATIONS: All NPA Midwest Trade Show Exhibitors must be NPA Midwest members. All booth/tabletop space will be allotted by MANAGEMENT. No part of any exhibit space may be sublet without the written permission of Management. All 2011 NPA Midwest Trade Show exhibitors qualify for the *Exhibitor Loyalty Booth Pre-Sale* and will be given first priority when allocating exhibit space. November 23, 2011, is the first available postmark date for all other exhibitors. Exhibit space will be allocated using the postmarked date followed by the quantity and types of booths purchased and sponsorships.

BOOTH / TABLETOP REQUIREMENTS & SETUP: Exhibitors can distribute materials only from the booth site or purchased promotion zone. Exhibitor setup will be Saturday, July 21, 2012 beginning at 9:00 a.m. All exhibits must be setup by 5:00 p.m. ***ALL EXHIBITORS MUST BE PAID IN FULL BEFORE THEY WILL BE PERMITTED TO SET UP THEIR EXHIBIT.***

BOOTH PRICE INCLUDES: 10' x 10' booth space with draped back walls and three-foot side railings. (1) 2' X 6' X 30" Skirted Table, (1) 7" x 44" ID Sign (2) Chairs - (1) Wastebasket

TABLETOP PRICE INCLUDES: (1) 2' X 6' X 30" Skirted Table, (1) 7" x 44" ID Sign, (2) Chairs - (1) Wastebasket

Exhibit Hall is carpeted. Exhibitors, at their own expense, may purchase additional booth carpeting directly from the designated show decorator. Security - Exhibit hall will be locked after the show floor closes. 24 hour on site security throughout the facility.

BROKERS: Brokers are allowed only two firms per booth. Brokers must register all manufacturers and products in each booth upon submission of space application. Brokers must advise NPA Midwest and Show Decorator of all booth signs and badges needed, as well as complete company listings for the Show Directory, no later than June 15, 2012. Any information submitted beyond that day will be included only as space permits. Additional signs or badges requested after June 15, 2012 or on site will be subject to applicable printing and/or registration fees. (Four badges per booth, two badges per tabletop, any additional badges will be \$10.00 each.) Any special requests or requirements must be made to NPA Midwest or Show Decorator in advance. Companies that contract with or change brokers after space has been contracted with NPA Midwest will not receive refunds, and will only be relocated as space permits. Booth relocations made after June 15, 2012 are subject to a \$50 service fee and will be the responsibility of the company and/or broker for any charges associated with signage or changes in booth requirements.

***CANCELLATION OF EXHIBIT SPACE:** Once the NPA Midwest Trade Show 2012 contract is signed and exhibit space is allocated, you are contracted to exhibit space. An exhibitor who cancels, downsizes or moves its booth space reservation must pay a cancellation fee, shown on contract, plus a \$100 administration fee, which allows NPA Midwest to recover the administration expenses incurred in preparing for the participation of the canceling exhibitor and which it will incur in attempting to resell the booth. Cancellations must be made in writing. Once cancellation is received, the space will be reallocated at the sole discretion of show management.

COMPLAINT PROCEDURE: The Management agrees every exhibitor has the right to exhibit without harassment from another NPA Midwest Trade Show 2012 attendee. If you find a product or literature you consider questionable, please notify show management. A special committee will be available for the show management to notify in order to address the issue. All other issues should also be reported directly to the show management as soon as possible during the convention.

COOKING FOODS: Foods cooked at exhibitor's booth for sale on show floor is prohibited. Exhibitor must abide by rules of the Hilton Columbus At Easton. No open flame devices allowed. Access to electricity may be purchased by the contracting exhibitor, from The Hilton Columbus At Easton.

EXHIBITS : The Management reserves the right to prohibit the installation or removal from the exhibition any exhibit or part of an exhibit, any exhibitor or employee, which, or who, in the opinion of the Management is objectionable. This may apply to the actual exhibits, to signs, catalogs, souvenirs and printed matter or to persons and their conduct, and include violation of the Rules and Regulations set forth on this application, misrepresentations in applying for booth space and any other action, which, in the sole judgment of the management is objectionable or contrary to the best interests of the Association. Such prohibition or removal may take place at any time and no exhibitor shall have any claim against the Management on account of such action. Exhibitors cannot obstruct the vision to other booths by displays, signs, etc. Booth roof 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 variance will be considered provided renderings/sketches are presented to Management at least 60 days in advance of move-in. If you have any questions about your display, contact Convention Management immediately.

EXHIBITOR CREDIT: The exhibitor will furnish to Management, upon request, credit information and credit reference.

EXHIBITION SERVICE & LOGISTICS: George Fern Exposition and Event Services is the official exhibition company. Shipping and handling information will be provided. An Exhibitor Service Kit containing detailed information will be sent directly to you in ample time for advance planning, at no cost, from the show decorator George Fern. The Kit will contain information regarding shipment, labor, electrical service, rental items, exhibit hours, etc. Service order forms for all available services will be included and should be returned promptly. Exhibitors must abide by the rules outlined in the Exhibitor Service Kit.

Natural Products Association Midwest NPA Midwest Trade Show 2012 Exhibit Rules And Regulations

EXHIBITOR SAMPLES: Exhibitors may only distribute samples, products, literature or other material from their booth site or purchased Promotion Zone, and nowhere else in the Hilton Columbus At Easton or adjoining hotels during the trade show. Violations may result in closure of the exhibitor's booth without refund. Samples should be provided at no cost. Selling of Samples or products is prohibited.

EXHIBITOR SOCIAL FUNCTIONS: Exhibitors are prohibited from holding any function simultaneously with any scheduled NPA Midwest Trade Show 2012 event. Exhibitors must get approval, in advance, from the Trade Show Director for such activities. Penalties for such violations will include removal of the company's exhibit, without refund, and exclusion from the next NPA Midwest Trade Show.

FALSE, MISLEADING OR DISPARAGING LITERATURE AND/OR PRODUCTS: Show Management reserves the right to request that signs, catalogs, souvenirs and literature be submitted for review prior to accepting this application or prior to booth setup. NPA Midwest is committed to producing a trade show that represents all segments of the health food/natural products industry. Any company making claims about products or dispensing literature that cannot be substantiated with significant scientific data in their booth may be subject to removal from the trade show floor without refund. NPA Midwest does not permit the display of products labeled, marketed or promoted as "legal highs", or "street-drug knockoffs" or products intended to mask substance abuse or interfere with substance abuse tests. If you find a product or literature you consider questionable, see Complaint Procedure.

FORCE MAJEURE: NPA Midwest shall not be liable for delay or failure of performance with respect to this subscription caused by an Act of God, action by any government or quasi-governmental entity, fire, flood, insurrection, riot, explosion, embargo, terrorist attacks, strikes whether legal or illegal, labor or material shortage, transportation interruption of any kind, work slowdown, or any condition beyond the control of the NPA Midwest ("Force Majeure Events"). In such event, NPA Midwest shall be entitled to retain such portion of the Contract Price as required to compensate NPA Midwest for expenses incurred up to the time of the Force Majeure Event.

GOODS TO BE EXHIBITED: 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 NPA Midwest Trade Show 2012 Exhibitor Application and Contract when signed by management, nor shall he/she exhibit or permit to be exhibited thereon displays or advertising other than his/her own or as specified in the NPA Midwest Trade Show 2012 Exhibitor Application and Contract. No exhibits/displays/signs/personnel will be permitted in the Hilton Columbus At Easton common areas or adjoining hotels in any place other than the regular assigned exhibit space or purchased Promotion Zone.

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

HOLD HARMLESS: It is understood that NPA Midwest or the Hilton Columbus At Easton or legal entities which own, lease, and/or operate these entities nor their members, officers, directors, or employees shall be responsible or liable for injury to any person or persons or for loss or damage to any property belonging to the exhibitor or any person or persons while in the Hilton Columbus At Easton or his goods while in transit to or from the building or while in the building for any cause whatsoever or otherwise, except for the gross negligence or willful misconduct of the Hilton Columbus At Easton and their employees. The exhibitor assumes full responsibility and liability for all loss, damage, or destruction of the property of the exhibitor, his guests and all property of the Hilton Columbus At Easton used by the exhibitor or brought upon the Hilton Columbus At Easton premises in his behalf, except for the gross negligence or willful misconduct of the Hilton Columbus At Easton and their employees. The exhibitor assumes full responsibility and liability for all injury to any and all persons or property in any way connected with the exhibitor display caused by the exhibitor's employees. The exhibitor indemnifies and agrees to hold harmless the NPA Midwest or the Hilton Columbus At Easton and legal entities which own, lease, and/or operate the Hilton Columbus At Easton and NPA Midwest, their members, officers, directors, and employees against any and all damage to property or personal injury caused by the exhibitor or his agents, representatives, employees, or any other person.

INSURANCE OF EXHIBIT: The Management has provided security and will use every possible effort to safeguard exhibitor's property. NPA Midwest cannot be held responsible for products in exhibits. If insurance is desired, it must be purchased by the exhibitor at his own expense, no exhibitor may allow any article that will void or raise the premium of the insurance held by NPA Midwest or the Hilton Columbus At Easton. Exhibitor is responsible for any damage it inflicts on the facilities. Any violation will cancel the contract for exhibition space without refund.

LIABILITY: Exhibitor agrees that if NPA Midwest should incur liability 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 exhibitor.

MUSIC, PHOTOGRAPHS, PUBLIC ADDRESS SYSTEMS, AND ANY COPYRIGHTED MATERIAL: Loud speakers, public address systems or other audio visual aids, which may be distracting or disruptive, are prohibited. Final decision as to the level of distraction remains with show management. Each Exhibitor is responsible for obtaining all necessary licenses and permits to use music, photographs or other copyrighted material in the Exhibitor's booth or display. No exhibitor will be permitted to play, broadcast or have performed any music or use any other copyrighted material, such as photographs or other artistic works without first presenting to Management proof satisfactory that the Exhibitor has, or does not need, a license to such music or copyrighted material. Management reserves the right to remove from the exhibit all or any part of any booth or display which incorporates music, photographs or other copyrighted material for which the Exhibitor fails to produce proof that the Exhibitor holds all required licenses. The Exhibitor shall remain liable for and shall indemnify and hold Management, their agents and employees, harmless from all loss, costs, claims, cause for actions, suits, damages, liability, expenses, and costs, including reasonable attorney's fees, arising from or out of any violation or infringement (or claimed violation or infringement) of any patent, copyright or trade secret rights or privileges by Exhibitor, Exhibitor's agents or employees.

PRE-SHOW DISCOUNTS: Management respectfully requests that exhibitors at the NPA Midwest Trade Show 2012 refrain from offering pre-show discounts to retailers. This practice is harmful to the show and discourages show attendance.

PAYMENT OF EXHIBIT SPACE: The appropriate (50% deposit) must accompany space application. Please see contract for cancellation fees. Payment in full must be received on the date indicated on Exhibit Contract. Any and all spaces not claimed and occupied before 9 a.m. of opening day may be sold or reassigned without refund.

SMOKING: The Hilton Columbus At Easton Smoking is a 100% smoke free facility. Smoking is prohibited at all times in the exhibition hall and during NPA Midwest Trade Show 2012 specified events.

SUBLEASING: Exhibitors may not sublet their space, or any part thereof.

TEAR DOWN OF EXHIBITS: No exhibits may be removed from the exhibition hall from the time of the opening of the show until closing time except on written permit from the Management and the permit will designate the hours at which that removal is to take place. Penalty for tear down of booth before official closing (per program) on Sunday, July 22, 2012, will mean loss of priority in space selections for the 2013 show or may be subject to a refundable deposit to act as a bond.



EXHIBIT APPLICATION AND CONTRACT

36TH ANNUAL CONVENTION & BUYING EXPO JULY 20-22, 2012

Please PRINT all information,
sign & return with payment
no less than 50% of total

With the understanding that we are to comply with ALL RULES AND REGULATIONS contained in the Exhibit Brochure and as may be issued in official bulletins, we hereby apply for the following spaces at the rental prices specified on the contract.

PLEASE PROVIDE A BRIEF DESCRIPTION OF THE PRODUCTS & BRAND NAMES THAT YOU WILL DISPLAY AND PROMOTE:

IT IS IMPORTANT that you designate your first (1) through sixth (6) choices of location in order of preference. This will assist us in assigning an alternate space as close to one of your choices as possible in the event your first choice has been assigned. Applications will be considered one the basis of postmark. If two or more postmarked applications have the same first choice for exhibit space, the applicant ordering the largest number of booths, or total square feet, or payment in full, will receive first priority of booth assignments. A drawing by management will be the final action to break ties. NO PHONE RESERVATIONS WILL BE ACCEPTED. First available postmark is November 23, 2011 EXCLUDING **Exhibitor Loyalty Booth Pre-Sale**.

BOOTH/TABLETOP CHOICES: 1st _____ 2nd _____ 3rd _____ 4th _____ 5th _____ 6th _____

Total # Booths Requested: _____ Total # Tabletops Requested: _____

We AGREE to accept the space assigned, submit our registration list and *pay the space costs as required by Friday, May 4, 2012.*

- PAYMENT POLICY: 1. All accounts must be paid in full by May 4, 2012. 10% will be added to any booths not paid in full by May 4, 2012.
2. Booths not paid in full by May 4, are subject to loss of deposit and cancellation of contract without refund. Booth will then be re-sold.
3. *If you opt to Cancel/Downsize/Reduce Booth or Tabletop Space, the following Dates and Fees apply: Before May 4, 2012, 25% of the total booth/tabletop price; After May 4, 2012, 100% of total booth/tabletop fee.

Please check the appropriate boxes: NPA (national office) member NPA TruLabel Program NPA good Manufacturing Practices (GMP) Program NPA Certified Natural Personal Products NPA Certified Natural Home Care Products
 Manufacturer/Manufacturer of Brand Broker Distributor Other _____

Company Name(s): _____
Exhibiting as (limit: 26 characters including spaces and punctuation): _____
List (PRINT) name as it should appear on Badges, Booth/Tabletop Sign and in Show Directory.
Address: _____ Toll Free: _____
City: _____ State: _____ Zip: _____ Phone: _____ Fax: _____
Website: _____ Email: _____

Show Contact Name: _____
Phone: _____ Email: _____
Badge Names (Please Print) (1) _____ (2) _____
(3) _____ (4) _____
(Four badges per booth, two badges per tabletop, any additional badges will be \$10.00 each.)

- NPA Midwest Membership \$200.00 *You must be an NPA Midwest 2012 Member to exhibit at this show
- Premium Booth Space (10'x10') \$1,200.00 Booth space is limited to 25 highly visible perimeter locations
- Tabletop Space (3'x8') \$600.00

Please make all checks payable to NPA Midwest (50% due with signed contract) Amount: _____ Check# _____
Credit Card payment authorization (50% due with signed contract) Amount: _____ Visa Mastercard

Please indicate amount to be charged. If amount is not indicated at time of application, full amount due will be charged.

Acct.#: _____ Exp. Date: _____
Credit Card Billing Address: _____ Zip: _____
Authorized Signature: _____ Print Name: _____

Please complete the contract, sign, date and mail with payment/payment information to:
NPA Midwest • 7219 Sawmill Rd., Ste., 105-A • Dublin, Ohio 43016 • Attn: Show Manager

Accepted applicants will be notified with an Exhibitor Confirmation/Invoice, specifying the space allotted. When this application is accepted by Management, it becomes a working contract between the company (exhibitor) and NPA Midwest (management).

Signature below acknowledges Rules & Regulations and is required.

I have read and understand the terms stated herein.

Name: _____ Date: _____

The Following Forms will be sent after the space is confirmed:

1. New Product Display
2. Additional Badge Request
3. Sponsorship and/or Donations
4. Show Specials and/or Give Aways
5. Electrical/Exhibit Service Order Form

Management Use Only:

Current NPA Midwest Member _____
 Booth/Tabletop paid in full _____
 Contract Complete
Received: 1 2 3 4 5
Sent: Confirmation/Invoice Final Invoice

