

# Premiere NW Event for the Natural Products Industry

A great opportunity to manage, develop and expand your business in the dynamic Pacific Northwest



## WE ARE HERE BECAUSE YOU ARE!

### Natural Products NorthWest 2012

Events & Education: **October 4–6**

Tradeshow: **October 5–6**

Washington State Convention Center, Seattle

## Grow Your Business Naturally Where the Northwest Gathers!

- ◆ Festive trade show with 175+ exhibitors: national, international and local to the NW region– representing manufacturers brokers and distributors. Booths priced for every marketing budget.



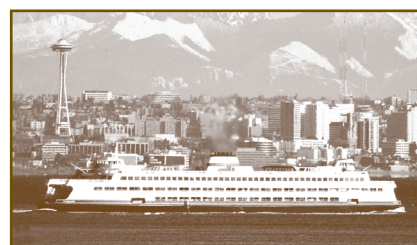
- ◆ Attended by key food and supplement buyers from the NW region and by national & Canadian retailers.

*"I stopped going to the bigger shows because of the quality of retailers. The quality of retailers here is great."*

*Alli Darling, Owner, Juniper Ridge*

- ◆ Fall buying show focuses on buying/discounts and new product introductions.

*"This NW show helped launch, develop and expand our business presence in this valuable region of independent retailers."* *Bob Barrows, Bluebonnet Nutrition*



- ◆ Timely and targeted education and marketing opportunities aimed to boost your business and draw retailers in.

*"We found the educational program very beneficial. We had excellent seminar attendance with more than 50% visiting our booth to get more information.*

*A great opportunity to make in-person contact with retailers. We will definitely be participating again."* *David Williams, VP Business Development, Living Naturally*



**Natural  
Products  
ASSOCIATION™**  
**northwest**

**40**  
Years  
1972-2012



## WHO SHOULD EXHIBIT?

Manufacturers, distributors and brokers of all size in the natural product/food industry:  
dietary supplements ♦ homeopathy ♦ sustainable/green living  
retail business solutions ♦ natural & organic products ♦ aromatherapy  
healthy lifestyle accessories ♦ appliances-equipment ♦ foods and beverages  
sports nutrition ♦ health-related products ♦ gift items ♦ health and beauty aids  
pet products ♦ books and publications

*Products must be available for sale through a retail store. Companies with broker representation should contact us and their broker directly to be included in the broker's booth section.*

## AFFORDABLE BOOTH PRICING FOR MORE MARKET EXPOSURE!

The NW show offers you a lot for your money. Fees for exhibit space range from \$990 to \$1390. Booth size is 10 x 10 feet, all-inclusive - carpet too - with the exception of electrical and any special permits.

## A WELL-SUPPORTED SHOW

Natural Products Northwest is supported both by national suppliers from across the country and Canada and also by local and regional suppliers. New enterprises find that the NW show provides a great opportunity to develop markets. We are fortunate to have large distributors and brokers as active supporters and engaged participants in the show. Our best reference is that: our exhibitors continue to return year after year.



## A SPECTACULAR VENUE AND LOCATION

The South Hall 4B, adjacent to the cascading atrium foyer, offers easy access for retail attendees. The site for this not-to-miss event is the Washington State Convention Center, located in the heart of downtown Seattle and close to the city's finest hotels and restaurants. The nearby Seattle Hilton is the host hotel for this event offering preferred pricing and enhancements for show exhibitors and attendees.

## RETAIL ATTENDANCE AND SUPPLIER SATISFACTION ARE OUR TOP PRIORITIES

The NW show is free to ALL retailers of natural products and open to all store formats. We welcome not only independent health food stores but also chains and crossover stores. To boost attendance, we encourage non-members to attend including buyers from airlines, schools and industry-affiliated organizations. This is a trade only event and not open to the public.

## RESERVE YOUR BOOTH SPACE NOW

**Space Application, Payment Schedule & Current Floorplan available on our website  
[www.npanw.org](http://www.npanw.org)**



Produced by NPA NW, 100% of the show proceeds are re-invested in the industry for education and grassroots. The NPA NW supports the ban/label of GE salmon/fish. Spread the word to Save our wild salmon! For updates, join our email list at [www.npanw.org](http://www.npanw.org) and follow us on Facebook.



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Because YOU Are!

## ◆ ABOUT THE NPA NW

Natural Products Association Northwest is a non-profit professional trade association that produces Natural Products Northwest. All profits from this event are reinvested in our industry to support education, advocacy and industry communications.

◆ **Our mission statement is:** To facilitate the success of our members in the production and sale of natural products. We thank you in advance for your support of the industry and in particular the NPA NW.

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