


SPECIFICATIONS & LOGISTICS: Featured Digital Listing

A Featured Digital Listing includes all basic exhibitor listing information plus:

1. An additional 1,000 character online profile
2. (1) company logo or image
3. (2) press releases
4. (3) additional show specials (basic exhibitor listing includes 2, for a total of 5)
5. Featured icon on the online exhibitor list & special color designation on the Natural Products Expo East mobile app


To begin utilizing your Featured Digital Listing, login to the [Exhibitor Console](#) and select the following buttons:



Edit Booth Info
 Manage the information that appears on your eBooth so attendees know to visit you on the show floor.

“Edit Booth Info” (to enter basic listing, 1,000 character online profile, & company logo):


1. Select “Edit Booth Info” from the Exhibitor Console.
2. Verify that the “Booth Info” is correct including the company contact information. This is the information that attendees will see on the [website](#) and the mobile app under “Exhibitor List”.
3. To upload your company logo or image, click on “Choose File”, find your company logo or image on your hard drive and click “open” to upload the file. Your logo will be shown in your exhibitor listing along with your company information. (gif, jpeg or png, less than 30KB and not exceeding 250 W x 120 H pixels)
4. Enter your 1,000 character (including spaces) company profile in the “Online Profile” field.
5. Enter your 250 character (including spaces) brand or product description in the “Brands” field.
6. Select up to 10 categories for your products and services.
 - a. Please note that the non-GMO verified product certification is managed by an outside company and you will not be able to click on the Yes/No button.
7. Please **select "SAVE" at the end of the page** even if you have not added or changed any of the information on the screen. This will confirm that you have reviewed that all of the information is current and accurate from last year.



Manage Press Releases
 Enter newsworthy information about your company, products and your presence at the show.

“Manage Press Releases” (to enter up to 2 press releases):

1. Select “Manage Press Releases” from the Exhibitor Console.
2. Enter your title in the "Title" field.
3. Enter your Press Release copy in the "Body" field.
4. Click on "Add Press Release" and your Press Release will immediately become available on the [website](#). You will be permitted to enter two Press Releases.



Show Specials
 Will you be offering any specials at the show? Use this section to announce your show specials.

“Show Specials” (to enter up to 5 show specials):

1. Select “Show Specials” from the Exhibitor Console.
2. Enter the title of your show special in the "Title" field.
3. Enter the details of your show special in the "Body" field.
4. Click on "Add New Show Special" to save the new show special. Show specials will immediately become available and live on the [website](#). You will be permitted to enter a total of five show specials.

To take full advantage and receive the maximum exposure this marketing opportunity has to offer, please upload your company information as soon as possible. If you have any questions, please feel free to contact the Exhibit Sales & Client Services Team.

Questions? Contact us! Client Services Specialist
 T: 866.458.4935 | esk@newhope.com | www.expoeast.com