



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: Digital Showcase

Participate in the Digital Showcase at Natural Products Expo West and get your products noticed before, during and after the show! Attendees will use this tool to find all of the new products they want to see at Natural Products Expo West. It will also provide a means for attendees to contact you before the show to set appointments or after the show to ask follow-up questions.

### Inclusions with this promotional opportunity:

- Online recognition pre and post show.
- Online showcase to feature a product.
- Showcase features: company name, booth number, state & country, contact information, link to email and web address.

### Marketing details:

Traffic will be driven to the Natural Products Expo West Digital Showcases via the following vehicles.

- Link from the official Show App.
- Promoted in pre-show email.
- Promoted in post-show email to registered attendees.
- Rotating banner ad displayed on Natural Products Expo West website with direct link to all Digital Showcases pre show.

### Opportunity details:

- Must be approved by Standards.
- Rotating banner will be a general advertisement for all Digital Product Showcases and will directly link to the Digital Product Showcase host page on the Natural Products Expo West website.
- One short product description approximately 255 characters, and a detailed product description approximately 1000 characters.
- Small image specifications (.gif or .jpeg, max 30 KB, 50W x 50H).
- Large image specifications (.gif or .jpeg, max 300 KB, 500W x 300H).

For successful product exposure, please complete your Digital Showcase as soon as possible. If you have any questions, contact your Client Service Specialist (contact information below).



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## How to Create your Digital Showcase

- Log-in to your [Exhibitor Console](#)
- Select “Digital Showcase Entry” from menu
- Follow step-by-step directions below

Step 1: Enter Product Name

Step 2: Create a short product description, **text only** (max 255 characters)

Step 3: Create a detailed product description, **text only** (max 1000 characters)

Step 4: Upload company logo (.gif or .jpg, max 30Kb, 250 pixels wide x 120 pixels high)

Step 5: Upload product image (.gif or .jpg, max 300Kb, 500 pixels wide x 500 pixels high)

Step 6: Select 1 product category type

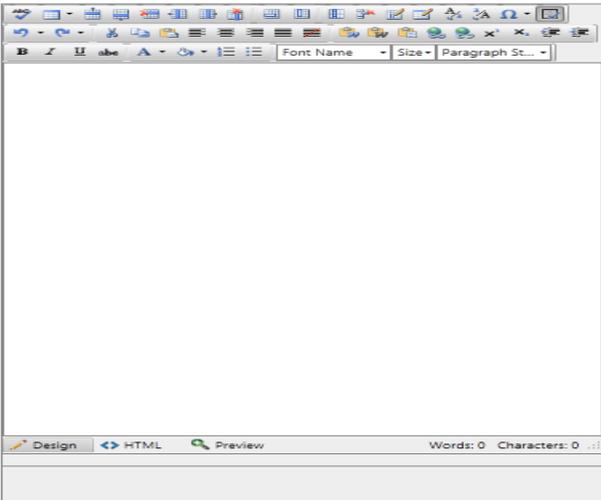
Step 7: Review listing and click “Save” button to submit

Please use the following form to add a Digital Showcase to your booth profile.

**Digital Showcase Entry**

Product Name\*

Short Product Description (max 255 characters)\*

Detailed Product Description (max 1000 characters)\*  


Product Category:  
 Bulk  Health & Beauty  Organic (certified)  
 Food Service  Herbs / Medicinals  Pet Products  
 Frozen / Refrigerated  International  Vitamin / Supplements  
 Gluten Free  Kosher  Other  
 Grocery  Natural Living

Company Logo (gif or jpeg, max 30 KB and 50 W x 50 H)

Product Image (gif or jpeg, max 300 KB and 500 W x 300 H)



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\*Please note: Digital Showcase listings will not immediately display on the website. Your listing may take up to 1 week to appear on [www.expowest.com](http://www.expowest.com)

\*Please make sure your Booth Information is up-to-date. Company contact information for the Digital Showcase will automatically be pulled from your Booth Info. To update your Booth Info, please log-in to your [Exhibitor Console](#) and select “Update Your Exhibitor Profile” from the menu.

**Questions? Contact us.**

Client Service Specialist

303.998.9208

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