



Education and Events March 7-11, 2018

Trade Show:

Anaheim Convention Center North Hall March 8-10, 2018

Anaheim Convention Center Main Halls March 9-11, 2018

Anaheim, CA USA

LOGISTICS & SPECIFICATIONS: Digital Showcase

Participate in the Digital Showcase at 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 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
- Company name, booth number, state & country contact information, link to email, web address
- 255 character description and 1000 character detailed product description
- Small image (.gif or .jpeg, max 30 KB, 50W x 50H)
- Large image (.gif or .jpeg, max 300 KB, 500W x 300H)

Traffic will be driven to the Expo West Digital Showcase via the following:

- Link from the official Expo West Show App
- Will be promoted in two pre-show emails
- Will be promoted in post-show email to registered attendees
- Ad in Natural Foods Merchandiser
- Display ad on newhope.com and expoeast.com
- Display ads in NFM Natural Retail Weekly and newhope360 Daily e-newsletter
- Onsite signage near physical showcases at Expo West

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

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)*

ADD

Font Name Size Paragraph St...

Design HTML Preview Words: 0 Characters: 0

Product Category:

<input type="radio"/> Bulk	<input type="radio"/> Health & Beauty	<input type="radio"/> Organic (certified)
<input type="radio"/> Food Service	<input type="radio"/> Herbs / Medicinals	<input type="radio"/> Pet Products
<input type="radio"/> Frozen / Refrigerated	<input type="radio"/> International	<input type="radio"/> Vitamin / Supplements
<input type="radio"/> Gluten Free	<input type="radio"/> Kosher	<input type="radio"/> Other
<input type="radio"/> Grocery	<input type="radio"/> Natural Living	

The image shows a web form for uploading images. It contains two rows of input fields, each with a 'Browse...' button to its right. The first row is for a 'Company Logo' with a file size limit of 30 KB and dimensions of 50 W x 50 H. The second row is for a 'Product Image' with a file size limit of 300 KB and dimensions of 500 W x 300 H. Below these two rows is a single 'Add' button.

*Please note: Digital Showcase listings will not immediately display on the website. Your listing may take up to 1 week to appear on

<https://expowest.com/ew18/Public/Content.aspx?ID=1067849&sortMenu=115003>

*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 login to your [Exhibitor Console](#) and select "Update Your Exhibitor Profile" from the menu.

Questions? Contact us.

Exhibitor Service Representatives
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