



Education and Events: September 12–15, 2018
Trade Show: September 13–15, 2018
Baltimore Convention Center, Baltimore, MD USA

SPECIFICATIONS & LOGISTICS: Digital Product Showcase

Participate in the Digital Product Showcases at Natural Products Expo East 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 East. 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, web address, product category type, company logo and description, product image and description.

Marketing details:

Traffic will be driven to the Natural Products Expo East Digital Product 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 East website with direct link to all Digital Showcases pre show.

Opportunity details:

- Must be approved by New Hope Network Standards Department.
- 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 East website.
- Company description approximately 255 characters.
- Product description approximately 1000 characters.
- Company Logo (.gif or .jpeg, max 30 KB, 50W x 50H).
- Product Image (.gif or .jpeg, max 300 KB, 500W x 300H).

For successful product exposure, please complete your Digital Product Showcase as soon as possible. If you have any questions, contact your Client Services 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)*

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	

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 Product Showcase listings will not immediately display on the website. Your listing may take up to 1 week to appear on www.expoeast.com

*Please make sure your booth information is up-to-date. Company contact information for the Digital Product 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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