



How to Upload products to Natural Products Expo Connect:

<https://connect.naturalproductsexpo.com/>

Natural Products Expo CONNECT is the new exhibitor & product database for the Expo East & West shows. This revolutionary platform provides a place for exhibitors to promote products that will be on display at the upcoming expo show. Innovative technology through our partners at Label Insights automatically analyzes packaging content to assign relevant attributes across thousands of categories, ingredients, claims and certifications. Attendees & buyers can then filter based on their specific criteria to find the right products to fit their needs.


Basic exhibitor information such as Company Name, Address, Phone Number and Booth Number are automatically pulled from your show profile on the Exhibitor Console.

Upload your products for FREE by following the steps below. As an Expo Exhibitor, you can upload as many products as you want to the Connect database.

Step 1:

Register for a free account with label insights using your company email.


<https://www.labelinsight.com/expowest2019>



To enhance the show experience for buyers, Natural Products Expo is partnering with Label Insight to build an interactive tool for navigating the trade show floor. Ensure your product data is complete, accurate and up-to-date, by uploading all of your available product artwork for all products you plan to highlight at Expo East. You will need to submit both a package design (i.e. label flat) AND marketing image for EACH product.


GET STARTED

Register for Free




Start by registering for a free basic account that will allow you to upload your products. New Hope requires label images be submitted **September 1st**.

Upload Your Products



It's easy! Just drag & drop onto our uploader page. **You will need to submit both a package design (i.e. label flat) AND marketing image for EACH product.** Files can be PNG, PDF, JPEG or JPG format. Files must be high resolution, greater than 270 dpi and less than 40MB each with the final UPC visible.

View Your Data



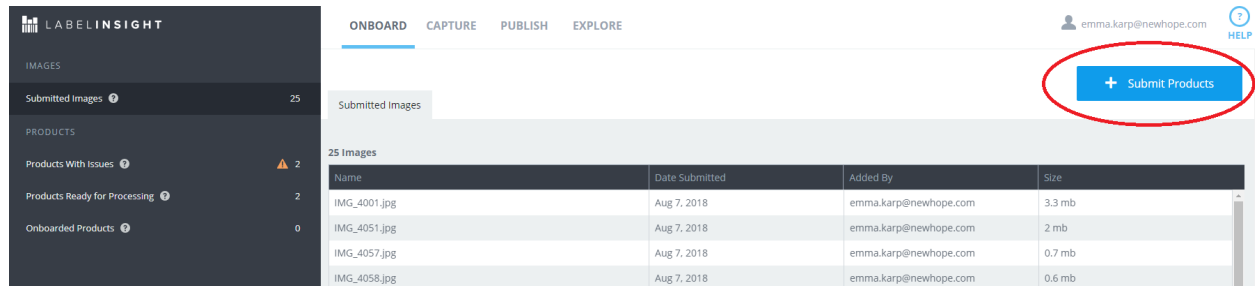
After we process your products and score them across 22,000+ attributes, **your data will be sent directly to the Natural Products Expo.**

Label Insight makes the process of submitting your products Fast, Easy, and Free. Please select "Get Started" to start submitting today!

GET STARTED

Step 2:

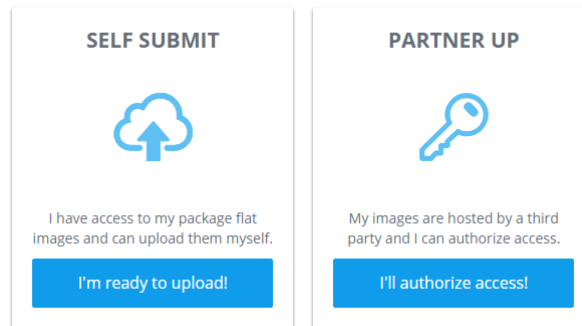
Once logged in to Label Insights, click “Submit Products”



You can submit products yourself or authorize access to a third party image host.

Let's get started!

Submit product artwork to Label Insight to create new products. We have several ways for you to get your images to us and will walk you through the process.



To upload products yourself, you have two options.

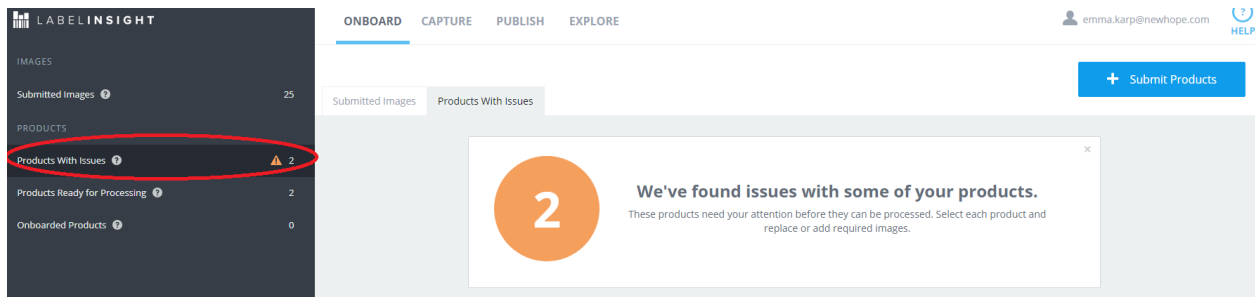
1. **(Best option)** Drag & drop a label flat and marketing image. You can upload these for multiple products at once and the system will automatically identify and assign the correct files to separate products.

****** A “Marketing Image” is a front of package shot or clear 3-D product rendering that can be used as the primary display image for that product

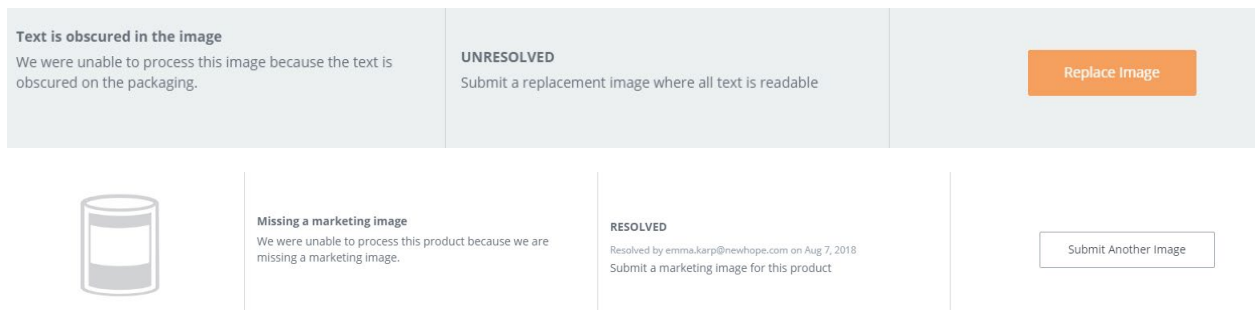
2. If you do not have a label flat accessible, you can also upload high-quality images of ALL sides of your product packaging. Make sure that all content is readable and there is no glare, crinkled packaging or out-of-focus areas that obstruct packaging text. These images will be used to analyze and assign category attributes and will also serve as the primary product images in the database – so make sure they look nice!



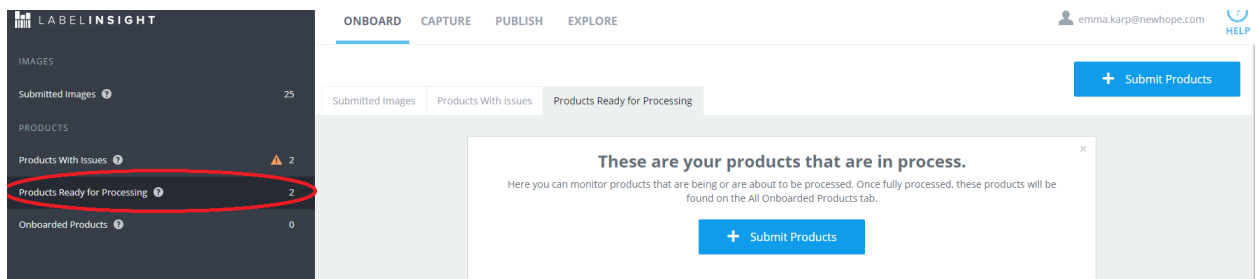
Don't forget a marketing image! If any product is missing a marketing image, missing any side of packaging or has any unclear text on a label image, your product will be listed under “Products with Issues” with a yellow exclamation



If you get an Issue notification, click the pending product and look for the problem image or images and “Replace Image” or “Submit Another Image” to resolve the problem



Once all images have been accepted, products will move to the “Products Ready for Processing” tab



From there, it will take about 7-10 days to process your product. Label Insights will digitally analyze your packaging and pull out valuable details (store category, ingredients, nutrition facts, marketing claims, certifications and more). This information will be sorted through a comprehensive list of 17,000+ attributes whereby attendees can search and filter products. After this process is complete and your product has been scored for all relevant categories, you will receive an email notification that your product has been successfully onboarded and can be viewed on the CONNECT database



LABELINSIGHT

IMAGES

Submitted Images ⓘ 25

PRODUCTS

Products With Issues ⓘ 2

Products Ready for Processing ⓘ 2

Onboarded Products ⓘ 0

ONBOARD CAPTURE PUBLISH EXPLORE

emma.karp@newhope.com HELP

Submitted Images Products With Issues Products Ready for Processing Onboarded Products

These are all of your onboarded products!

These are all the fully processed products submitted by your entire organization. These products are now live on the Label Insight Platform.

+ Submit Products