



How to Upload products to Natural Products Expo Connect:

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

Natural Products Expo Connect is the 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 Insight 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/expowest2020>



Don't Miss Your Opportunity To Get Your Products Included In Natural Products Expo Connect:

The Natural Products Expo Connect is the new online directory to help attendees plan their show and explore the products showcased at Natural Products Expo East and West.

As an exhibitor, you can highlight the unique features of your products to help interested buyers discover your brand.

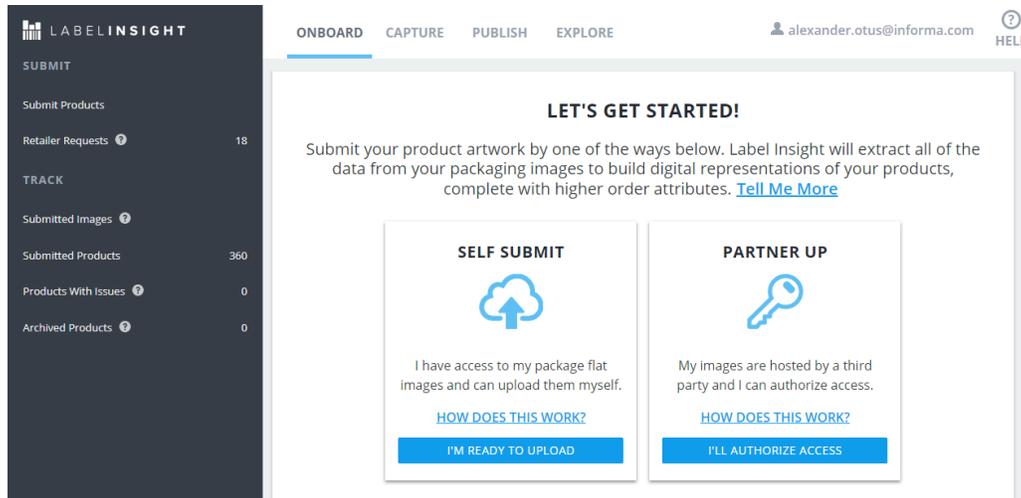
To participate in this fast, easy, and free program, the Natural Products Expo requires you to submit your label artwork and a front-of-pack Marketing/Display picture for each UPC to Label Insight.

Please register to start submitting:

[REGISTER](#)

Step 2:

Once logged in to Label Insight, click “I’m Ready to Upload” to submit products yourself or click “I’ll Authorize Access” to authorize a third-party image host to upload for you.



To upload products yourself:

Click “I’m Ready to Upload”. Select specific files from your computer or drag & drop a label flat and marketing image. You can upload both pictures for multiple products at once and the system will automatically identify and assign the correct files to separate products. Make sure that all content is readable and there is no glare 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.

** 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. If you click on “View Image Submission Guide” on the right-hand side of the page entitled “Upload Images” you will see examples of both label flats and marketing images.



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 triangle with an exclamation point.

Step 3:

After you have submitted a label flat and a marketing image for each project, you can see updates on the status on your submitted products in the “Submitted Products” tab. There are 3 main statuses to be aware of:

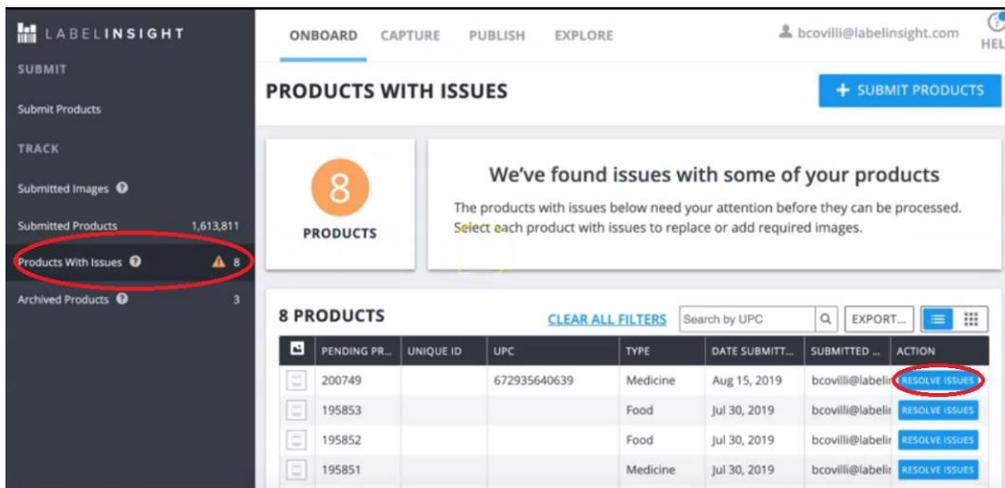
-  This means the product has been successfully on-boarded and is either available on Connect or will be during the next import.
-  This means the product is being reviewed by Label Insight. This process usually takes between 2-3 weeks.



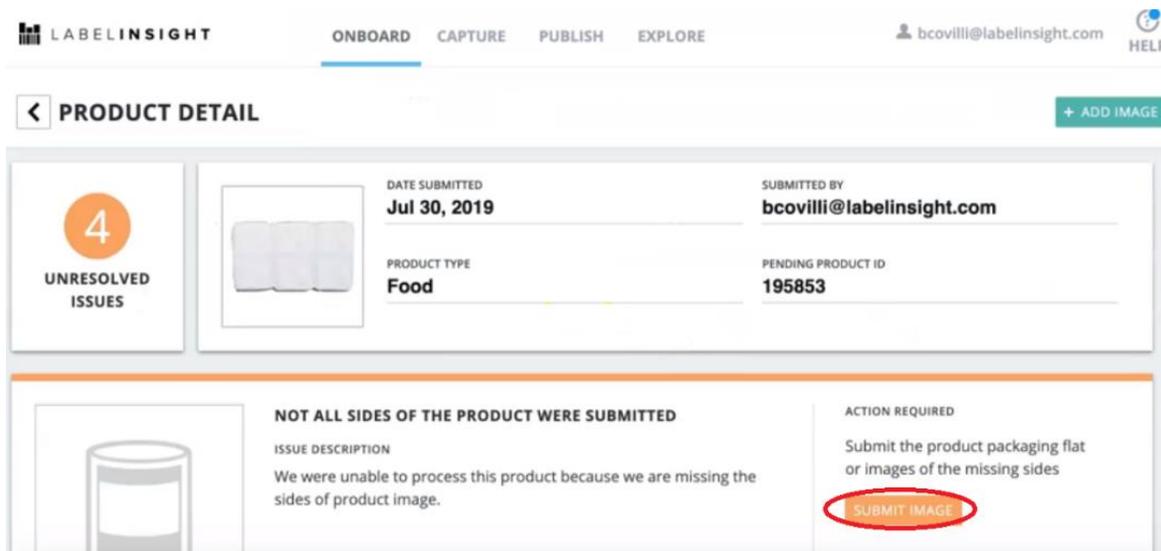
This means there is an issue with the pictures you submitted for this product. Follow steps above to resolve the issue.

Step 4:

Resolve any issues. If you do not see the green circle with the white check mark next to it, that product is NOT on connect.



If you get an Issue notification or you see the yellow triangle with the exclamation point, go to the “Products with Issues” tab and click “Resolve Issues” to the right-hand side of the product. This will provide you with a detailed description of the issues as well as how to resolve them. Find the requested picture and click “Submit Image” to resolve the problem.



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.