

## LOGISTICS & SPECIFICATIONS: Natural Products Expo Connect Featured Digital Listing

A Natural Products Expo Connect Featured Digital Listing includes all complementary exhibitor listing information plus:

1. An additional 1,000 character online company profile
2. (1) company logo or image
3. (3) press releases
4. (3) additional show specials (complementary exhibitor listing includes 2, for a total of 5)
5. Featured icon on the Expo Connect exhibitor list & special color designation on the Natural Products Expo East mobile app

To begin utilizing your Featured Digital Listing, login to the [Exhibitor Console](#) and select the following buttons:



### Edit Booth Info

Manage the information that appears on your eBooth so attendees know to visit you on the show floor.

**“Edit Booth Info”** (to enter listing, 1,000 character online profile, & company logo):

1. Select “Edit Booth Info” from the Exhibitor Console.
2. Verify that the “Booth Info” is correct including the company contact information. This is the information that attendees will see on the website and the mobile app under “Exhibitor List”.
3. To upload your company logo or image, scroll down to the “Company Logo” field. Click on “Choose File,” find your company logo or image on your hard drive and click “open” to upload the file. Your logo will be shown in your exhibitor listing along with your company information. (gif, jpeg or png, less than 30KB and not exceeding 250 W x 120 H pixels)
4. Enter your 1,000 character (including spaces) company profile in the “Print Profile” field.
5. Enter your 250 character (including spaces) brand or product description in the “Brands” field.
6. Select up to 10 categories for your products and services.
7. Please **select “SAVE” at the end of the page** even if you have not added or changed any of the information on the screen. This will confirm that you have reviewed that all the information is current and accurate from last year.



### Manage Press Releases

Enter newsworthy information about your company, products and your presence at the show.

**“Manage Press Releases”** (to enter up to 3 press releases):

1. Select “Manage Press Releases” from the Exhibitor Console.
2. Enter your title in the “Title” field.
3. Enter your Press Release copy in the “Body” field.
4. Click on “Add Press Release.”



### Show Specials

Will you be offering any specials at the show? Use this section to announce your show specials.

**“Show Specials”** (to enter up to 5 show specials):

1. Select “Show Specials” from the Exhibitor Console.
2. Enter the title of your show special in the “Title” field.
3. Enter the details of your show special in the “Body” field.
4. Click on “Add New Show Special” to save the new show special.

To receive the maximum exposure this marketing opportunity has to offer, please upload your company information as soon as possible. Exposure for NPEC featured digital listings to begin no later than May 1<sup>st</sup> and end no earlier than October 31<sup>st</sup>. Please note, the featured ribbon may take up to 5 business days to be added to your Natural Products Expo Connect company listing. If you have any questions, please feel free to contact the Client Services Specialist Team.

Questions? Contact us.  
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