



LOGISTICS & SPECIFICATIONS: Natural Products Expo Connect Featured Digital Product

Thank you for purchasing a Featured Digital Product! As a Natural Products Expo Exhibitor, you can upload as many products as you want to the Natural Products Expo Connect database. With the addition of a Featured Digital Product, you can then choose **one** of those uploaded products to be "featured" on the Natural Products Expo East 2020 Connect website. **Please note: to guarantee exposure at Expo East, products must be submitted to Label Insights no later than Friday September 4, 2020.**

Step 1:

Login to the [Exhibitor Console](#).

Step 2:

Scroll down to "Product Directory Entry."



Step 3:

Load as many of your products into [Label Insights](#) that you would like to be shown on the Expo East 2020 Connect website.

Step 4:

Email FeaturedProducts@newhope.com and tell us which **one** of your products, using title and UPC code, you would like "featured" on the website. In the subject line please include for which show your product should be featured. For example, "Featured Product selection for Expo East 2020."

If you are experiencing any issues with the Label Insights platform, an inquiry form specific to Natural Products Expo Shows can be found [here](#).

*Please note that it can take up to 7-10 business days for your product to show as "featured" on the Natural Products Expo Connect website, after product has successfully been submitted to Label Insights.

Questions? Contact us.
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