

LOGISTICS & SPECIFICATIONS: Wall of Content Video Package

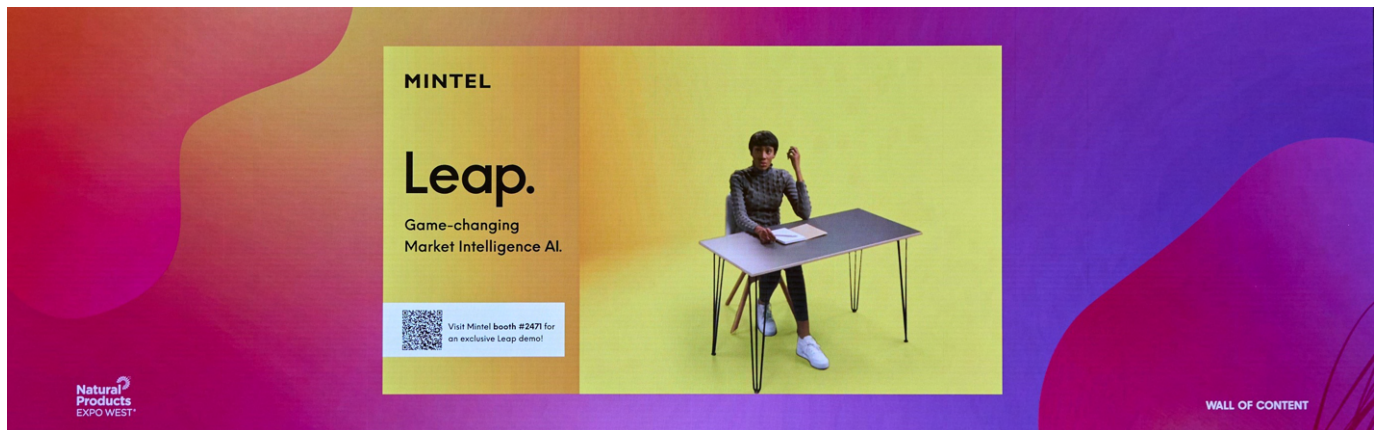
Be a part of the Natural Products Expo West Wall of Content. Your video will be played throughout the show via an engaging digital experience at the hub of education, the press, VIP attendees and so much more! This is a rare opportunity to get your voice, your brand and your story in front of a captive audience of attendees.

Video Opportunity details:

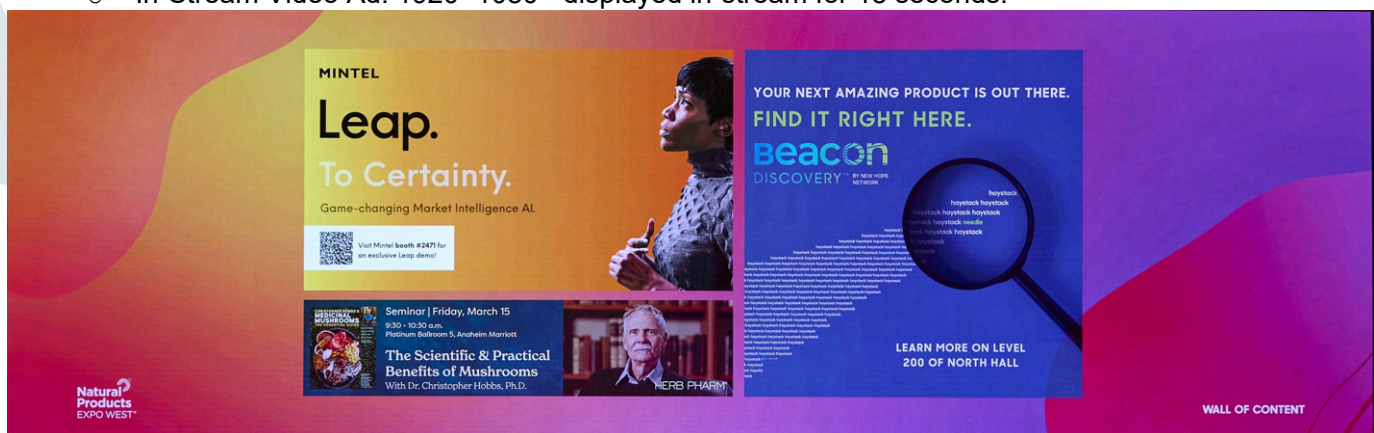
- Company provides artwork. Show will produce Wall of Content programming. All content and claims must be approved by New Hope Network Standards.
- **Artwork deadline: Friday, January 24, 2025**
- Non-exclusive opportunity.

Inclusions with this Opportunity:

- Onsite advertising via a 45-second video or animation in the Natural Products Expo West Wall of Content, a 30' x 10' digital screen located in the Marriot, Platinum Lobby Tuesday, March 4 – Friday, March 7
- (1) 45-second video/animation to be orchestrated into 4 days of content shown on the Wall of Content.
 - Full Screen Video Ad: 1920x1080 - displayed full screen for 30 seconds.



- In-Stream Video Ad: 1920x1080 - displayed in-stream for 15 seconds.



- Wall of Content Video Specs:
 - **Video File:** .MOV or .MP4
 - **Duration:** 45 Seconds
 - **Video Dimensions:** 1920 X 1080
 - **Sound in video and captions are encouraged.**

Questions? Please contact me!
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