



Education & Events March 4-7, 2025

Trade Show:

ACC, Halls A-E, Arena, Level 3 & North Halls

March 5-7, 2025

Anaheim Convention Center | Anaheim, CA USA



Co-located
Fresh Local
ORGANIC
MARKETPLACE

Product Discovery
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DISCOVERY 2025

WELCOME TO NATURAL PRODUCTS EXPO WEST! We thank you for being an important part of the show. To help you prepare for your sampling station, we have created some important tips, that if you follow, should allow for a very successful event!

SAMPLING STATION EXPECTATIONS:

Natural Products Expo West is a very high traffic show. We ask that you keep in mind the difficulty for GES labor to navigate through the crowds to replenish product to your sampling station. We ask that you partner with us to ensure that this process is as smooth and trouble free as possible for you.

- **Please complete the Sampling Station Survey** as detailed as possible and email all tracking information to bnewsome@newhope.com. This allows GES to plan appropriately for your arrival.
- If you have shelf stable product, **please prioritizing shipping to the Advance Warehouse**, this will allow GES more time to ensure your product is properly stored, accounted for and ready for delivery without issue. All Sampling Station shipping labels will be uploaded into your Dropbox folder following your submission of the Google Survey.
- **All Sampling Stations orders** (electrical, deliveries, standard furniture) should be placed through the Sampling Station Survey. All these items are included with your sponsorship and refunds are not guaranteed if you purchase separately through the ESK.
- You are entitled to 3 deliveries Tues-Thursday and 2 deliveries on Friday. Delivery times are early morning, mid-morning and afternoon (no later than 2pm). GES does everything possible to be as close as possible to your scheduled delivery time, but due to storage locations and navigating crowds, please allow an hour window for the scheduled delivery time in either direction, i.e., you have scheduled a delivery for 11:30am, GES window for delivery for that is 10:30am – 12:30pm.
- **Palletize your Sampling Station product accordingly**, i.e., if you want 30 cases of blackberry, 30 cases of watermelon and 30 cases of peach – that should all be wrapped on one pallet and labeled for that specific date and time that you want it delivered. If your pallets are not shipped in this fashion, you will need to allow a 24 hour re-palletization period. ***This may delay that scheduled delivery up to 24 hours.***
- We understand that on-site you may need to adjust your order, you can do this easily by stopping by the Sampling Station Information Desk in Lobby B Box Office or by texting the sampling station number (number will be given out on site during setup). Just keep in mind that ***each adjustment made will cause delays in the delivery of your product.***
- On the final day, please inform the SS desk whether you'd like to donate leftover product or have it returned to your booth at show close. Additionally, let them know if you'll need a movement of your packed up SS build to your booth or if your team will be handling it.

We wish you great success!