

NATURAL
PRODUCTS
EXPO
WEST

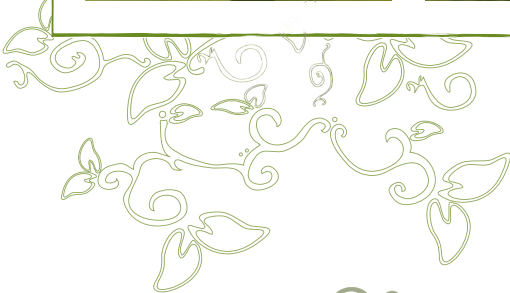
where doing business
just comes NATURALLY

Education and Events: **March 8 - 11, 2012**

Trade Show: **March 9 - 11, 2012**

Anaheim Convention Center – Anaheim, CA USA

THE NEWEST PRODUCTS ARE HERE.
YOUR COMPETITORS ARE HERE.
NATURALLY, YOU SHOULD BE HERE.



Co-located with:

engredea
Ingredients and Innovation

fresh ideas
organic marketplace

*Beer, Wine &
Spirits Marketplace*

NUTRACON

EDUCATION AT EXPO

New for 2012! All education sessions and speakers will be at the Anaheim Marriott to meet the demand for expanded education and professional development. The Expo West Business Program has three new tracks and we are introducing the Platinum Education Series featuring premium content from industry experts. Find out more at expowest.com/education.

KEYNOTE SPEAKER: Paul Greenberg

Author of *Four Fish: The Future of the Last Wild Food*

Saturday, March 10, 9:00 am - 10:15 am

Featured Speakers:

Penelope Trunk, CEO, Brazen Careerist
"How to Attract and Retain Great Talent"

Thursday, March 08, 2:00 pm - 3:15 pm, Marriott Platinum Ballroom 6

Meg Hirshberg, Author, Columnist: Inc. Magazine

Friday, March 9, 9:00 am - 10:15 am, Marriott Platinum Ballroom 6

Rip Esselstyn, Author: *The Engine 2 Diet*

Friday, March 9, 11:30 am - 1:00 pm, Marriott Platinum Ballroom 6



Expo West Business Program

The Expo West Business Program is for anyone new to the natural products industry. New tracks for 2012 include: Early Entrepreneur, Brand Acceleration, and Export.

Registration required. Please visit www.expowest.com/ewbp.

Attendee Rate: \$195 | Exhibitor Rate: \$95

Platinum Education Series

Introducing the Expo West "Platinum Education Series"! Pre-register for all 8 sessions online for \$195 or purchase tickets onsite. Sessions include: How to Personalize Your Brand on Social Media, Boundaries in Social Media, Gluten Free: Long-term Trend or Short-term Fad, Marketing to the Hispanic and Latino Populations, Marketing to Moms, Harnessing the Power of Blog Product Reviews, Better Business Blogging, and Work/Life Balance workshop.

More information online at expowest.com/education

REGISTER EARLY & SAVE MONEY

Register on or before February 3, 2012 for the lowest Early Bird registration rates.

Register online at expowest.com/register

Questions? Call 1.866.458.4935 | 1.303.390.1776 | tradeshows@newhope.com



Registration Checklist at expowest.com/superG

- Submit business proof that verifies your business type
- Select add-on events or tours
- Include your full payment
- Start planning your Expo West experience with SuperG!

EVENT HIGHLIGHTS



Live Music Party: Ziggy Marley

Friday, March 9, 9:00 pm – Midnight | Marriott
Experience five-time Grammy-winning musician, actor, activist and humanitarian like never before in this exclusive and highly anticipated performance.

fresh ideas organic marketplace

Thursday, March 8, 12:30 pm - 5:30 pm
Big White Tent at Marriott



Network and meet the leading organic producers and manufacturers in a lively outdoor setting. Enjoy a wide range of certified organic products.



Friday & Saturday, March 9-10, 1:00 pm - 7:00 pm
Grand Ballroom - Anaheim Marriott

Introducing the Beer, Wine and Spirits Marketplace. What has been a show-floor pavilion is now a new marketplace that connects retail buyers with wine, spirits and beer importers, distributors and producers.

Welcome Reception

Thursday, March 8, 6:00 pm - 8:00 pm - Palm Court

This energizing event features live entertainment, food and beverages, giving you a great opportunity to connect with professionals and peers.

League of Angels

Thursday, March 8, 6:00 pm - 8:30 pm - Angel Stadium

Join Vitamin Angels for evening cocktails and learn how they are making a difference in millions of children's lives through the distribution of vitamins and supplements. \$75 in advance
www.vitaminangels.org



A Better Breakfast

Friday, March 9, 7:30 am - 10:00 am - Anaheim Marriott

Breakfast is the most important meal of the day, so we invite you to enjoy a complimentary buffet featuring the newest items from Glutino and Earth Balance.

Sponsored by: Earth Balance and Glutino



Women in Naturals Networking Event

Friday, March 9, 5:30 pm - 7:00 pm - Anaheim Hilton

The Women in Naturals event is a unique opportunity to mingle and exchange ideas with your female peers in the natural products community. Be sure to attend this popular celebration!

Sponsored by: Reserveage



Clif Bar 20th Anniversary Party

Saturday, March 10, 5:45 pm - 7:45 pm - Palm Court

Join in the 20th Anniversary Celebration with live music from the Clif Bar Band.



SCHEDULE AT-A-GLANCE






PLEASE NOTE: SCHEDULE AS OF 12/1/11. SUBJECT TO CHANGE. FULL SCHEDULE AVAILABLE ONLINE.

*Additional fees apply Company logo indicates an Exhibitor-Presented Seminar or sponsored event.


THURSDAY, MARCH 8, 2012 – Full schedule available online @ expowest.com

8:00 am - 2:00 pm	Retail Store Tour
10:00 am - 11:15 am	The Non-GMO Communication Toolkit
11:00 am - 12:00 pm	How to Personalize Your Brand on Social Media*
12:00 pm - 1:30 pm	Gluten-free: Long-term Trend or Short-term Fad*
12:30 pm - 1:30 pm	Boundaries in Social Media*
2:00 pm - 3:15 pm	FEATURED SPEAKER: Penelope Trunk, "How to Attract and Retain Great Talent"
2:00 pm - 3:15 pm	Immigration Reform Policies and Your Business
3:45 pm - 5:00 pm	Organic Advocacy: 12 Steps to Make a Difference with Policymakers
3:45 pm - 5:00 pm	Sustainable Packaging
3:45 pm - 5:00 pm	Using the Power of the Consumer to Strengthen Farming Communities
6:00 pm - 8:00 pm	Welcome Reception - Palm Court

FRIDAY, MARCH 9, 2012 – Full schedule available online @ expowest.com

7:30 am - 10:00 am	 Better Breakfast: <i>Sponsored by Earth Balance & Glutino</i>
9:00 am - 10:15 am	FEATURED SPEAKER: Meg Hirshberg
9:30 am - 10:30 am	 Clinical Research on Integrative Treatment of Inflammation
10:00 am - 11:00 am	 Curcumin and Cancer: A Research Update with Dr. Ajay Goel
10:30 am - 11:45 am	Marketing to the Hispanic & Latino Populations*
11:30 am - 12:10 pm	Manuka Doctor Launches the USA's First Purified Bee Venom Skincare Collection
11:30 am - 1:00 pm	FEATURED SPEAKER: Rip Esselstyn – The Engine 2 Diet
12:15 pm - 1:30 pm	 Future of Wellness
12:15 pm - 1:30 pm	Recollections of a Recall: A Crisis Well-Handled
2:00 pm - 3:15 pm	Growth Trends in Organic Research
2:30 pm - 3:45 pm	Employee Wellness Program Initiatives: The Whole Foods Turn-Around
3:00 pm - 4:00 pm	 Effective Healthy Weight Loss – A New Approach
3:45 pm - 5:00 pm	Marketing to Moms*
4:15 pm - 5:30 pm	Harnessing the Power of Blog Product Reviews: Working With Today's New Journalists*
4:30 pm - 5:30 pm	 PUREFRUIT™ Monk Fruit Extract (Cocktails to Follow)
5:30 pm - 7:00 pm	 Women in Naturals Networking Event
9:00 pm - 12:00 am	Friday Night Live Music Party featuring Ziggy Marley 

SATURDAY, MARCH 10, 2012 – Full schedule available online @ expowest.com

7:00 am - 8:30 am	 Morning Yoga Session
8:30 am - 9:30 am	 Exhibitor Presented Seminar: <i>Hosted by Herb Pharm</i>
9:00 am - 10:00 am	 Exhibitor Presented Seminar: <i>Hosted by Sigma-tau Health Science</i>
9:00 am - 10:15 am	KEYNOTE SPEAKER: Paul Greenberg
10:30 am - 11:30 am	Motivating Your Staff to Provide Excellent Customer Service
10:30 am - 11:30 pm	Astaxanthin and Lycopene Formulations for Health: <i>Hosted by Valensa</i>
10:45 am - 12:00 pm	 State of the Industry
10:45 am - 12:00 pm	Write to Be Read and Increase Sales: Better Business Blogging*
11:00 am - 12:00 p	 Manage Stress, Anxiety and Insomnia Naturally
12:30 pm - 1:45 pm	DSHEA Awareness in the Natural Products Industry
1:00 pm - 2:00 pm	 Brain NutriGenomics: Nutrients that Positively Regulate the Brains Genetic Expression
1:00 pm - 2:00 pm	 A Paradigm Shift in the Practical Application of Omega-3s: The Nutritional Foundation for Brain Health
2:15 pm - 3:30 pm	Shedding Light on Natural Sunscreen Markets
2:15 pm - 3:45 pm	Retail Mobility in a Food Desert
3:00 pm - 4:00 pm	 2012: The Autism Challenge - A Pandemic Threatening Our Children's Future
4:00 pm - 5:15 pm	Work/Life Balance Workshop*
5:45 pm - 7:45 pm	 Clif Bar 20th Anniversary Party
9:00 pm - 12:00 am	Exhibitor-Sponsored Parties

EVENTS & TOURS

NUTRACON Wednesday, March 7 - Thursday, March 8, 2012 - Anaheim Hilton

The premier conference for ingredient and technology innovation helping health and nutrition companies develop new science-supported products in the supplements, functional foods and beverages, and nutraceuticals sectors. (Presented in collaboration with GOED.) Visit www.nutraconference.com for full details and to register.

engredea Friday, March 9 - Sunday, March 11, 2012 - Hall A

Engredea cultivates innovation for tomorrow's best-selling products across food/beverage, dietary supplement and nutraceutical categories by offering hundreds of exhibits, formulation demos, networking events and education opportunities for the industry. Admission included with Expo West registration. Visit www.engredea.com for full event details and educational opportunities.

Co-Located Sponsors



Retail Store Tour

Thursday, March 8, 8:00 am - 2:00 pm - Meet at Hilton

Hop on the bus for a guided tour of some of Southern California's best natural products and specialty stores. Industry experts and *Delicious Living* magazine provide tips on running a successful retail business. **Cost: \$60, breakfast is included.**

deliciousliving

Herb Walk Sponsored by AHPA

Thursday, March 8, 1:30 pm - 5:00 pm - Fullerton Arboretum

It's back! The American Herbal Products Association (AHPA) Herb Walk will visit the nearby Fullerton Arboretum for a guided educational tour of this beautiful 26-acre botanical garden on the campus of California State University. **Cost: \$60**



15th Annual OFRF Benefit Luncheon

Thursday, March 8, 11:30 am - 1:30 pm - Convention Center

Please join us in celebrating America's Organic Heroes: Organic farmers. Great food. Great friends. Great homage. When an organic farmer succeeds, we all thrive! **\$75 per person. Proceeds benefit OFRF.**



Morning Yoga Session

Saturday, March 10

7:00 am - 8:30 pm

Hilton Avalon Ballroom



OFFICIAL PUBLICATION OF
NATURAL PRODUCTS EXPOS

thank you thank you thank you thank you thank you

THANK YOU

PLATINIUM SPONSORS



GOLD SPONSORS



SILVER SPONSORS

