



MarketPlace



Sands Expo and Convention Center | The Venetian Resort Hotel

Education and Events:

Thursday-Saturday, June 14-16, 2012



Trade Show:

Friday-Saturday, June 15-16, 2012



Show Floor Hours:

Friday-Saturday, 11:00 am - 5:00 pm



Register Today!

NPAMarketPlace.com



Connecting People, Products and Knowledge

Show Information

Education and Events: June 14-16, 2012

Trade Show: June 15-16, 2012

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Show Floor Hours:

Friday-Saturday: 11:00 am - 5:00 pm

Why You Should Attend

The official trade show and conference of the Natural Products Association (NPA), produced by New Hope Natural Media, has been the NPA's official show since 1938. At NPA MarketPlace attendees will find a place to connect with:

- **People** - 5,000 industry members attend to support the mission of the NPA and find business opportunities in a fun environment.
- **Products** - 250 exhibits showcase the new leaders in natural and healthy lifestyle products.
- **Knowledge** - This year's program features Keynote Speaker Dr. Mimi Guarneri, Featured Speaker Dr. Dennis Godby, NMD, and three education program series: Personal Care, Social Media Essentials, and Supplements.

See your business below? You should attend!

- | | |
|---|---|
| • Independent or Co-operative Natural Products Retailer | • Healthcare Practitioners |
| • Chain Natural Products Retailer | • Yoga, Massage or Pilates Studio |
| • E-tailer or Mail Order Catalog | • Alternative Medicine Clinic |
| • Independent Grocer | • Industry Consultant or Supplier |
| • Distributor or Broker | • Bookstore or Gift Product Retailer |
| • Drug Store or Pharmacy | • Discount or Mass Merchandise Retailer |
| • Supermarket or Grocery Retailer | • Natural Foods Restaurant/
Foodservice Provider |

To see a complete list of the types of products you'll find at NPA MarketPlace, visit www.NPAMarketPlace.com/exhibit, then click "floorplan and product category".

Join the Natural Products Association:

For over 75 years, the Natural Products Association has represented retailers, manufacturers, wholesalers and distributors of natural products, including foods, dietary supplements and health/beauty aids. Join our 1,900 members representing over 10,000 locations and become part of THE voice of the natural products industry. Call (800)966-6632 ext. 247, email Colleen Rood, crood@NPAinfo.org or visit www.NPAinfo.org for more information.

Register Early and Save Money

Register on or before April 27, 2012
for the lowest Early Bird registration rates.

Register online at NPAMarketPlace.com/register
Questions? Call 1.866.458.4935 | 1.303.390.1776
tradeshows@newhope.com

Register Today!

Events at NPA MarketPlace

Welcome Luncheon and Retailer Roundtable Discussions

Thursday, June 14 | Noon – 1:30 pm

Join an intimate working group from the retailer community for a progressive lunch that includes two targeted discussions of your choice. With each working group facilitated by a seasoned, veteran small business owner, you'll have the opportunity to share challenges, support, solutions and resources during these 30 minute roundtables. Topics include: Creating Customer Loyalty, Small Business Success Strategies, Relationship Marketing, Modern Merchandising, Inventory Management Tools, and Private Label and E-Commerce concerns.



Welcome Cocktail Reception

Thursday, June 14 | 5:00 – 7:00 pm

Kick off the show with fun, friends and plenty of networking! This event will deliver delicious treats, a lively atmosphere and the perfect opportunity to connect with colleagues and clients before the show floor opens.

Keynote Breakfast

Friday, June 15 | 10:00 – 11:00 am

Join leading press at this breakfast following the keynote address. Pick up your passport here, get a stamp from each sponsor at breakfast or in their booth and enter to win an Apple iPad courtesy of our generous sponsors (presented at the Best of Show Presentation).

Sponsored by



President's Reception

Friday, June 15, 2012 | 5:30 – 8:00 pm

Join us for the highly anticipated premier event of NPA MarketPlace. Enjoy complimentary cocktails and delicious nibbles while networking with clients, peers and friends.



Sponsored by



Best of Show Awards

Saturday, June 16 | 2:30 – 3:00 pm

You won't want to miss the action on the show floor Saturday afternoon as attendees and exhibitors alike are awarded for their participation in the show.

Retailers will have a shot at the Retail Order Drawing. Retailers should collect their order forms and bring them by the New Hope Natural Media booth Saturday afternoon by 12:00 pm. For each order placed at the show the retailer will receive a raffle ticket. Two lucky winners will receive an amazing prize - (Must be present to win)

Exhibitor-focused awards to be announced are:

- **Best Booth Design** - Selected by show management, based on overall design, best use of space and inviting atmosphere.
- **Diamond Manufacturer Award** - This award will recognize a manufacturer who has had a role on the NPA board and major involvement with the NPA trade show throughout the years (selected by the NPA).
- **Retailers' Choice Award** - Voted on by an esteemed collection of retailers judging the best Product Showcase.
- **Impress the Press** - New this year! Members of the press will vote on their favorite product in the Impress the Press showcase.



Register Today at www.NPAMarketPlace.com

Show-at-a-Glance

PLEASE NOTE: SCHEDULE AS OF 2/22/12. SUBJECT TO CHANGE. FULL SCHEDULE AVAILABLE ONLINE.

All sessions and events at no additional cost with show participation unless designated with an *.

WEDNESDAY, June 13, 2012 – Full schedule available online @ NPAMarketPlace.com

8:00 am - 5:00 pm  GMP Seminar*: An Advanced Course on the Final FDA GMP Rule for Dietary Supplements presented by Natural Products Association

THURSDAY, June 14, 2012 – Full schedule available online @ NPAMarketPlace.com

8:00 am - 12:00 pm  GMP Seminar*: An Advanced Course on the Final FDA GMP Rule for Dietary Supplements presented by Natural Products Association

11:30 am - 12:30 pm  Supplier Town Hall presented by Natural Products Association

Noon - 1:30 pm Welcome Luncheon and Retailer Roundtable Discussions

1:00 - 5:00 pm  GMP Labeling Workshop* presented by Natural Product Association

1:30 - 2:30 pm Social Media 101 

1:30 - 2:30 pm What Does Natural Mean? The NPA Seal Explained 

1:30 - 2:30 pm Inside-Out Beauty: Understanding Nutraceuticals 

3:00 - 4:00 pm What's Your 12-Month, Online Marketing Plan? 

3:00 - 4:00 pm The Science of Healthy Aging - Sunscreen Collagen and Topicals 

3:00 - 4:00 pm What's Inside? Verifying Supplement Quality 

4:30 - 5:30 pm Social Media Tools to Grow On 

4:30 - 5:30 pm Beauty Editor's Report 

4:30 - 5:30 pm Green Chemistry and You 

5:00 - 7:00 pm Welcome Cocktail Reception

FRIDAY, June 15, 2012 – Full schedule available online @ NPAMarketPlace.com

8:00 - 9:00 am  Retail Town Hall presented by Natural Products Association

9:00 - 10:00 am **Keynote Speaker - Dr. Mimi Guarnieri**

10:00 - 11:00 am  Keynote Breakfast

11:30 am - 12:30 pm  Circumin: The All in One Solution

12:40 - 12:50 pm New Product Showcase LIVE! The Art and Science of Nasal Washing hosted by Nasopure

1:00 - 2:00 pm **Featured Speaker Dr. Dennis Godby - The Run: Moving Natural Medicine Forward**

1:00 - 1:10 pm New Product Showcase LIVE! CJ's - The New Standard in Natural Family Skin Care hosted by CJ's Unique Boutique

1:30 - 2:30 pm  Brain NutriGenomics: Nutrients that Positively Regulate the Brain's Genetic Expression

2:15 - 3:00 pm Media Panel: Trends, Insights and Innovation from the Show Floor

2:40 - 2:50 pm New Product Showcase LIVE! Baby Nasakleen hosted by Nasopure

3:00 - 3:10 pm New Product Showcase LIVE! Raw Power SuperFood Mix: The Solution to Your Customer's Biggest Nutritional Challenge hosted by Raw Power SuperFood Mix

3:15 - 4:15 pm Marketing to Moms: Why She Buys

5:30 - 8:00 pm  President's Reception

SATURDAY, June 16, 2012 – Full schedule available online @ NPAMarketPlace.com

9:00 - 10:00 am Saturday SuperSession - Senator Joe Manchin (D-WV)

10:00 - 11:00 am NPA Annual Business Meeting and Awards Ceremony

10:00 - 11:00 am Private Label Solutions: What Every Retailer Must Know

10:00 - 11:00 am Saturday SuperSession Breakfast

1:00 - 2:00 pm Love, Laugh, Veggies: Fighting Disease with a Plant-Based Diet

2:30 - 3:00 pm **Best of Show Awards**

3:00 - 4:00 pm The New NDI Guidance: What Supplement Retailers Need to Know

 Indicates session is part of Social Media Essential Series  Indicates session is part of Personal Care Series

Education



Keynote Speaker:

Dr. Mimi Guärneri, FCC

Medical Director and Founder of the Scripps Center for Integrative Medicine

Friday, June 15 | 9:00 – 10:00 am

Marco Polo Ballroom

Esteemed cardiologist, and founder of the Scripps Center for Integrative Medicine, Mimi Guärneri takes the reader on a journey of the heart – exploring the emotional heart, able to be crushed by loss; the intelligent heart, with a nervous system all its own; and the spiritual heart, which

yearns for a higher purpose, she skillfully weaves the science and drama of the heart's unfolding. With ground breaking new research and unparalleled experience, Dr. Guärneri reveals the heart as a multi-layered, complex organ and explores the new science that indicates the heart acts as a powerhouse of its own, possessing intelligence, memory, and decision-making abilities that are separate from the mind. Her book, *The Heart Speaks*, includes a poignant collection of stories from heart patients who have benefited from integrative medicine approaches.



Featured Speaker:

Dr. Dennis Godby, NMD

The Run: Moving Natural Medicine Forward

Friday, June 15 | 1:00 – 2:00 pm

Show Floor Theater

Join Dr. Dennis Godby, Naturopathic Doctor, to hear about his mission to bring awareness of naturopathic and alternative medicine to Main Street America. Dr. Godby and 3 members of his family completed a four month, 3,260 mile run from San Francisco to New York City in November 2011, and they spoke to folks about natural medicine all along the way. Hear about their incredible journey here!



Saturday SuperSession Speaker:

Senator Joe Manchin (D-WV)

Saturday, June 16 | 9:00 – 10:00 am

Marco Polo Ballroom

U.S. Senator Joe Manchin (D-WV) was sworn into the United States Senate on November 15, 2010 to fill the seat left vacant by the late Senator Robert C. Byrd. He began his tenure as West Virginia's 34th governor in January 2005, and before that served as a state legislator in West Virginia. As a Senator, Joe Manchin is committed to bringing the spirit of bipartisanship to Washington. As he has done throughout his entire life, he remains committed to working with Republicans and Democrats to find

commonsense solutions to the problems our country faces and is working hard to usher in a new bipartisan spirit in the Senate and Congress.

New this year: New Product Showcase LIVE!

Brand new for NPA MarketPlace! Exhibitors share their science, promote their brand, and do it in 10 minutes flat! This unique opportunity provides an engaged audience of buyers and industry members for exhibitors to market their product to through an onstage presentation. Exhibitors have ten minutes of face time with their targeted demographic to pitch their product and receive immediate feedback afterwards.

Retail Series Topics

1:30 - 5:30 pm The Business of Wellness: Social Media Essentials

Room 102

Social media and online marketing is essential for success in today's marketplace. Don't miss these very special, interactive sessions led by industry professionals to support you in entering, exploring and thriving in the modern world of digital marketing and sales. In one afternoon of accelerated learning, we'll move you from Social Media 101 to Advanced Tools for Retailers with technology geniuses to support you all along the way. Laptop required.

1:30 - 5:30 pm The Business of Wellness: Supplements

Room 103

The global herbal supplements and remedies market is forecast to reach \$93.15 billion by the year 2015, spurred by increasing incidence of aging population and consumer awareness about general health and well being. Over 3 sessions, we'll cover issues related to nutraceuticals and functional foods, ensurance of supplement quality, and the newest green chemistry innovations used in supplement production.

1:30 - 5:30 pm The Science of Wellness: Personal Care

Room 104

The natural personal care market has jumped 50% since 2008 to a 6.6 billion dollar sector of the natural products industry. Don't miss out on the latest scientific discoveries in healthy aging ingredients, natural certification like the NPA Seal, buying trends, and analysis of how you can put this quickly growing sector to work toward profits in your store.

Plan Your Show - It's Easy & Green!



It is New Hope Natural Media's mission to educate and inform consumers about healthier, more sustainable product choices that will enhance lifestyle and reduce the environmental footprint.

This brochure is produced sustainably.

100% recycled, 50% post consumer. Made with wind power. Ancient Forest Friendly
Processed chlorine-free and green-e certified.

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Show Directory

Search and save exhibitor listings, education sessions, and events online at www.NPAMarketPlace.com/directory. Moving this information online allows us to reduce our environmental impact, and assists in providing the most up-to-date information before, during, and after the show.

Create a profile to view access and update your plan on your mobile device at www.NPAMarketPlace.com/mobile.

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Travel & Accommodations

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Official Housing
Partner

ONPEAK

Through our only official housing partner, onPeak, we're providing reduced rates at our official hotel, the Venetian Resort Hotel, and travel discounts for your trip to Las Vegas. When you stay at this five-star, all-suite property, you'll enjoy specially negotiated room rates and be conveniently connected to the Sands Expo & Convention Center. Amenities include over 30 restaurants, an outstanding casino, bars and lounges, seven different pools, the Canyon Ranch Spa and so much more...

Save money and book with ease through the simple-to-use reservation website:
www.NPAMarketPlace.com/travel.

Prefer to book your hotel reservation by phone? No Problem; onPeak's friendly and knowledgeable staff is waiting to help you.

1.800.388.8812 (U.S. Toll-free)

+1 312.527.7300 (International)

8:00 am - 5:00 pm CST

Travel Discounts

Travel discounts may also be available for your airfare and car rentals through onPeak, the official housing vendor for Natural Products Association MarketPlace. These are available when you make your hotel reservation.

Fun and exciting things to do in Las Vegas

Want to learn more about what to do in Las Vegas? Find new restaurants as well as exciting activities. Visit the Travel page at www.NPAMarketPlace.com/travel. Click on the online link, and then on Concierge Services on the top right side of the page.



Before, during and after Natural Products Association MarketPlace, visit www.newhope360.com for the latest trends, operational tactics, products, and consumer concerns to give you the insight you need to grow your business.

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Produced by New Hope Natural Media, a division of Penton Media, Inc.
1401 Pearl Street • Suite 200 • Boulder, CO 80302

Connecting People, Products and Knowledge

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www.NPAMarketPlace.com
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