



About the show

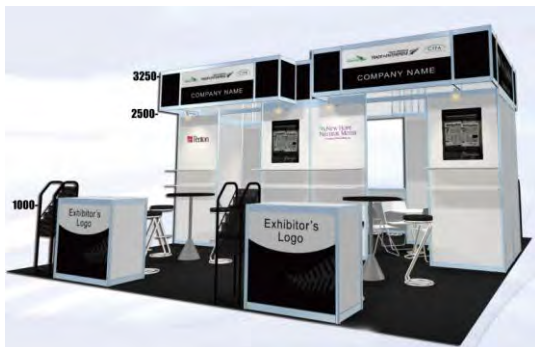
Natural Products Expo Asia is the leading event across Asia for health and sustainability products in all categories, including food (natural, organic and specialty), supplements, herbs, health & beauty, natural living, ingredients and more. Organized by New Hope Natural Media (www.newhope.com), the show includes extensive networking events, a high quality educational program and a tradeshow floor with manufacturers, branded ingredient suppliers, technology companies and service providers. The event attracts exhibitors and attendees from every sector of the natural products industry.

Last year, 327 exhibitors from 27 countries and regions participated in the show and attracted 9,003 trade visitors from 37 countries and regions, generating serious business opportunities.

Reasons to join the show

- **Special pavilion design** - you can join with New Zealand exhibitors in the uniquely designed New Zealand pavilion which includes all the basic furniture you need to showcase your products and a conference area;
- **Special discounts** – members of New Zealand Trade & Enterprise, Natural Products New Zealand and Cosmetic, Toiletry and Fragrance Association of New Zealand can enjoy 10% discount on booth bookings;
- **Free labeling review and advisory service for natural cosmetic, food, dietary supplement exhibitors** – for those wishing to enter the Hong Kong and China market. Services provided by Hong Kong Cosmetic Resources Centre and CMA Testing and Certification Laboratories;
- **eMarketing targeted to Asian buyers** – an email blast featuring company profiles for all New Zealand exhibitors to be sent to the 10,000+ buyers in the Asia Pacific region;
- **Exclusive discounts to attend Nutracon Asia** – enjoy 20% discounts on your Nutracon Asia registration fee;
- **Networking at Natural Products Expo Asia Welcome Reception**- this special event held at the first night of Natural Products Expo Asia will feature food and beverages giving you a great opportunity to connect with professionals and peers from all aspects of the natural and organic products community.

New Zealand Pavilion Exhibitor Packages:



New Zealand Pavilion 3m x 3m booth perspective

Option 1 : 3m x 3m booth in the New Zealand Pavilion Included in the package:

- ❖ Special booth design of New Zealand identity
- ❖ Basic Fit-out: Fascia Board, Compact Fluorescent Lamp x 2, Flat Shelf x 4, Lockable Cupboard x 1, Bar Stools x 4, Bar Table x 1, Power Outlet x 1, Waste Basket x 1, Carpeted Floor, Catalog Rack x 1
- ❖ Access to pavilion facilities including shared Meeting Area
- ❖ 5 exhibit hall entry badges
- ❖ Pre-show marketing promoting your company as an New Zealand Exhibitor

Participating Fee: US\$ 3,978

Important Information

Date: August 26-28, 2010

Location: Hong Kong Convention & Exhibition Centre

Education: Nutracon Asia 2010

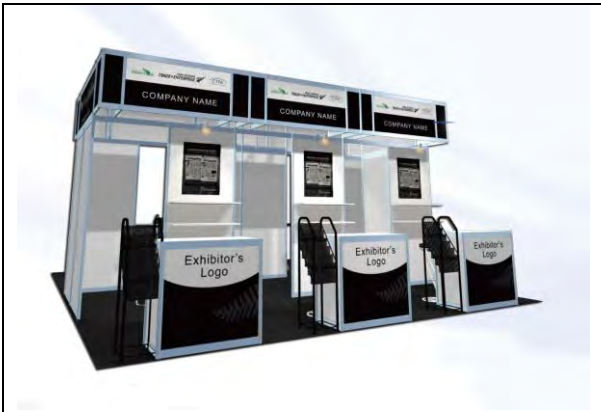
www.NaturalProductsAsia.com

Exhibit Profile

- Supplements
- Foods & beverages
- Natural personal care
- Healthcare
- Eco-living
- Herbs & traditional Chinese medicine
- Baby products
- Pet products
- Ingredients
- Supply related services and machinery

Supporting Association:

- Natural Products New Zealand
- Cosmetic, Toiletry and Fragrance Association of New Zealand



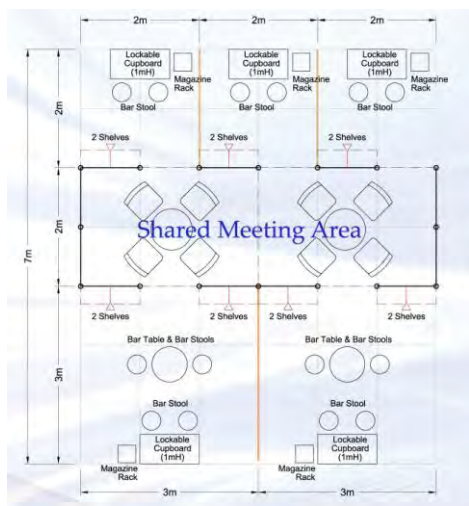
Option 2 - 2m x 2m booth in the New Zealand Pavilion

Included in the package:

- ❖ Special booth design of New Zealand identity
- ❖ Basic Fit-out: Fascia Board, Compact Fluorescent Lamp x 1, Flat Shelf x 2, Lockable Cupboard x 1, Bar Stools x 2, Power Outlet x 1, Waste Basket x 1, Carpeted Floor, Catalog Rack x 1
- ❖ Access to pavilion facilities including shared Meeting Area
- ❖ 3 exhibit hall entry badges
- ❖ Pre-show marketing promoting your company as an New Zealand Exhibitor

Participating Fee: US\$2,570

New Zealand Pavilion 2m x 2m booth perspective



New Zealand Pavilion Floor Plan

Please note: (1) A minimum of 5 participating companies is required for proceeding with the New Zealand Pavilion; (2) Where demand for space exceeds the space available, Expo Asia reserves the right to accept or reject any application and to allocate space in accordance with the overall design, the limitations of the venue and any other special circumstances that might arise; (3) If participating companies are less than 5, Expo Asia will assign other separate booths for the New Zealand exhibitors.

How to apply

For more information on Expo Asia:

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For more information and to book your space in the New Zealand Pavilion, contact:

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