



Natural Products Expo WEST from Penton

Natural Products Expo West, the largest natural and organic trade show, brings attendees a World of Goods – thousands of new products, cutting-edge trends, engaging speakers, informative seminars and endless networking opportunities.

SEGMENTS

144,626	Total Universe / Universe Rate	\$225.00/M
105,884	Records with Phones	+ \$60.00/M
36,236	Email Records	\$375.00/M
	Transmission	+ \$50.00/M

MEDIA TYPE

Business



SOURCE

Attendees

GEOGRAPHY

USA

MAINTENANCE

Market Entry	02/05/2014
New to Manager	07/21/2015
Counts Through	07/21/2015

DATA CARD MAINTENANCE

New To System	07/21/2015
Last Update	07/29/2015
Next Update	10/31/2015
Update Frequency	QUARTERLY

DESCRIPTION

Natural Products Expo West is the premier trade show for the healthy products industry. Co-located with SupplyExpo, the Nutracon conference, the Healthy Baking Seminar and the Fresh Ideas Organic Marketplace, these combined events showcase the entire value chain of healthy products from start to finish, identifying the bestsellers of today and the trends of tomorrow. Natural Products Expo West is ranked as one of the top 100 shows in the US and one of the fastest 50 growing tradeshow in the US and Canada.

See Also: Natural Foods Merchandiser, Natural Products Expo East, Supply Expo.

Primary Job Function	Postal	Email
President / V P/ Exec/ Owner / Partner / Principal	22348	9815
Manager / Co-owner / Supervisor	17251	6008
Buyer	18951	6154
Broker	1384	295
Marketing / Sales	6752	1491
Administrator	2908	1295
Associate	7022	2536
Coordinator	1602	626
Director	4747	2220
Doctor / Ph D	1206	675
Executive	5669	2762
Specialist / Consultant	4237	2058

Title Category	Postal	Email
Top Management	52290	23609
Middle/administrative Management	31708	12635
Financial Management	18032	6082
Sales & Marketing Management	37267	13967
Information Technology (it) Professionals	1235	458
Production Management	2215	748

Engineering Management	2948	1167
Professionals	17422	7488
All Other Management	2039	822
Vp-level	8366	3523
Director-level	11650	4903
Manager-level	26836	10818
Assistant -level	2443	844
Human Resources	406	176
Purchasing	1862	817
Retired	3	1
Senior (c-level Or Higher)	29166	14077
Students	333	140
Education	218	83
Medical	2353	1090
Lawyers	179	75

Year Started	Postal	Email
Prior To 1900	44	18
1901-1950	280	114
1951-1975	1496	486
1976-1990	5293	1652
1991-2000	7160	2586
2001-2005	6486	2310
2006-2010	14575	5552
2011+	9775	3679

Areas Specify/Recommended/Influence Purchasing	Postal	Email
Bulk	10	2
Health & Beauty	30655	13405
Herbs / Botanicals	15614	8683
Ingredients	25300	11383
Organics	34240	14962
Pet Products	11723	4934
Vegetarian	20178	8551
Wine, Beer And Spirits	8544	3467
Dietary Supplements / Nutraceutical	25909	11343
Vitamin / Mineral	18221	9816
Natural Living	25645	9847
Lab / Testing	4892	2838
Private Label / Contract Manufacturer	17024	7438
Professional / Practitioner Products	6093	3583
Functional / Healthy Beverage / Dairy	18743	10068
Natural & Specialty Foods	27893	12247
O T C Pharmaceuticals	2967	1695
Multi-level Marketing	2549	1423

Eco Products	8033	4247
Healthy Ethnic Foods	28399	9935
International Products	13065	5393

Job Function Secondary	Postal	Email
Supply Chain Manager / Ingredient Purchasing	819	355
Business Development	11907	5642
Company Executive / Owner / Partner	249	73
Regulatory Affairs	378	193
Marketing / Brand Manager	7296	3158
Sales	18301	7743
Research	2230	1037
Formulator / Product Technologist / Development	728	181
Q A / Q C	615	290
Human Resources	421	200
Accounting	1813	873
Advocacy	684	349
Buyer - Herbal	2869	1213
Buyer - Produce	2433	987
Buyer - Vitamins / Supplements	6254	2668
Creative / Design	1268	668
I T / Digital/ Web	593	284
Innovation	1328	601
Operations	6690	3223
Public Relations	693	327
Product Development	4430	2212
Scientist / Formulator / Technologist	798	397

Primary Job Function	Postal	Email
President / V P/ Exec/ Owner / Partner / Principal	22348	9815
Manager / Co-owner / Supervisor	17251	6008
Buyer	18951	6154
Broker	1384	295
Marketing / Sales	6752	1491
Administrator	2908	1295
Associate	7022	2536
Coordinator	1602	626
Director	4747	2220
Doctor / Ph D	1206	675
Executive	5669	2762
Specialist / Consultant	4237	2058

Product Category	Postal	Email
Bulk	5027	2590
Grocery	10816	5181

Health & Beauty	15974	8792
Herbs / Botanicals	10222	5412
Ingredients	16174	8298
Organics	14978	8551
Pet Products	6252	3477
Vitamin / Mineral	10880	5606
Natural Living	4207	2959
Functional / Healthy Beverage / Dairy	730	439
O T C Pharmaceuticals	297	176
Multi-level Marketing	4	1
Healthy Ethnic Foods	7125	3653

Product Sub-Category	Postal	Email
Alcoholic Beverages	0	1
Allergy-free Grocery Products	12	4
Asian	1	1
Baby Food	2	1
Baked Goods/ Breads	8	3
Bottled Waters	6	2
Bulk Beans/ Legumes	3	2
Bulk Cereals	4	4
Bulk Coffees	3	1
Bulk Dried Fruit/ Vegetables	4	3
Bulk Flour	2	1
Bulk Grains	2	0
Bulk Herbs	3	2
Bulk Honey/ Syrup	4	2
Bulk Nuts/ Seeds	1	0
Bulk Oil	5	2
Bulk Pastas	1	1
Bulk Produce	0	1
Bulk Spices/ Seasonings	2	1
Bulk Sweeteners	1	0
Bulk Tea	1	1
Canned Goods	3	1
Chips	1	0
Cocoa	1	1
Coffee	2	1
Condiments	2	1
Confections/ Desserts	4	1
Cookies	2	1
Crackers/ Chips	3	2
Dairy-free Products	11	7
Dietetic Foods	0	1
Egg-free Products	3	3
Ethnic	4	2
Fiber/ Energy Snacks	4	1

Flavorings	1	0
Flour	3	1
Food Service Ready	6	3
Full Line Bulk	2	1
Full Line Grocery	2	0
Full Line Organic Grocery	1	1
Functional Beverages	3	1
Gluten/ Wheat/ Yeast-free Prod	9	9
Herbal Teas	2	0
Juices	1	1
Kosher/ Parve Products	2	2
Organic Beverages/ Juices	2	1
Organic Bulk Foods	7	4
Organic Bulk Ingredients	9	5
Organic Dairy Products	3	1
Organic Processed/ Packaged Fo	1	0
Packaged Beans/ Legumes	1	1
Packaged Convenience Foods	1	0
Packaged Dried Fruit/ Vegetabl	4	2
Packaged Nuts/ Seeds	1	1
Packaged Oils	1	0
Preserves/ Jams/ Jellies	1	0
Rice Products	1	1
Sauces	1	1
Snack Bars	2	0
Snacks	4	4
Soft Drinks	1	1
Soy Beverages	1	0
Soy Foods	1	1
Specialty/ Gourmet Products	3	4
Sweeteners	1	1
Tea	4	4
Vegan Foods	4	1
Vinegars/ Salad Dressings	1	0

Products Manufactured	Postal	Email
Bulk	1	0
Health & Beauty	361	112
Herbs / Botanicals	390	137
Ingredients	172	89
Organics	505	175
Pet Products	187	67
Vegetarian	15	10
Wine	2	0
Dietary Supplements / Nutraceuticals	937	349
Vitamin / Mineral	506	164
Natural Living	9	4
Lab / Testing	141	52

Private Label / Contract Manufacturer	409	140
Professional / Practitioner Products	83	30
Functional / Healthy Beverage / Dairy	468	153
Natural & Specialty Foods	765	239
O T C Pharmaceuticals	102	43
Multi-level Marketing	121	42
Eco Products	233	100
Healthy Ethnic Foods	7	2
International Products	192	83

Show Code	Postal	Email
Expo West 2012 Exhibitor	629	315
Expo West 2013 Exhibitor	3402	1899
Expo West 2014 Exhibitors	19447	10100
Expo West 2015 Exhibitors	1716	1133
New Hope Non-exhibiting Manufacturers	1663	757
N P E W Media List - D N R	1067	698
Nutracon 2010	174	62
Nutracon 2012	112	58
Nutracon 2013	224	115
Nutracon 2009	73	23
Supply Expo 2010	2270	786
Supply Expo 2011	3281	1233
Engredea 2012	3644	1561
Engredea 2013	3796	1973
Supply Expo 2009	1884	480
Expo West 2010	21912	6094
Expo West 2011	39864	12394
Expo West 2012	43712	16431
Expo West 2013	43009	20166
Expo West 2014	40598	20414
Expo West 2015	8090	5711
Expo West 2009	16123	2965
Engredea Exhibitors 2013	1768	967
Engredea Exhibitors 2014	2118	1185
Engredea Exhibitors 2015	123	72

State	Postal	Email
Alberta	285	159
Alaska	47	30
Alabama	60	34
Arkansas	238	94
Arizona	2907	1099
British Columbia	1774	848
California	94035	35305
Colorado	3684	1500
Connecticut	952	417

District Of Columbia	485	222
Delaware	71	28
Florida	3674	1527
Georgia	990	454
Hawaii	701	290
Iowa	553	219
Idaho	499	194
Illinois	3581	1308
Indiana	438	175
Kansas	388	165
Kentucky	247	113
Louisiana	134	58
Massachusetts	1541	681
Manitoba	161	101
Maryland	816	314
Maine	164	68
Michigan	1113	453
Minnesota	1862	874
Missouri	788	324
Mississippi	39	18
Montana	378	140
New Brunswick	49	14
North Carolina	1159	521
North Dakota	193	71
Nebraska	190	67
New Hampshire	452	172
New Jersey	4114	1642
New Mexico	405	153
Nova Scotia	81	36
Nevada	1504	604
New York	6404	2638
Ohio	1182	445
Oklahoma	143	59
Ontario	1355	661
Oregon	2658	1087
Pennsylvania	1601	646
Prince Edward Island	13	10
Puerto Rico	87	48
Quebec	549	278
Rhode Island	450	201
South Carolina	195	103
South Dakota	79	34
Saskatchewan	145	87
Tennessee	403	161
Texas	3445	1410
Utah	2455	927
Virginia	660	266
Virgin Islands	7	6

Vermont	543	222
Washington	3585	1395
Wisconsin	1395	515
West Virginia	49	20
Wyoming	85	34

Penton reaches 16 markets, over 18MM professionals, and has touch points for virtually every industry. **Their diverse portfolio of properties can help you reach your target audience.**

Advertising:

For other Advertising opportunities please

visit: <http://www.penton.com/OurMarkets/HealthyLifestyle/tabid/84/Default.aspx>

(nutrition, lifestyle, organic, healthy living, convention)

PROFILE

Primary Job Function (15.00/M)

President,Vp,Corporate Exec,Owner,Partner,Pri	15,190	
Mgr (store,General,Dept.),Asst Mgr,Co-owner,S	9,216	
Buyer: Produce,Herb,Supplement/vitamin	8,338	
Broker	1,911	
Marketing Director,Marketing Manger,Sales Manage	7,572	

State (10.00/M)

	Postal	Email
Alberta	285	159
Alaska	47	30
Alabama	60	34
Arkansas	238	94
Arizona	2,907	1,099
British Columbia	1,774	848
California	94,035	35,305
Colorado	3,684	1,500
Connecticut	952	417
District Of Columbia	485	222
Delaware	71	28
Florida	3,674	1,527
Georgia	990	454
Hawaii	701	290
Iowa	553	219
Idaho	499	194
Illinois	3,581	1,308
Indiana	438	175
Kansas	388	165
Kentucky	247	113

<i>Louisiana</i>	134	58
<i>Massachusetts</i>	1,541	681
<i>Manitoba</i>	161	101
<i>Maryland</i>	816	314
<i>Maine</i>	164	68
<i>Michigan</i>	1,113	453
<i>Minnesota</i>	1,862	874
<i>Missouri</i>	788	324
<i>Mississippi</i>	39	18
<i>Montana</i>	378	140
<i>New Brunswick</i>	49	14
<i>North Carolina</i>	1,159	521
<i>North Dakota</i>	193	71
<i>Nebraska</i>	190	67
<i>New Hampshire</i>	452	172
<i>New Jersey</i>	4,114	1,642
<i>New Mexico</i>	405	153
<i>Nova Scotia</i>	81	36
<i>Nevada</i>	1,504	604
<i>New York</i>	6,404	2,638
<i>Ohio</i>	1,182	445
<i>Oklahoma</i>	143	59
<i>Ontario</i>	1,355	661
<i>Oregon</i>	2,658	1,087
<i>Pennsylvania</i>	1,601	646
<i>Prince Edward Island</i>	13	10
<i>Puerto Rico</i>	87	48
<i>Quebec</i>	549	278
<i>Rhode Island</i>	450	201
<i>South Carolina</i>	195	103
<i>South Dakota</i>	79	34
<i>Saskatchewan</i>	145	87
<i>Tennessee</i>	403	161
<i>Texas</i>	3,445	1,410
<i>Utah</i>	2,455	927
<i>Virginia</i>	660	266
<i>Virgin Islands</i>	7	6
<i>Vermont</i>	543	222
<i>Washington</i>	3,585	1,395
	1,395	515

Wisconsin		
West Virginia	49	20
Wyoming	85	34

Number of Employees (15.00/M)

1 To 4	13,642	
5 To 9	4,806	
10 To 19	2,772	
20 To 49	2,625	
50 To 99	1,767	
100 To 249	1,552	
250 To 499	777	
500 To 999	404	

Year Started

	Postal	Email
Prior To 1900	44	18
1901-1950	280	114
1951-1975	1,496	486
1976-1990	5,293	1,652
1991-2000	7,160	2,586
2001-2005	6,486	2,310
2006-2010	14,575	5,552
2011+	9,775	3,679

Title Category

	Postal;	Email
Top Management	52,290	23,609
Middle/administrative Management	31,708	12,635
Financial Management	18,032	6,082
Sales & Marketing Management	37,267	13,967
Information Technology (it) Professionals	1,235	458
Production Management	2,215	748
Engineering Management	2,948	1,167
Professionals	17,422	7,488
All Other Management	2,039	822
Architectural Design	0	0
Vp-level	8,366	3,523
Director-level	11,650	4,903
Manager-level	26,836	10,818
Assistant -level	2,443	844
Human Resources	406	176
Purchasing	1,862	817
Retired	3	1

Senior (c-level Or Higher)	29,166	14,077
Students	333	140
Education	218	83
Medical	2,353	1,090
Lawyers	179	75

Areas Specify/Recommended/Influence Purchasing

	Postal	Email
Bulk	10	2
Health & Beauty	30,655	13,405
Herbs / Botanicals	15,614	8,683
Ingredients	25,300	11,383
Organics	34,240	14,962
Pet Products	11,723	4,934
Vegetarian	20,178	8,551
WineBeer And Spirits	8,544	3,467
Dietary Supplements / Nutraceutical	25,909	11,343
Vitamin / Mineral	18,221	9,816
Natural Living	25,645	9,847
Lab / Testing	4,892	2,838
Private Label / Contract Manufacturer	17,024	7,438
Professional / Practitioner Products	6,093	3,583
Functional / Healthy Beverage / Dairy	18,743	10,068
Natural & Specialty Foods	27,893	12,247
O T C Pharmaceuticals	2,967	1,695
Multi-level Marketing	2,549	1,423
Eco Products	8,033	4,247
Healthy Ethnic Foods	28,399	9,935
International Products	13,065	5,393

job function secondary

	Postal	Email
Supply Chain Manager / Ingredient Purchasing	819	355
Business Development	11,907	5,642
Company Executive / Owner / Partner	249	73
Regulatory Affairs	378	193
Marketing / Brand Manager	7,296	3,158
Sales	18,301	7,743
Research	2,230	1,037
Formulator / Product Technologist / Development	728	181
Q A / Q C	615	290

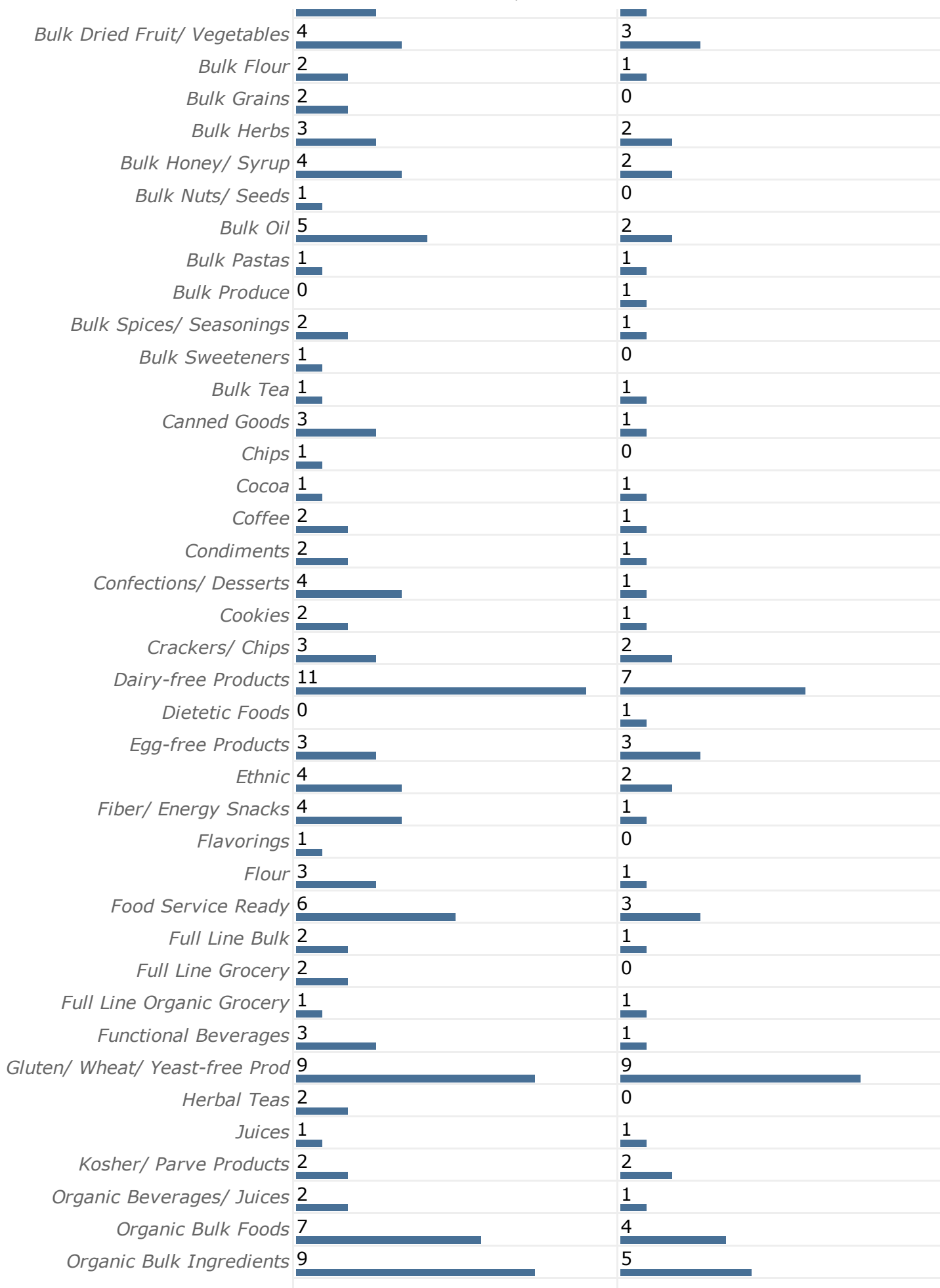
<i>Human Resources</i>	421	200
<i>Accounting</i>	1,813	873
<i>Advocacy</i>	684	349
<i>Buyer - Herbal</i>	2,869	1,213
<i>Buyer - Produce</i>	2,433	987
<i>Buyer - Vitamins / Supplements</i>	6,254	2,668
<i>Creative / Design</i>	1,268	668
<i>I T / Digital/ Web</i>	593	284
<i>Innovation</i>	1,328	601
<i>Operations</i>	6,690	3,223
<i>Public Relations</i>	693	327
<i>Product Development</i>	4,430	2,212
<i>Scientist / Formulator / Technologist</i>	798	397

Product Category

	<i>Postal</i>	<i>Email</i>
<i>Bulk</i>	5,027	2,590
<i>Grocery</i>	10,816	5,181
<i>Health & Beauty</i>	15,974	8,792
<i>Herbs / Botanicals</i>	10,222	5,412
<i>Ingredients</i>	16,174	8,298
<i>Organics</i>	14,978	8,551
<i>Pet Products</i>	6,252	3,477
<i>Vitamin / Mineral</i>	10,880	5,606
<i>Natural Living</i>	4,207	2,959
<i>Functional / Healthy Beverage / Dairy</i>	730	439
<i>O T C Pharmaceuticals</i>	297	176
<i>Multi-level Marketing</i>	4	1
<i>Healthy Ethnic Foods</i>	7,125	3,653

Product Sub-Category

	<i>Postal</i>	<i>Email</i>
<i>Alcoholic Beverages</i>	0	1
<i>Allergy-free Grocery Products</i>	12	4
<i>Asian</i>	1	1
<i>Baby Food</i>	2	1
<i>Baked Goods/ Breads</i>	8	3
<i>Bottled Waters</i>	6	2
<i>Bulk Beans/ Legumes</i>	3	2
<i>Bulk Cereals</i>	4	4
<i>Bulk Coffees</i>	3	1



<i>Organic Dairy Products</i>	3	1
<i>Organic Processed/ Packaged Fo</i>	1	0
<i>Packaged Beans/ Legumes</i>	1	1
<i>Packaged Convenience Foods</i>	1	0
<i>Packaged Dried Fruit/ Vegetabl</i>	4	2
<i>Packaged Nuts/ Seeds</i>	1	1
<i>Packaged Oils</i>	1	0
<i>Preserves/ Jams/ Jellies</i>	1	0
<i>Rice Products</i>	1	1
<i>Sauces</i>	1	1
<i>Snack Bars</i>	2	0
<i>Snacks</i>	4	4
<i>Soft Drinks</i>	1	1
<i>Soy Beverages</i>	1	0
<i>Soy Foods</i>	1	1
<i>Specialty/ Gourmet Products</i>	3	4
<i>Sweeteners</i>	1	1
<i>Tea</i>	4	4
<i>Vegan Foods</i>	4	1
<i>Vinegars/ Salad Dressings</i>	1	0

Products Manufactured

	<i>Postal</i>	<i>Email</i>
<i>Bulk</i>	1	0
<i>Health & Beauty</i>	361	112
<i>Herbs / Botanicals</i>	390	137
<i>Ingredients</i>	172	89
<i>Organics</i>	505	175
<i>Pet Products</i>	187	67
<i>Vegetarian</i>	15	10
<i>Wine</i>	2	0
<i>Dietary Supplements / Nutraceuticals</i>	937	349
<i>Vitamin / Mineral</i>	506	164
<i>Natural Living</i>	9	4
<i>Lab / Testing</i>	141	52
<i>Private Label / Contract Manufacturer</i>	409	140
<i>Professional / Practitioner Products</i>	83	30
<i>Functional / Healthy Beverage / Dairy</i>	468	153
<i>Natural & Specialty Foods</i>	765	239
<i>O T C Pharmaceuticals</i>	102	43

<i>Multi-level Marketing</i>	121	42
<i>Eco Products</i>	233	100
<i>Healthy Ethnic Foods</i>	7	2
<i>International Products</i>	192	83

SELECTS

Bus/Industry Type	\$15.00/M
Primary Job Function	\$15.00/M
Product	\$15.00/M
SCF	\$10.00/M
State	\$10.00/M
Zip	\$10.00/M
Areas	\$15.00/M
Specify/Recommend/Influence	\$15.00/M
Purchasing	
Number of Employees	\$15.00/M
Sales Volume	\$15.00/M
One Per Company	\$15.00/M
Show Code	\$15.00/M
Year Started	
Title Category	
Areas	
Specify/Recommended/Influence	
Purchasing	
job function secondary	
Product Category	
Product Sub-Category	
Products Manufactured	

GENDER

Male	47%
Female	38%

AVERAGE INCOME

Value	not available
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MINIMUM ORDER

Minimum Quantity	5,000
Minimum Price	\$0.00

NET NAME ARRANGEMENTS

Net Name is allowed	
Floor	0%
Minimum Quantity	0
Run Charges	\$10.00/M

EXCHANGES

Exchange is not allowed

REUSE

Please inquire

CANCELLATION

Charges	\$50.00/F
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CANCELLATION INSTRUCTIONS

All orders cancelled before the mail date will incur a \$50/F Cancellation fee, \$10/M Run Charges plus applicable media and shipping fees. No cancellations will be accepted after the mail date.

KEY CODING

Key Coding is available	
Charges	\$3.00/M

ADDRESSING

EMAIL	\$75.00/F
FTP	\$75.00/F

SPECIAL INSTRUCTIONS