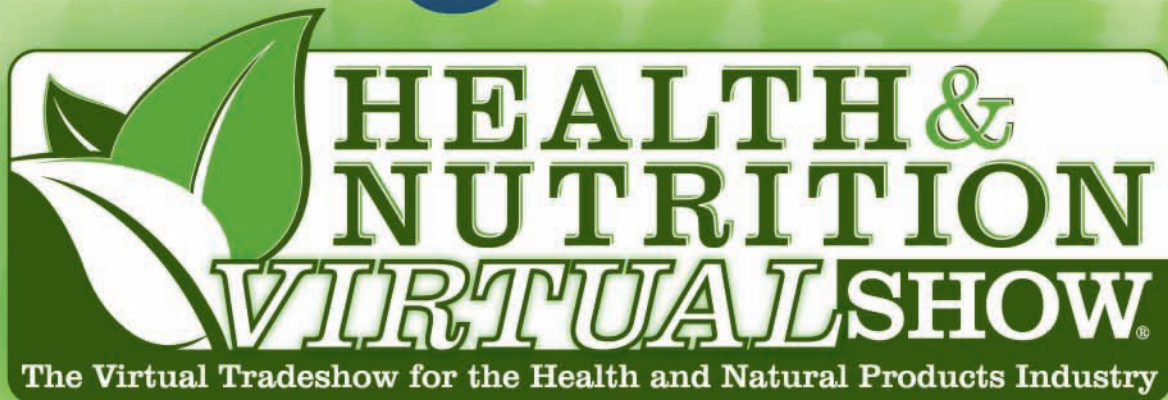


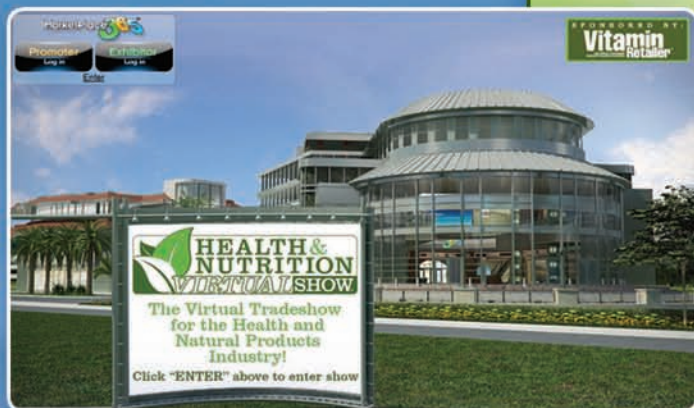
The Health & Nutrition Show is **Going Virtual!**



December 1, 2011 to January 31, 2012

**It's the Online Event of the Year for the
Natural Products Industry!**

Retailers • Brokers • Distributors • Manufacturers • Ingredient Suppliers



- Virtual Exhibits
- Product Education
- Networking
- Lead Generation

**See inside for exhibitor and
sponsorship information...**

To exhibit call:
Russ Fields, 732-432-9600, ext. 102
Roy Kieffer, 719-358-9838

The Health & Nutrition Virtual Show: An Exciting New Marketing Opportunity For Your Company!

After six years as a traditional in-person event, the Health & Nutrition Show is going completely virtual in 2011! As an exhibitor, your company can be a part of the natural product industry's most exciting new marketing and educational opportunity – at a fraction of the cost to exhibit at a traditional trade show.

The Health & Nutrition Virtual Show will showcase the entire natural products industry – from manufacturers to distributors to ingredient suppliers – creating an online B-to-B trade show where all industry members can go to discover new vendors and new products, and where they will find information and educational resources to enhance their industry knowledge.

Most important, the Virtual Health & Nutrition Show will function as a very powerful Lead Generation Tool for exhibitors. Every time one of our show's qualified attendees clicks on an exhibitor's booth, that action will automatically generate a lead for the exhibitor, and that lead will be sent to the exhibitor along with full contact information about the attendee.



Conveniently, attendees can visit our virtual trade show at any time or day of the week, from the comfort of their home or store/office computer. And from the store owner to manager, department head or clerk, a retail operation's entire staff can attend our virtual trade show for free! Unlike traditional in-person events, attendees will come back day after day to visit our virtual trade show as we announce and make available new educational content in our Auditorium, Learning Center, and Media Library.

It goes without saying that a virtual trade show saves exhibitors a LOT of money, with no expenses for hotels, food, airfare, shipping costs, time away from the office, etc. Exhibitor pricing for our virtual show starts at just \$1500 – covering two full months (December, 2011 and January, 2012) of exhibiting at our virtual trade show.

Don't miss this online marketing event of the year for the natural products industry! Brought to the marketplace by *Vitamin Retailer*, *Organic Products Retailer* and *Nutrition Industry Executive* magazines.

The Health & Nutrition Virtual Show Will Feature:

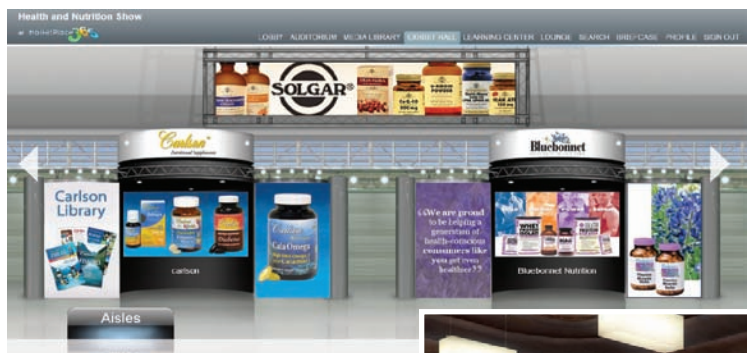
- **Exhibition Hall** – Attendees can “walk the aisles” where they can click on a company’s virtual booth to visit exhibitors, obtain product information, place orders, request additional information, and more! A video or Powerpoint presentation at exhibitor booths adds to the excitement.

The show floor will feature individual pavilions for **Manufacturers, Distributors/Wholesalers, Ingredient Suppliers, Brokers, and Industry Consultants**. Aisles are broken out by product category (supplements, food, HBA, etc.), allowing attendees to easily locate the products and companies they want to find.

- **Education** – Our virtual show’s Auditorium and Learning Center will feature educational videos from keynote speakers, along with informative webinars and webcasts to attract and hold the interest of attendees.

- **Networking** – The virtual show’s Lounge is where attendees and exhibitors can “chat” as a group or individually.

- **Media Library** – Exhibitors can distribute their press releases and articles to attendees and industry media.

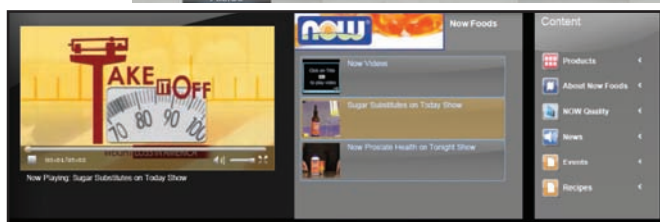


To see a demo of our virtual trade show please go to:
www.MarketPlace365.com/manage/HealthandNutritionShow

There's almost no limit to how much content exhibitors can feature at their virtual booth! Showcase your company's products, brochures, catalogs, specials, press releases...and even feature a welcome video or Powerpoint presentation. Best of all, you don't need to be a tech wizard to set up your virtual booth...it's very similar and just as easy as setting up a Facebook page!

All Virtual Booths Include:

- Welcome video or audio clip from exhibitor
- Detailed company product info and photos
- Brochures, catalogs and promotional materials
- General company info, i.e., how to order
- List of distributors and brokers
- Company news and new product announcements
- Key contact info and built-in email
- Direct "chatting" with booth visitors
- Links to exhibitor's website, Facebook, Twitter, etc.



Reaching Out To Thousands Natural Product Industry Members



Our company's marketing outreach program targets health product retailers, distributors, manufacturers, health professionals and other all other industry members through advertisements in *Vitamin Retailer*, *Organic Products Retailer*, and *Nutrition Industry Executive* magazines, as well as via our email, e-newsletters, social networking and direct mail campaign. From now through December, 2011, we will be spreading the word about the Health & Nutrition Virtual Show to the entire natural products industry! **Show traffic is expected to be strong as attendees look for new products, show specials, product education, and (virtually) everything else typically found at a trade show.**

Virtual Exhibitor Booth Pricing

Choose an exhibitor package that best suits your company's budget and promotional needs. And remember, your exhibitor package covers the entire two full months (December, 2011–January, 2012) of our virtual trade show!

Basic Virtual Exhibitor Booth — \$1500

- Virtual booth located in one product aisle (does not include Featured Exhibitor Aisle)
- Listing in exhibitor directory in show lobby

Exhibition Hall Add-Ons:

- Additional Product Aisle — \$100 per aisle
- Featured Exhibitor Aisle — \$250 (first aisle show visitors will see)
- Aisle Billboard— \$250 (rotates throughout Exhibition Hall with link to booth)

Sponsorship Packages

These optional sponsorship packages provide exhibitors with additional marketing opportunities at the virtual trade show, allowing companies to feature a promotional video or speaker in the Learning Center, and to place press releases and articles in the Media Library. **Includes booth location in Featured Exhibitor Aisle.**

Bronze — \$500

- Booth included in Featured Exhibitor Aisle
- 1 Learning Center speaker video or PPT
- 1 Media Library press release or article

Silver — \$750

- Booth included in Featured Exhibitor Aisle
- 2 Learning Center speaker videos or PPT
- 2 Media Library press releases or articles
- Company logo on tradeshow website

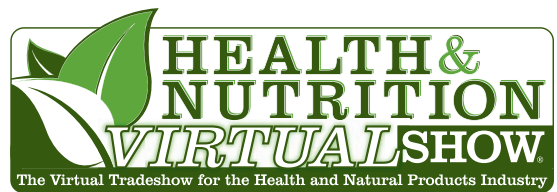
Gold — \$1000

- Booth included in Featured Exhibitor Aisle
- 3 Learning Center speaker videos or PPT
- 3 Media Library press releases or articles
- Company logo on tradeshow website
- **Show Sponsor Banner (rotating) in Virtual Show Lobby**



Reserve Your Virtual Booth Space Today!
Just Fill Out the Contract on the Reverse Page,
or Call One of Our Sales Reps
Russ Fields, 732-432-9600, ext. 102
Roy Kieffer, 719-358-9838

EXHIBITOR CONTRACT



Please Complete and Mail To: **TLC Tradeshow Productions** • P.O. Box 1845, Ojai, CA 93024
 Or Fax To: **(805) 646-5020** • Exhibit Dates: **December 1, 2011 to January 31, 2012**

Please Print All Information Clearly Below. Questions? Call TLC at (805) 646-4373

1. Company Name: _____

2. Exhibiting As (if different from above): _____

3. Address: _____

4. City/State/Zip: _____

5. Phone: _____ 6. Fax: _____

7. Virtual Tradeshow Coordinator: _____

8. Tradeshow Coordinator's Email: _____

9. Preferred Method To Contact Tradeshow Coordinator: Phone E-mail Fax

10. Products To Be Exhibited (brand and type): _____

11. VIRTUAL EXHIBITOR BOOTH PRICING (choose one)

Basic Virtual Exhibitor Booth\$1,500
 Virtual booth located in one product aisle (does not include Featured Exhibitor Aisle); listing in exhibitor directory in show lobby

Exhibition Hall Add-Ons:

Additional Product Aisle (per aisle)\$100

Featured Exhibitor Aisle\$250
 (first aisle show visitors will see)

Aisle Billboard\$250
 (rotates throughout product aisles with link to booth)

TOTAL EXHIBITOR FEES: \$ _____

12. SELECT YOUR AISLE(S):
 Please note the correct number of aisles that correspond to your Exhibitor Package

Vitamins/Minerals
 Herbs
 Sports Nutrition
 Natural Remedies
 Specialty Supplements
 Natural & Organic Foods
 Health & Beauty Aids
 Ingredient/Raw Material Suppliers
 Wholesalers/Distributors
 Brokers
 Consultants
 Associations/Organizations
 Featured Exhibitor Aisle

13. SPONSORSHIP PACKAGES

Bronze\$500

- Booth included in Featured Exhibitor Aisle
- 1 Learning Center speaker video or PPT
- 1 Media Library press release or article

Silver\$750

- Booth included in Featured Aisle
- 2 Learning Center speaker videos or PPT
- 2 Media Library press releases or articles
- Company logo on tradeshow website

Gold\$1000

- Booth included in Featured Aisle
- 3 Learning Center speaker videos or PPT
- 3 Media Library press releases or articles
- Company logo on tradeshow website
- Show Sponsor Banner (rotating) in Virtual Show Lobby**

14. METHOD OF PAYMENT (Make Checks Payable To: TLC Tradeshow Productions, Inc.)

Total Amount: \$ _____ Will Pay By Check - Please Send Invoice **Credit Card:** Master Card Visa Amex

Card #: _____ Exp. Date: _____

Name on Card: _____ Signature: _____

15. EXHIBITOR ACCEPTANCE
 We agree to abide by all Rules and Regulations of the Health & Nutrition Virtual Show.

Print Name/Title: _____ Signature: _____ Date: _____