

PART II OPTIONS OF PARTICIPATION:

1. Booth

Option	Booth Type	Price	Quantity	Cost
Type 1	Maximum Exposure Package <ul style="list-style-type: none"> ● 4m x 3m Premium Booth x 1 ● Deluxe Product Showcase x 1 ● Product Highlight at Show Directory ● One Time Banner Advertising at E-Newsletter 	US\$5,350 / HK\$41,730		
Type 2	4m x 3m Premium Booth <ul style="list-style-type: none"> ● Premium Fascia Board ● Compact Fluorescent Lamp x 4 ● Flat Shelf x 8 ● Square Table x 1 ● Folding Chair x 4 ● Power Outlet x 1 ● Lockable Cabinet x 4 ● Carpet ● Waste Basket x 1 	US\$5,100 / HK\$39,780		
Type 3	3m x 3m Standard Booth <ul style="list-style-type: none"> ● Fascia Board ● Compact Fluorescent Lamp x 2 ● Flat Shelf x 3 ● Square Table x 1 ● Folding Chair x 3 ● Power Outlet x 1 ● Information Counter x 1 ● Carpet ● Waste Basket x 1 	US\$3,825 / HK\$29,835		
Type 4	2m x 2m Basic Booth <ul style="list-style-type: none"> ● Fascia Board ● Compact Fluorescent Lamp x 1 ● Flat Shelf x 2 ● Folding Chair x 1 ● Power Outlet x 1 ● Information Counter x 1 ● Carpet ● Waste Basket x 1 	US\$2,520 / HK\$19,656		
Type 5	Raw Space (<i>min. 18 SQM</i>)	US\$383 / HK\$2,989 per SQM		
* Corner location with 2-side open		Surcharge US\$200 / HK\$1,560		
Booth No.:				

2. Sponsorship / Marketing

Option	Show Directory Advertising	Price	Quantity	Cost
Type A	Inside Front / Back Cover	US\$1,500 / HK\$11,700		
Type B	Full Page 4C	US\$1,300 / HK\$10,140		
Type C	Half Page 4C	US\$1,000 / HK\$7,800		
Type D	Product Highlight	US\$800 / HK\$6,240		
Option	Web Advertising	Price	Quantity	Cost
Type E	Banner Advertising	US\$1,000 / HK\$7,800		
Option	e-Mail Marketing	Price	Quantity	Cost
Type F	One Time Banner Advertising at E-Newsletter	US\$200 / HK\$1,560		
Option	Others	Price	Quantity	Cost
Type G	Show Bag Insert	US\$1,000 / HK\$7,800		
Type H	Lanyard Sponsorship	US\$3,000 / HK\$23,400		
Type I	Show Bag Sponsorship (<i>Production cost excluded</i>)	US\$4,000 / HK\$31,200		
Type J	Exhibitor Reception Co-Sponsorship	US\$3,825 / HK\$29,835		
Type K	Title Sponsorship	US\$10,000 / HK\$78,000		
Others				

PART III PARTICIPATION FEE AND PAYMENT METHOD:

Specific Terms and Conditions

1. Terms of Payment

(1a) Booth Rental	US\$ HK\$
(1b) Booth Surcharge	US\$ HK\$
(2) Sponsorship / Marketing	US\$ HK\$
(3) Total Cost	US\$ HK\$

Please return the form and your participation fee to:

(a) For Exhibitors from Hong Kong

For application before May 31, 2010, please enclose 2 crossed checks payable to "Penton Media Asia Ltd", one equivalent to fifty percent (50%) of the total participation fee for immediate payment, and the remaining fifty percent (50%) balance in the form of post-dated check dated ONE MONTH after the first payment. For application after May 31, 2010, a check equivalent to full participation fee should be submitted together with the application. The Organizer may, at its discretion, release the booth(s) if the payments are not made per the above schedule.

(b) For Exhibitors from United States

Natural Products Expo Asia 2010
 Department 932, Denver
 CO 80291-0932, U.S.A.

Remittance should be paid telegraphic transfer to
 " **Natural Products Expo Asia 2010** "

Bank Name: Wells Fargo Bank West, N.A.
 Swift Code: WFBUS6S
 Account No.: 1828059906
 ABA: 121000248
 Bank Address: 1242 Pearl Street, P.O. Box 227, Boulder, CO
 80306-0227, U.S.A.

**(c) For Exhibitors from other countries
 (Except Hong Kong and United States)**

Penton Media Asia Limited
 Room 1302, Wanchai Central Building,
 89 Lockhart Road, Wan Chai, Hong Kong

Remittance should be paid telegraphic transfer to
 " **Penton Media Asia Limited** "

Bank Name: Bank of America
 Swift Code: BOFAHKHX
 Account No.: 6055-81499-043 (Account type: USD)
 6055-81499-019 (Account type: HKD)
 Account Holder: Penton Media Asia Limited
 Bank Address: 9/F., Devon House, 979 King's Road,
 Quarry Bay, Hong Kong

50% deposit required with application and balance payment due one month after the first payment (for application before May 31, 2010)

100% participation fee required with application after May 31, 2010.

***All Banking charges, if any, are to be borne by the applicant.**

2. Payment Arrangement

We have arranged our payment of US\$ _____ / HK\$ _____ by enclosing a

- crossed check (check No. _____) or by
- telegraphic transfer to Penton Media Asia Limited

3. Cancellation

Once this Contract is signed and exhibit space is allocated, you are contracted to exhibit space. An Exhibitor who cancels its booth space reservation must pay a cancellation fee, as seen below, which allows the Organizer to recover the administration expenses, incurred in preparing for the participation of the canceling exhibitor and which it will incur in attempting to resell the booth. Cancellations must be made in writing and are subject to the following provisions:

1. Cancellations and booth downsizes received prior to May 31, 2010 are subject to a cancellation fee equal to 50% of the Contract value.
2. Cancellations and booth downsizes received on or after May 31, 2010 are subject to a cancellation fee equal to 100% of the Contract value.

If Exhibitor has not set up their booth by 9:00pm., on Aug 25, 2010 and has not contacted the Expo Show Management Office at the Hong Kong Convention & Exhibition Centre, the Organizer reserves the right to reassign that Exhibitor's booth(s).

I HAVE READ AND UNDERSTAND THE CANCELLATION POLICY

Initial here _____

(with Company Stamp)

4. Whether an application will be accepted depends on a number of factors, including space availability. In case of over subscription of space, applicants will be placed on a waiting list and will be notified accordingly. Applicants on the waiting list will be prioritized according to the dates of the applications and the history of participation. Allocation of booth location will be at the discretion of the Organizer.

Deadline for application : April 30, 2010

PART IV COMPANY STAMP AND SIGNATURE:

We (Name of Company) _____

We hereby apply for joining Natural Products Expo Asia 2010. We agree to abide by the "Organizer's Terms of Application and Exhibition Rules & Regulations". We understand that the above information will be included into Organizer's databank and the Organizer can make use of our information for trade promotion purposes or on-pass to third parties for promotion of Natural Products Expo Asia 2010. We accept that the Organizer bear no responsibility for any error or omission.

If you do not wish to have your information on-passed to third parties for promotion of Natural Products Expo Asia 2010, please against box.

Name: _____ Position: _____

Company Stamp & _____

Authorized Signature: _____ Date: _____

FOR INTERNAL USE ONLY – Total Due May 31, 2010			
Booth#(s) Assigned	\$	Total Size	_____
Sold By	_____		
Date Deposit Rec'd	_____	Sub-total=	\$ _____
MSG#	_____	Deposit Amt=	\$ _____
S/O:	CK# _____	Total Amt. Due=	\$ _____

PART V TERMS OF APPLICATION AND EXHIBITION RULES & REGULATIONS

5. LOCATION OF EXHIBIT SPACE. Natural Products Expo Asia 2010 will be held at The Hong Kong Convention & Exhibition Centre, Hong Kong, China. All measurements and exhibit space layouts shown on the floor plan are as accurate as possible, but the Organizer reserves the right to make such modifications and changes to exhibit space assignments and to the location of the exhibit space as may be necessary to adjust the floor plan at any time to meet the needs of the Organizer, exhibitors, and exhibits. The Organizer reserves the option, in the event of any emergency or other circumstances beyond its reasonable control, to either substitute comparable exhibit space or to refund the total rent paid hereunder.

6. EXHIBITION MANAGEMENT. The Organizer reserves the right to render interpretations and to establish such further rules and regulations it may deem necessary for the general success of the Exhibition. The Organizer further reserves the right to decline, prohibit or expel any exhibit, which, in its sole judgment, is in poor taste or is out of character with, or reflects poorly upon, the Exhibition or is in violation of the terms of this contract or any applicable law, rule, or regulation.

7. EXHIBITOR SERVICE MANUAL. The Organizer will furnish an Exhibitor Service Manual prior to the exhibition that will include specifications for drayage, labor requirements, labor rates, electricity, lighting, water, carpeting, furniture, Internet access, telephones, food and beverage service, etc.

8. EXHIBIT SPACE EQUIPMENT AND SERVICE INFORMATION. The Exhibitor agrees to be bound by the rules and regulations as may be established from time to time by the Organizer or as set forth in the Exhibitor Services Manual, or otherwise, and to abide by all applicable rules as set forth in the contracts of labor unions whose jurisdiction apply at the Exhibition. The Organizer will furnish the Exhibitor with the name of an exhibit service contractor prepared to furnish all services customarily required within a reasonable time prior to the commencement of the Exhibition. The Organizer assumes no responsibility or liability for any services performed or materials delivered by such contractor. Complete shipping instructions and information regarding furniture rental, electrical work, telephone installation, plumbing, labor for erecting and dismantling exhibits, booths, etc. is contained in the Exhibitor Service Manual. A service desk will be maintained in the exhibit area.

9. INSTALLATION AND REMOVAL TIME. The specific times for installation and dismantling of exhibits shall be set forth in the Exhibitor Service Manual, subject to change at the discretion of the Organizer. No other times are allowed.

10. EXHIBIT DATES. The Exhibit portion of Natural Products Expo Asia 2010 will be held August 26 – August 28, 2010 at the Hong Kong Convention & Exhibition Center. The Organizer reserves the right to change exhibit hours, exhibition dates, and/or to change the number of days or dates of the Exhibition as it may deem desirable.

11. COMPETITIVE EVENTS. The Exhibitor shall not, during the Exhibition and the 2-day period before the first day of any conference and/or exhibition produced by the Organizer, conduct, organize, or be affiliated with, within 25 miles of said conference or exhibition(s), any functions, classes, seminars, exhibits, or similar activities (hereinafter "functions") for more than 20 people which are similar to, competitive with or complementary to, any functions, classes, seminars, exhibits or other activities at the Exhibition, other than (i) the exhibit provided for in this contract, or (ii) those functions approved by the Organizer in writing and held at a location specifically authorized by the Organizer.

12. CANCELLATION. (A) In the event the Exhibitor cancels all or part of the exhibit space contracted for hereunder, the Exhibitor shall pay to the Organizer a cancellation fee equal to all monies due as determined by the Payment Terms on the front of this contract. However, in no event shall the cancellation fee be less than one half of the total value of the purchase. Any cancellation fee is due at the time of cancellation. Whenever the payments already made by the Exhibitor to the Organizer hereunder shall exceed the cancellation fee payable, the Organizer shall refund such excess to the Exhibitor. Except for such excess, all payments made to the Organizer under this contract shall be deemed fully earned and non-refundable. The cancellation fees described above are paid as liquidated damages and not a penalty. Exhibitor acknowledges that any cancellation will cause Organizer to sustain significant damages that cannot be precisely ascertained at contract time.

(B) If the exhibit space is not occupied by the Exhibitor by 8:00 am on August 26, 2010, the Exhibitor shall be deemed to have canceled the exhibit space contracted for, and the Organizer shall have the right to use such space as it deems appropriate and the Exhibitor shall pay to the Organizer all amounts which would have been due, under the terms of subsection (A) above as if the Exhibitor had cancelled the contract as of such date.

(C) If the Exhibitor fails to make full payment when due under the terms of the contract, the Organizer may terminate this contract and the Exhibitor shall be responsible for payment to the Organizer of all amounts which would have been due the Organizer, under the terms of subsection (A) above as if the Exhibitor had canceled this contract as of the date of such failure of payments. (D) Except where the Exhibitor's obligations to pay rent may be reduced in accordance with the terms set forth in subsection (A) above, the Exhibitor shall be responsible for payment of the exhibit space total rent whether the Exhibition is canceled, delayed or relocated, in whole or in part as a result of a riot, strike, civil disorder, act of war, act of God, or any other cause of any kind whatsoever not within the Organizer's reasonable control. (E) The exhibitor shall be responsible for all collection costs and legal fees for any balance that is placed for collections. In the event that any balance due is placed for collection, the exhibitor will be responsible for costs associated with the collection of this balance.

13. RIGHT OF OFFSET. The Organizer shall have the right to offset the amount of any obligation due and owing to the Organizer from the Exhibitor against any obligations at any time due and owing to the Exhibitor by the Organizer, whether under this contract or under any other contract arrangement or understanding between the Organizer and the Exhibitor. Exhibitor is subject to Organizer's standard credit terms and policies and Organizer may apply any amounts received from Exhibitor to any other outstanding balances due to Organizer.

14. USE OF EXHIBIT. The Exhibitor shall provide adequate staff for maintenance and operation of its exhibit during all exhibit hours. If the Exhibitor contracts raw space, the exhibitor shall provide carpet or other suitable floor covering for its entire exhibit space during all exhibit hours. All demonstrations or other promotional activities, including distribution of promotional material, shall be confined to the limits of the exhibit space. Sufficient space must be provided within the exhibit space for the comfort and safety of persons watching demonstrations and other promotional activities. The Exhibitor is responsible for keeping the aisles near its exhibit space free of congestion caused by demonstrations or other promotions. The Exhibitor shall not assign, sublet or share the exhibit space without the express written consent of the Organizer. The Exhibitor shall display only goods manufactured or sold in the ordinary course of its business and that are related to the Exhibition. No individual, firm, or organization, not party to this contract, shall solicit business within the Exhibitor's exhibit area. No exhibit may exceed 2.5 metres in height without the

express written permission of the Organizer. In no case may the height along the side dividers exceed 2.7 metres in the frontal 2.5 metres of booth. No portion of any exhibit space sign or carpeting may extend over or beyond assigned floor space. Interference with the light and space of other exhibitors is prohibited. Display material exposing an unfinished surface to neighboring exhibit spaces is not permitted and must be finished at the Exhibitor's expense. The Organizer reserves the right to perform such finishing at the Exhibitor's expense. The Exhibitor's booth and/or exhibit shall not intrude or interfere with the use of any adjacent exhibit area. The Organizer reserves the right to restrict, segregate or relocate exhibits that, because of noise, method of operation, materials or any other reason, become objectionable. In the event of any such restriction or removal, the exhibitor shall have no claim against the Organizer based upon any such restriction or removal. If the Exhibitor utilizes music (for example, from tape, record, CDs, audio-visual presentations, live entertainment or radio speakers), the Exhibitor shall first obtain written permission from the owner for the use of that music as required by applicable laws. Exhibitor shall comply with all applicable laws, censorship codes, rules and regulations that pertain to its exhibit. The Exhibitor/Sponsor warrants that the exhibits and packages thereof and the Publicity Material or any other part of the display on the exhibit area do not in any way whatever violate or infringe any third party's rights including all intellectual property rights including but not limited to trade marks, copy rights, designs, names and patents whether registered or otherwise, and agree to fully indemnify the Organizer and its agents, representatives, contractors and employees against all costs, expenses and damages arising from any third party's claim of infringements by the Exhibitor/Sponsor and/or the Organizer and/or the latter's agents, representatives, contractors or employees of such third party's rights.

15. TAXES AND LICENSES. The Exhibitor shall be solely responsible for obtaining any licenses, permits or approvals required under local or state law applicable to its activity at the Exhibition and for obtaining any tax identification numbers and paying all taxes, license fees or other charges that shall become due to any governmental authority in connection therewith.

16. EXHIBIT SAFETY. The Exhibitor hereby represents and warrants to the Organizer that the Exhibitor has taken steps reasonably necessary to ensure the sound engineering and structural integrity of its exhibit design and the proper construction and safety of the exhibit itself, as erected, including obtaining the certification of a registered structural engineer if reasonably available. The Exhibitor accepts sole responsibility for any personal injury or property damage that may result directly or indirectly from the collapse of its exhibit or any portion thereof or the existence of any other unsafe condition at its exhibit. The Exhibitor hereby agrees to indemnify and hold harmless the Organizer, the owner and manager of the exhibition facility, and others lawfully on the exhibit floor, from and against any claim, loss, liability or damage suffered as a result of the Exhibitor's installation, use, construction or maintenance of an unsafe exhibit, and the Exhibitor further represents and warrants that it has obtained adequate insurance to cover its potential liability hereunder. The Exhibitor will furnish the Organizer with the engineering certificate and/or insurance certificates evidencing the coverage described herein upon request prior to or during the Exposition.

17. LIMITATION OF ORGANIZER'S LIABILITY. Neither the Organizer, nor any of its affiliates, agents or representatives shall have any liability whatsoever to the Exhibitor for any loss, expense or damage to the Exhibitor, its guests, invitees or any of their property, relating to or arising out of the acts of any participant, visitor or other invitee of the Organizer, other than for the Organizer's failure to perform its obligations hereunder. Under no circumstances shall the Organizer have any liability for lost profits or other special, incidental or consequential damages and the Organizer's total liability hereunder shall in no case exceed the amount of the total rent actually received by the Organizer from the Exhibitor. The Organizer makes no representations or warranties with respect to the nature or number of Exhibitors or Attendees. The Organizer shall have no liability for any failure to perform its obligations hereunder where such failure to perform was due to any riot, strike, civil disorder, act of war, act of God, or any other cause of any kind whatsoever not within the Organizer's reasonable control. The Organizer shall not be responsible in any manner whatsoever for the consequences of any introduction or commercial transaction made between the Exhibitor/Sponsor and other parties during or as a result of the Exhibition.

18. INDEMNITY. The Exhibitor hereby agrees to indemnify and hold harmless the Organizer, its affiliates, and any of its officers, directors, employees or agents from and against any and all loss, expense actions, claims, and damages, including, without limitation, reasonable attorney's fees, arising out of or caused by the Exhibitor's installation, construction, removal or the maintenance of its exhibits, the Exhibitor's occupancy of use of the Exhibition premises, or any part thereof or as otherwise caused by the Exhibitor, its agents, representatives, invitees or guests.

19. SECURITY AND PROPERTY INSURANCE. The Organizer shall provide perimeter guard service during the hours the exhibit area is closed. However, the Exhibitor is solely responsible for the security of its own exhibit materials and the Exhibitor undertakes to obtain appropriate casualty insurance covering the same. All property of an Exhibitor is understood to remain in its sole care, custody, and control in transit to or from within the confines of the exhibit hall. The Exhibitor agrees to waive all rights of subrogation against the Organizer, its officers, directors and employees.

20. CARE OF BUILDING AND EQUIPMENT. Neither the Exhibitor nor its representative or agents, shall injure or deface the walls or floors of the building, the exhibit spaces, or the equipment in the exhibit spaces, all materials used by the Exhibitor shall comply in all respects with all applicable laws, rules and regulations respecting fire safety and electrical equipment. Combustible materials or explosives are not permitted in the exhibit hall. The Exhibitor shall also comply with all reasonable requests of officials of the exhibit hall and the Organizer with respect to the installation, conduct and disassembly of its exhibit.

21. MISCELLANEOUS. This contract contains the entire understanding of the parties with respect to the subject matter hereof and there are no other agreements, understandings, representations or warranties except as expressly set forth herein. This contract cannot be assigned, transferred, or sold by Exhibitor/Sponsor. The rights of the Organizer under this contract shall not be deemed waived except as specifically stated in a writing signed by an authorized officer of the Organizer. This contract and the rights of the parties hereunder shall be governed by and construed in accordance with the laws of the Special Administrative Region of Hong Kong without regard to Hong Kong SAR's choice of law rules. Any action brought to enforce the terms of this contract may be brought only in a court having a *situs* within the Hong Kong Special Administrative Region and the Exhibitor hereby expressly consents to the in personam jurisdiction of any such court. The Organizer may, however, elect to enforce its rights in any proper jurisdiction. The Organizer shall be entitled to recover the costs, including reasonable attorney's fees and/or collection fees, in any action brought to enforce this contract or its rights hereunder. Penton Media, Inc. shall also be entitled to recover all accrued finance charges through the date of payment of the full amount of this contract.

(Exhibitor Initials & Date with Company Stamp)