



# Natural Products EXPO™ Virtual™

## In 2021, the NPE Virtual platform will support 5 events:

**Spark Change Service Provider Industry Event**  
March 2-4, 2021

**Spark Change Virtual Event #1:**  
July 14, 2021

**Spark Change Virtual Event #2:**  
November 10, 2021

**Natural Products Expo West**  
May 24-27, 2021  
In-person / Virtual

**Natural Products Expo East**  
September 22-25, 2021  
In-person / Virtual

Natural Products Expo Virtual is a platform focused on connecting buyers and sellers through a series of virtual events that provide information to support retail buying decisions throughout the year.



## 2021

Through Natural Products Expo Virtual booths, manufacturers, suppliers and service providers will have the ability to showcase their brand throughout 2021, including during three Spark Change virtual events and during any virtual components of Natural Products Expo West and Expo East. Attendees will have the ability to request meetings, view brands' products and content, as well as request samples.

Natural Products Expo West and Expo East hybrid events are focused on an in-person experience for product discovery, networking, and industry trend discussions, with the addition of

online education sessions as a resource for those who choose not to travel. The online education aspect of hybrid events will be supported on the Natural Products Expo Virtual platform.

Spark Change events are focused on uniting manufacturers, service providers, buyers, and sellers, through a series of product/service discovery activations and focused meetings. These events will complement our Natural Products Expo hybrid events by addressing the specific needs of our key audience members while providing engaging and meaningful virtual experiences throughout the year.

## Natural Products Expo Virtual

Connecting the Natural Products Industry anytime, anywhere.

