

# NATURAL PRODUCTS EXPO WEST 2024

## TRY SWEDISH PAVILION

Anaheim, California, USA  
March 12-16<sup>th</sup>, 2024



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2	Try Swedish Pavilion
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4	Deadlines & Information for 2024
5	Terms and Conditions



# National Products Expo West

## Quick Facts, 2023



**NORTH AMERICA'S LEADING EXPO** FOR NATURAL AND ORGANIC FOOD PRODUCTS



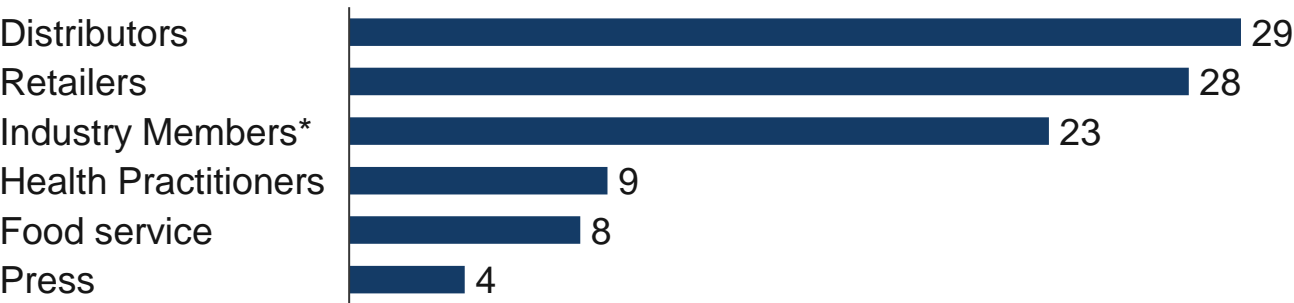
**3 000+** EXHIBITORS FROM VARIOUS COUNTRIES



**60 000+** INDUSTRY ATTENDEES

## Industry Attendee Breakdown, 2023

Percentage



\* Industry members includes suppliers, manufacturers, business service professionals, and investors



# Try Swedish at Expo West 2024

- Business Sweden will organize our **fourth Try Swedish pavilion** at Expo West as a result of the incredible attention and impact of the pavilion
- After a series of successful shows and high interest for 2024, **Try Swedish is reaching out to companies in advance** to ensure we have the appropriate number of booths to meet the demand
- Participating in the Try Swedish pavilion is a **cost-efficient** way to secure a booth at this leading trade show thanks to our **subsidized fee** for booth space and construction costs
- In turn, the Try Swedish platform is a proven concept to attract a larger audience **and leverage the Swedish presence** at the trade show, allowing Swedish brands to showcase their products and interact with key US buyers and stakeholders
- Top buyers at the Expo West include **Amazon, Costco, Kroger, Safeway, Whole Foods, Trader Joe's, Publix** and more!



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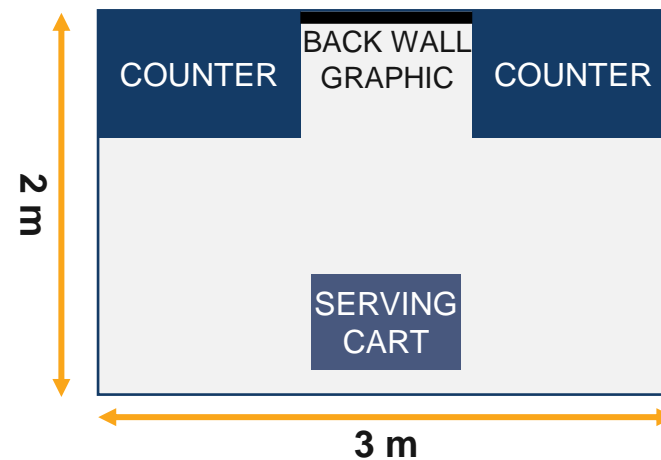


# Each booth space is 3m x 2m (10ft x 8ft) with the option to purchase up to two booths

## Construction & Design

- Business Sweden will manage the construction of the pavilion
- Participating companies can show up at the trade show the day of the show and their booth will be ready for them
- The cost of the Try Swedish Pavilion includes the construction fees for the standard Try Swedish booth including a customized backdrop and counter with your company's artwork
- Companies can request additional customization for their booth; construction fees for any additional customization and/or furniture will be billed directly to the company
- The Try Swedish pavilion participation also includes support with logistics, virtual platform and key event identification during the show

### EXAMPLE BOOTH MOCK-UP



Booth example from the Try Swedish pavilion at Natural Products Expo West 2023



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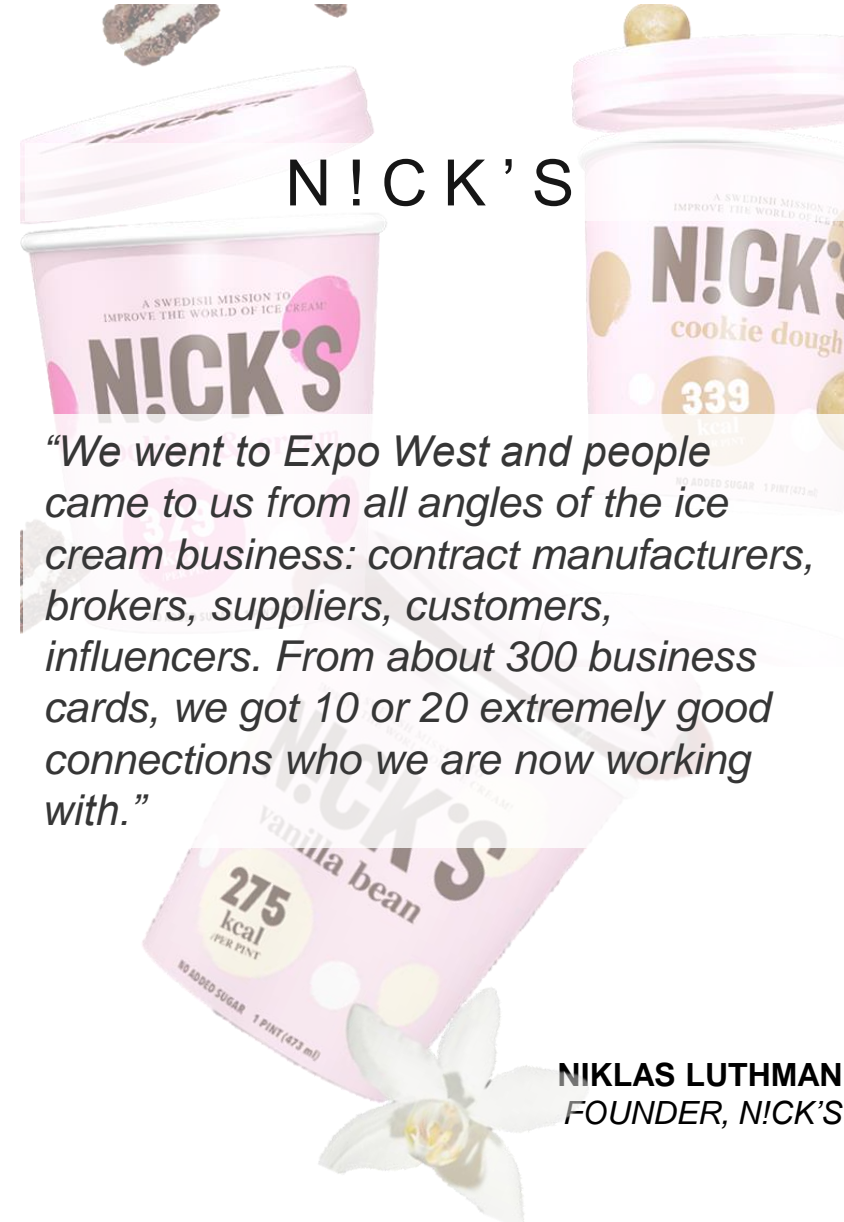
# Past Try Swedish pavilion exhibitor testimonials

The image shows two packages of KOLSVART products. The top package is white with blue and red accents, labeled 'PIGGVA SOUR BLUEBERRY'. The bottom package is white with red accents, labeled 'Kolsvart Malmö, Sweden'. Both packages feature 'VEGAN' and 'GLUTEN FREE' logos.

**KOLSVART**

*“We are extremely happy about joining the Try Swedish pavilion at Expo West. Participating enabled us to connect with new customers at a scale I’ve never experienced before. None of this would have been possible without the support of Business Sweden.”*

**JONATHAN ROOS**  
CEO, KOLSVART

The image shows three tubs of NICK'S ice cream. The top left tub is pink and labeled 'NICK'S vanilla bean' with '275 kcal / PER PINT'. The top right tub is pink and labeled 'NICK'S cookie dough' with '339 kcal'. The bottom tub is pink and labeled 'NICK'S vanilla bean' with '275 kcal / PER PINT'. All tubs feature 'NO ADDED SUGAR' and '1 PINT (473 ml)' text.

**NICK'S**

*“We went to Expo West and people came to us from all angles of the ice cream business: contract manufacturers, brokers, suppliers, customers, influencers. From about 300 business cards, we got 10 or 20 extremely good connections who we are now working with.”*

**NIKLAS LUTHMAN**  
FOUNDER, NICK'S





## Fika [Fee-ka]

Noun, Verb

An ancient Swedish ritual of gathering to drink coffee and/or eat something sweet together.

Legend has it is a major reason for Sweden's impressive scores in productivity, happiness, and collaboration indexes.

At Expo West 2022 and 2023, we hosted Swedish Fikas that generated a lot of buzz





# The Swedish Fika brought key stakeholders to the Try Swedish Pavilion!





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# Deadlines and registration for 2024

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## Registration

- Participation in the Try Swedish pavilion 2024 will be granted to companies that express interest and sign up in advance of the 2024 show
- Registration Deadline: **22 December 2023**

## Cost

- The cost to participate in the Pavilion is **139,000 SEK** which includes the booth space, construction fees, welcome dinner, fika event
  - *Not included: Flights, local transportation, food and accommodation, customized booth construction beyond initial sketch, additional furniture (beyond 2 counters and 1-tiered serving cart), lighting or electricity (beyond included lighting and one outlet)*

## Requirements to Exhibit

- Organic or natural products (i.e. no artificial flavoring or ingredients allowed)

## Sign Up

- Please indicate interest to the Try Swedish team and an agreement will be provided via email
- For any questions, feel free to reach out to [Abigail.Richardson@Business-Sweden.se](mailto:Abigail.Richardson@Business-Sweden.se)



# Tentative Schedule for Expo West 2024

	California Arrival (by 11 <sup>th</sup> March)	Preparation Day	Expo West – Day 1 (North Hall Day 1)	Expo West – Day 2 (North Hall Day 2)	Expo West – Day 3 (North Hall Day 3)	Expo West – Day 4
Time	Monday, 11 <sup>th</sup> March	Tuesday, March 12 <sup>th</sup>	Wednesday, March 13 <sup>th</sup>	Thursday, March 14 <sup>th</sup>	Friday, March 15 <sup>th</sup>	Saturday, March 16 <sup>th</sup>
Morning	<b>Arrival</b> Arrange transportation to California, recommended arrival to LAX Airport, and to the hotel  <i>Responsible:</i> Company Exhibitors	<b>Set Up</b> Booth building 12pm  <i>Responsible:</i> 3 <sup>rd</sup> party vendor	<b>Set Up Time</b> Final Booth Set Up  <i>Responsible:</i> Company Exhibitors  <b>Pre-Show Huddle</b> 11am  <i>Responsible:</i> Business Sweden	<b>North Hall Opens</b> 9am  <b>Other Halls Open</b> 10am	<b>North Hall Opens</b> 9am  <b>Other Halls Open</b> 10am	<b>Free Time</b> Free to walk the expo floor and mingle in stands with key stakeholders or depart Anaheim  <b>Other Halls Open</b> 10am  <b>Other Halls Close</b> 6pm
Afternoon/ Evening		<b>Set Up Time</b> Booth set up 12pm-5pm  <i>Responsible:</i> Company Exhibitors  <b>Welcome Reception</b> 5:30-7:00PM Opportunity to mingle with other Swedish attendees  <i>Responsible:</i> Business Sweden	<b>North Hall Opens</b> 12pm  <b>North Hall Closes</b> 6pm	<b>Fika Event</b> (during the show)  <b>All Halls Close</b> 6pm	<b>All Halls Close</b> 6pm  <b>Final Day for North Hall</b> <b>– Option to depart Anaheim</b>	

**Note:** Agenda is subject change at the discretion of Business Sweden

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# Terms and Conditions (1/2)

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## BUSINESS SWEDEN'S GENERAL CONDITIONS

- **General Terms and Conditions:** Business Sweden's General conditions for participation in trade and invest activities, which can be found on the InvitePeople platform page under "General terms and conditions" titled "General Terms and Conditions for Participation in Joint Trade and Invest Activities," govern the performance of this project
- **Booth Space Registration and Availability:** In order to secure booth space for Expo West 2024 within the Try Swedish pavilion, the client is required to reserve booth(s) in advanced by signing up through the InvitePeople platform until June 23, 2023. Try Swedish will only secure booths in advance to ensure the right number of booths are purchased and confirmed for the 2024 pavilion. Additional booths through the Try Swedish pavilion will not be offered or become available at a later date
- **Company Cancellation or Withdrawal:** If for whatever reason a confirmed company is unable to attend Expo West 2024, the booth space registration is considered binding, and the company will be charged in full for the booth space. If additional items (e.g., refrigeration, freezers, wall graphics, logos, material handling, etc.) has also been ordered, Try Swedish reserves the right to invoice the company for the ordered items
- **Try Swedish Cancellation or Withdrawal:** If for whatever reason Try Swedish does not attend Expo West 2024, Try Swedish will notify confirmed companies by December 31, 2023 and companies will not be charged for the reserved booth space
- **Payment:** The fee will be invoiced upon confirmation and is non-refundable. Invoicing will be done in SEK, based on the official exchange rate applied on the invoice date. Payment terms are 30 days after the date of invoicing. VAT will be added when applicable. Any additional costs or expenses to be paid by the client will be verified with the client in advance

## DETAILS SWEDISH PAVILION

- **Included in price Pavilion:** Allocated booth space within the Try Swedish branded pavilion (2M x 3M /8ft x 10ft). The pavilion will be in the North Hall. The level and booth number will be decided upon confirming the number of booths to be ordered, which is based upon company interest prior to June 23, 2023. Construction costs and Try Swedish design of the booth include some company specific artwork. Additional customization and branding beyond the Try Swedish booth design can be done for an additional fee in accordance with the construction company after the design has been approved by a Try Swedish representative. At least two Try Swedish representatives will be working the booth during the entire expo
  - **Not included:** Flights, local transportation, food and accommodation, customized booth construction beyond initial sketch, additional furniture (beyond 2 counters and 1 serving cart; bookshelves may be substituted for another piece of furniture), additional lighting or electricity (beyond included booth lighting and one outlet)
  - **Pavilion Participation fee:** The participation fee is fixed, and 100% of the fee will be invoiced upon confirmation and is non-refundable.
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# Terms and Conditions (2/2)

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## ADDITIONAL ACTIVITIES TO PREPARE FOR EXPO WEST PAVILION\* (OPTIONAL)

- Potential buyers expect you to have a solid market understanding and a go-to-market strategy for your products in the US when approaching you. Business Sweden can provide comprehensive market research (customer segments, preferred retail channels, competitors, geographies etc.) and outline a market entry strategy to prepare you for the expo
  - ☐ FDA compliance review **SEK 110,000+**
  - ☐ Market research in select product segment **Pricing upon request**
  - ☐ Partner mapping and search (e.g., broker, distributors) **Pricing upon request**

*\*Subsidies available for eligible companies*

## DETAILS ADDITIONAL ACTIVITIES (OPTIONAL)

- **Included in market research:** Analysis of the US market for select product segment, including consumption trends, competitive landscape, pricing, stakeholder mapping, key geographies/demographics, and major sales channels. Buyers are expecting companies to have this information at hand when approaching exhibitors at the expo.
- **FDA compliance review:** Review of ingredients, labels, food safety plan, FDA registration set up, incl. US agent to ensure full compliance with FDA regulations prior to approaching US buyers at the trade expo. Individual consultations and training on what US buyers will expect you to know and documentations to have in place prior to meeting with them at the Expo.
- **Additional activities fee:** In exchange for the services provided as Additional Activities, Business Sweden is entitled to an estimated fee exclusive of VAT and similar surcharges. VAT will be added when applicable.

For these projects Business Sweden and the Company shall enter into a Consultancy Agreement and Business Sweden's General Terms and Conditions for Assignments shall govern the performance of these projects.

FOR MORE INFORMATION,  
PLEASE CONTACT:



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**BUSINESS  
SWEDEN**

THE SWEDISH TRADE & INVEST COUNCIL