



Exhibit Right

News and Information for the Nutrition Business Community

People to Know

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Welcome

Welcome to the January edition of *Exhibit Right: News and Information for the Nutrition Business Community*. Here, you will find valuable resources, deadline reminders and information for the upcoming Food & Nutrition Conference & Expo (FNCE). We encourage those of you who have not yet signed up for FNCE to sign up today!

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Same Great Information, New Look

The Academy of Nutrition and Dietetics' quarterly newsletter will still be accessible via our <u>Exhibitor Website</u>, only now it will be easier to read, save, print and share – all with the look and feel of an actual newsletter.

We encourage you to share it with your team, save it to your computer, and click the links incorporated throughout.

2012 FNCE – It's a Wrap!

On behalf of the Academy of Nutrition and Dietetics, we would like to once again thank all of you who exhibited at the 2012 Food & Nutrition Conference & Expo in Philadelphia, Pennsylvania. We had a wonderful turn-out in Philadelphia.

The official, audited numbers are in. We had 368 exhibiting companies participate who occupied 66,640 square feet of space. Total attendee count was 9,462.

This year's event garnered some of the best media coverage to-date, with more than 115 media professionals attending representing more than 90 media outlets from both the Philadelphia area and across the country. The FNCE press room was abuzz with activity throughout the conference, with media interviewing Academy spokespeople on a variety of FNCE and nutrition-related topics.

Locally, FNCE was highlighted on the Philadelphia <u>NBC affiliate</u> and an Academy spokesperson was invited to do a <u>live in-studio segment</u> on the station. Philadelphia's <u>CBS News Radio</u> featured the event as well. Other coverage has included <u>Boston Globe</u>, <u>Everyday Health</u>, <u>Food and Health</u>, <u>Food Navigator</u>, <u>Philadelphia Business Journal</u>, <u>San Francisco Chronicle</u>, <u>U.S. News & World Report</u>, and much more.

This year's social media efforts were also successful. The Tweet Up was well attended by tweeters who kept up with the "tweet work," keeping the Academy and members in the public eye! So much so, that FNCE was the talk of the Twitterverse! Many members and other attendees tweeted using the hashtag FNCE. On Monday, October 8, 2012, FNCE was the number-two trending topic on all of Twitter! This was great member-generated content and coverage. We look forward to growing our Tweet Up as well as our social media outreach next year!

Missed out on the fun? Check out our 2012 FNCE photo album here.

Why Exhibit at FNCE?

As an exhibitor at the Food & Nutrition Conference & Expo (FNCE), you gain access to more than 8,500 registered dietitians, dietetic technicians, and other food and nutrition professionals. The Academy of Nutrition and Dietetics understands that increasing your revenue and building and maintaining relationships with these professionals are some of your top priorities. By exhibiting at FNCE, you can generate quality leads, reach buyers, sample your products, increase recognition for your organization and much more. According to our 2012 FNCE Attendee Survey, 92.5% of FNCE attendees visited the Expo to learn about new products and services. Want more reasons why you should exhibit? Watch our video here.

The 2013 Food & Nutrition Conference & Expo will be in Houston, TX, at the George R. Brown Convention Center and booth space is now available! Contact Katie Burke, CEM, Exhibits Manager, at kburke@eatright.org or 312/899-4741 for more information. Don't miss out on this excellent opportunity to showcase your company's products and services.

Sign up today!

To view the floor plan click here.

Tools and Resources

To better serve our Exhibitors and potential Exhibitors, the Academy has developed instructional webinars and videos. The material will be appropriate for all Exhibitors and is strongly suggested as a fundamental learning tool for FNCE and trade show related information. Share with your booth staff and take advantage of this great educational opportunity!

Click here to learn more!



"The Academy's Food & Nutrition Conference & Expo gives our company the opportunity to present our products in one place and at one time to a number of food and nutrition professionals. We have exhibited since 2006 and anticipate every year renewing our valued relationships with these professionals."

- Deb Lang, Wells Enterprises, Inc. (Blue Bunny)

"OKA Rice has supported the Academy of Nutrition and Dietetics by exhibiting at the annual Food and Nutrition Conference and Expo (FNCE) for 15 years. This show is a great opportunity for us to reach thousands of health professionals with our latest rice nutrition news and gives us a chance to meet with other food organizations that are exhibiting to conduct future promotions."

- Katie Maher, USA Rice Federation

What Comes with My Booth?

A very popular question amongst Exhibitors is "What comes with my booth?" As an Exhibitor you receive:

- Choice selection from prime booth locations in the Expo Hall
- 8' high back drape
- 3' high side rail drape
- 7" x 44" identification sign
- 24 hour perimeter security
- Access to purchase the exclusive list of conference attendees
- Description of your products/services in the official FNCE Program Book that is distributed to all conference attendees on-site and serves as a valuable post-conference reference*
- Listing in the fall edition of the Journal of the Academy of Nutrition and Dietetics, the official journal of the Academy, read by more than 100,000 dietetic professionals

*Based on meeting deadline requirements

Additional materials can be ordered through Global Experience Specialists (GES). *EXPRESSO*, an online ordering and management system created by GES, allows you to order everything you need for your FNCE exhibit including products and services, transportation, carpet packages, furniture, and installation and dismantle and much more! In fact, GES will also ship your products to and from FNCE – a great way to save money!

Stay tuned for the March edition of *Exhibit Right: News and Information for the Nutrition Business Community* to see what GES can do for you!

Need to Know Information and Critical Dates

If you are a 2013 Exhibitor it is important to know where the Exhibitor Login page is and what it is used for. The Exhibitor Login is where you will enter your booth profile information for your online and print profile.

Within the next month, you will receive a login and password provided by <u>Katie Burke</u>, CEM, Exhibits Manager. You will be redirected to another site in order to login. Please go to our <u>FNCE Website</u> and click on For Exhibitors to access the Exhibitor Login page.

Also, we would like to take this opportunity to say that FNCE is a carpeted show. Please fit carpet into your budget when ordering your booth supplies.

January 15 – All 50% booth space deposits are due. If you have paid and need a receipt, please contact Katelyn Wujciga, Exhibits Coordinator, at kwujciga@eatright.org or 312/899-4890.

May 1 – *EXPRESSO* Goes Live

May 1 – Final Booth Payments Due

June 15– Registration & Housing Opens

June 29 (date subject to change) – Company profile must be updated in order to be included in the print Program Book.

October 19 – 22 – The Food & Nutrition Conference & Expo

October 20 – 22 – Expo Dates

Expo Times:

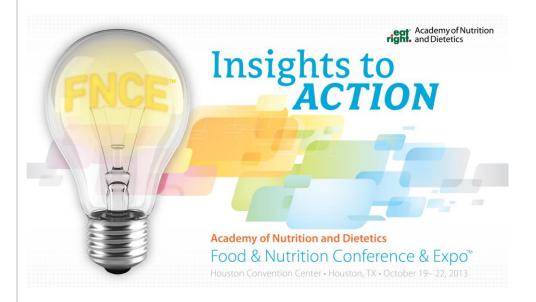
October 20 - 9 a.m. - 3 p.m.

October 21 - 9 a.m. - 3 p.m.

October 22 - 9 a.m. - 1 p.m.

Please note that deadlines for sampling, promotional giveaways and so forth will be provided once determined by Show Management at a later date.

Introducing... the 2013 FNCE Theme!



Questions?

We want your Exhibit experience at FNCE to be great! Please don't hesitate to contact Katie Burke, CEM, Exhibits Manager, at kburke@eatright.org, or Katelyn Wujciga, Exhibits Coordinator, at kwujciga@eatright.org with any questions.

We look forward to seeing you in Houston!

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Website www.eatright.org

FNCE Website www.eatright.org/fnce

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