

Exhibit Right

News and Information for the Nutrition Business Community

People to Know

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Welcome

Welcome to the March 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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- Go Beyond Your Booth – Get Attendees Talking
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We Want You... to Exhibit at the 2013 FNCE

The 2013 Food & Nutrition Conference & Expo will be in Houston, TX, at the [George R. Brown Convention Center](#) and booth space is now available! 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.

Exhibit Hours:

October 20 – 9 a.m. – 3 p.m.

October 21 – 9 a.m. – 3 p.m.

October 22 – 9 a.m. – 1 p.m.

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 to a national audience of decision makers.

Space is selling, so [sign up](#) today! Still not convinced? Watch our video [here](#).

To view the floor plan and current 2013 Exhibitors [click here](#).

Go Beyond Your Booth – Get Attendees Talking

At FNCE, our attendees will visit over 350 exhibiting companies. Put yourself in their shoes. What would *you* look for at the Food & Nutrition Conference & Expo? Is it a new product? A show special? A tasty treat? Perhaps you stumble upon an existing product that you previously knew nothing about. Remember: tradeshow attendees enjoy creating buzz about what they find pleasing or unique.

The Academy offers multiple add-ons, upgrades and opportunities for our Exhibitors. Going beyond your booth is a sure way to get attendees talking! We encourage you to go beyond your booth and maximize your event exposure with sponsorship opportunities, virtual booth upgrades, Focus Groups, Expo Briefings, hosting a Special Function in conjunction with FNCE, the New Product Showcase and much more! Read below to learn more about these exciting opportunities and find the one that's right for your company!

Sponsorship Opportunities

FNCE Event Sponsorship

Exclusive to only 10 companies, the 2013 FNCE Event Sponsor package is a perfect way to set your company apart from other FNCE exhibitors, drive traffic to your Expo booth and maximize your exposure.

Benefits of the 2013 FNCE Event Sponsorship:

- 10'x10' Exhibit Booth including one full event registration and four booth personnel badges*
- Company logo included in shared sponsor recognition signage in high-traffic areas on-site
- One ¼ page black & white ad in FNCE Program Book*
- Company logo included in shared sponsor recognition ads in FNCE Program Book and Academy publications
- One invitation to the 2013 Academy of Nutrition and Dietetics Foundation Gala held during FNCE
- Company description, logo and link on 2013 Food & Nutrition Conference & Expo website
- Pre- and Post-event use of 2013 Food & Nutrition Conference & Expo attendee mailing or email list
- Opportunity to select and reserve booth space for the 2014 Food & Nutrition Conference & Expo, prior to other non-sponsoring exhibitors
- One invitation to the Academy's Annual Sponsor Summit

**Benefit can be credited toward larger booth space or upgraded program book ad, respectively*

Investment: \$18,000

Sponsorships are booked on a first come, first served basis. To reserve your sponsorship or for more information, please contact Abby Manger, Special Projects Manager, at 312/899/4793 or amanger@eatright.org.



“FNCE provides the opportunity to connect and network with dietitians across all disciplines and areas. We have been very successful in finding many qualified candidates at FNCE that are still with us today.”

- Mindy Weis,
Morrison Management
Specialists

Did you know?



14,159 pounds of leftover food from the 2012 Food & Nutrition Conference & Expo was donated to Philabundance in Philadelphia, PA. This generous donation helped feed those in need. To read more about Philabundance click [here](#).

Academy Foundation Sponsorships

The Academy of Nutrition and Dietetics Foundation has an important and highly visible presence during the annual FNCE. The events are promoted to more than 74,000 nutrition professionals through a multitude of venues both pre and post meeting.

The Academy offers several different Foundation Sponsorships:

- Foundation Gold FNCE Sponsor Package
- Foundation Silver FNCE Sponsor Package
- Foundation Bronze FNCE Sponsor Package
- Foundation Nutrition Symposia
- Foundation Photo Shop
- Kids Eat Right Breakfast Series
- Booth Activities
- Gala opportunities (beyond sponsorship)
- Silent Auction

Click [here](#) to read about each of these opportunities in further detail, including price and inclusions. For more information, or to become a Foundation Sponsor, call Susie Burns, Senior Director at 312/899-4752 or e-mail sburns@eatright.org.

Advertising Opportunities

You may advertise in the Food & Nutrition Conference & Expo Program Book or the conference issue of the *Journal of Academy of Nutrition and Dietetics*.

The Program Book is the comprehensive source of Conference and Expo Hall information given to all registered FNCE attendees and is used throughout the conference by attendees to consult the extensive schedule of events and session listings, the Expo floor plan and the complete list of exhibitors.

For advertising information, contact Addie Blackburn at (212) 633-3855 or a.blackbu@elsevier.com

The conference issue of *The Journal of the Academy of Nutrition and Dietetics* is distributed at the Expo and allows you to reach a wide audience through a variety of advertising opportunities.

For advertising information, contact Carol Clark, Ad Sales, Elsevier, at 212/633-3719 or ca.clark@elsevier.com. Advertise in both and receive 20% off your Program Book advertisement. Click [here](#) to learn more.

Booth Upgrades and Add-Ons

Take advantage of a number of opportunities to position your company and products in unique ways and to targeted groups within the Food & Nutrition Conference & Expo.

Center for Career Opportunities

The Center for Career Opportunities is a one-day exhibit opportunity for your company to meet face-to-face with candidates who are qualified nutrition professionals interested in employment opportunities. Speak to potential employees, collect their resume and meet individuals who can help shape your company. Universities offering internship opportunities are also welcome. Participate and receive:

- 8' x 8' booth
- 2 Center for Career Opportunities complimentary Booth Personnel badges
- 1 6' skirted table
- 1 corkboard
- 2 chairs
- 1 Identification sign

Contact Katelyn Wujciga, Exhibits Coordinator, at kwujciga@eatright.org or 312/899-4890 for more information.

This is your best upgrade option if: Your company is seeking nutrition professionals or recruiting qualified candidates for employment or internship opportunities.

Investment: \$300

Expo Briefings

You can really get attendees talking by hosting an Expo Briefing Session on a variety of scientific and evidence-based topics at this year's Food & Nutrition Conference & Expo. A special room will be created in the Expo Hall allowing exhibiting companies to share information with up to 60 FNCE attendees. Space is limited to *only* 8 slots and will be given on a first come, first served basis. Expo Briefings are 20-minute presentations and will take place each day of the Expo.

Read more about Expo Briefings [here](#).

This is your best upgrade option if: You want to gain additional exposure and present scientific and evidence-based research for CPEU credits.

Investment: \$7,500

Virtual Booth Upgrades

The Academy's virtual booth upgrades allow you to enhance your presence on the 2013 Floor Plan.

Standard Package – Included in booth price

- Company name and contact information (contact person, address, phone, fax and email)
- 500 character description
- Product category listing

Upgrade 1 – Booth price + \$395.00

- Standard package inclusions
- Company logo

Considering the Center for Career Opportunities?



Click [here](#) to see why students love attending FNCE!

Missed the 2012 New Product Showcase?



Watch it [here!](#)

- 1 show special posting*
- 1 press release

Upgrade 2 – Booth price + \$595.00

- Standard Package inclusions
- Upgrade Package 1 inclusions
- Addition of a hyperlink
- 1000 character online description
- Up to 3 press releases

**A show special allows the Exhibitor to offer a special rate/discount to attendees if they purchase their product on-site or shortly after conference*

This is your best upgrade option if: You want to enhance your online presence and offer a show special to attendees.

New Product Showcase

During FNCE, companies have the opportunity to promote new products in the New Product Showcase, both onsite and online. These products are featured online three months prior to FNCE, and three months following FNCE. Anyone who visits the FNCE website can see your product as well. For more information please e-mail Katelyn Wujciga, Exhibits Coordinator, at kwujciga@eatright.org.

This is your best upgrade option if: You have a new product you want to promote to over 8,500 FNCE attendees.

Investment: \$600

Focus Groups

FNCE exhibitors have the ability to reach their qualified target audience and gather their opinions, beliefs and attitudes about their company, product or service. FNCE is the perfect venue to conduct a focus group. Host a Focus Group and receive:

- Designated room in the George R. Brown Convention Center
- Attendee list generated specifically for your target audience

This is your best upgrade option if: You want better insight into a service or product your company offers and want to reach a specific, targeted audience.

Investment: \$2,500

To read more about all these exciting opportunities, click [here!](#)

Nutritional Pursuit, the FNCE Trivia Game

Want to keep attendees talking? Get your company name on the Nutritional Pursuit wheel! The Academy is teaming up once again with its official journal, the *Journal of the Academy of Nutrition and Dietetics*, to present Nutritional Pursuit, a fun, booth traffic-driving trivia game that's a great marketing opportunity for FNCE Exhibitors. Participating attendees will visit your booth to

answer your trivia question and have their game pieces validated.

By participating in this interactive game, your company receives exceptional visibility both pre and post show. Click [here](#) to learn more.

For more information contact Carol Clark of Elsevier at 212/633-3719 or ca.clark@elsevier.com.

Investment: \$7,500

Scam Alert – Beware the “Fairguides”

Every year, Exhibiting companies come to the Academy with concerns about receiving information from questionable organizations that use the name Fair Guide, EXPO Guide or “Fairguides.” These mailings encourage Exhibitors to update their company information. While we do not endorse any of these companies, we cannot confirm that their operations are illegal as they operate outside the borders of the United States. These third-party companies send misleading forms, possibly containing the FNCE brand, and later demand money from those who sign in error. Please be advised that these companies have no relationship with the Academy or FNCE and we urge you to use caution in responding. Some exhibiting companies have haphazardly signed contracts for listings in these guides, costing them an unwanted, annual fee.

Click [here](#) to see an example of a Fairguides Form/Application.

If you receive this type of solicitation via Internet or direct mail, don't hesitate to contact either Katie Burke at kburke@eatright.org or Katelyn Wujciga at kwujciga@eatright.org.

What Can GES Do For You?

Global Experience Specialists (GES) wants to help you! Here are four helpful tips that can be incorporated into your exhibit at FNCE this year:

1. Power charging stations: This is a low-cost, effective strategy that almost guarantees attendee-representative engagement. The idea is simple. Attendees need to charge their smart phones and smart books, and you have a new inviting “relax and recharge” area in your exhibit.

Note: Be sure to carry all the latest adapters such as Android, iPhone and iPad. The last thing you want is a disgruntled attendee who can't charge because you don't have the right adapter.

2. Apps: Smart exhibitors are using “smart apps” to extend the show. Whether the app revolves around a product or the company itself, it needs to include tangible benefits that the attendee can use long after the show. Successful apps incorporate navigational tools to help find products in the field, contact information for quick access to information or hardcore details of a particular product or service that attendees will use and better yet pass onto others.

Note: Having a viral app that gets into the hands of one attendee and then grows exponentially is invaluable.

**Have a look at
what GES can do
for you:**

[GES videos](#)

**The Academy of
Nutrition and Dietetics**
120 S. Riverside Plaza
Suite 2000
Chicago, IL 60606

Phone
800/877-1600

Website
www.eatright.org

FNCE Website
www.eatright.org/fnce

3. Digital tablets: Are you sitting on lots of content like PDFs or videos that help describe your company's products and services? Digital tablets are the perfect medium to relay information to attendees. By using the tablet's camera and incorporating quick reference codes (QR codes), attendees can reveal engaging videos or other information that can be entertaining and informative.

Note: Tablets are an easy-to-use device for reviewing things like training videos or searching detailed content.

4. E-literature: Are you trying to cut back or are flat-out tired of bringing tons of literature to the show? Creating a digital resource center in your exhibit can make a huge difference. Incorporating multiple mini kiosks allows you maximum flexibility from your biggest to smallest shows.

Note: E-literature allows attendees to forward this information to themselves and others giving you added impact and data beyond the show floor.

Take some time today to consult with GES on what we can do for you to improve your exhibiting presence. For custom booth design, marketing tools, graphics and more, please contact Denise M. Pollatos, Senior Account Executive, at 330/468-4034 or dpollatos@ges.com.

Rules & Regulations

The Academy has created several policies for our Exhibitors to abide by. We want to stress a few important policies particularly pertaining to the Convention Center that most of you will need to know:

Flammable Materials

Exhibitors must use flame resistant decorative materials. Flammable or other dangerous fluids, substances, materials, equipment or other items must be in accordance with local ordinances, laws and regulations. Please view the complete Fire Safety information in the George R Brown Convention Center (GRBCC) – Exhibitor Guidelines (Cooking & LP Guidelines) Section 1.3 Flame Retardant Materials at www.houstonconventionctr.com. The GRBCC provisions adhere to the City of Houston (COH) Fire Code. If inspection indicates neglect in complying with these regulations, or otherwise presents a fire hazard or danger, the Association may cancel all or such part of a display as may be irregular, and effect the removal of same at the Exhibitor's expense. The Exhibitor is responsible for having certificates of flameproof actively in possession should booth decorations be questioned during inspection. Each Exhibitor is charged with knowledge of compliance with all laws, ordinances and regulations pertaining to health, fire prevention and public safety.

Order Taking/Sales

The selling of any products during the Academy's Food & Nutrition Conference

& Expo and related taxes is permitted on the Expo floor. Tax information and permits may be obtained by contacting:

Paul Allen
Texas State Comptrollers Office
1919 North Loop West, Suite 510
Houston, TX 77008
Ph: 713/803-8666

Care of Convention Center and Equipment

Exhibitors and their agents shall not injure or deface the walls, floors or any part of the exhibit building, booth, materials or equipment of another Exhibitor or the George R. Brown Convention Center. If such damage appears, the Exhibitor causing such damages is liable to the owner of the property so damaged.

We want everyone to have an enjoyable experience and appreciate your cooperation! Please familiarize yourself with all our rules and regulations in the [2013 Exhibit Application and Contract](#).

Critical Dates

May 1 – EXPRESSO Service Manual Goes Live

May 1 – Final Booth Payments Due

June 15– Registration & Housing Opens

June 28 (date subject to change) – Company profile must be updated in order to be included in the print Program Book.

October 19 – 22 – The 2013 Food & Nutrition Conference & Expo

October 20 – 22 – Expo Dates



Login Troubles? Watch our Webinar!

The Academy has developed instructional Webinars and videos to better serve our Exhibitors. Because many of you have asked where to login and how to create your profile, we have created a step-by-step tutorial of how to access the Exhibitor Login, create your company profile and add in the virtual booth upgrades we offer. Click [here](#) to watch “How to Create and Update Your Company Profile” and watch other educational videos!

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!

We're on Facebook and Twitter!

Like us [here](#)

Follow us at [@EatRight](#)
