

Academy of Nutrition and Dietetics

Exhibit Right

News and Information for the Nutrition Business Community

People to Know

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Welcome

Welcome to the September edition of *Exhibit Right: News and Information for the Nutrition Business Community.* This edition is our FNCE® Conference edition, where you will find valuable resources and deadline reminders for the upcoming show. We encourage those of you who have not yet signed up for the Food & Nutrition Conference & $Expo^{TM}$ (FNCE®) to sign up today.

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2013 Booth Space Still Available!

FNCE is nearing, but booths are still available for the upcoming show! Contact Katie Burke, CEM, Exhibits Manager, at kburke@eatright.org or at 312/899-4741 for more information. As an exhibitor of FNCE, you gain access to more than 8,500 registered dietitians, dietetic technicians, and other food and nutrition professionals. The event continues to expand, attracting a wider audience of professionals, including dietitians, sports, health, and nutrition professionals, and executive chefs. Interacting with this community by providing samples, showcasing products and educating attendees are benefits that can help you create immediate and long-lasting connections with purchase influencers in the food and nutrition service industries. Although FNCE is approaching, there are still great spots left on the show floor! Check out the available booth space here! You won't want to miss this year's event! Sign up today!

Exhibitor Service Manual

The Exhibitor Service Manual, known as *EXPRESSO*, is your source for all your FNCE needs. Order by **September 20**th to save with discounted rates! As the official service provider, GES offers show packages, shipping, furniture, installation and dismantle and much more!

To access the manual, go to our web site, www.eatright.org/fnce and click on "For Exhibitors," and then "Service Manual." Select "View EXPRESSO." Should you have questions while ordering, contact GES directly at 800/475-2098 or 702/515-5970. You may also chat live with a GES representative. If you forget to order something, there will be a GES ServiCenter onsite for last minute orders.

GES Service Executives Onsite at FNCE

At FNCE, all exhibitors will be assigned a designated Service Executive for the annual meeting.

Prior to the Meeting, Service Executives:

- Personally introduce themselves to their exhibitors
- Email their contact information for any questions

During Move In, Service Executives:

- Visit each exhibitor and leave contact information
- Conduct "booth checks" to confirm freight and furniture deliveries
- Access to ordering, freight delivery status
- · Allow you to place new orders or check on freight shipments from your booth
- · Review preliminary invoice with each exhibitor

Exhibitor Registration & Booth Allotments

With FNCE fast approaching, we are still getting questions in regards to registration. If you have not yet registered your booth personnel, please do so as soon as possible. To register your booth personnel, you will want to go to www.eatright.org/exporeg. This will prompt you to put in your Company ID and password that you received in your confirmation letter. If you need this again, please contact Katelyn Wujciga, Exhibits Coordinator, at kwujciga@eatright.org.

Here, you can register your booth personnel and Expo/Session badges. The Booth Personnel badges provide access in/out of the Expo Hall during set-up, tear-down and the Expo Hours. The Expo/Session badges provide access in/out of the Expo Hall during set-up, tear-down and the Expo Hours, as well as the educational sessions. If you have dietitians on staff or top level executives, this is a great way to have them attend the educational sessions! Please reference the badge allotment form here as well as times when you can pick up your badges. If you have any questions regarding your registration, contact the FNCE Registration Customer Service Center at 866/451-6444 (US and Canada) or 708/486-0728 (International). The FNCE Registration Customer Service Center is open 8:30 a.m. - 5 p.m., Central Time, Monday-Friday.

Food Shipping & Storage

As mentioned, ARAMARK has exclusive food and beverage distribution rights within the George R. Brown Convention Center. You should have completed the official ARAMARK Sampling Authorization Form found in the Exhibitor Service Manual. If you sample your own products that do not need preparation in the kitchen, you must also submit the Academy's Sampling Form. If your recipe requires an ingredient that is not your own, you must purchase it through ARAMARK. It is suggested that exhibitors who plan the distribution of large quantities of food product arrange for porter cleaning service to maintain the professional appearance of their booth and the exhibit floor surrounding their booth.

If you have made arrangements with ARAMARK to prepare and/or serve your booth samples at FNCE or they are preparing a dish using your product in a specific recipe, you need to ship your product directly to ARAMARK. They will receive, store and deliver your product as per their policies and procedures. If you are distributing your own pre-packaged samples and require no food preparation from ARAMARK, please ship your food items to GES for handling and storage. Shipping labels for regular items and food items are again, in the Exhibitor Service Manual.

Sponsorship Opportunities Still Available

There are still sponsorship opportunities available for the 2013 FNCE. Please read about them below and contact Susie Burns at sburns@eatright.org if interested.

Foundation Gold FNCE Sponsor Package

Recognized as co-sponsor of Foundation Gala, Leadership Breakfast, 50-Year Member Tea, Donor Reception and Dollars for Scholars through benefits outlined in silver & bronze packages plus:

- Table of 10 for Foundation Gala
- Full page ad in Foundation Gala program book (available for sponsorships secured by 9/13/13)
- Company name and description on Foundation website
- Sponsorship listing in Foundation Gala program book (available for sponsorships secured by 9/13/13)
- Sponsorship listing on electronic Foundation Gala seating request forms sent to all participants (available for sponsorships secured by 9/13/13)
- Invitation for table (as opposed to two) to attend a Foundation Corporate Reception held during ENCE
- Sponsorship listing on Foundation Gala tickets (available for sponsorships secured by 9/13/13)
- Organization logo rotated on screen as part of Foundation Gala presentation
- Signage (provided by Foundation) at Foundation Gala
- Verbal recognition during Foundation Gala
- Sponsor recognition in event promotion included in pre-FNCE attendee newsletter.
- Sponsorship listing on FNCE flyer inserted in Foundation donor thank you acknowledgements Aug-Oct
- Mention of support in Philanthropy, Awards and Grants section of Eat Right Weekly all member enewsletter

Sponsorship investment: \$15,000

Foundation Silver FNCE Sponsor Package

Recognized as co-sponsor of Leadership Breakfast, 50-Year Member Tea, Donor Reception and Dollars for Scholars through benefits outlined in bronze package plus:

Important Reminder:



FNCE is a carpeted show! You must order carpet and/or flooring for your booth space.

- Congratulatory message in 50-Year Member Tea Booklet (available for sponsorships secured by 9/13/13)
- Listing in 2013-2014 Academy/Foundation Annual Report
- Listing in Foundation Matters e-newsletter
- Corporate Reception held during FNCE
- Opportunity to include one piece of literature in leadership breakfast participant folder (available for sponsorships secured by 9/13/13)
- Signage (provided by Foundation) 50-year member tea and leadership breakfast

Sponsorship investment: \$7,500

Recommended Lunch Times



We do not have designated lunch hours, nor do we serve lunch onsite. You many determine your lunch breaks, but there must be one person manning your booth at all times. There are times during FNCE when no educational sessions are taking place. You will see an influx of people in the Expo Hall during these unopposed hours. We encourage lunch to be taken either before 11 a.m. or after 1:30 p.m.

Foundation Bronze Sponsor Package

Recognized as co-sponsor of Donor Reception and Dollars for Scholars through:

- Dollars for scholars can for booth and logo on can at Foundation Booth
- Listing in Foundation 2013-2014 Donor Report on website
- Corporate supporter sign for booth in exhibit hall at FNCE
- Signage (provided by Foundation) at donor reception
- Corporate support symbol next to organization name and listing in 2014 FNCE on-site program book
- Corporate support ribbon distributed during FNCE
- Sponsorship listing in Foundation sponsor thank you ad in the *Journal of the Academy of Nutrition* and Dietetics (available for sponsorships secured by 9/13/13)
- Sponsorship listing on the Foundation website
- Corporate supporter listing in program book for Foundation Gala during FNCE (available for sponsorships secured by 9/13/13)
- Invitation for 1 representative to attend a Foundation Corporate Reception held during FNCE
- Acknowledgement on Donor Reception invitation(available for sponsorships secured by 9/13/13)

Sponsorship investment: \$5,000

Foundation Nutrition Symposia

Saturday, October 19, 2013: 11:00 am - 1:00 pm

This unique event offers sponsors the opportunity to share some new research or a valuable service such as leadership or communication training with Academy of Nutrition and Dietetics members. Sponsorship for one of these three, two hour continuing education events is available for the right sponsor. Average attendance is 200 individuals. Recognition includes:

- Input on speaker selection and topic for symposium program
- Giveaways and opportunity to pass out literature
- Signage (provided by Foundation) at symposium
- Verbal recognition at symposium
- Sponsorship listing on the Foundation website
- Sponsorship listing in Foundation sponsor thank you ad in the *Journal of the Academy of Nutrition and Dietetics* (available for sponsorships secured by 9/13/13)
- Sponsorship listing on FNCE flyer inserted in Foundation donor thank you acknowledgements Aug-Oct
- Sponsor recognition in event promotion included in pre-FNCE attendee newsletter.
- Exclusive sponsorship of two hour symposium slot
- Listing in Foundation 2013-2014 Donor Report on website
- Corporate supporter sign for booth in exhibit hall at FNCE
- Corporate support symbol next to organization name and listing in 2014 FNCE on-site program
- Corporate support ribbon distributed during FNCE
- Invitation for ten representatives to attend a Foundation Corporate Reception held during FNCE
- Corporate supporter listing in program books for Foundation Gala during FNCE (available for sponsorships secured by 9/13/13)
- Listing in Foundation Corporate Supporter Ad in the Journal of the Academy of Nutrition and Dietetics
- Listing in 2013-2014 Academy/Foundation Annual Report
- · Inclusion in recognition slide at Foundation Gala
- Full page ad in Foundation Gala program book (available for sponsorships secured by 9/13/13)
- Mention of support in Philanthropy, Awards and Grants section of Eat Right Weekly all member enewsletter
- Paragraph on company support in Foundation Matters e-newsletter

Sponsorship investment: \$30,000, plus all speaker expenses including conference registration, travel, hotel, honorarium and audio visual

Foundation Photo Shop

FNCE is the perfect opportunity for members to get head shots taken. Often times, members are asked to submit photos, but don't always have one that is professional and up-to-date. For a nominal fee, members can schedule time for this.

- Signage (provided by Foundation) outside photo shop room
- Opportunity to distribute information to session attendees
- Sponsorship listing in Foundation sponsor thank you ad in the *Journal of the Academy of Nutrition* and Dietetic (available for sponsorships secured by 9/13/13)
- Sponsorship listing on FNCE flyer inserted in Foundation donor thank you acknowledgements Aug-Sept
- · Sponsorship listing on the Foundation website
- Company name on email confirmation
- Company logo on thumb drive
- Listing in Foundation 2013-2014 Donor Report on website
- Corporate supporter sign for booth in exhibit hall at FNCE
- Corporate support symbol next to organization name in 2014 FNCE on-site program book
- Corporate support ribbon distributed during FNCE
- Listing in Foundation Corporate Supporter Ad in the Journal of the Academy of Nutrition and Dietetics
- Listing in Foundation Matters e-newsletter
- Listing in 2013-2014 Academy/Foundation Annual Report
- Sponsorship listing in Foundation Matters e-newsletter
- Invitation for one representative to attend a Foundation Corporate Reception held during FNCE
- Corporate supporter listing in program books for Foundation Gala during FNCE (available for sponsorships secured by 9/13/13)

Sponsorship investment (exclusive):\$7,500

Booth Activities

Consider holding an activity at your booth on the exhibit floor to benefit the Foundation. Designate a specific donation amount for each person who participates in your booth activity. This is a great way to drive traffic to your booth and show your philanthropic support for the Foundation. Recognition (if secured by August 1, 2013) includes:

- Inclusion of booth activity in Philanthropy, Awards and Grants section of Eat Right Weekly all
 member e-newsletter
- Sponsorship listing on the Foundation website

Minimum Donation: \$1500

In addition, donations of \$5,000 will be recognized through:

- Listing in Foundation 2013-2014 Donor Report on website
- Corporate supporter sign for booth in exhibit hall at FNCE
- Corporate support symbol next to organization name and listing in 2014 FNCE on-site program book
- Corporate support ribbon distributed during FNCE
- Corporate supporter listing in program book for Foundation Gala during FNCE
- Invitation for 1 representative to attend a Foundation Corporate Reception held during FNCE

Gala opportunities (beyond sponsorship)

• Gala Program Book Ad:

Half Page: \$500Full Page: \$750

Table and Ticket Sales

Recognition based on investment level

o Individual tickets: \$200

Tables of 10: \$2,500 - \$3,500 (special rates apply for non-profits)

Silent Auction

The Foundation's Silent Auction is a don't-miss feature of Academy's Food & Nutrition Conference & Expo. Thousands of FNCE attendants pursue the 100+ silent auction items which are on display for 4 days of the conference and expo. Recognition includes:

- Full color sign listing the donor's name and a description of the item.
- Sponsorship listing in FNCE on-site program book (if secured by May 18, 2013).
- Sponsorship listing on the Foundation website.

Minimum value of item: \$150

Shipping Reminder



You may ship to the Advanced Warehouse between now and October 11, 2013. If you plan to ship directly to the Convention Center, dates of arrival and address is located in the Exhibitor Service Manual.



It's not too late to upgrade your booth! If you would like to see a press release included in our NEW! FNCE App, wish to enter the New Product Showcase, or participate in the Center for Career Opportunities, click here!



Marketing Toolkit Example

We're on Facebook and Twitter!

Like us here

Follow us at <u>@EatRight</u>

Does This Interest You?

If you are registered for your company's Expo/Session badge, then you may want to check this session out while at FNCE! One FNCE session exhibitors might find interesting is The Diversity Committee's 2013 FNCE Culture Symposium on Tuesday, October 22 from 8-9:30 am in Room 351. The Diversity Committee invites you to attend the 2013 FNCE Culture Symposium on Tuesday, October 22 from 8 – 9:30 am in Room 351. The Committee is hosting a session on **Supermarkets in Diverse Communities: Putting Healthy Food Choices in the Showcase.** Session speakers will be Susan Borra, RD, Senior Vice President, Communications and Marketing at the Food Marketing Institute (FMI). Susan will bring the newest industry data on how supermarkets are adjusting to the country's changing demographic profile and providing consumer choices for a variety of cultures. Joining Susan are two Academy members working with diverse consumers and supermarket nutrition education programs, Lorena Kaplen, RDN,CSP, LD from San Antonio, Texas and Gloria Bent from Bronx, New York. The Diversity Committee hopes you can join the session and share your experiences and ideas.

Proper Booth Etiquette

Within the next week, make sure to check our Tools & Resources page and pass on our NEW! educational video on Proper Booth Etiquette. This is a short video that we recommend sharing with your booth staff before FNCE. It will go through the do's and don'ts of proper etiquette and helpful tips to ensure a four-star staff at FNCE! You can find the video here the week of September 23, 2013.

The Marketing Toolkit

The Food & Nutrition Conference & ExpoTM (FNCE®) is your best opportunity to reach over 8,500 food and nutrition professionals. Effective marketing will increase traffic to your booth, create brand recognition, and promote your organization, new products and much more! The Academy of Nutrition and Dietetics is excited to offer you complimentary marketing materials as an added promotional benefit for participating in FNCE.

What is Our Marketing Toolkit?

Think of it as your very own [marketing] toolbox. What tools are you going to use to create recognition for your organization at FNCE? Inside our toolkit you will find ads and web banners available for use in your newsletters, web sites and social media channels. We strongly encourage you to take advantage of these tools and promote your participation at FNCE.

Where Can I Find the Toolkit?

You can find the Exhibitor toolkit on the Exhibitor website. You must <u>login</u> using your assigned password and click the Marketing Toolkit link.

Utilizing the Toolkit

Our toolkit should be a simple, "do-it-yourself" process. After you login and click the link, you can choose between small or large banners and ads. Each item contains supporting files for easy customization so you can add your company logo and booth number. Once you have customized your marketing piece, simply upload it into social media. It's that simple!

And remember, our marketing toolkit was created to promote your organization at FNCE using already-created material. E-blasts to FNCE attendees **must** be approved by Academy Show management. For questions contact Katelyn Wujciga, Exhibits Coordinator, at 312/899-4890 or kwujciga@eatright.org.

Attendee List Rental

In 2013, exhibitors will have access to reach FNCE attendees through the TrafficMax system and portal. Through TrafficMax, you can upload your own e-Blast into the system or use existing templates. You can send an e-Blast out to all registered FNCE attendees or a targeted group of attendees based on registration criteria. The Academy must review and approve all of the email blasts that are sent pre- and post-FNCE through this system. There is a \$35.00 setup fee. The cost is 0.26 cents per name (\$250.00 minimum) and can be found in the Exhibitor Service Manual.

Questions?

Contact Katelyn Wujciga, Exhibits Coordinator, at 312/899-4890 or kwujciga@eatright.org. We look forward to seeing you in Houston!