



**Academy of
Nutrition and Dietetics**

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right. Academy of Nutrition and Dietetics

**2018 Exhibitor Information
Packet**

Dear Potential Exhibitor,

The Utah Academy of Nutrition and Dietetics (UAND) invites you to participate as an exhibitor at our annual UAND Conference on Thursday, March 29, 2018 at the Intermountain Medical Doty Education Center in Murray, Utah. Participating exhibitors have the opportunity to showcase their organization, products and services to Utah dietitians and nutrition professionals. Conference attendees recommend products and services to their clients, giving you the potential to reach thousands of people throughout Utah.

Approximately 300 nutrition professionals attend this annual Conference to obtain continuing education credit and to learn about nutrition related companies and products through the exhibits. We are inviting exhibitors to participate on Thursday, March 29, 2018.

Registered Dietitians make recommendations to the buying public; have purchasing power in hospitals, care centers and more; are educators; and are consumers themselves.

At the Exhibition, your representatives will be able to:

- Introduce new products technologies and services
- Generate new leads and respond to inquires
- Target your product to a large focused audience of dietetic professionals
- Network with dietetic professionals

The attached information packet includes more specific information, payment details, and other opportunities. This information as well as online registration is available at <http://www.eatrightutah.org/> under Annual Meeting*.

Sincerely,

Laura Bain, RDN, LD, CD
Sponsor/Exhibitor Chair
404-293-8487
laurahbain@gmail.com

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EXHIBITOR GENERAL INFORMATION

Exhibitor Opportunities

- Capture the attention of Conference attendees
- Showcase your products and services
- Interact with the state of Utah’s leading nutrition professionals
- For more information, visit our website at <http://www.eatrightutah.org/>

Other Ideas?

UAND realizes that exhibitors have a variety of needs. Do you have a new idea for promoting your product? We invite you to submit unique ideas or services to Laura Bain at laurahbain@gmail.com.

Want to be represented but unable to come in person? Check out our opportunities for sponsorship!

Exhibitor Dates and Times:

- Thursday March 29, 2018
 - A 60 minute morning break
 - Lunch break
 - 30 minute afternoon break
 - We reserve the right to adjust this schedule and amount of time as needed.

Location:

Intermountain Medical Doty Education Center

Physical Address:
5121 S Cottonwood St
Murray, UT 84107

Booth Cost (standard):

- For-Profit Organization: \$350/1st booth; \$75/2nd booth
- Non-Profit Organization: \$65/1st booth; \$50/2nd booth
- Utah Small Business: \$100/1st booth; \$50/ 2nd booth

***** Register by December 15th, 2017 and receive the early bird discount***

- For-Profit Organization: \$300/1st booth; \$75/2nd booth
- Non-Profit Organization: \$50/1st booth; \$50/2nd booth
- Utah Small Business: \$75/1st booth; \$50/ 2nd booth

Booth Benefits

The fee includes:

- Two chairs
- Wireless internet connection capability
- Company name listed in printed conference agenda
- Company highlight on UAND social media (FB, Twitter, website)
- 6' X 18" formica table with skirt and tablecloth

The opportunity for a social media highlight is available for **ALL SPONSORS**. If you would like your company to be highlighted on UAND social media, please submit a description of your product or services (200 words or less), along with an image (if desired). The social media highlight may be included with your exhibitor application or e-mailed to laurahbain@gmail.com no later than February 24, 2018.

Setup and Dismantling

Exhibitors may start setting up at 8:00 AM and must have their booths set up and be present by the start of the first break. All exhibitor material must be dismantled and removed after the final showing. **The exhibit area must be vacated no later than 5:00 pm March 29th**. [Times are subject to change.]

ADDITIONAL MARKETING OPPORTUNITIES

Your organization may wish to donate materials or money for items used to market the conference to potential attendees. These marketing opportunities are made available on a **first come, first served** basis. Priority will be given to the following for all marketing opportunities (excluding advertisements):

- 1- General Sponsors/ Meal and Break Sponsors
(Priority given to highest-level sponsors)
- 2- Educational Sponsors
- 3- Exhibitors

Program Booklet Advertising

The opportunity to advertise in printed materials. Printed materials are distributed to all Conference attendees, exhibitors, and speakers. The following advertisement sizes are available:

	Black and White	Color
Full page (7 ½" wX10" h)	\$200	\$300
Half page (7 ½" wX 5"h)	\$150	\$200
Quarter page (3"wX5"h)	\$75	\$100

REFUND POLICY

A full refund will be given until February 1, 2018. A refund of 75% of what was paid for exhibiting will be honored until March 1, 2018. No refund will be available for non-attendance and/or cancellation after March 1, 2018.

SOCIAL MEDIA

If you wish to be highlighted on UAND social media (a complimentary exhibitor benefit), please send a description of your product or services (200 words or less), along with an electronic version of your company logo to Laura Bain at laurahbain@gmail.com no later than February 24, 2018.

QUESTIONS?

Please contact Laura Bain, Sponsor/Exhibitor Chair

Phone: 404-293-8487

Email: laurahbain@gmail.com