The Expo provides the perfect venue for attendees to view, sample and evaluate your products and services before recommending or making purchase decisions. It’s also an ideal opportunity to gather real-time feedback from your existing and potential customers.

*This includes: registered dietitian nutritionists and dietetic technicians, registered, diabetes educators, food service buyers/managers, patient counselors, nutrition consultants, sports nutritionists, culinary professionals, chefs and dietary managers.
nutrition and dietetics professionals attended the Food & Nutrition Conference & Expo™ in 2017. 12,810 of FNCE® attendees visited the Expo in 2017 to learn about new products and services. Representing 60 countries, 50 states, District of Columbia and Puerto Rico, 2,637 students • 390 exhibitors.

**Primary Area of Practice**

- Clinical Nutrition: 21%
- Consultation and Private Practice: 13%
- Education/Research: 12%
- Community/Public Health: 8%
- Foodservice: 6%
- Other (non-profit): 3%
- Food Manufacturer/Distributor: 2%
- Other (for-profit): 2%
- Student: 26%
- Other: 7%

**Years in Practice**

- 25% 0-5 years
- 13% 6-10 years
- 31% 11-25 years
- 31% Over 25 years

**Registered Dietitian Nutritionists (RDNs)**

RDNs are the food and nutrition experts who translate the science of food and nutrition into practical solutions for healthy living.

Learn more
EXHIBITOR PACKAGE

EXHIBIT SPACE RATES
Booths are measured in 10’ x 10’ increments. Two or more inline booths can be combined to create a 10’ x 20’ configuration or larger. Pricing for these larger inline booths are calculated on the 10’ x 10’ base price.

<table>
<thead>
<tr>
<th>Size</th>
<th>Price</th>
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<tbody>
<tr>
<td>10x10 Inline</td>
<td>$2,900</td>
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<tr>
<td>10x10 Corner</td>
<td>$3,100</td>
</tr>
<tr>
<td>10x10 Premium</td>
<td>$3,300</td>
</tr>
<tr>
<td>10x10 Non-profit</td>
<td>$2,000</td>
</tr>
<tr>
<td>20x20</td>
<td>$12,400</td>
</tr>
<tr>
<td>20x20 Premium</td>
<td>$13,200</td>
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<tr>
<td>20x30</td>
<td>$18,200</td>
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<tr>
<td>20x30 Premium</td>
<td>$19,800</td>
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<tr>
<td>20x40</td>
<td>$24,000</td>
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<tr>
<td>20x40 Premium</td>
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<tr>
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<tr>
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<td>$58,800</td>
</tr>
<tr>
<td>40x50 Premium</td>
<td>$66,000</td>
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</tbody>
</table>

WHAT’S INCLUDED:
- Select ideal booth space in Expo Hall
- 8’ High back drape
- 3’ High side rail drape
- Identification sign and booth floor stickers
- 24 Hour perimeter security
- Description of your products/services in the online Interactive Floorplan, and the FNCE® Mobile App.

Note: Carpeting is mandatory for all Exhibit booth spaces at FNCE® 2018. Carpeting, furniture, and additional accessories may be rented through the Exhibitor Service Kit, available March 2018. A 50% deposit is due with receipt of the contract. The remaining balance is due on or before May 1, 2018. Please refer to the Exhibit Rules & Regulations for specific pricing details and contractual stipulations.

EXHIBITOR ELIGIBILITY
All new companies who wish to exhibit at FNCE® are reviewed based on the Academy’s Exhibitor Eligibility Guidelines.

EXHIBITOR BADGES

Exhibitor Conference Badges
Access: The Expo Hall during Set-up, Tear-down, Show hours and FNCE® educational sessions.

Exhibitor Booth Badges
Access: The Expo Hall during Set-up, Tear-down, Show hours and the Opening and Closing sessions only.

Interactive Floor Plan   FNCE® 2018 Website   Reserve Your Booth Now
**EXPO PAVILIONS**

Feature your products and services in one of our specialty pavilions.

**NATURAL & ORGANIC**
Be a part of the largest pavilion at the Food & Nutrition Conference & Expo™ – the Natural & Organic pavilion.

Highlight your products along with other specialty and natural grocery produce, dry snacks, beverages, and leading organic producers and manufacturers.

**HEALTHY GUT**
More than ever, food and beverages are loaded with probiotics and wellness-oriented ingredients. In the coming year, there will be more of an emphasis on plant-based probiotics and the use of prebiotics and other functional foods to improve digestion and overall health. Be part of this popular pavilion at FNCE® by showcasing your products and solutions for optimal gut health.

**TECHNOLOGY FOR PRACTICE**
Technology is changing the way dietitians practice and when used properly can make patient/client care more efficient and effective. FNCE® attendees are looking for technology and apps to help clients with screening, assessment and personalized nutrition. This pavilion is ideal for integrative approaches to nutrition technology and for companies who sell EMR/ EHR solutions, informatics, telehealth, mobile apps, and software/hardware tools needed for effective practice.

**WELLNESS & PREVENTION**
FNCE® attendees consult clients on how to stay healthy and active. They are constantly on the search for advances and trends in exercise, sports nutrition, health coaching and genetic factors essential for health promotion and disease prevention.

**ACT NOW!**

Limited Attendee Engagement Opportunities Available

Connect with FNCE® attendees beyond your booth to increase your visibility! Attendees are interested in new products, services, research and trends impacting the food and nutrition industry. This is your opportunity to showcase your organization and increase your exposure at FNCE® and beyond.

Contact Daun Longshore, Director of Corporate Relations at 312/899-4789 or dlongshore@eatright.org to learn more about the marketing opportunities available.
SCHEDULE OF EVENTS

EXHIBIT SET-UP
Thursday, October 18  9 a.m. – 4:30 p.m.
Friday, October 19   8 a.m. – 4:30 p.m.
Saturday, October 20  8 a.m. – 6 p.m.

EXHIBIT HOURS
Sunday, October 21   9 a.m. – 3:30 p.m.
Monday, October 22   9 a.m. – 3:30 p.m.
Tuesday, October 23  9 a.m. – 1 p.m.

EXHIBIT TEAR-DOWN
Tuesday, October 23   1 – 6 p.m.
Wednesday, October 24 8 a.m. – 12 p.m.

EXCLUSIVE EXPO HOURS
Educational Sessions do not occur during these times

Sunday, October 21   9:30 – 10 a.m.
                     11:30 a.m. – 1:30 p.m.
                     3 – 3:30 p.m.
Monday, October 22   9:30 – 10 a.m.
                     12 – 1:30 p.m.
                     3 – 3:30 p.m.
Tuesday, October 23  11:15 a.m. – 12 p.m.

STAY CONNECTED
www.eatrightfnce.org/exhibitors