We invite you to exhibit at the Food & Nutrition Conference & Expo™ (FNCE®) held at the Indiana Convention Center in Indianapolis.

EXHIBITOR PROSPECTUS

Conference Dates: October 17 – 20, 2020 | Exhibit Dates: October 18 – 20, 2020

Connect with thousands of nutrition and dietetics practitioners over 3 days.
Registered dietitian nutritionists (RDNs) are food and nutrition experts who translate the science of nutrition into practical solutions for healthy living. RDNs are everywhere and touch the lives of many. Estimates show that RDNs counsel approximately 1.5 billion contacts with clients/patients per year.

<table>
<thead>
<tr>
<th>Percentage</th>
<th>Description</th>
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</thead>
<tbody>
<tr>
<td>89%</td>
<td>Attendees visit the Expo Hall to learn about new products and services.</td>
</tr>
<tr>
<td>86%</td>
<td>Attendees value sampling products.</td>
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<tr>
<td>64%</td>
<td>Attendees value talking face-to-face with industry food and nutrition professionals.</td>
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<tr>
<td>56%</td>
<td>Attendees value receiving nutrition education material for clients.</td>
</tr>
</tbody>
</table>

11,062 nutrition and dietetics practitioners attended FNCE® 2019.

Meet face-to-face with over 10,000 enthusiastic nutrition and dietetics practitioners who are ready to conduct business.
WHY EXHIBIT AT FNCE®?

- Interact with attendees looking to learn about products and services they can recommend/purchase.
- Full Conference registration included with your booth. Interact with attendees during sessions.
- Non-compete Expo Hall hours.
- Attendee engagement activities in the Expo Hall:
  › Culinary & Learning Studio
  › Expo Stage Events
  › Poster Sessions
- Additional marketing opportunities available only to exhibitors.

MEET OUR ATTENDEES

Primary Area of Employment

- 25% Clinical Nutrition
- 15% Consultation and Private Practice
- 13% Education/Research

11% Community/Public Health

20% Students

16% Other

Years in Practice

- 5% Retired
- 20% 6–14 years
- 40% 15+ years
- 24% 1–5 years

Buying Power

- 50% Final Decision Maker/Recommender

Attending the Expo is consistently rated as one of the top reasons for attending FNCE®.

LEARN MORE

For additional information contact:
Doreen Bonnema | FNCE® Exhibit Manager | 312–265–9653 | doreen@corcexpo.com
Exhibit Space Rates
The Expo Hall has Premium and Regular booth locations.

- Premium booth 10 x 10 rate: $3,400
- Regular booth 10 x 10 rate: $3,000 (Additional $200 for each Regular booth corner)

<table>
<thead>
<tr>
<th>Inline Booths</th>
<th>Regular</th>
<th>Premium</th>
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<tbody>
<tr>
<td>10’x10’</td>
<td>$3,000</td>
<td>$3,400</td>
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<tr>
<td>10’x20’</td>
<td>$6,000</td>
<td>$6,800</td>
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<tr>
<td>10’x30’</td>
<td>$9,000</td>
<td>$10,200</td>
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<tr>
<td>Corner</td>
<td>$200</td>
<td>N/A</td>
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<table>
<thead>
<tr>
<th>Island Booths</th>
<th>Regular*</th>
<th>Premium</th>
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<tbody>
<tr>
<td>20’x20’</td>
<td>$12,800</td>
<td>$13,600</td>
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<tr>
<td>20’x30’</td>
<td>$18,800</td>
<td>$20,400</td>
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<tr>
<td>20’x40’</td>
<td>$24,800</td>
<td>$27,200</td>
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<tr>
<td>30’x40’</td>
<td>$36,800</td>
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<tr>
<td>30’x50’</td>
<td>$45,800</td>
<td>$51,000</td>
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Exhibitor Eligibility
All first time exhibiting companies and new brands who wish to exhibit at FNCE® are reviewed based on the Academy’s Exhibitor Eligibility Guidelines. Exhibitor Eligibility Guidelines.

What’s Included:
- Description of your products/services in the online Interactive Floor Plan and the FNCE® Mobile App.
- Full Conference badge based on your booth size.
- Booth badges based on the size of your booth.
- Additional marketing opportunities to reach attendees.

- Identification sign and booth floor sticker.
- 24 Hour perimeter security
- 8’ High back drape
- 3’ High side rail drape

Note: Carpentry/floor covering is mandatory for all Exhibitor booth spaces. Carpentry, furnishings and utilities are not provided with your booth but can be ordered separately.

Exhibitor Badges
**Full 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.

RESERVE YOUR BOOTH SPACE NOW!

FNCE® 2020 WEBSITE
INTERACTIVE FLOOR PLAN
RESERVE YOUR BOOTH NOW
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.

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.

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.

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 Sponsorship & Marketing 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 15**
  - 9 a.m. – 4:30 p.m.

**Exhibit Hours**
- **Sunday, October 18**
  - 9 a.m. – 3:30 p.m.
- **Monday, October 19**
  - 9 a.m. – 3:30 p.m.
- **Tuesday, October 20**
  - 1 p.m. – 6 p.m.
- **Wednesday, October 21**
  - 8 a.m. – 12 p.m.

**Exhibit Tear-Down**
- **Tuesday, October 20**
  - 1 p.m. – 6 p.m.
- **Saturday, October 17**
  - 8 a.m. – 6 p.m.
- **Sunday, October 18**
  - 9 a.m. – 3:30 p.m.
- **Monday, October 19**
  - 9 a.m. – 3:30 p.m.
- **Tuesday, October 20**
  - 9 a.m. – 1 p.m.

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## STAY CONNECTED

### Contact Information

- **Doreen Bonnema**
  - FNCE® Exhibit Manager
  - doreen@corcexpo.com

- **Daun Longshore**
  - FNCE® Sponsorship
  - dlongshore@eatright.org

- **Wes French**
  - FNCE® Sponsorship
  - wfrench@eatright.org