VENTURE BEYOND YOUR FNCE® BOOTH

Exhibiting at the 2020 Food & Nutrition Conference & Expo™ connects you with over 10,000 enthusiastic nutrition and dietetics practitioners who are ready to conduct business. Maximize your investment by further engaging with this audience. The Academy offers a myriad of ways to connect and to showcase your products and services in innovative ways.

360° ATTENDEE ENGAGEMENT OPPORTUNITY

Signature Supporter Package

• Choice of:
  › 45-minute Expo Briefing — during Expo Exclusive hours *(booked on a first-come, first-served basis)*, seating for 300+ in the Learning & Culinary Studio
  › 45-minute Culinary Demo — during Expo Exclusive hours *(booked on a first-come, first-served basis)*, seating for 300+ in the Learning & Culinary Studio
  › 45-minute Media Briefing

• Choice of:
  › Participation in Mission Nutrition FNCE® Mobile App Scavenger Hunt Game
  › Participation in the Exhibitor Welcome Zone *(one timeslot)*
  › One FNCE® Mobile App Push Notification

• Inclusion in the FNCE® New Product Spotlight
• Standard Placement in the FNCE® Digital Event Bag
• Rotating Banner on FNCE® Mobile App sub-pages *(excluding Educational Sessions pages)*
• Enhanced listing on the FNCE® Mobile App
• Two Foundation Gala tickets
• Recognition touchpoints
• Advance selection of 2021 FNCE® booth

Exclusive to eight exhibitors

$25,000
ATTENDEE ENGAGEMENT OPPORTUNITIES

Culinary Experience/Recipes
Culinary Demo
45-minute demo, seating for 300+
$12,000

Booth Traffic Builder
Mission Nutrition FNCE® Mobile App Scavenger Hunt Game
Attendees must visit your booth to compete for prizes
$3,500

Presentation/Speaking Opportunity
Expo Briefing
45-minute science-based presentation, seating for 300+
$15,000

Fitness
Yoga Fitness Breaks
At the Expo Hall Stage
$10,000

Sampling
Exhibitor Welcome Zone
Tabletop exhibit to sample products outside of the Expo Hall
Exclusive to 10 exhibitors
$4,000 Morning timeslot
$2,500 Afternoon timeslot
$5,500 Both timeslots

Product Demos
Innovation Stage
20-minute demo
$2,500
Includes all New Product Spotlight benefits

For additional information contact:
Daun Longshore | Director, Corporate Relations | 312-899-4789 | dlongshore@eatright.org
Wes French | Account Manager, Corporate Relations | 312-899-4714 | wfrench@eatright.org
MEDIA ENGAGEMENT OPPORTUNITIES

Breaking News
Academy Spokesperson Briefing, 45 minutes
Media Briefing, 45 minutes
$15,000

New Products/Trends/Research
Co-Sponsored Media Luncheon & Networking Showcase
Exclusive to four exhibitors
$5,000

STUDENT ENGAGEMENT OPPORTUNITIES

Serving Up Knowledge
One-hour breakfast event, 30-minute presentation/panel discussion
Exclusive to one exhibitor
$10,000 + food and beverage

Snack & Chat
One-hour snack sponsorship in the FNCE® student lounge
Exclusive to four exhibitors
$2,500 + food and beverage

PROMOTIONAL OPPORTUNITIES

New Products
New Product Spotlight
Listing on FNCE® website and FNCE® Mobile App, onsite display
$1,000

Digital Insert
FNCE® Digital Event Bag
Online insert to share incentives and information with all attendees
$1,000 Featured Placement (maximum of six)
$500 Standard Placement

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ACADEMY FOUNDATION OPPORTUNITIES

Foundation Pre-FNCE® Nutrition Symposia

Saturday, October 17, 2020
Share new research, consumer trends or science-based nutrition information during a two-hour continuing education session. Average attendance is 200. Three time slots available.

$50,000 + plus all speaker expenses, including conference registration, travel, hotel, honorarium and audio visual

Academy Foundation Gala

Monday, October 19, 2020
Celebrations of live music and dancing, along with Foundation videos and a short program, will comprise the event. The event provides a great opportunity for attendees to network, socialize and celebrate the Foundation’s success in a festive atmosphere. Average attendance is 500.

$3,500–$7,500

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