

CALIFORNIA ACADEMY OF
NUTRITION AND DIETETICS
ANNUAL CONFERENCE 2017

APRIL 27-29, 2017

MCCLELLAN CONFERENCE CENTER
SACRAMENTO, CA



California Dietetic Association name change 6/1/15

Registered Dietitians lead their organizations in many challenging areas.

- Have purchasing and decision-making authority as Food Service Directors and Clinical Nutrition Managers in various health care facilities.
- Are private consultants who make recommendations to the buying public.
- Are Sports Nutritionists in private practice and fitness centers.
- Comprise a group of nutrition experts whose recommendations are widely sought by physicians and other health care professionals.
- Hold positions in government and develop policy that impacts purchasing.
- Are educators in universities, lecturers in medical schools and instructors of future RDs and DTRs.
- Have influence over products purchased by all age groups.
- Are the customers of today and tomorrow. No other professional deals with the hottest topic concerning consumers' today—nutrition and food. Attendees will share the knowledge of your products and services with others such as other health professionals and consumers

The Exhibition is an integral part of CAND and offers exhibitors a unique 2-day schedule:

- Selling on the exhibit floor
- The exhibition schedule will provide several hours of non-conflicting exhibit viewing, thus giving a dedicated time and opportunity for exhibitors to interact with attendees.
- Continuing education credits given to attendees for viewing the exhibits
- A chance to network with 600+ dietetic professionals
- A reception in the exhibit hall on the opening night
- Additional marketing opportunities through advertising in the program booklet, and sponsorship of special events

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
- Participate in a variety of educational programs
- Network through social activities

EXHIBITION DATES APRIL 27 & 28, 2017

Over 600 professional dietitians are anticipated to be on hand at this yearly event, to take part in viewing the latest in products and services on display in the exhibition hall, as well as on-going educational workshops and seminars.

Location:	Exhibit Contact:	Costs: Booth Size 10' x 10' U.S. Currency	
McClellan Conference Center Lions Gate Hotel 5411 Luce Avenue, Sacramento, CA 95652 916/643-6222	California Academy of Nutrition and Dietetics Tel: 310/822-0177 Fax: 310/823-0264 patsmith@dietitian.org	Sponsorship Booth Premium Booth Corner Booth Regular Booth Non Profits <small>(Limited)</small>	\$6,000 + \$1,000 \$900 \$800 \$400

Exhibit Date and Hours:

Set up:	Exhibition:	Tear Down:
Thursday, April 27: 12-5pm	Thursday, April 27: 6pm-8pm Friday, April 28: 10am-2pm	Friday, April 28: 2-5pm

The Booth Includes:

- Web Site link to all exhibitors **who have paid all fees in full** and we hope you will link back to us at www.dietitian.org • 10'x10' Booth
- Draped back wall: 8' high • Draped side dividers: 3' high • ID sign • Furniture package of one six foot draped table, two molded plastic chairs and one wastebasket (Extra furniture can be ordered. See exhibitor kit.) CAND does not provide internet access in the exhibit hall – see exhibitor kit to order access.

Booth Rates and Assignments:

Spaces are reserved on a first-come, first-serve basis. A variety of locations are offered, including premium spots. CAND offers a reduced nonprofit rate to encourage our community partners to participate in the Exhibition. Spaces are reserved upon receipt of full payment with signed contract. Space is limited.

Deadline for exhibitor registration: Full Payment must be received no later than 2 Weeks Prior to Event.

Program Listing:

Your company name and website listed on the CAND Website when full payment is received for your booth.

Exhibitor description, address, and booth assignment will appear in the program booklet for those meeting contract deadlines of March 20. Please complete and return the application form promptly.

Electrical/Other Connections, Additional Furniture and Shipping/Receiving Information

Services are available to all booths by ordering through the exhibitor kit.

Kitchen Preparation and Refrigeration:

Please contact Cheryl Goldfarb (cgoldfarb@mccllellanconferencecenter.com) 916 640 0805

Hotel:

CAND has negotiated special conference room rates and reserved a block of rooms at the **Lions Gate Hotel (916/643-6222)** a rate of \$114.00 single/double on the conference center property and **Crown Plaza Sacramento Northwest (877-504-0054 or reservations@cpsac.com)** \$114.00 single/double 2.3 miles from property – complimentary hotel shuttle provided to/from Crown Plaza. You help CAND by staying at the Host Hotel to keep our costs down and your booth fees low. Room Block ends **April 4 2017** to take advantage of the CAND rate of \$114.00++ make reservations well in advance of that date.

SPONSORSHIP/ADVERTISING OPPORTUNITIES

On behalf of the 6,500.00 Dietitians throughout California, may we take this opportunity to invite your company to become one of our exclusive sponsors at our CAND Annual Conference 2017 held April 27-29, 2017 at the McClellan Conference Center, 5411 Luce Avenue, Sacramento, CA 95652 916/643-6222

ALL SPONSORS WILL BE LISTED IN THE FINAL PROGRAM BOOK ON www.dietitian.org
IN ADDITION TO ADVERTISING (Size is Determined By Level of Sponsorship)

GOLD SPONSOR: \$11,000.00 or more	SILVER SPONSOR: \$6,000.00 or more	BRONZE SPONSOR: \$3,500.00 or more
<ol style="list-style-type: none"> Sponsorship Booth In The Exhibit Hall. Full Page Advertisement In Program Booklet. (size listed below) Company Name On The Exhibit Hall Entrance One Set Participant Labels (By Request After Early Bird Deadline) One Set Of CAND Member Mailing Labels Free Conference Registration For A Maximum Of 5 Booth Workers (Registration Required) <p>Events: Awards Lunch (+Silver Sponsor), Exhibit Hall Lunch (+Silver). Saturday Lunch, Full Breakfast</p>	<ol style="list-style-type: none"> Sponsorship Booth In The Exhibit Hall. Half Page Advertisement In Program Booklet (size listed below) Company Name On The Exhibit Hall Entrance One Set Participant Labels (By Request After Early Bird Deadline) Free Conference Registration For A Maximum Of 3 Booth Workers (Registration Required) <p>Events: Light Breakfast, Food Demo, Full Day Coffee/Tea, Partial Awards Or Exhibit Lunch, Special Events</p>	<ol style="list-style-type: none"> Regular Booth In The Exhibit Hall. Full Page Advertisement In Program Booklet. (size listed below) Company Name On The Exhibit Hall Entrance Free Conference Registration For A Maximum Of 1 Booth Workers (Registration Required) <p>Events: Opening Night Reception, Coffee/Tea Breaks, Appreciation Reception Event, Computer Station</p>

EVENT SPONSORSHIP OPPORTUNITIES

<ul style="list-style-type: none"> Your Logo on Convention Bags (1 Silver Sponsor) Breakfast – 350 attendees each (Friday and Saturday) Coffee/Tea Breaks or Full Day Coffee/Tea (Thursday, Friday, Saturday) Award Lunch – 500 attendees Early Morning Exercise – 30 attendees (\$500) 	<ul style="list-style-type: none"> Food Demonstration in Exhibit Hall on Friday – 500 attendees (Silver Sponsorship) Student Reception – 150 attendees (\$1000) Appreciation Reception – 50 attendees (\$1000) Saturday Lunch – 350 attendees Opening Night Reception - 500 attendees
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TOTE BAG LOGO SPONSORSHIP \$6,000

(limit one sponsor) (CAND logo will appear with sponsor logo)

PRODUCT PLACEMENT SPONSORSHIP \$2,000

- Gift Items** (limit two per sponsor) distributed to attendees at onsite registration.

- Products with your company logo and the CAND Logo:

Other Product Placement opportunities include **Publications, Brochures, or Order Catalogs** (limit 3 collated items per sponsor)

Individually-packaged food items (limit 1 item per sponsor) for distribution to all attendees at onsite registration.

a. All costs related to printing or producing item to be paid by the sponsor

b. Shipping and receiving to Hotel/Conference Center paid by sponsor.

c. Food Placement sponsors to work directly with Assoc.

Administration for approval, cost of preparation and service of all food items bridget@dietitian.org or 310/822-0177

BREAKOUT SESSION SPONSORSHIP: \$1,000

CAND Invites your company to provide financial support for the educational program. Your organization will receive verbal acknowledgement before the presentation and will be listed in the program book and the poster outside the session. The session will draw between 100+ attendees.

GENERAL CONFERENCE SPONSORSHIP: \$500

FULL SESSION SPONSORSHIP: (Gold or Silver)

CAND Invites our company to provide financial support for a Plenary Session by fully sponsoring a speaker. Your organization will receive verbal acknowledgement before the presentation and will be listed in the program book and on the poster outside the session.

Plenary Sessions draw 400 Attendees

PROGRAM BOOKLET ADVERTISING

Booklet size 8 1/2" w x 11" h

	WITH BOOTH	WITHOUT BOOTH
FULL PAGE (7 1/2"X10")	\$700.00	\$800.00
HALF PAGE (7 1/2"X5")	\$500.00	\$600.00
QUARTER PAGE (3"X5")	\$300.00	\$400.00
Upgrade to Color: Additional	\$1,000.00	\$1,000.00
Inside Cover-4 Color (7 1/2"x10")	\$1,700.00	\$1,800.00

CAMERA-READY (133 line screen b&w or upgrade color)

ARTWORK MUST BE THE SIZE SPECIFIED

Send artwork in jpg (300 dpi) or high resolution pdf format to

patsmith@dietitian.org

Advertising copy/artwork and payment to be received
by March 14th 2017

APPLICATION

AND CONTRACT required for booth reservation

FOR EXHIBIT SPACE

COMPLETE THE APPLICATION AND RETURN WITH \$200.00 DEPOSIT TO SECURE YOUR BOOTH CHOICE. FULL PAYMENT REQUIRED BY MARCH 20, 2017 TO APPEAR IN PRINTED MATERIALS. PAYMENT IN FULL REQUIRED NO LATER THAN APRIL 14, 2017
 Send and Make Payable to: California Academy of Nutrition and Dietetics 7740 Manchester Ave #102 - Playa Del Rey, CA 90293
 310 822-0177 patsmith@dietitian.org FAX 310/823-0264. Credit Card Payment acceptable (No Amex)

Exhibition Dates: April 27&28, 2017 McClellan Conference Center, 5411 Luce Avenue, Sacramento CA 95652 916/643-6222

COMPANY NAME <small>(as it should be listed in program book)</small>			
EXHIBIT CONTACT:		TITLE:	
STREET ADDRESS:			
CITY:		STATE	ZIP
PHONE:		WEBSITE ADDRESS <small>(listed in program book)</small>	
E-MAIL ADDRESS			
BILLING ADDRESS (if different than above):			
NAME			
EMAIL ADDRESS:		PHONE	

1. PREFERRED BOOTH SELECTION: (refer to floor plan for available booth choices)

First Choice		Second Choice		Third Choice	
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2. BOOTH SPACE - SIZE 10 x 10': Furniture is included in booth price: one 6 ft draped table, two molded plastic chairs, and a waste basket.

PREMIUM	@ \$1,000	\$	
CORNER	@ \$ 900	\$	
REGULAR	@ \$ 800	\$	
NONPROFIT (proof required)	@ \$ 400	\$	

3. SPONSORSHIP FEE

GOLD Includes Full page advertisement	\$11,000+	\$	
SILVER Includes Half page advertisement	\$ 6,000+	\$	
BRONZE Includes Qtr page advertisement	\$ 3,500+	\$	
Product Placement	\$ 2,000+	\$	
Session Sponsorship	\$ 1,000+	\$	

4. ADVERTISING - BLACK AND WHITE ("Without Booth" + \$100.00)

FULL PAGE 7 1/2"X10"	\$ 700	\$	
HALF PAGE 7 1/2"X 5"	\$ 500	\$	
QUARTER PAGE 3"X5"	\$ 300	\$	
Upgrade to Color: Additional	\$1,000	\$	
INSIDE Front Cover COLOR	\$1,700	\$	
INSIDE BACK Cover COLOR	\$1,700	\$	

5. Do not wish to be in the proximity of the following companies:

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6. Wish to be in the proximity of the following companies:

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7. IMPORTANT: Will You Offer Food Samples - mark all that apply.
 (Health Department Regulations/Requirements to Follow)

NO We Will Not Offer Food Samples		
YES Food Samples will be Un-Packaged prior to distribution		
YES Food will be Pre-Packaged Single Serving for distribution		
YES Food Samples Will Be Prepared By Hotel/Conference Center		

8. List Item(s) to be sampled

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9. or List Products or Services to be exhibited:

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■ I am interested in being a sponsor. Please call me at;

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■ Please, help with our hotel attrition & keep your booth cost low:

Will your staff stay at the Host Hotel?	Yes		No	
Name or Reservation Number				

CAND will ADVERTISE your Company Name and Website upon receipt of full payment on www.dietitian.org Exhibitor List

TOTAL AMOUNT DUE \$ _____

We accept Discover, Visa or Master Card # **Sorry, NO AMERICAN EXPRESS**

Card #	
Expiration Date	Card Holder

Host Hotel

Lions Gate Hotel (916/643-6222) one block from the conference center

Crown Plaza Sacramento Northwest (877-504-0054 or reservations@cpsac.com) 2.3 miles free shuttle provided

Room Block ends **April 4 2017** to take advantage of the CAND rate of \$114.00++ make reservations well in advance of that date.

2017 Exhibitor REGULATIONS AND INFORMATION

1. ACADEMY The word, "Academy," means the California Academy of Nutrition and Dietetics, acting through the officers, committees, agents, or employees acting for it in the Management of the exhibition.

2. EXHIBIT DATE AND HOURS. The exhibition will be open Thursday, April 27, 2017 from 6pm-8pm, Friday, April 28, 2017 from 10 am-2pm (as listed on the contract).

3. PERMISSIBLE EXHIBITS All business activities of the Exhibitor at the exhibit hall must be within the Exhibitors allotted exhibit space. In connection with the distribution of food and/or beverage in the exhibitor's booth, food and beverage manufacturers must serve only sample size portions of their own products, and these samples must be served at least two feet inside the booth. Equipment manufacturers who require a food or beverage product served to demonstrate their equipment may do so only in sample size portions. Alcoholic beverages may not be displayed or served in any booth or elsewhere in the exhibit, except as approved for distribution in writing by the Academy. All foodstuffs must be prepared within the requirements of the Local Fire Department and Health Dept. The use of propane, butane, open flame warmers or other combustible bottled gas is prohibited. Anyone cooking must have a fire extinguisher in the booth. The Academy reserves the sole and absolute right to determine which firms and products are appropriate in its judgment for inclusion in the exhibition and to refuse, cancel, or restrict any applicant or exhibit which the Academy considers undesirable for any reason.

4. ASSIGNMENT OF SPACE Booth assignments are made on a first-come, first-served basis. Space assignments will be made based on the order of receipt of the presale form, the date of receipt of the contract/application, Exhibitor's history of participation in the Academy's exhibition, the amount of space requested, availability of the requested a real special needs, and compatibility of exhibitors. The Academy, in the event of conflicts regarding available space requests or conditions beyond its control, reserves the right to rearrange the floor plan. Companies may still submit an application and contract for booth space after March 20, 2017, however, inclusion in the program book cannot be guaranteed.

5. RATES AND REFUNDS Space will be charged at the rate of \$800 per 10'x 10' booth with an additional \$100 for each 10'x 10' corner booth or an additional \$200 for each 10'x 10' premium booth. Sponsor booths will be assigned to Sponsors of \$6,000 or more unless otherwise specified by CAND. Full payment is due when the application/contract is returned. If space is cancelled before November 1st a full refund of monies will be paid-less a \$100 handling fee. If space is cancelled between November 1st and February 1 a 50% refund of payment will be paid. If space is cancelled after February 1st, no refund will be given. If assigned space is not paid in full by April 14, space may be reassigned or cancelled at the option of the Academy without refund.

6. SPACE RELOCATION All or any part of the space herein above designated is subject to reassignment or rearrangement by the Academy for the purpose of consolidation of display space or for any reason. The Academy may also assign or reassign space to an Exhibitor as it deems to be required by virtue of the need of the Exhibitor for water, drain, gas, electricity, air, steam, or other services and the availability, capacity, and location of these services. The judgment of the Academy with respect to such reassignment or rearrangement of space shall be final although the square footage occupied by the Exhibitor resulting there from shall not be reduced or increased substantially without consent of the Exhibitor. If space is so reduced or increased, the amount of the rent payable shall be appropriately adjusted

7. SUBLETTING OF SPACE No Exhibitor shall, without written consent of the Academy, assign, sublet, or apportion any space contracted hereunder, or show in such space any article other than those manufactured or sold by the Exhibitor without obtaining the written consent of the Academy, and shall not promote items other than those manufactured or sold by it and the regular course of business and shall not place any names signs, or courtesy cards on any equipment loaned it for demonstration purposes unless the supplier of such equipment is also an Exhibitor.

8. LIABILITY Neither the Academy, the Hotel, Show Contractors, or any of its officers, agents or employees, shall be held liable for any damage, loss, harm or injury to the person or property of the Exhibitor or any of its officers, agents or employees, resulting from theft, fire, water, accident or any other cause. The Exhibitor shall indemnify, defend and hold harmless the Academy, the Hotel, and any of their officers, agents or employees, from any and all claims, demands, suits, liability, damages, losses, costs, attorney fees and expenses of whatever kind or nature which might result from or arise out of any action or failure to act on part of the Exhibitor or any of its officers, agents, or employees.

9. INSURANCE All property of the Exhibitor is understood to remain under his custody and control in transit to or from or within the confines of the Exhibition Hall. Exhibitors shall carry their own insurance to cover exhibit material against damage and loss and public liability insurance against injury to the person and property of others. The Academy shall not be obligated to carry any insurance for the benefit of the exhibitors.

10. ORDER TAKING Exhibitors will be allowed to sell merchandise from the floor as well as take orders. Exhibitors must display their State of California sales permit or apply for a temporary one if they do not already have one.

11. SERVICES Each Exhibitor, as part of the contract with the Academy, will be provided with the following services free of additional charge: erection of necessary flame-proofed draping background of uniform style, an identification sign, program listing, general hall cleaning and furniture package as listed on the contract. Decorating, drapery, additional furniture rental, sign painting, labor and carpet when hall is not carpeted will be handled by Show Contractor chosen by CAND and listed in the Exhibitor Information section of this Program Book. An Exhibitor's Service kit will be available approximately two months before the Exhibition. The Exhibitor shall provide only the material and equipment, which he owns and is to be used in his exhibit space. All other items used in the booth are to be provided through arrangements with the Show Contractor. Payment for service provided to the Exhibitor by Contractors is the responsibility of the Exhibitor. All services not ordered in advance must be procured through the Exhibitors' Service area, which will be maintained in the Exhibit Hall. All advance shipments of freight must be shipped to the drayage company. **Do not ship in advance to the Hotel.** Exhibitors will not be allowed to unload their own vehicles at the loading dock during official Exhibit move-in hours. Show Contractors or

union laborers are responsible for maintaining in and out traffic schedules in the dock area but they will have a special price for unloading cars.

12. INSTALLATION OF EXHIBITS Installation of exhibits may commence at 12 o'clock pm on Thursday. All Exhibitors must be fully operational by Thursday by 6 pm. In order to conform to union contract rules and regulations, it will be necessary for all Exhibitors to use qualified union personnel for display work and materials handled within the show. Exhibitors with passenger cars, who wish to have their vehicles unloaded at the loading dock, please refer to rate sheet in the Show Contractor or Union Laborers Service kit. The Show Contractor staff will be on site to assist with the loading/unloading of materials.

13. REMOVAL OF EXHIBITS Exhibitors will complete arrangements for prompt pick up of all outbound shipments and remove the exhibit at the time specified by the Academy for removal of exhibits. All freight not called for within the Contractors designated move-out time may be shipped by the Official Cartage Carrier. All exhibits must remain intact until 2 pm Friday. Exhibitors expressly agree not to begin packing or dismantling until such time. All Exhibits must be completely removed from the Exhibition Hall by 5 pm on Friday.

14. BOOTH CONSTRUCTION AND ARRANGEMENT The Academy will provide for erection of the necessary draped backgrounds of uniform style. Drapery is flame proofed fabric, and identification signs will be furnished. Back wall of booth is 8 feet high; side dividers are 3 feet high. Carpeting is optional for halls that are not carpeted. The carpeting must be ordered via the Show Contractor Service kit. All exhibits must be confined to the spatial limits of their respective booths as indicated on the floor plan. No special signs, booth construction, apparatus, equipment, lighting fixtures, etc. will be permitted to extend above 8 feet. Exhibit material must not be set up so as to interfere with the view into adjoining booths. All materials must conform to local building, electrical, and fire department codes and regulations. Inflammable or other dangerous fluids, substances, materials, equipment or other items the use of which is in violation of city, county or state laws or regulations shall not be used in any booth. Exhibitors must use flame-resistant decorative materials.

15. CARE OF EXHIBIT BOOTH The Exhibitor must, at his own expense, maintain and keep in good order the exhibit space contracted. The Exhibitor shall maintain and conduct the exhibit in a neat, clean, orderly and safe manner. The Exhibitor shall keep an attendant in its display during the hours of the exhibition and must surrender the space occupied by it in the same condition, as it was at the commencement of the occupation, ordinary wear accepted. Exhibitor shall be responsible for damage to property.

16. EXHIBITOR PERSONNEL The Exhibition is limited to individuals, business firms, manufacturers and dealers who have contracted and paid for space assignments. Each Exhibitor shall furnish the Academy with the names of its representatives. The Exhibitor and its representatives are required to wear identification badges throughout the exhibition period. The badges are not transferable, and the Academy reserves the right to withdraw the use of any badge used to gain admission to the Exhibition by any person other than the one for whom it was issued. All members of the Academy who register as an Exhibitor and all nonmember **Exhibitors may attend program events during the Exhibition day on Friday. On the other day(s) when the Exhibition is not in progress (Thursday & Saturday), Exhibitors must pay registration fees to attend program events.**

Each Exhibit space is limited to a maximum of two (2) companies, five (5) badges and one (1) Exhibitor Program listing. Additional Exhibit badges are \$75 each.

17. VIOLATIONS Any violation of any of the regular Regulations and Information by the exhibitor shall give the Academy the right at its option to terminate the right of the Exhibitor to occupy space and the Academy may re-enter and take possession of the space occupied by the Exhibitor and removes all persons and goods at the Exhibitor's own risk, and the Exhibitor shall pay all expenses and all damages which the Academy may incur, and forfeit all monies paid or due to the Academy on account thereof. Exhibitor waives the service of written notice to re-enter and terminate.

18. SOCIAL FUNCTIONS AND HOSPITALITY SUITES Any social functions scheduled during the CAND Annual meeting must be approved by the Academy. Social functions are allowed only during hours free of programming. Social functions in public spaces will not be permitted (the exception being those co-sponsored by CAND).

19. GENERAL These Regulations and Information are to be construed as a part of the agreement between the Exhibitor and the Academy. The Academy reserves the right to interpret all matters and questions not covered by the Regulations and Information. These Regulations and Information may be amended at any time by the Academy, and all amendments shall be equally binding on all parties affected by them as the original Regulations and Information. Written notice will be given by the Academy to those Exhibitors affected by them.

Do not ship in advance to the Hotel or Convention Center Without written prior approval by CAND

Please follow shipping direction in the Exhibitor Kit. CAND, the Hotel and the Convention Center cannot be responsible for direct shipments "in care of CAND".