

56th annual conference
Translational Nutrition: Optimizing Brain Health

November 11 - 13, 2015, Orlando, Florida

EXHIBITOR PROSPECTUS

Exhibit at the country's premier continuing medical education conference and reach a multi-disciplinary audience of nutrition science thought leaders and nutrition professionals from around the world.

The American College of Nutrition® (ACN)

The American College of Nutrition® (ACN), established in 1959, is on a mission to advance nutrition science to prevent and treat disease. They stimulate nutrition research and publication, elevate nutrition knowledge among clinicians and researchers and provide practical guidance on clinical nutrition. The ACN accepts no funding from for-profit corporations, reinforcing their commitment to advancing the science without compromise. Income derived from the conference exhibits will be donated to a like-minded, non-profit (more details to follow). For more information on the ACN visit

AmericanCollegeofNutrition.org.

Course Overview

Join world renowned nutrition science researchers and clinical nutritionists as we learn to translate nutrition science into practice.

Target Audience

- Clinicians (physicians and all nutrition-related practitioners)
- Researchers and academicians
- Students
- Individuals active or interested in the nutrition field

Benefits of Exhibiting

The 56th annual conference is a nationally accredited continuing medical education conference for an elite group of physicians, nutritionists, scientists and researchers to share their knowledge, network and advance their skills in the field of nutrition. As an exhibitor, you will have the opportunity to showcase your company's products and services to a targeted health care population already active in the field of nutrition. Here are just a few benefits exhibiting offers:

- Interact face-to-face with influential decision makers
- Build visibility for your company in a competitive marketplace
- Expand your prospect base and strengthen existing customer relationships
- Introduce new products and services
- Generate new sales leads



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Exhibit & Conference Contact

Meredith Twohy, Conferences and Events Manager

11025 North Torrey Pines Rd, Suite 200, La Jolla, CA 92037

Phone: 858-603-8105, **Fax:** 858-652-5565 **Email:** twohy.meredith@scrippshealth.org

Exhibit Schedule

Times are tentative and subject to change. Visit AmericanCollegeofNutrition.org/Conference for detailed agenda.

Wednesday, November 11, 2015

- 10 a.m. Exhibitor Installation & Move-in
- 1 – 1:45 p.m. Attendee Registration (*not a formal exhibit time*)
- 3:30 p.m. Break & View Exhibits during Symposium I
- 6:30 – 9:30 p.m. Media Award Lecture & Welcome Networking Reception (*not a formal exhibit time*)

Thursday, November 12, 2015

- 8 a.m. Registration & View Exhibits (*breakfast not provided*)
- 10:15 a.m. Break & View Exhibits
- 11:45 a.m. Lunch & View Exhibits
- 2:30 p.m. Break & View Exhibits
- 4:15 p.m. Break & View Exhibits

Friday, November 13, 2015

- 8 a.m. Registration & View Exhibits (*breakfast not provided*)
- 10 a.m. Break & View Exhibits
- 11:45 a.m. Lunch & View Exhibits
- 2:30 p.m. Break & View Exhibits
- 3 p.m. Exhibitor Dismantling & Move-out

Booth Traffic

The exhibit hall is located near the main conference area where the meals and breaks are served guaranteeing quality interaction with attendees. Additionally, exhibiting company representatives are invited to attend food and beverage functions; offering many opportunities outside the formal exhibit times to interact with conference attendees and expert faculty. While we make every effort to promote and encourage attendees to visit the exhibit hall, we cannot guarantee booth traffic.

Exhibitor Raffle – Attendees will be encouraged to visit all booths for the chance to be entered into a raffle drawing. All participants will receive a map of the exhibit space that must be stamped by each exhibiting company in order to be eligible for prizes. This is not only guaranteed to motivate attendees but to also increase booth traffic for all exhibitors. If you are interested in donating prizes for the raffle, please contact Meredith Twohy at 858-603-8105.

ANTICIPATED NUMBER OF EXHIBITORS: 15



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Attendee Demographics

2013 Attendance: 238

2014 Attendance: 186

2015 Anticipated Attendance: 225

Degree Breakdown

MD/DO	24%
PhD	18%
MS	16%
CNS	25%
RD	7%
DC	2%
DDS	1%
RN	3%
Other	4%

Exhibit Opportunities

Non-Profit Exhibit – 6’ table <i>Please note, this rate is available only to 501(c)(3) organizations and a 501(c)(3) form must be submitted with exhibit application and will be reviewed for final approval. This fee will be donated to the ACN.</i>	\$500
Exhibit – 6’ table.....	\$1,500
Exhibit – 8’ table.....	\$2,000

Included with your exhibit purchase:

- Materials: table linens, carpet, chair & wastebasket.
- Wireless internet in the exhibit hall.
- Recognition of support in all marketing materials (signage, conference app etc.).
- Complimentary access for two company representatives to attend all conference activities (educational sessions and all food & beverage functions).
- CME Credit: Exhibitors wishing to receive CME credit must complete and submit the registration form in the conference brochure, and indicate ‘Exhibitor’ under the payment section. Please note that a post conference evaluation will need to be submitted by to receive a certificate.
- Attendee List: a list of pre-registered attendees will be sent to all confirmed exhibitors prior to the conference. After the conference, a final list will be sent. Please note: only limited attendee information will be provided (name, affiliation, city and state).

Not included with your exhibit purchase:

- Pipe and drape (not available)
- Electricity (if needed please indicate on application and further information will be sent to you.)
- Additional furniture or equipment rentals (space restrictions apply)
- Labor for installing or dismantling your exhibit display.



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- Security: the exhibit area will be locked each evening, but no security guard will be present. Anything you leave in the exhibit area will be left at your own risk. Neither the hotel nor the American College of Nutrition® will accept liability for any items in the exhibit area at any time.

Past Exhibitors & Supporters

A.C Grace Company
Allergy Research Group
Arcana Empothecary
Bio-Tech Pharmacal
Biotics Research
Boiron
Board for Certification of Nutrition SpecialistsSM
Designs for Health
Genova Diagnostics, Inc.
Integrative Therapeutics
Med-Chem Labs, Inc.
Metagenics

Ocular Nutrition Society
Personalized Lifestyle Medicine Institute
Routledge Taylor & Francis Publishers
SpectraCell Laboratories, Inc.
Thorne Research
The American Oil Chemists' Society (AOCS)
The Great Plains Laboratory, Inc.
The National Health Research Institutes (NHRI)
University of Bridgeport
Vital Choice Wild Seafood & Organics
Xymogen

Exhibit Information & Conference Venue

B Resort & Spa

1905 Hotel Plaza Boulevard
Lake Buena Vista, FL 32830
Phone: 407-828-2828

For shipping purposes, please add the following to your label:

Attn: Meredith Twohy, American College of Nutrition Conference

All materials should arrive no earlier than November 9, 2015. If materials are received prior to this date the exhibiting company will be responsible for these charges. Materials that are shipped will be available at your company's exhibit space during the first installation session. If you have items to ship after the conference, FedEx and UPS can be arranged directly with the hotel. You are responsible for providing all necessary shipping materials as well as all related expenses.

Exhibitor Payment/Confirmation/Space Assignments

- All applications must be received by **Tuesday, October 27, 2015**. Upon receipt of the application a confirmation email will be sent.
- **Payment must be received prior to the conference** commencement in order to guarantee exhibit space.
- The exhibit cancellation deadline is **Tuesday, October 27, 2015**. A \$500 processing fee will be retained. After Tuesday, October 27, 2015 no refunds will be granted.

Exhibitor Housing

The **B Resort & Spa** is a new lifestyle resort located 17 miles from the Orlando International Airport. As a guest of the B Resort & Spa, you are staying inside the Walt Disney World® Resort and will enjoy a variety of special benefits including complimentary shuttle transportation to all four theme parks and the



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Downtown Disney® area; priority seating for Disney dinner shows and theme park restaurants; and preferred tee times at the Disney championship golf courses.

[Book your room online](#)

Rates and Reservations

We are fortunate to have obtained special low rates at the hotel starting at **\$179 per night for single occupancy/\$199 for double occupancy** (plus tax and parking). All rooms also come with:

- Discounted self-parking at \$10 per day
- Daily breakfast voucher for hotel restaurant, American Q
- 20% Discount on spa services
- No Resort Fee
- Complimentary use of the fitness center
- Complimentary internet

Make your reservations early! A block of rooms is being held for us until **October 20, 2015**. After this date, reservations will be accepted on a space and rate availability basis only. **Be sure to mention the American College of Nutrition reduced rate when making your reservations.**

It has come to our attention that a housing company named "Exhibition Housing Services" is claiming to have a relationship with Scripps and the American College of Nutrition and is offering hotel reservation services for the 2015 annual conference. This company and others like it are NOT in any way affiliated with Scripps, the ACN or the conference and should NOT be used to make hotel reservations.

CME Guidelines & Policies

Application Review

For an exhibit application to be accepted, the products and services must be educational in nature and relate to the educational activity content. We reserve the right to accept or reject a potential exhibitor based on its assessment of whether the company/organization's products and/or services are relevant to the conference content. All exhibits will be reviewed by the American College of Nutrition®.

CME Guidelines Related to Educational Grants, Exhibit Space, and Promotional Activities

In compliance with the ACCME Standards for Commercial Support, arrangements for commercial exhibits or advertisements cannot influence planning or interfere with the presentation, nor can they be a condition of the provision of commercial support for CME activities.

- Exhibit and other promotional fees shall be separate and distinct from educational grants/commercial support.
- All exhibitors must be in a room or area separate from the education and the exhibits must not interfere or in any way compete with the learning experience prior to, during, or immediately after the activity.
- Company representatives must refrain from holding any commercial discussions in the educational ballroom. All promotional activities including interviews, demonstrations, and the distribution of literature or samples must be made within the exhibitor's space. Canvassing or distributing promotional materials outside the exhibitor's rented exhibit space is not permitted.



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- Commercial interest representatives may attend CME activities at the discretion of the American College of Nutrition® for the direct purpose of the representatives' own education. However, they may not engage in sales or marketing activities while in the space or place of the educational activity.

Liability

- Neither the American College of Nutrition®, Scripps Health, nor the Facility, the employees thereof, nor their representatives, nor any member of the Conference Committee shall be responsible for any injury, loss, or damage that may occur to the Exhibitor or his property from any cause whatsoever, prior to, during, or subsequent to the period of the Exhibit. The Exhibitor agrees to indemnify the American College of Nutrition®, Scripps Health and the Facility and their employees, volunteers, and committees from any and all claims for loss, damage, or injury. Exhibitors are encouraged to insure themselves against property loss or damage, and against both general and personal liability.
- Exhibitor understands and agrees that, for the safety of conference attendees, Exhibitor shall not perform any procedures on or provide any services to conference attendees that are either invasive or are customarily performed in a practitioner's office.

Guests

Under no circumstances may children/spouses/guests of representatives be in the exhibit area or conference areas unless they are registered attendees.

Conference Modification or Cancellation

We reserve the right to modify the course's schedule or program as necessary. We also reserve the right to cancel this conference, in which case a full refund of the registration/exhibit fees will be provided. We are unable to refund any travel costs (flight, hotel, etc.) in the case of cancellation.

Recording and Photography Clause

We reserve exclusive rights to record (audio and video) and/or photograph all conference proceedings for use in marketing materials, presentations and course content sales.

Additional Support Opportunities

The ACN accepts no funding from for-profit corporations, reinforcing their commitment to advancing the science without compromise. Income derived from the conference exhibits will be donated to a like-minded, non-profit (more details to follow). If you are interested in additional support and advertising opportunities, please inquire about the **Nutrition Pro 2015: Medical Nutrition Therapy in Practice** that will be taking place Saturday, November 14, 2015 at the B Resort & Spa in Orlando, Florida immediately following the American College of Nutrition Conference.

For more information contact:

Meredith Twohy, Conferences and Events Manager

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Application to Exhibit

COMPANY INFORMATION

Mail all Exhibit Correspondence to:							
Company Name: <i>(as it should appear on marketing materials)</i>							
Company Street Address:							
City:		State:		Zip/Postal Code:		Country:	
Phone:				Fax:			
E-mail: <i>(required for confirmation)</i>							
Company Website:							

EXHIBIT OPPORTUNITIES

Select your booth size here: <input type="checkbox"/> Non-Profit 6' table \$500 <input type="checkbox"/> 6' table \$1,500 <input type="checkbox"/> 8' table \$2,000	
Name of Company Representatives Working at Booth: <i>(2 complimentary representatives, 4 maximum)</i>	
1	2
3 <i>additional cost of \$250</i>	4 <i>additional cost of \$250</i>
Are you interested in donating an item to the conference raffle? <input type="checkbox"/> Yes, item: _____ <input type="checkbox"/> No	
Do you require electricity for your display? <input type="checkbox"/> Yes (Please note: You will be responsible for the cost of electricity at your booth) <input type="checkbox"/> No	
Please indicate which companies you cannot be located next to: _____	

AGREEMENT

It is agreed and understood that the information in this exhibitor prospectus is part of a contract between the exhibiting company and the American College of Nutrition®. This application shall serve as both a contractual agreement and invoice for exhibitors.

 (Print name of company/organization)

_____ agrees to abide by the rules and regulations of the 56th annual conference as set forth in the Exhibitor Prospectus.

Signature: _____ Title: _____ Date: _____

METHOD OF PAYMENT

- Check** *Please make checks payable to Scripps (in U.S. dollars only)*
 Visa
 MasterCard
 AMEX
 Discover *If paying by credit card, please complete the information below*

<i>Credit Card Number</i>	<i>Expiration Date</i>	<i>Security Code on Card (Required)</i>
<i>Name on Card</i>	<i>Signature</i>	
<i>Billing Address if Different From Above</i>		

This application will not be processed unless signed and accompanied by full payment of exhibit/support fees. **(Scripps non-profit tax ID# 95-1684089)**

Please send your completed application and full payment to:
 Meredith Twohy
 11025 N. Torrey Pines Road, Suite 200 • La Jolla, CA 92037 • twohy.meredith@scrippshealth.org