

2010
EXHIBITION

sponsored by
The Florida Dietetic Association
July 12th-13th



Our future is in our hands

Ritz Carlton Orlando, Grande Lakes
4012 Central Florida Parkway
Orlando, FL 32837

FLORIDA DIETETIC ASSOCIATION

MEMORANDUM

Broward
Caloosa
Cypress
East Central
Gainesville
Jacksonville
Manasota
Miami
Palm Beach
Panhandle
Pinellas
Space Coast
Tallahassee
Tampa
West Florida

To: Potential Vendors
From: Florida Dietetic Association
Re: 2010 Annual Exhibition
Date: October 12, 2009

The Florida Dietetic Association (FDA) invites you to participate in its seventy-fifth educational symposium and exhibition, July 13 and 14, 2010, at the Ritz Carlton Orlando, Grande Lakes. FDA is the state's largest organization of nutrition professionals. Our three thousand+ members work in all aspects of food and nutrition services including hospitals, outpatient clinics, research laboratories, private practice, public health, long-term care facilities, pharmaceutical companies, colleges and universities, school food service, health clubs, wellness programs, business and industry and restaurants. This year's theme is "Our Future is in Our Hands" and we encourage you to incorporate this theme in your booth design.

Typically, six to seven hundred members attend this symposium to obtain continuing education credit and visit the exhibits to learn about new products and services. Exhibit time is unopposed, so you have the undivided attention of each attendee.

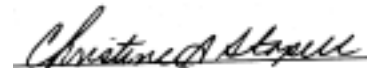
To help market your attendance at the meeting, upon receipt of your application and payment, we will post a 50-word summary of your company or organization and logo on our website, under the meetings section, describing your products or services. ***All you have to do is provide us the 50-word summary and logo in an e-mail.*** This allows easy transfer of the verbage to our webmaster. This is not a link to your company website. This information will be posted until the end of the meeting, so reserve your booth early and take advantage of this additional exposure to everyone who visits our website. **FDA will, once again, hold a drawing for a complimentary booth for the 2011 meeting for any vendor participating at this year's show. Just drop off your business card at the Vendor Registration Area on Sunday or Monday to register to win.** We hope you will join us at the Ritz Carlton Orlando, Grande Lakes for what promises to be the most exciting and successful FDA annual symposium and exhibition ever!

Thank you!

Sincerely,



Eunshil Shim-MKenna, MAg, RD, LD/N
President, FDA



Christine A. Stapell, MS, RD, LD/N
Executive Director

Headquarters
1839B Buford Court
Tallahassee, FL
32308
Phone
850-386-8850
Fax
850-386-7918
E-mail
info@eatrightflorida.org

Mailing
P.O. Box 12608
Tallahassee, FL
32317-2608

**An Association
of Nutrition
Professionals**

Exhibit Dates

A total of five (5) exhibit hours are scheduled as follows:

Monday, July 12, 2010 12:00 pm - 2:30 pm
Tuesday, July 13, 2010 12:00 pm - 2:30 pm

Location

Ritz Carlton Orlando, Grande Lakes
4012 Central Florida Parkway
Orlando, FL 32837
(407) 206-2400

Booth Cost and Benefits (8'X10')

POST MARKED ON OR BEFORE JANUARY 31, 2010

1-2 Booths	3-5 Booths	6 or more Booths
\$575 EACH	\$520 EACH	\$490 EACH
\$130 Nonprofit (Limit 1)		

AFTER JANUARY 31, 2010

1-2 Booths	3-5 Booths	6 or more Booths
\$600 EACH	\$540 EACH	\$510 EACH
\$150 Nonprofit (Limit 1)		

This Fee Includes:

- Flame proof drapes with 8' high backdrape and 3' high side dividers
- One 7" x 44" one line identification sign
- One 6' draped table
- One chair and wastebasket
- Promotional material about each exhibitor in the convention packet and on the association website
- An exhibitor kit
- Service area and exhibit registration center
- Chance to win a complimentary booth for next year's meeting
- One complimentary meeting registration per exhibitor application*
- Additional equipment and services such as electricity should be ordered through Gulf Coast Expo.

* This registration may only be used by an ADA member employed by the company and also working the exhibit booth. The complimentary registration must be requested when submitting the form required to exhibit. **No free registration will be given after the registration has started.**

Decorator Services

Gulf Coast Expo, 8432 Sunstate Street, Tampa, FL 33634, (813) 915-8066, will provide decorator services. Once your application is received, they will contact you for additional needs. For questions regarding shipments of exhibit material, contact Chris Binion at above number or customerservice@gulfcoastexpo.com

Setup and Dismantling

Exhibitors may start setting up their booths at 3:00 pm, Sunday, July 11th. All exhibitor material must be dismantled and removed from the exhibit area after the final showing on Tuesday, July 13th.

The exhibit area must be vacated no later than 5:00 pm on Tuesday, July 13th.

ADVERTISING

This year, we would like to offer you the opportunity to advertise in the meeting compendium. The compendium is distributed to all registrants, speakers and exhibitors and offers you additional exposure during the meeting. Your ad **MUST** be camera-ready and conform to specifications.

DISPLAY AD RATES		
Ad Size	Specifications	Cost
Full page Outside back cover	7 1/2" x 10"	\$500.00
Inside front or back cover		\$400.00
Program Divider (inside compendium)		\$300.00

LIMITED SPACE AVAILABLE ... RESERVE YOUR PLACEMENT NOW!

If you would like to take advantage of this opportunity to advertise your products or services to meeting participants, please contact our Headquarters at (850) 386-8850. To place an ad in the compendium, you need to contact us by **APRIL 5, 2010**; your **camera-ready ad** must reach our offices by **MAY 14, 2010**. Camera-ready artwork can be e-mailed to us in either of the following formats: .jpg, .bmp or .tif. Email to: jmitchell@eatrightflorida.org.

Application For Exhibit Space:

Booth requests will be held for two (2) weeks. If payment or deposit is not received within the two (2) weeks, the booth(s) will be released without notice.

1. Booths will be assigned on a first come, first served basis. The postmark on your mailed application, the date stamp on the top of your faxed application or the date of your emailed application will determine the order in which your application is processed. Upon receipt of the completed application/agreement and fee or deposit, you will be contacted to verify we received your information.

Booth(s) requests may be made by phone and will be held no longer than 2 weeks. If payment is not received within 2 weeks of the request, the booth(s) will be released.

Application deadline date May 10, 2010. Payment must be received on or before May 10, 2010.

In order to receive a refund of your exhibit fee, a request must be made in writing before April 16, 2010. Cancellations after this date will result in forfeiture of the entire fee. **All deposits are nonrefundable.**

2. We reserve the right to refuse acceptance of any application if the products to be displayed are deemed unsuitable to the purposes of the Association.

3. The Exhibitor agrees that in the event he fails to install his product in the assigned space or fails to comply with the provisions of the agreement, the Association shall have the right to take possession of said space and release or use said space without rebate to the Exhibitor.

4. The Exhibitor shall not display the products of any other company, nor assign or sublet any part of the space assigned to him without permission from the Association.

5. The Exhibitor assumes the entire responsibility and liability for losses, damages and claims arising out of exhibitor's activities on the Resort premises and will indemnify, defend and hold harmless the Association, the Convention Contractors and the Resort, its agents, servants and employees from any and all such losses, damages and claims.

EXHIBITOR APPLICATION FORM

This will serve as authorization to reserve exhibit space in our name at the Ritz Carlton Orlando, Grande Lakes in July 2010.

PLEASE TYPE OR PRINT CLEARLY

Company _____

Contact _____ E-mail: _____

Address _____ City _____ State _____ Zip _____

Authorized Signature _____ Phone _____

Yes No My company is requesting (1) free meeting registration for an ADA member who will be working our booth during the convention.
If yes, Name of ADA member: _____ ADA member # _____

Yes No My company is interested in providing a door prize to be raffled off in the exhibit area.
If yes, specify _____

Yes No My company is interested in sponsoring an event and/or speaker for the convention.
If yes, please complete the following: We agree to contribute \$ _____ on or before June 1, 2010.
We would like the money to be used towards: Speaker Social Functions Other

In appreciation of your support of our program we are pleased to provide the following amenity based upon the level of participation.

Donation	% off Orig. Booth Cost
\$ 100.00	5%
\$ 200.00	10%
\$ 300.00	15%
\$ 400.00	20%
\$ 500.00	25%
\$ 600.00	30%
\$ 700.00	35%
\$ 800.00	40%
\$ 900.00	45%
\$1000.00+	50%

METHOD OF PAYMENT

I've enclosed a check or money order.
Checks must have your name preprinted on them. Returned checks are subject to a service charge of \$30

VISA Mastercard

Purchase Order # _____

Print exact name on card

Signature

Account Number _____ Exp. Date _____

Booth Request:

Postmarked on or before January 31, 2010

1 - 2 at \$575 each 3 - 5 at \$520 each
6+ at \$490 each Nonprofit \$130 (limit 1)

Postmarked after January 31, 2010

1 - 2 at \$600 each 3 - 5 at \$540 each
6+ at \$510 each Nonprofit \$150 (limit 1)

Total for Booth Space \$ _____
Minus Discount \$ _____
Plus Donation \$ _____
 Total Enclosed \$ _____
 Deposit Enclosed \$ _____ 250.00 _____

DO NOT WRITE IN THIS AREA

Date Received _____ Date Processed _____
Amount _____ Check Number _____
Credit Card AP# _____ P.O.# _____
Booth # _____

My company will need name tags for the following people (please include any credentials and cities/towns; i.e., Jane Smith, RD, Tallahassee):
_____, _____, _____
_____, _____, _____

Booth request (refer to floor plan). Indicate First, Second and Third choices: _____ Every effort will be made to accommodate your first request, however, booths will be assigned on a first come, first served basis.

Exhibit sign should read as follows (44" x 7" - One Line): _____

Principal products to be displayed: _____

Firms, agencies, facilities and products you do not wish to be located near: _____, _____

Return the completed form by May 10, 2010 with your payment to:
The Florida Dietetic Association • P. O. Box 12608 • Tallahassee, FL 32317-2608
(850) 386-8850 • FAX (850) 386-7918 • e-mail: jmitchell@eatrightflorida.org •
www.eatrightflorida.org

Announcements

SPONSORSHIP OPPORTUNITIES

BREAKFAST • This session takes place Monday morning from 7:00am to 8:30am and is attended by approximately 200 registrants. Opportunity is available to distribute written information on your company's services or products. Full-plated breakfast is offered. Estimated cost: \$10,000.00

CONFERENCE SESSIONS • Individual educational sessions are available for sponsorship. Call for available sessions and approximate costs.

PROGRAM COMPENDIUM • The Compendium contains poster session outlines, program schedule, faculty and presider information, exhibitor information and ads. To Place a full-page ad, see Advertising Section.

COFFEE BREAKS • Coffee is offered every morning between 6:30am and 8:00am for all registrants. Opportunity is available to distribute written information on your company's services or products. Estimated cost: \$2,000.00 per break

LUNCH in the EXHIBIT HALL • There are two opportunities this year to sponsor lunch, Monday, July 12 and Tuesday, July 13 from 12:00pm to 2:30pm during exhibit hours. Enables you to reach 600 - 700 attendees. Estimated cost: \$15,000.00 (per day)

TOTE BAGS • Your company's name and logo would be printed on the bags distributed at registration to all attendees. Estimated cost: \$3,000.00

PROGRAM-AT-A-GLANCE • The Program-at-a-Glance is a pocket-sized guide that helps attendees find session rooms and exhibits, as well as hotel facilities more quickly. This is distributed to all registrants. Estimated cost: \$500.00

All sponsors receive recognition in the final compendium and a "Special Edition" Symposium association online newsletter as well as sponsor ribbon. Depending upon the type of sponsorship signage at specific events will also be provided.

For more information, contact:

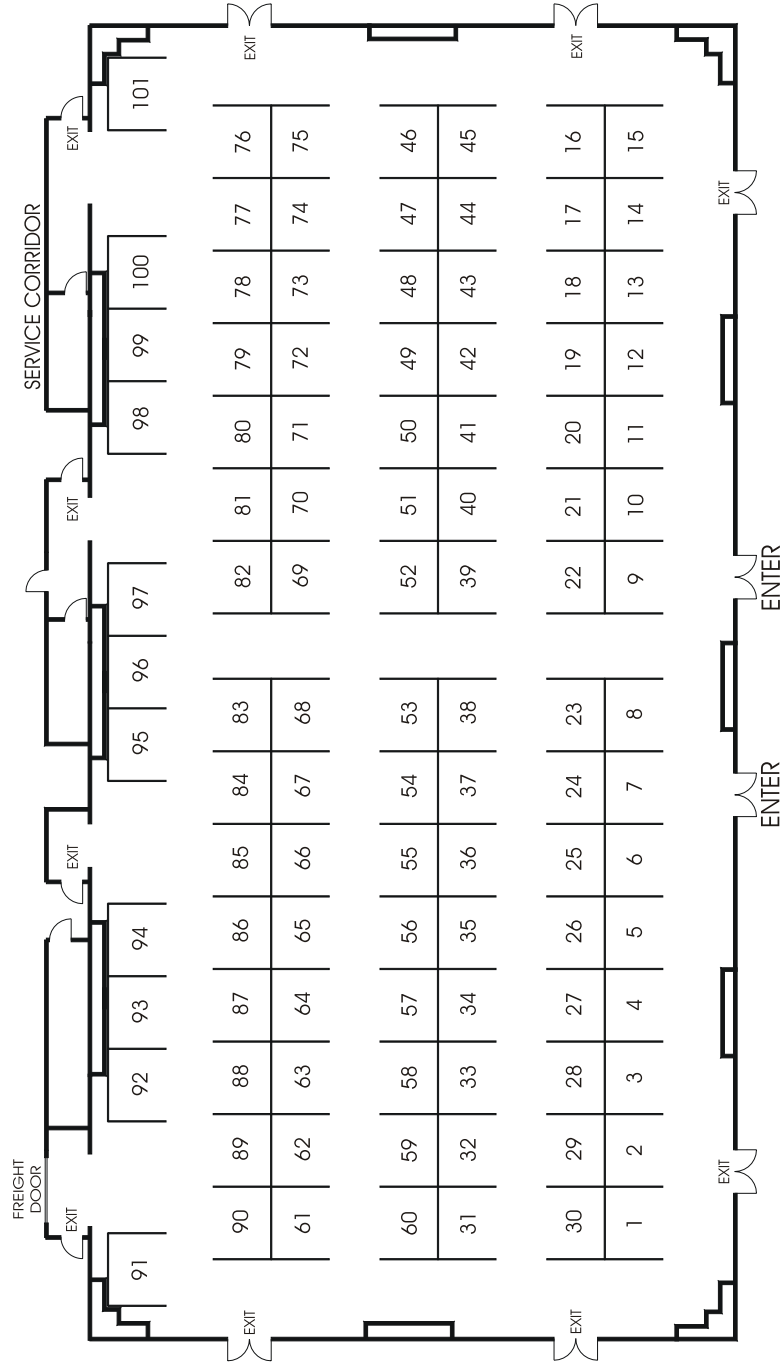
**Florida Dietetic Association • Post Office Box 12608 • Tallahassee, FL 32317-2608
(850) 386-8850 • Fax (850) 386-7918 • www.eatrightflorida.org
e-mail: jmitchell@eatrightflorida.org**

Floor Plan

FLORIDA DIETETIC ASSOCIATION

JULY 12-13, 2010

THE RITZ-CARLTON ORLANDO, GRANDE LAKES



Prepared By:
GULF COAST EXPO
 Research, Trade Shows & Convention Services
 8432 Sunstate Street
 Tampa, FL 33634
 (813) 915-8066
 Original Created: 6/16/09
 Revised: 6/27/09

101 - 8' x 10' Booths
 in the
 Ritz-Carlton Ballroom

Please note that each vendor is entitled to one (1) complimentary educational meeting registration for an ADA member employed by your company and who is also working your booth. The complimentary registration must be requested when submitting your application to exhibit. **Free registrations will not be given after the meeting has started.**

Please remind your company's other ADA members that they MUST register to attend the educational portion of the meeting.

In order to take advantage of our early bird rates, they must submit their registration form and payment by June 1, 2010 to:

**The Florida Dietetic Association
P. O. Box 12608
Tallahassee, FL 32317-2608
www.eatrightflorida.org**

Room Reservation Information

FDA has negotiated a special rate of \$159.00 for the Resort's deluxe rooms.

There will be an additional charge of \$25.00 per day for each additional person over age 18 and/or over two people in a guestroom. The maximum number of people per guestroom is four (4). A maximum of two (2) children under the age of eighteen (18) per room are complimentary. Charges for roll-a-ways and cribs may apply.

Our rates provide the following:

Daily newspaper, in-room coffee/tea/bottled water presentation, bathrobes, access to fitness center, daily housekeeping and turndown service, no resort fees, MP-3/Laptop-adaptable and split-screen adaptable guest rooms.

To reserve a room call 1-888-707-9325 and identify yourself with the FDA meeting, or reserve your room online by going to:

<https://www.ritzcarlton.com/en/Properties/Orlando/Reservations/Default.htm?nr=1&ci=7:11:2010&ng=1&co=7:14:2010&gc=FDAFDAA>

At the bottom of the website you will be asked for a Group Code, our code is FDAFDAA. Reservations will require a major credit card and deposits are refundable if the Resort receives notice of cancellation at least five (5) days prior to arrival.

The cutoff date for reservations is June 15, 2010.