



2009

EXHIBITION

*sponsored by
The Florida Dietetic Association
July 13th - 14th*

TOGETHER WE CAN

*Naples Grande Resort & Club
475 Seagate Drive
Naples, Florida*

FLORIDA DIETETIC ASSOCIATION

MEMORANDUM

To: Potential Vendors
From: Florida Dietetic Association
Re: 2009 Annual Exhibition
Date: September 1, 2009

The Florida Dietetic Association (FDA) invites you to participate in its seventy-fourth educational symposium and exhibition, July 13 and 14, 2009, at the Naples Grande Resort & Club in Naples. 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 "Together We Can" 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.

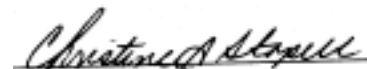
To help market your attendance at the meeting, upon receipt of your application and payment, we will post a 50-word summary of your company or organization on our website, under the meetings section, describing your products or services. ***All you have to do is provide us the 50-word summary in an e-mail.*** 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 2010 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 Naples Grande Resort & Club for what promises to be the most exciting and successful FDA annual symposium and exhibition ever!

Thank you!

Sincerely,

Nadine Pazder

Nadine Pazder, MS, RD, LD/N
President, FDA



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

Broward

Caloosa

Cypress

East Central

Gainesville

Jacksonville

Manasota

Miami

Palm Beach

Panhandle

Pinellas

Space Coast

Tallahassee

Tampa

West Florida

Headquarters

1839B Buford Court
Tallahassee, FL
32308

Phone

850•386•8850

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850•386•7918

E-mail

info@eatrightflorida.org

Mailing

P.O. Box 12608
Tallahassee, FL
32317•2608

*An Association
of Nutrition
Professionals*

Exhibit Show Dates:

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

Monday, July 13, 2009 12:00 pm - 2:30 pm
Tuesday, July 14, 2009 12:00 pm - 2:30 pm

Location:

Naples Grande Resort & Club
475 Seagate Drive
Naples, FL 34103
(239) 597-3232

Booth Cost and Benefits (8'x10'):

POST MARKED ON OR BEFORE JANUARY 31, 2009

1-2 Booths	3-5 Booths	6 or more Booths
\$575 EACH	\$520 EACH	\$490 EACH

AFTER JANUARY 31, 2009

1-2 Booths	3-5 Booths	6 or more Booths
\$600 EACH	\$540 EACH	\$510 EACH

This Fee Includes:

- ☞ flame proof drapes with 8' high backdrap and 3' high side dividers
- ☞ a 7" x 44" one line identification sign
- ☞ a 6' draped table
- ☞ a 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 meeting 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 GulfCoastExpo@aol.com

Setup and Dismantling:

Exhibitors may start setting up their booths at 3:00 pm, Sunday, July 12th. All exhibitor material must be dismantled and removed from the exhibit area after the final showing on Tuesday, July 14th. **The exhibit area must be vacated no later than 5:00 pm on Tuesday, July 14th.**

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 6, 2009**; your **camera-ready ad** must reach our offices by **MAY 14, 2009**. 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 11, 2009. Payment must be received on or before May 11, 2009.***

In order to receive a refund of your exhibit fee, a request must be made in writing before April 17, 2009. 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 Naples Grande Resort & Club, in July 2009.

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, 2009.
 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, 2009

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

Postmarked after January 31, 2009

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 11, 2009 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 250 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. Estimated cost: 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. Estimated cost: \$2,000.00 per break

LUNCH in the EXHIBIT HALL • There are two opportunities this year to sponsor lunch, Monday, July 13 and Tuesday, July 14 from 12:00pm to 2:30pm during exhibit hours. Enables you to reach 300 - 400 attendees. Estimated cost: \$10,000.00 (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. Sponsors providing support at the \$500 level and above receive one (1) complimentary set of membership mailing labels, a 1/2 page complimentary ad in the "Special Edition" newsletter and inclusion of their company logo in the meeting compendium. Sponsors at the \$1000 and above level receive the mailing labels, inclusion of their logo and a full page ad in the "Special Edition" newsletter.

For more information, contact:

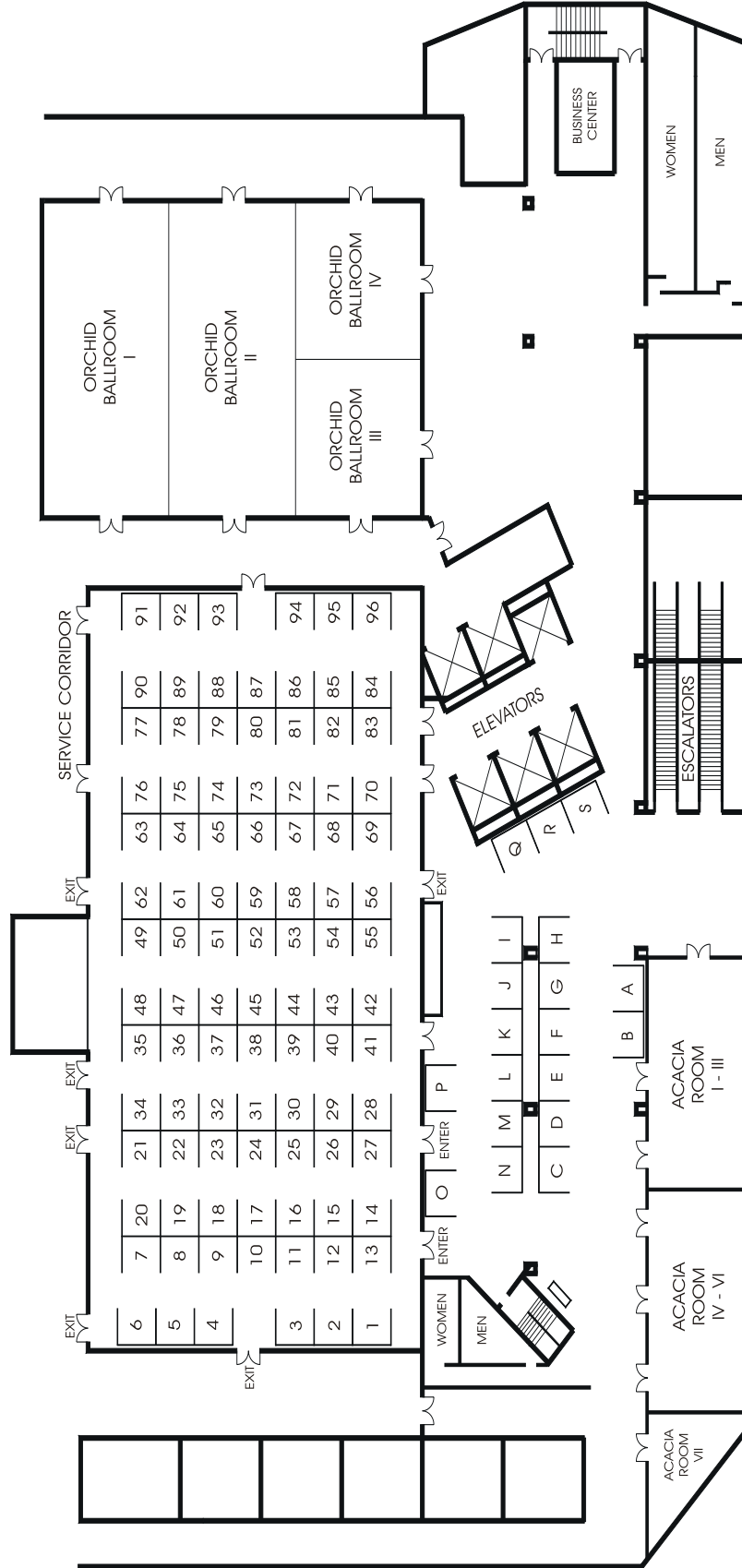
**Florida Dietetic Association • Post Office Box 12608 • Tallahassee, FL 32317-2608
(850) 386-8850 • Fax (850) 386-7918 • www.eatrightflorida.org
e-mail: jmitchell@eatrightflorida.org**

Floor Plan:

FLORIDA DIETETIC ASSOCIATION

JULY 13-14, 2009

NAPLES GRANDE RESORT



115 - 8' x 10' Booths

in the

Royal Palm Ballroom and Foyer

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, 2009 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 \$145.00 for the Resort's Run of House rooms. In addition there are a small amount of Bungalow Suites available to our attendees at a special rate of \$279.00.

**** Please note that after the allotted amount of Bungalows are reserved at the discounted rate any additional Bungalows requested will be at the prevailing rate and will be offered on a space availability basis.**

Rates are quoted for single or double occupancy. An additional charge of twenty-five dollars (\$25.00) will apply for each additional adult per room (up to four adults per room). Children age fifteen (15) and under stay free in the same room with parents. Please note that the group rate is available to our attendees (3) days pre and post the conference dates based on availability.

Our rates include the Resort Fee which provides the following:

In-room coffee	Unlimited 800 phone access
Daily newspaper delivery	Use of lounge chairs at Clam Pass Beach
Unlimited local phone calls	Daily fitness center access
Unlimited tennis court time	Complimentary self-parking

To reserve a room call 1 800 247 9810 and identify yourself with the FDA meeting or go to http://reservations.ihotelier.com/crs/g_login.cfm?hotelid=4756 the Attendee Code is QT1204. **The cutoff date for reservations is June 17, 2009.** Reservations will require a deposit equal to the room rate and tax for the first night. Deposits are refundable if the Resort receives notice of cancellation at least seven (7) days prior to arrival.