New for 2016...
Greater Exposure for your Company’s Goods & Services!

New York State Academy of Nutrition and Dietetics

The SKY’S THE LIMIT
86th ANNUAL MEETING & EXPO

MAY 19-21, 2016
DOUBLETREE BY HILTON, TARRYTOWN, NY

www.nysand.org

New York State Academy of Nutrition and Dietetics
WELCOME

The New York State Academy of Nutrition and Dietetics (NYSAND) invites you participate in the LARGEST meeting of New York State’s Nutrition Professionals for our 86th Annual Meeting & Expo (AME) in Tarrytown, New York, May 19-21, 2016.

With a membership of more than 5,500 Registered Dietetic Nutritionist (RDN) and Nutrition and Dietetics Technician, Registered (NDTR), the New York State Academy of Nutrition and Dietetics’s Annual Meeting & Expo is one of the largest state dietetic association meetings in the United States.

We are seeking your support of the 2016 Annual Meeting & Expo through sponsorship and exhibition show participation. A list of available sponsorships include, but are not limited to:

• Platinum Level Sponsor
• Silver Level Sponsor
• Gold Level Sponsor
• Bronze Level Sponsor
• Breakfast Sponsor (Two Available!)
• Networking Cocktail Reception and Awards Ceremony Sponsor
• AME Kick-Off Party Sponsor

Our Annual Meeting & Expo will highlight the exhibitors!

• Showcase your product and grow your brand
• Increase exposure though sponsorship and advertising
• Direct access to nutrition professionals and NYSAND Members
• Access other business partners in the industry
• Network with customers and interact with colleagues
• Access educational sessions at a discounted rate

The quality of our program is directly linked to the support we receive from our sponsors. Reserve now and receive special recognition through our E-blast, conference communication and website information.

Thank you for your support!

Sincerely,

Janice Shaw
Chair

“Come join us at NYSAND 2016 AME to expand your professional horizons... THE SKY’S THE LIMIT”
WHY EXHIBIT?
The 2016 AME is marketed to all New York State nutrition professionals including the 5,500 members of the New York State Academy of Nutrition and Dietetics. They include nutrition professionals who work in the following fields:
- Hospital & Outpatient Care Facilities
- Long term Care Facilities and Schools
- Community Agencies and Media
- Private Practice and Non-Profit Organization
- Business and Industry Research

EXHIBIT SPACE BOOTH COST

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<th></th>
<th>Member</th>
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<th>Non-Member</th>
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<td>April 15, 2016</td>
<td>Early Bird</td>
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<td>AND DPG or Non-Profit Org.</td>
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*Premier Booths get guaranteed placement in a high-traffic area.

EXHIBITOR BENEFITS

- Exposure to over 5500 NYSAND members
- Direct access to 250+ conference participants
- One full conference registration
- Additional registration at a discount of 25% off the regular attendee rate
- Listing on conference communications
- Recognition on all conference communications

The exhibit booth will be assigned in the order that contracts are received, except for sponsors that sign up for “Premier” booth spots. NYSAND reserves the right to change location assignments at any time necessary.

Exhibitors shall comply, at exhibitor’s sole cost and expenses, with all applicable national, state, city, municipal, and other government regulations, including, but not limited to, fire and safety laws and with all applicable rules and regulations of the facility where the Expo is held.

EXHIBIT HALL SCHEDULE AT-A-GLANCE

In order to create an environment which promotes more face-to-face networking with attendees, we have provided dedicated time allotted to the exhibits.

Thursday, May 19, 2016
7:00 – 9:00 p.m. AME Kick-Off Party

Friday, May 20, 2016
6:30 – 9:00 a.m. Exhibitor Set-Up
7:00 a.m. Exhibits Open
9:00 – 12:00 p.m. Sessions
12:00 – 12:30 p.m. Poster Session 1/Exhibits
12:30 – 1:30 p.m. Lunch (Exhibits remain open) Poster Session 2/Exhibits/Sessions
1:30 – 3:30 p.m. Afternoon Networking Break
3:30 – 4:00 p.m. Sessions
4:00 – 6:00 p.m. Cocktail/Networking Reception in Exhibit Area
6:30 – 8:30 p.m.

Saturday, May 21, 2016
Exhibitors are invited to display and meet attendees from 8:00 a.m. – 12:00 Noon.

* Schedule subject to change
SPONSORSHIP LEVELS & BENEFITS

PLATINUM LEVEL SPONSOR
Everyone Loves the Lunch Sponsor
Friday Lunch / $8,000

Everyone loves the one who picks up the lunch tab!
- Public recognition at luncheon
- An opportunity to address all attendees at lunch
- Recognition as a sponsor on all AME promotions
- A link to your website on the NYSAND website for 1 year
- Exhibit booth in a premier location
- Opportunity to feature a menu item or provide give-a-ways at place settings

BREAKFAST SPONSOR (Friday/Saturday)
2 Sponsorships Available / $7,000 each

Everyone knows that breakfast is the most important meal of the day!
- Public recognition at breakfast
- An opportunity to address all attendees at breakfast
- Recognition as a sponsor on all AME promotions
- A link to your website on the NYSAND website for 1 year
- Exhibit booth in a premier location
- A reserved table at breakfast for your company
- Opportunity to feature a menu item or provide give-a-ways at place settings

GOLD LEVEL SPONSOR
Snack Time Sponsor
3 Sponsorship Available / $6,000 each

Help keep our attendees energized!
- Public recognition at break
- A chance to address all attendees
- Recognition as a sponsor on all AME promotions
- A link to your website on the NYSAND website for 1 year
- Exhibit booth in a premier location
- Opportunity to feature a menu item or provide give-a-ways

NETWORKING COCKTAIL RECEPTION AND AWARDS CEREMONY SPONSOR / $5,500
Sponsor our Sunday night Networking Cocktail Reception and NYSAND Awards Ceremony!
- Public recognition at reception
- An opportunity to address all attendees at the reception
- Recognition as a sponsor on all AME promotions
- A link to your website on the NYSAND website for 1 year
- Exhibit booth in a premier location
- Opportunity to feature a menu item or provide give-a-ways

SILVER LEVEL SPONSOR
Something to Talk About
Speaker Sponsorships
20 Sponsorships Available / $4,500 each

Help educate nutrition professional attendees by sponsoring a speaker session. Cost of sponsorship covers travel and accommodations for honorarium speakers.
- Public recognition during speaker session
- Complimentary speaker registration for conference
- Recognition as a speaker sponsor on all AME promotions

BRONZE LEVEL SPONSOR
It’s in the Mail / $3,500

Sponsor our full color marketing brochure advertising the 2016 AME. Brochure is distributed to entire NYSAND membership of 5,500+
- Sponsor’s full color logo will be prominently featured on the brochure
- Recognition as a sponsor on all AME promotions

Lighten the Load / $2,500

Sponsor the 2016 tote bag provided to all AME attendees!
- Sponsor’s full color logo will be prominently displayed on one side of the tote bag
- Recognition as a sponsor on all AME promotions

Conference Folder Sponsorship / $2,000

Sponsor the 2016 conference folder provided to all AME attendees!
- Sponsor’s full color logo will be prominently featured on the brochure
- Recognition as a sponsor on all AME promotions
- One free tote bag insert

ADDITIONAL OPPORTUNITIES
Tote Bag Insert / $300

Advertise with an insert in the AME tote bag provided to all AME attendees

AME KICK-OFF PARTY - 7:00 TO 9:00PM
THURSDAY, 5/19 - HELP MAKE IT A SUCCESS!
$2,500

- Recognition as sponsor on all AME promotions
- Public introduction and brief presentation time - (show a commercial?)
- Opportunity to feature a menu item to provide give-a-ways
- Table to display at party
Application and contract for Exhibit space on May 19-21, 2016 and/or sponsorship on May 19-21, 2016
Early bird pricing honored through April 15, 2016. Space is limited - reserve today!

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<tr>
<th>EXHIBITOR/SPONSOR CONTACT PERSON</th>
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COMPANY NAME (AS YOU WOULD LIKE IT TO APPEAR IN PROGRAM MATERIALS AND SIGNAGE)

NAME OF PARTICIPANT INCLUDED WITH BOOTH RESERVATION, IF APPLICABLE (AS YOU WOULD LIKE IT TO APPEAR ON BADGE)

CREDENTIALS

ADA MEMBER NUMBER (AS APPLICABLE)

NOTE: Additional registrants will need to register as an attendee at the discounted rate of 25% off.

PLEASE COMPLETE THE FORM BELOW TO RESERVE YOUR EXHIBIT SPACE AND SPONSORSHIP
PAYMENT MUST BE RECEIVED BY FRIDAY APRIL 15, 2016 TO QUALIFY FOR EARLY BIRD PRICING.

**SPONSORSHIP LEVEL**

**Platinum Level**
- Everyone Loves the Lunch Sponsor, Monday Lunch
  - $8,000
  - Breakfast Sponsor, 2 available
  - Please pick one: ❑ Friday or ❑ Saturday
  - $7,000

**Gold Level**
- Snack Time Sponsor, 3 available
  - Please pick one: ❑ Friday AM ❑ Saturday AM ❑ Friday PM
  - $6,000
- Networking Reception, 1 available
  - $6,000

**Silver Level**
- Speaker Sponsorships, 20 available
  - $4,500

**Bronze Level**
- It’s in the Mail, Marketing Brochure
  - $3,500
- Lighten the Load, Tote Bag
  - $2,500
- Conference Folder
  - $2,000

**Additional Opportunities**
- Tote Bag Insert
  - $300
- AME Kick Off Party
  - $2,500

**EXHIBIT SPACE**

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❑ Additional Lunches #: ________ at $40 = $_______
❑ Yes, I need electric - Add $25 = $_______

**FRIDAY LUNCH OPTIONS**
Please indicate how many of each lunch option
❑ Chicken ❑ Fish ❑ Vegetarian
❑ I wish to continue displaying on AME Day 2

**PAYMENT INFORMATION**

❑ Check (please enclose check with this form made payable to: NYSAND’s 2016 Annual Meeting and Expo)
❑ Mastercard ❑ Visa ❑ American Express

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CARDHOLDER’S ADDRESS

CARDHOLDER’S SIGNATURE

| GRAND TOTAL: $ |

PLEASE SUBMIT PAYMENT TO:
NYS Academy of Nutrition & Dietetics Annual Meeting and Expo
1450 Western Avenue, Suite 101, Albany, New York 12203

**QUESTIONS**

We are happy to answer your questions! Please call AME staff at (518) 320-7413 or email NYSAND@caphill.com

In accordance with the Policies and Procedures outlined on page 5, I hereby accept the terms and conditions for sponsoring and/or exhibiting at NYSAND’s Annual Meeting and Expo, May 17-19, 2016. As the policies and procedures may be amended from time to time by NYSAND, this form represents a binding agreement between the sponsors and/or exhibitors, the sponsors and/or exhibitor’s employing organization and NYSAND.

AUTHORIZED BY (SIGNATURE)

NAME (PRINT) DATE

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QUESTIONS?

PLEASE CONTACT
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EXECUTIVE DIRECTOR
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NYSAND@CAPHILL.COM

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ALBANY, NY 12203-3539