

New York State Dietetic Association Presents

EXHIBITOR/SPONSOR PROSPECTUS

Nourish Yourself

80th Annual
Meeting & Expo

Crowne Plaza
Albany, NY

May 4 – 5, 2010



New York's Food and Nutrition Leaders



Welcome!

The New York State Dietetic Association (NYSDA) invites you to participate in our 80th Annual Meeting and Expo (AME) in Albany, May 4-5, 2010. This annual event is the **LARGEST** meeting of New York State's Nutrition Professionals!

With a membership of more than 5,500 Registered Dietitians (RD) and Dietetic Technicians, Registered (DTR), the New York State Dietetic Association Annual Meeting and Exhibition is the second largest state dietetic association in the entire United States.

We are seeking your support with the 2010 Annual Meeting and Exhibition. This is a chance for your company to meet the many hardworking RD and DTR professionals of New York State. NYSDA members are employed in various settings throughout the state such as hospitals and long term care, schools, community agencies, business and industry, private practice and research just to name a few. RD and DTR professionals keep New York State eating healthy, growing healthy, and living healthy!

New this year you can choose your level of sponsorship. Each level offers different recognition opportunities such as recognition on registration materials, a chance to address the attendees, or even a premier spot in the exhibition hall!

Also new is the revised schedule of events, which will now highlight the exhibitors! We will feature a ribbon cutting and dedicated time just for the Expo room. Exhibiting will allow you direct access to members! This is the perfect venue for you to showcase your product and services to such a targeted group of food nutrition professionals.

The educational program features 17 sessions varying in topics. Your sponsorship of educational session offers you the opportunity to educate NYSDA members about nutrition issues important to you.

We invite you to join us at the 2010 Annual Meeting and Exhibition.

Sincerely,

New York State Dietetic Association Annual Meeting Committee

Christine Rivera RD
Annual Meeting Programming Co-Chair

Katy Mitchell-Gilroy RD, CDN
Annual Meeting Programming Co-Chair

nysdaannualmeeting@gmail.com



Who Will Attend?

The 2010 AME is marketed to all New York State Professionals including the 5,500 members of the New York State Dietetic Association. They include nutrition professionals that work in the following fields:

- Hospitals and Outpatient Care Facilities
- Long Term Care Facilities
- Schools,
- Community Agencies and Non-Profit Organizations
- Private Practice
- Business and Industry
- Research

How will the AME be marketed?

The 2010 Annual Meeting and Expo registration materials will be sent via regular and e-mail to New York State Nutrition Professionals.

Media Releases to trade publications for publication.

As a sponsor or exhibitor, you will have access to paper copies (25 max) and PDF documents for distribution to individual clients. You may also purchase labels to conduct your own pre-event mailings!

What Sponsorships are Available?

Sponsorships are currently available at all levels. Please see page 6 for more information.

What about Exhibits?

Booths are available. Set up time for exhibits will be from 7:30 am to 9:00 am. Your 10' x 8'

booth includes 8' back drape, 3' side drapes, 2 chairs, table, skirt and white vinyl top, 7" x 44" identification sign, wastebasket, name badge and one (1) box lunch. Additional box lunches are available for \$25.00. Additional items, as needed, such as electric service, telephone service, decorations, and carpeting, are available from the decorator, at an additional charge.

Exhibit booths will be assigned in the order that contracts are received, except for sponsors that sign up for "Premier" booth spots. NYSDA reserves the right to change location assignments at any time as it deems necessary.

Exhibitor shall comply, at exhibitor's sole cost and expense, with all applicable national, state, city, municipal and other governmental regulations, including, but not limited to, fire and safety laws and with the applicable rules and regulations of the facility in which the Expo is held.

Expo Schedule May 4, 2010

5:00 am to 7:30 am - Decorator set up

7:30 am to 9:00 am - Exhibitor set up

9:15 am - Expo Ribbon Cutting

12:30 - Lunch available to Exhibitors

5:00 pm - Exhibits close



APPLICATION & CONTRACT FOR EXHIBIT SPACE

Monday, May 4, 2010 – Crowne Plaza, Albany, NY

Exhibitor Name: _____
 (As you would like it to appear in materials/signage)

Contact Person _____ Title _____

Address _____

Telephone _____ Fax: _____ Email _____

In accordance with exhibitor rules and regulations and information, I hereby accept the terms and conditions for exhibiting at the NYSDA Annual Meeting and Expo (AME) on May 4, 2010, as they may be amended from time to time by NYSDA. This form represents a binding agreement between the exhibitor, the exhibitors' employing organization and NYSDA. Authorized by:

Name _____ Title _____

Signature _____ Date _____

Please send me _____ copies of the AME brochure for my company's direct marketing and/or sales visits (limit 25).

NYSDA Member – Standard 10' x 8' booth: \$750 by March 31 \$850 April 1 and after	Non-Member – Standard 10' x 8' booth \$900 by March 31 \$1,000 April 1 and after
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IMPORTANT: Box lunches must be requested and paid for with booth registration.

Booth Registration \$ _____

Additional lunches requested: _____ X \$25.00 = \$ _____

Sponsorship (attach form w/event chosen checked) \$ _____

Total amount enclosed: \$ _____

If you wish to be included in our preliminary print and email promotional materials, please respond by February 1, 2010.

Payment Information: _____ Check/Money Order Enclosed (Made Payable to NYSDA)

_____ Credit Card (circle) MC Visa Amex Disc

Card # _____ / _____ / _____ / _____ Exp. Date _____ / _____

Authorized Cardholder Signature: _____

Mail form and payment to:
 Karen K. Dyer, Meeting Planner
 NYSDA Annual Meeting
 c/o Hinman Straub
 121 State Street
 Albany, NY 12207

What Sponsorships are Available?

This year, NYSDA is offering different levels of sponsorship. We value your commitment to our Annual Meeting and Expo.

Platinum Level - \$8,000 +
Gold Level - \$4,000 +
Silver Level - \$1,500 +

Everyone Loves Lunch Sponsor - \$8,000
Everybody loves the one who picks up the lunch tab!

- Public recognition at luncheon
- A chance to address all attendees
- Recognition in AME promotions
- Complimentary Premier exhibit booth
- Seating with Keynote at the reserved table
- Display of promotional material at registration area or on chairs at lunch

Breakfast Sponsor - \$7,000 (2 available)

Tuesday Morning

Wednesday Morning

Everyone knows that Breakfast is the Most Important Meal of the Day!

- Public recognition at breakfast
- A chance to address all attendees
- Recognition in AME promotions
- Complimentary Premier exhibit booth
- Seating at the reserved table
- Display of promotional material at registration area or on chairs at breakfast

Keep it Handy Sponsor - \$6,500

Sponsor our lanyard and USB flash drive. All conference materials will be on the USB flash drive, as NYSDA goes green and reduces paper consumption.

- Public recognition at the event
- Recognition in AME promotions
- USB and/or Lanyard imprinted with your company logo or slogan

A Capital Event - \$5,000

Tuesday evening program – Topic/Structure to be determined.

- Public recognition at the event
- Recognition in AME promotions
- Opportunity to “dress” the event area with your company’s promotional materials

Let’s Get Talking - \$2,000 (2 available)

Morning Break

Afternoon Break

- Public recognition at break
- Recognition in AME promotions

Something to Talk About - \$2,000

Speaker sponsorships are available. Help to educate the nutrition professionals attending by sponsoring a speaker session. Cost of sponsorship covers travel and accommodations for speaker.

- Public recognition during speaker session
- Recognition in AME promotions as a speaker sponsor

Lighten the Load - \$1,500

Sponsor our registration lunch bag giveaway

- Public recognition at the event
- Recognition in AME promotions
- Lunch bags imprinted with your company’s one color logo and/or slogan.

Read All About It

Registration Packet - \$1,500

Sponsor our registration packet, sent to more than 5,500 RDs and DTRs.

- Recognition in AME promotions
- Your company’s logo and/or slogan prominently featured.

Attendee Folder - \$750

Sponsor our attendee folder, given to each registrant.

- Recognition in AME promotions
- Your company’s logo and/or slogan printed on folder.