

THE CALIFORNIA DIETETIC ASSOCIATION
2010 ANNUAL MEETING/EXHIBITION

APRIL 15 – 17, 2010

OAKLAND MARRIOTT CITY CENTER
1001 Broadway • Oakland, CA 94607



Registered Dietitians lead their organizations in many challenging areas.

They:

- Have purchasing and decision-making authority as Food Service Directors and Clinical Nutrition Managers in various health care facilities.
- Are private consultants who make recommendations to the buying public.
- Are Sports Nutritionists in private practice and fitness centers.
- Comprise a group of nutrition experts whose recommendations are widely sought by physicians and other health care professionals.
- Hold positions in government and develop policy that impacts purchasing.
- Are educators in universities, lecturers in medical schools and instructors of future RDs and DTRs.
- Have influence over products purchased by all age groups.
- Are the customer of today and tomorrow. No other professional deals with the hottest topic concerning consumers' today—nutrition and food. Attendees will share the knowledge of your products and services with others such as other health professionals and consumers.

The Exhibition is an integral part of the CDA Annual Meeting and offers exhibitors a unique 2-day schedule:

- Selling on the exhibit floor
- The exhibition schedule will provide several hours of non-conflicting exhibit viewing, thus giving a dedicated time and opportunity for exhibitors to interact with attendees.
- Continuing education credits given to attendees for viewing the exhibits
- A chance to network with over 800+ dietetic professionals
- A reception in the exhibit hall on the opening night
- Additional marketing opportunities through advertising in the program booklet, participating in the exhibit hall treasure hunt, and sponsorship of special events

At the Exhibition, your representatives will be able to:

- Introduce new products, technologies and services
- Generate new leads and respond to inquires
- Target your product to a large focused audience of dietetic professionals
- Participate in a variety of educational programs
- Network through social activities

EXHIBITION DATES APRIL 15 – 16, 2010

Over 800+ professional dietitians are anticipated to be on hand at this yearly event, to take part in viewing the latest in products and services on display in the exhibition hall, as well as on-going educational workshops and seminars.

Location:	Exhibit Contact:	Costs: Booth Size 10' x 10' U.S. Currency	
OAKLAND MARRIOTT CITY CENTER 1001 Broadway Oakland, CA 94607 800/991-7249	California Dietetic Association Tel: 310/822-0177 Fax: 310/823-0264 patsmith@dietitian.org	Regular Booth	\$800
		Corner Booth	\$900
		Premium Booth	\$1,000
		Sponsorship Booth	\$3,000 +

Exhibit Date and Hours:

Set up:	Exhibition:	Tear Down:
Thursday, April 15 – 12-5pm	Thursday, April 15 – 6pm-8pm Friday, April 16 – 10am-2pm	Friday, April 24th – 2-5pm

The Booth Includes:

• Web Site link to all exhibitors and we hope you will link back to us at www.dietitian.org • 10'x10' Booth • Draped back wall: 8' high • Draped side dividers: 3' high • ID sign • Furniture package of one six foot draped table, two molded plastic chairs and one wastebasket (Extra furniture can be ordered. See exhibitor kit.)

Booth Rates and Assignments:

Spaces are reserved on a first-come, first-serve basis. A variety of locations are offered, including premium spots. CDA offers a reduced nonprofit rate to encourage our community partners to participate in the Exhibition. Spaces are reserved upon receipt of full payment with signed contract. Space is limited.

Deadline for exhibitor registration: Payment must be received no later than February 20th, 2010.

Program Listing:

Exhibitor description, address, and booth assignment will appear in the program booklet for those meeting contract deadlines of February 20th, 2010.

Please complete and return the application form promptly.

Electrical/Other Connections:

Electrical and other connections are available to all booths by ordering through the exhibitor kit.

Special Needs and Kitchen Preparation:

Please contact California Dietetic Association 310-822-0177. Orders for these services must be placed by February 20th, 2010.

Hotel:

CDA has negotiated special conference room rates and reserved a block of rooms at the Oakland Marriott City Center 1001 Broadway, Oakland, CA 94607 - 800/991-7249 at a rate of \$155.00 single/double