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 customers 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 700+ dietetic professionals (763 in 2011)
- A reception in the exhibit hall on the opening night
- Additional marketing opportunities through advertising in the program booklet, 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 inquiries
- 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 26 – 27, 2012

Over 700 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.

<table>
<thead>
<tr>
<th>Location:</th>
<th>Exhibit Contact:</th>
<th>Costs: Booth Size 10’ x 10’ U.S. Currency</th>
</tr>
</thead>
<tbody>
<tr>
<td>ONTARIO</td>
<td>California Dietetic Association</td>
<td>Sponsorship Booth $3,500 +</td>
</tr>
<tr>
<td>CONVENTION CENTER</td>
<td>Tel: 310/822-0177</td>
<td>Premium Booth $1,000</td>
</tr>
<tr>
<td>2000 E. Convention Ctr. Way</td>
<td>Fax: 310/823-0264</td>
<td>Corner Booth $900</td>
</tr>
<tr>
<td>Ontario, CA 91764</td>
<td><a href="mailto:patsmith@dietitian.org">patsmith@dietitian.org</a></td>
<td>Regular Booth $800</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Non Profits (Limited) $400</td>
</tr>
</tbody>
</table>

Exhibit Date and Hours:

<table>
<thead>
<tr>
<th>Set up:</th>
<th>Exhibition:</th>
<th>Tear Down:</th>
</tr>
</thead>
</table>
| Thursday, April 26: 12-5pm | Thursday, April 26: 6pm-8pm  
Friday, April 27: 10am-2pm | Friday, April 27th: 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.)
- CDA does not provide internet access in the exhibit hall – see exhibitor kit to order access.

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: Full Payment must be received no later than February 20th, 2012.

Program Listing:

Exhibitor description, address, and booth assignment will appear in the program booklet for those meeting contract deadlines of February 20th, 2012. 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, 2012.

Hotel:

CDA has negotiated special conference room rates and reserved a block of rooms at the Doubletree Ontario, 222 N. Vineyard Avenue, Ontario CA 91764 (909) 937-0900 at a rate of $129.00 single/double. You help CDA by staying at the Host Hotel to keep our costs down and your booth fees low. Book by March 1, 2012 to guarantee the CDA rate of $129.00.
**Sponsorship/Advertising Opportunities**

On behalf of the 6,500 Dietitians throughout California, may we take this opportunity to invite your company to become one of our exclusive sponsors at our CDA Annual Meeting and Exhibition will be held April 26 - 28, 2012 at the Ontario Convention Center 2000 E. Convention Ctr. Way, Ontario, CA 91764

ALL SPONSORS WILL BE LISTED IN THE FINAL PROGRAM BOOK AND ON www.dietitian.org IN ADDITION TO ADVERTISING (Size Is Determined By Level Of Sponsorship)

<table>
<thead>
<tr>
<th>GOLD SPONSOR: $11,000 or more</th>
<th>SILVER SPONSOR: $6,000 or more</th>
<th>BRONZE SPONSOR: $3,500 or more</th>
</tr>
</thead>
<tbody>
<tr>
<td>2. Full page advertisement in program booklet.</td>
<td>2. Half page advertisement in the program booklet.</td>
<td>2. Quarter Page advertisement in program booklet.</td>
</tr>
<tr>
<td>3. Company Name on the Exhibit Hall Entrance</td>
<td>3. Company Name on Exhibit Hall Entrance</td>
<td>3. Company Name on Exhibit Hall Entrance</td>
</tr>
<tr>
<td>4. One set Annual Meeting Participant Labels (by request after early bird deadline)</td>
<td>4. One set of Annual Meeting Participant Labels (by request after early bird deadline)</td>
<td></td>
</tr>
<tr>
<td>5. One set of CDA membership mailing labels</td>
<td></td>
<td></td>
</tr>
<tr>
<td>6. Website Link from <a href="http://www.dietitian.org">www.dietitian.org</a> with company logo</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Events: Awards Lunch (+Silver Sponsorship), Saturday Lunch, Full Breakfast

Events: Light Breakfast, Food Demo, Full Day Coffee/Tea, Partial Awards Lunch, Special Events

Events: Opening Night Reception, Coffee/Tea Breaks, Appreciation Reception

**EVENT SPONSORSHIP OPPORTUNITIES**

- Breakfast – 300 attendees each (Friday and Saturday)
- Coffee/Tea Breaks or Full Day Coffee/Tea (Thursday, Friday and Saturday)
- Awards Lunch – 500 attendees
- Opening Night Reception – 500 attendees

- Fun Walk/Run – 30 attendees ($500)
- Food Demonstration in Exhibit Hall on Friday – 500 attendees (Silver Sponsorship)
- Student Reception – 250 attendees ($1000)
- Appreciation Reception – 50 attendees ($1000)
- Saturday Lunch – 300 attendees

**PRODUCT PLACEMENT SPONSORSHIP: $2,000**

- Products with your company logo and the CDA Meeting Logo:
  - Tote Bags (limit one sponsor) or gift items (limit two per sponsor) distributed to attendees at onsite registration. Other Product Placement opportunities include Publications, Brochures or Order Catalogs (limit 3 collated items per sponsor), individually-packaged food items (limit 1 item per sponsor) for distribution to all attendees at onsite registration.

- Food placement for events – Opening Night Reception, two Breakfasts, Student Reception, Awards Ceremony, Coffee Breaks.
  - All costs related to printing or producing item to be paid by sponsor
  - Shipping and receiving to Hotel/Convention Center paid by sponsor
  - Food placement sponsors to work directly with CDA Meeting Manager Bridget Harvey-Elliott for approval, cost of preparation and service of all food items @ 310-822-0177.

**BREAKOUT SESSION SPONSORSHIP: $1,000**

CDA invites your company to provide financial support for the educational program. Your organization will receive verbal acknowledgment before the presentation and will be listed in the program book and on the poster outside the session. The session will draw between 200- 300 attendees.

**FULL SESSION SPONSORSHIP: (Gold or Silver)**

CDA invites your company to provide financial support for a Plenary Session by fully sponsoring a speaker. Your organization will receive verbal acknowledgment before the presentation and will be listed in the program book and on the poster outside the session. Plenary Sessions draw 500+ attendees.

**ADVERTISING IN THE PROGRAM BOOKLET**

Booklet size: 8 ½" w X 11" h

<table>
<thead>
<tr>
<th>Size</th>
<th>w/ BOOTH</th>
<th>w/o BOOTH</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full Page (7 ½&quot; x 10&quot;)</td>
<td>$600.00</td>
<td>$700.00</td>
</tr>
<tr>
<td>Half Page (7 ½&quot; x 5&quot;)</td>
<td>$400.00</td>
<td>$500.00</td>
</tr>
<tr>
<td>Quarter Page (4 &quot; x 5 &quot;)</td>
<td>$300.00</td>
<td>$400.00</td>
</tr>
<tr>
<td>Inside Cover - 4 color (7 ½&quot; X 10&quot;)</td>
<td>$1,600.00</td>
<td>$1,800.00</td>
</tr>
</tbody>
</table>

**CAMERA-READY** (133 line screen, b&w only).
ARTWORK MUST BE THE SIZE SPECIFIED.

Send artwork in jpg (300 dpi) or high resolution pdf format to patsmith@dietitian.org

Advertising copy/artwork and payment to be received by February 20th, 2012.
APPLICATION AND CONTRACT
Required for booth reservation
FOR EXHIBIT SPACE
Exhibition Dates: April 26-27, 2012 Place: Ontario Convention Center

COMPANY NAME
(as it should be listed in program book)
EXHIBIT CONTACT:
STREET ADDRESS:
CITY: STATE ZIP
PHONE: WEBSITE ADDRESS
E-MAIL ADDRESS

BILLING ADDRESS (if different than above):
NAME ADDRESS:
CITY: STATE ZIP
EMAIL ADDRESS: PHONE

1. Preferred Booth Selection: (refer to floor plan for available booth choices)
First Choice: Second Choice: Third Choice:

2. BOOTH SPACE - SIZE 10 x 10': Furniture is included in booth price: one 6 ft draped table, two molded plastic chairs, and a waste basket.

<table>
<thead>
<tr>
<th>Type</th>
<th>Price</th>
<th>Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>Premium</td>
<td>$1,000</td>
<td>$</td>
</tr>
<tr>
<td>Corner</td>
<td>$900</td>
<td>$</td>
</tr>
<tr>
<td>Regular</td>
<td>$800</td>
<td>$</td>
</tr>
<tr>
<td>Nonprofit</td>
<td>$400</td>
<td>$</td>
</tr>
</tbody>
</table>

3. SPONSORSHIP FEE
<table>
<thead>
<tr>
<th>Type</th>
<th>Price</th>
<th>Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>Gold</td>
<td>$11,000+</td>
<td>$</td>
</tr>
<tr>
<td>Silver</td>
<td>$6,000+</td>
<td>$</td>
</tr>
<tr>
<td>Bronze</td>
<td>$3,500+</td>
<td>$</td>
</tr>
<tr>
<td>Product Placement</td>
<td>$2,000+</td>
<td>$</td>
</tr>
<tr>
<td>Session Sponsorship</td>
<td>$1,000+</td>
<td>$</td>
</tr>
<tr>
<td>Advertising</td>
<td>$300-$1800</td>
<td>$</td>
</tr>
</tbody>
</table>

4. ADVERTISING SIZE BLACK AND WHITE (COST “WITH BOOTH”)
<table>
<thead>
<tr>
<th>Page Size</th>
<th>Price</th>
<th>Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>¼ Pg</td>
<td>$300</td>
<td>$</td>
</tr>
<tr>
<td>½ Pg</td>
<td>$400</td>
<td>$</td>
</tr>
<tr>
<td>Full Pg</td>
<td>$600</td>
<td>$</td>
</tr>
<tr>
<td>Inside Cover Full Page 4 Color:</td>
<td>$1600</td>
<td>$</td>
</tr>
</tbody>
</table>

TOTAL AMOUNT DUE

If you are interested in being a sponsor, please call me at

5. Do not wish to be in the proximity of the following companies:

6. Wish to be in the proximity of the following companies:

7. IMPORTANT: Food Sampling (mark all that apply)
   YES  NO
   PRE-PACKAGED  PREPARED IN BOOTH
   PREPARED BY HOTEL/CONVENTION CTR
   List Item(s)

   OR List Products to be exhibited:

   ■ Please help us with our hotel attrition:
   Will your staff stay at the Host Hotel?
   Yes  No
   Name or Reservation Number

We accept Discover, Visa or Master Card 
Card #
Expiration Date Card Holder

Host Hotel (right next door)
Doubletree Ontario
222 N. Vineyard Avenue,
Ontario CA 91764 (909) 937-0900
Rate of $129.00 single/double “CDA”.

Send your completed application immediately to reserve your booth choice. Send $200.00 deposit by 9/1 or within 10 days to secure your booth choice. Payment in full no later than February 20th, 2012

Send and Make Payable to:
CDA Annual Meeting Exhibition 2012
7740 Manchester Ave #102 - Playa Del Rey, CA 90293
310 822-0177 pat_smith@dietitian.org  FAX 310/823-0264

CDA Use Only
DEPOSITS DATE TOTAL PAIDS DATE
REC’D: DISCIRIPTION BADGE SAMPLE RELEASE SVC RQ
ADVERTISEMENT ART ADV PAYMENT $ DATE
2012 Exhibitor REGULATIONS AND INFORMATION

1. ASSOCIATION

The word, "Association," means the California Dietetic Association, acting through the officers, committees, agents, or employees acting for it in the Management of the exhibition.

2. EXHIBIT DATE AND HOURS

The exhibition will be open Thursday, April 26th, 2012 from 6pm-8pm, Friday, April 27th, 2012 from 10 am-2pm (as listed on the contract).

3. PERMISSIBLE EXHIBITS

All business activities of the Exhibitor at the exhibit hall must be within the Exhibitors allotted exhibit space. In connection with the distribution of food and/or beverage in the exhibitor’s booth, food and beverage manufacturers must serve only sample size portions of their own products, and these samples must be served at least two feet inside the booth. Equipment manufacturers who require a food or beverage product served to demonstrate their equipment may do so only in sample size portions. Alcoholic beverages may not be displayed or served in any booth or elsewhere in the exhibit, except as approved for distribution in writing by the Association.

4. ASSIGNMENT OF SPACE

Booth assignments are made on a first-come, first-served basis. Space assignments will be made based on the order of receipt of the presale form, the date of receipt of the contract/application, Exhibitor’s history of participation in the Association’s exhibition, the amount of space requested, availability of the requested a real special needs, and compatibility of exhibitors. The Association, in the event of conflicts regarding available space requests or conditions beyond its control, reserves the right to rearrange the floor plan. Companies may still submit an application and contract for booth space after April 15th, 2012, however, inclusion in the program book cannot be guaranteed.

5. RATES AND FEES

Each Exhibitor, as part of the contract with the Association, will be provided with a background of uniform style, an identification sign, program listing, general hall cleaning and to refuse, cancel, or restrict any applicant or exhibit which the Association considers undesirable for any reason.

6. SPACE RELOCATION

No Exhibitor shall, without written consent of the Association, assign, sublet, or apportion any space contract hereunder, or show in such space any article other than those manufactured or sold by the Exhibitor without obtaining the written consent of the Association. The Exhibitor shall not be required to accept space offered for the purpose of consolidation of display or space or for any reason. The Association may also assign or reassign space to an Exhibitor as it deems to be required by virtue of the need of the Exhibitor for water, drain, gas, electricity, air, steam, or other services and the availability, capacity, and location of these services. The judgment of the Association as to such requests shall be final. All exhibits must be properly prepared for the Local Fire Department. The use of propane, butane, or other combustible bottled gas is prohibited. Anyone cooking must have a fire extinguisher in the booth. The Association reserves the sole and absolute right to determine which firms and products are appropriate in its judgment for inclusion in the exhibition and from or arise out of any action or failure to act on part of the Exhibitor or any of its officers, agents, or employees.

7. LIABILITY

Neither the Association, the Hotel, Show Contractors, or any of its officers, agents or employees, shall be held liable for any damage, loss, harm or injury to the person or property of the Exhibitor or any of its officers, agents or employees, resulting from theft, fire, water, accident or any other cause. The Exhibitor shall indemnify, defend and hold harmless the Association, the Hotel, and any of their officers, agents or employees, from any and all claims, demands, suits, liabilities, losses, damages, costs, attorney fees and expenses of whatever kind or nature which might result from or arise out of any action or failure to act on part of the Exhibitor or any of its officers, agents, or employees.

8. INSURANCE

All property of the Exhibitor is understood to remain under his custody and control in transit to or from or within the confines of the Exhibit Hall. Exhibitors shall carry their own insurance to cover exhibit material against damage and loss and public liability insurance against injury to the person and property of others. The Association shall not be obligated to carry any insurance for the benefit of the exhibitors.

9. ORDER TAKING

Exhibitors will be allowed to sell merchandise from the floor as well as take orders. Exhibitors must display their State of California sales permit or apply for a temporary one if they do not already have one.

10. SERVICES

Each Exhibitor, as part of the contract with the Association, will be provided with the following services free of additional charge: erection of necessary flame-proofed draped, background of uniform style, an identification sign, program listing, general hall cleaning and furniture package as listed on the contract. Decorating, drapery, additional furniture rental, sign painting, labor and carpet when hall is not carpeted will be handled by Show Contractor chosen by CDA and listed in the Exhibitor Information section of this Program Book. An Exhibitor’s Service kit will be available approximately two months before the Exhibition. The Exhibitor shall provide only the material and equipment, which he owns and is to be used in his exhibit space. All other items used in the booth shall be provided through arrangements with the Show Contractor. Payment for service provided to the Exhibitor by Contractors is the responsibility of the Exhibitor. All services not ordered in advance must be procured through the Exhibitors’ Service area, which will be maintained in the Exhibit Hall. All advance shipments of freight must be shipped to the drayage company. Do not ship in advance to the Hotel. Exhibitors will not be allowed to unload their own vehicles at the loading dock during official Exhibit move-in hours. Show Contractors or union laborers are responsible for maintaining in and out traffic schedules in the dock area but they will have a special price for unloading cars.

11. INSTALLATION OF EXHIBITS

Installation of exhibits may commence at 12 o’clock pm on Thursday, April 26th, 2012. All Exhibitors must be fully operational by Thursday, April 26th, 2012 by 6 pm. In order to conform to union contract rules and regulations, it will be necessary for all Exhibitors to use qualified union personnel for display work and materials handled within the show. Exhibitors with passenger cars, who wish to have their vehicles unloaded at the loading dock, please refer to rate sheet in the Show Contractor or Union Laborers Service kit. The Show Contractor staff will be on site to assist with the loading/unloading of materials.

12. REMOVAL OF EXHIBITS

Exhibitors will complete arrangements for prompt pick up of all outbound shipments and remove the exhibit at the time specified by the Association for removal of exhibits. All freight not called for within the Contractors designated move-out time may be shipped by the Official Cartage Carrier. All exhibits must remain intact until 2 pm Friday, April 27th, 2012. Exhibitors expressly agree not to begin packing or dismantling until such time. All Exhibits must be completely removed from the Exhibition Hall by 5 pm on Friday.

13. CARE OF EXHIBIT BOOTH

The Exhibitor must, at his own expense, maintain and keep in good order the exhibit space contracted. The Exhibitor shall maintain and conduct the exhibit in a neat, clean, orderly and safe manner. The Exhibitor shall keep an attendant in its display during the hours of the exhibition and must surrender the space occupied by it in the same condition, as it was at the commencement of the occupation, ordinary wear accepted. Exhibitor shall be responsible for damage to property.

14. EXHIBITOR PERSONNEL

The Association is limited to individuals, business firms, manufacturers and dealers who have contracted and paid for space assignments. Each Exhibitor shall furnish the Association with the names of its representatives. The Exhibitor and its representatives are required to wear identification badges throughout the exhibition period. The badges are not transferable, and the Association reserves the right to withdraw the use of any badge used to gain admission to the Exhibition by any person other than the one for whom it was issued. All members of the Association who register as an Exhibitor and all nonmember Exhibitors may attend program events during the Exhibition day on Friday. On the other day(s) when the Exhibition is not in progress (Thursday & Saturday), Exhibitors must pay registration fees to attend program events, programs in exhibit space and for the purpose of consolidating space with Exhibitors. Five (5) badges and one (1) Exhibitor Program listing. Additional Exhibit badges are $75 each.

15. VIOLATIONS

Any violation of any of the regular Regulations and Information by the exhibitor shall give the Association the right at its option to terminate the right of the Exhibitor to occupy space and the Association may re-enter and take possession of the space occupied by the Exhibitor and removes all persons and goods at the Exhibitor’s own risk, and the Exhibitor shall pay all expenses and all damages which the Association may incur, and forfeit all monies paid or due to the Association on account thereof. Exhibitor waives the service of written notice to re-enter and terminate.

16. SOCIAL FUNCTIONS AND HOSPITALITY SUITES

Any social functions scheduled during the CDA Annual meeting must be approved by the Association. Social functions are allowed only during hours free of programming. Social functions in public spaces will not be permitted (the exception being those co-sponsored by CDA).

17. GENERAL

These Regulations and Information are to be construed as a part of the agreement between the Exhibitor and the Association. The Association reserves the right to interpret all matters and questions not covered by the Regulations and Information. These Regulations and Information may be amended at any time by the Association, and any amendments shall be equally binding on all parties affected by them as the original Regulations and Information. Written notice will be given by the Association to those Exhibitors affected by them.