

THE CALIFORNIA DIETETIC ASSOCIATION  
2012 ANNUAL MEETING/EXHIBITION

APRIL 26 – 28, 2012

ONTARIO CONVENTION CENTER



**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.

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

### Exhibit Date and Hours:

Set up:	Exhibition:	Tear Down:
Thursday, April 26: 12-5pm	Thursday, April 26: 6pm-8pm Friday, April 27: 10am-2pm	Friday, April 27 <sup>th</sup> : 2-5pm

### The Booth Includes:

- Web Site link to all exhibitors and we hope you will link back to us at [www.dietitian.org](http://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 20<sup>th</sup>, 2012.**

### Program Listing:

Exhibitor description, address, and booth assignment will appear in the program booklet for those meeting contract deadlines of February 20<sup>th</sup>, 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 20<sup>th</sup>, 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](http://www.dietitian.org)  
IN ADDITION TO ADVERTISING (Size Is Determined By Level Of Sponsorship)

<b>GOLD SPONSOR:</b> \$11,000 or more	<b>SILVER SPONSOR:</b> \$6,000 or more	<b>BRONZE SPONSOR:</b> \$3,500 or more
<ol style="list-style-type: none"> <li>1. Sponsorship booth in the Exhibit Hall.</li> <li>2. Full page advertisement in program booklet.</li> <li>3. Company Name on the Exhibit Hall Entrance</li> <li>4. One set Annual Meeting Participant Labels (by request after early bird deadline)</li> <li>5. One set of CDA membership mailing labels</li> <li>6. Website Link from <a href="http://www.dietitian.org">www.dietitian.org</a> with company logo</li> </ol> <p>Events: Awards Lunch (+Silver Sponsorship), Saturday Lunch, Full Breakfast</p>	<ol style="list-style-type: none"> <li>1. Sponsorship booth in the Exhibit Hall</li> <li>2. Half page advertisement in the program booklet.</li> <li>3. Company Name on Exhibit Hall Entrance</li> <li>4. One set of Annual Meeting Participant Labels (by request after early bird deadline)</li> </ol> <p>Events: Light Breakfast, Food Demo, Full Day Coffee/Tea, Partial Awards Lunch, Special Events</p>	<ol style="list-style-type: none"> <li>1. Regular booth in the Exhibit Hall</li> <li>2. Quarter Page advertisement in program booklet.</li> <li>3. Company Name on Exhibit Hall Entrance</li> </ol> <p>Events: Opening Night Reception, Coffee/Tea Breaks, Appreciation Reception</p>

### EVENT SPONSORSHIP OPPORTUNITIES

- |   |  |
|---|--|
| <ul style="list-style-type: none"> <li>• Breakfast – 300 attendees each (Friday and Saturday)</li> <li>• Coffee/Tea Breaks or Full Day Coffee/Tea (Thursday, Friday and Saturday)</li> <li>• Awards Lunch – 500 attendees</li> <li>• Opening Night Reception – 500 attendees</li> </ul> | <ul style="list-style-type: none"> <li>• Fun Walk/Run – 30 attendees (\$500)</li> <li>• Food Demonstration in Exhibit Hall on Friday – 500 attendees (Silver Sponsorship)</li> <li>• Student Reception – 250 attendees (\$1000)</li> <li>• Appreciation Reception – 50 attendees (\$1000)</li> <li>• Saturday Lunch – 300 attendees</li> </ul> |
|---|--|

#### 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.
  - a. All costs related to printing or producing item to be paid by sponsor
  - b. Shipping and receiving to Hotel/Convention Center paid by sponsor
  - c. 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

	w/ BOOTH	w/o BOOTH
<b>Full Page</b> (7 ½" x 10")	\$600.00	\$700.00
<b>Half Page</b> (7 ½" x 5 ")	\$400.00	\$500.00
<b>Quarter Page</b> (4 " x 5 ")	\$300.00	\$400.00
<b>Inside Cover - 4 color</b> (7 ½" X 10")	\$1,600.00	\$1,800.00

**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](mailto:patsmith@dietitian.org)

Advertising copy/artwork and payment to be received by February 20<sup>th</sup>, 2012.

# APPLICATION

## AND CONTRACT Required for booth reservation

### FOR EXHIBIT SPACE

Exhibition Dates: April 26-27, 2012 Place: Ontario Convention Center

**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 20<sup>th</sup>, 2012**

**Send and Make Payable to:**

**CDA Annual Meeting Exhibition 2012**  
7740 Manchester Ave #102 - Playa Del Rey, CA 90293  
310 822-0177 [patsmith@dietitian.org](mailto:patsmith@dietitian.org) FAX 310/823-0264

COMPANY NAME \_\_\_\_\_  
(as it should be listed in program book)

EXHIBIT CONTACT: \_\_\_\_\_ TITLE: \_\_\_\_\_

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
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**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.

PREMIUM	@ \$1,000	\$	
CORNER	@ \$900	\$	
REGULAR	@ \$800	\$	
NONPROFIT	@ \$400	\$	

**3. SPONSORSHIP FEE**

GOLD	@ \$11,000+	\$	
SILVER	@ \$ 6,000+	\$	
BRONZE	@ \$ 3,500+	\$	
Product Placement	@ \$ 2,000+	\$	
Session Sponsorship	@ \$ 1,000+	\$	
Advertising	@ \$300-\$1800	\$	

**4. ADVERTISING SIZE BLACK AND WHITE (COST "WITH BOOTH")**

¼ Pg \$300	½ Pg \$400	Full Pg. \$600
Inside Cover Full Page 4 Color: \$1600	FRONT	BACK

**TOTAL AMOUNT DUE** \$ \_\_\_\_\_

We accept Discover, Visa or Master Card #

Card # \_\_\_\_\_

Expiration Date \_\_\_\_\_ Card Holder \_\_\_\_\_

**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:**

\_\_\_\_\_

I am interested in being a sponsor. Please call me at

\_\_\_\_\_

Please help us with our hotel attrition:

<b>Will your staff stay at the Host Hotel?</b>	Yes	No
Name or Reservation Number		

**CDA Use Only**

DEPOSIT\$ \_\_\_\_\_ DATE \_\_\_\_\_ TOTAL PAID\$ \_\_\_\_\_ DATE \_\_\_\_\_

REC'D; DISCRIPTION \_\_\_\_\_ BADGE \_\_\_\_\_ SAMPLE RELEASE \_\_\_\_\_ SVC RQ \_\_\_\_\_

ADVERTISEMENT ART \_\_\_\_\_ ADV PAYMENT \$ \_\_\_\_\_ DATE \_\_\_\_\_

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

# 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. All foodstuffs must be prepared within the requirements of 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 to refuse, cancel, or restrict any applicant or exhibit which the Association considers undesirable for any reason.

**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 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 REFUNDS** Space will be charged at the rate of \$800 per 10'x 10' booth with an additional \$100 for each 10'x 10' corner booth or an additional \$200 for each 10'x 10' premium booth. Sponsor booths will be assigned to Sponsors of \$3,500 or more unless otherwise specified by CDA. Full payment is due when the application/contract is returned. If space is cancelled before November 1st, 2011 a full refund of monies will be paid-less a \$100 handling fee. If space is cancelled between November 1st, 2011 and February 20th, 2012 a 50% refund of payment will be paid. If space is cancelled after February 20th, no refund will be given. If assigned space is not paid in full by February 20th, space may be reassigned or cancelled at the option of the Association without refund.

**6. SPACE RELOCATION** All or any part of the space herein above designated is subject to reassignment or rearrangement by the Association for the purpose of consolidation of display 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 with respect to such reassignment or rearrangement of space shall be final although the square footage occupied by the Exhibitor resulting there from shall not be reduced or increased substantially without consent of the Exhibitor. If space is so reduced or increased, the amount of the rent payable shall be appropriately adjusted

**7. SUBLETTING OF SPACE** No Exhibitor shall, without written consent of the Association, assign, sublet, or apportion any space contracted 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, and shall not promote items other than those manufactured or sold by it and the regular course of business and shall not place any names signs, or courtesy cards on any equipment loaned it for demonstration purposes unless the supplier of such equipment is also an Exhibitor.

**8. 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, liability, damages, losses, 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.

**9. 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 Exhibition 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.

**10. 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.

**11. 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 draping 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 are to 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.

**12. 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.

**13. 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.

**14. BOOTH CONSTRUCTION AND ARRANGEMENT** The Association will provide for erection of the necessary draped backgrounds of uniform style. Drapery is flame proofed fabric, and identification signs will be furnished. Back wall of booth is 8 feet high; side dividers are 3 feet high. Carpeting is optional for halls that are not carpeted. The carpeting must be ordered via the Show Contractor Service kit. All exhibits must be confined to the spatial limits of their respective booths as indicated on the floor plan. No special signs, booth construction, apparatus, equipment, lighting fixtures, etc. will be permitted to extend above 8 feet. Exhibit material must not be set up so as to interfere with the view into adjoining booths. All materials must conform to local building, electrical, and fire department codes and regulations. Inflammable or other dangerous fluids, substances, materials, equipment or other items the use of which is in violation of city, county or state laws or regulations shall not be used in any booth. Exhibitors must use flame-resistant decorative materials.

**15. 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.

**16. EXHIBITOR PERSONNEL** The Exhibition 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.** Each Exhibit space is limited to a maximum of two (2) companies, five (5) badges and one (1) Exhibitor Program listing. Additional Exhibit badges are \$75 each.

**17. 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.

**18. 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).

**19. 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 all 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.