



Texas Dietetic Association (TDA) Food & Nutrition Conference & Exhibition

**Crown Plaza Riverwalk, San Antonio, Texas
April 12-14, 2012**

**Visit the TDA website at
www.eatrighttexas.org for booth
selection and to register.**

This extraordinary continuing professional education conference and exhibition will be held April 12-14, 2012 at the San Antonio Riverwalk Hotel in San Antonio, Texas. The Food & Nutrition Conference & Exhibition (FNCE) is an opportunity without equal for companies that offer products and services used by and recommended by food and nutrition professionals. This event brings together **dietetic professionals responsible for purchasing or recommending a vast array of products and services**. TDA members and other participants are professionals who make and influence buying decisions, an important issue for your company. To know you are investing wisely in your marketing efforts, you need to know that you will be in front of an important audience. By participating in our Food & Nutrition Conference & Exhibition, you are making a solid decision that is an investment in your company!



TDA Texas Dietetic Association
2012
FOOD &
NUTRITION
CONFERENCE
& EXHIBITION

Mobilizing the Practice of Dietetics

Working Together
To Promote Optimal Health

APRIL 12-14
CROWNE PLAZA RIVERWALK
SAN ANTONIO, TEXAS

● EXHIBITOR PROSPECTUS ●

Here are some reasons you will not want to miss exhibiting at this event!

- ✦ **TDA FNCE has finally come back to San Antonio...we haven't been here for awhile and this beautiful city is a big Texas draw.**
- ✦ **TDA FNCE tradeshow is a one-day (Friday, April 13) event!**
- ✦ **TDA FNCE registrants are decision-makers and decision-influencers who attend with purchasing on their minds.**



- ✦ **TDA FNCE registrants influence the food buying decisions of parents and influence the eating habits of their children.**
- ✦ **Exhibitors receive a list of attendees; as an exhibitor, you are given the opportunity to follow up with some very hot leads!**
- ✦ **More than 38% of TDA FNCE registrants attend TDA FNCE as their exclusive trade show experience.**
- ✦ **More than 30% attend TDA FNCE more frequently than they attend ADA FNCE.**
- ✦ **You can save money from the moment you decide to exhibit (before December 16) by taking advantage of the early-bird exhibit discount.**

Reserve Your Space

THE DECISION IS SIMPLE!

IF the people who attend the TDA Food & Nutrition Conference & Exhibition are important to your business, **THEN** you should be there.

IF it is important to gain visibility with people who make purchase decisions, **THEN** you should be there.

IF your company expects buyers to remember you when it is time to buy the kinds of products and services you sell, **THEN** you should be there.

IF you want to be part of a growing trend towards getting information in front of buyers BEFORE they buy, **THEN YOU SHOULD BE THERE!**

Sponsorship

In addition to exceptional exhibiting opportunities, the TDA FNCE offers unsurpassed **opportunities for sponsorship and extraordinarily high visibility** in front of a powerful audience (details are available from TDA Headquarters).

The opportunities to exhibit are limited so act quickly. If you have any questions about our Food & Nutrition Conference & Exhibition, **please contact Dolores Cheek at the TDA Headquarters at 972-755-2530 or tda@eatrighttexas.org.**

Visit the TDA website at www.eatrighttexas.org for booth selection and to register.

Confirm your space early...we have a limited number of spaces available, so there will be strong competition for every booth! The TDA FNCE should be the most important show of the year for you!

Exhibition Schedule

Move-in: Thursday, April 12, Noon - 7:00 pm

Friday, April 13, 7:00 am - 10:30 am

Exhibit Hours: Friday, April 13, 11:15am - 2:45pm

Dismantle: Friday, April 13, 2:35pm-5:00pm

Booth Fee

\$625 early-bird discount

(\$675 after **December 16, 2011**)

\$200 Non-profit

Each 8' X 10' booth includes ID sign, one (1) six foot (6') draped table, 2 side chairs, waste basket

General Contractor

Our General Contractor for the exhibit is Freeman Decorating Company. When each company registers, they will receive via email a link to the online exhibitor kit that will come directly from Freeman. For any questions you may reach them at 210.227.0341 (ask for Exhibitor Services) or via email at FreemansanantonioES@freemanco.com.

Accommodations

Use this link, <https://resweb.passkey.com/go/TXAssoc2012>, to make your online reservation at the Crowne Plaza Riverwalk Hotel, 111 Pecan Street East, San Antonio, TX 78205. Rates are available three days prior and three days after event dates. The **cut off date is March 11, 2012.**

RD Registration

One complimentary registration for an RD is included in the full booth price. **Non-profits are not eligible for this registration.** This is limited to one RD from the exhibiting company. Once registered as an exhibitor, the comp code to use for RD attendee registration will be sent to you. This is not transferable to anyone not working the exhibit booth.

Product Description

Include the product or company description for print in the conference program book. This will be printed in the program exactly as submitted. Space is limited to 350 characters.

Exhibitor Badge Names

Four (4) Booth Personnel badges are included per booth. Please list names exactly as they should appear on name badge(s) (include "nickname"). A link will be sent to you closer to conference time for you to fill out.