

THE **NEXT 75** YEARS:
COMMUNICATING A **POSITIVE**
NUTRITION **MESSAGE**



REGISTERED DIETITIAN

THE Nutrition Expert

2010 Food & Nutrition
Conference & Exhibition

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March 18-20

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Hyatt Regency
Dallas, Texas

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THE TEXAS DIETETIC ASSOCIATION'S 2010 FOOD & NUTRITION CONFERENCE & EXHIBITION (FNCE) IS YOUR BEST OPPORTUNITY TO MEET ONE-ON-ONE WITH FOOD AND NUTRITION PROFESSIONALS IN A WIDE VARIETY OF INDUSTRIES.

TDA CONFERENCE ATTENDEES:

Are dietetic and nutrition professionals who are buyers, decision-influencers and decision-makers in the food and nutrition profession.

Influence the purchase of food, food products, beverages, food preparation equipment, food storage equipment, educational programs, healthcare nutrition products, and a host of other products and services.

Work in virtually every institutional and healthcare environment: hospitals, long-term care facilities, restaurants, schools, correctional facilities, business and industry, college and university settings, private practice, and many, many other environments where professional food and nutrition products and your services are used.

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**DECIDE TO
EXHIBIT
TODAY!**

Join us at the Texas Dietetic Association's 76th Annual 2010 Food & Nutrition Conference & Exhibition (FNCE). This outstanding continuing professional education conference and exhibition is scheduled for March 18-20, 2010, at the Hyatt Regency in Dallas, Texas.

This annual conference will bring together dietetic professionals responsible for purchasing a vast array of product and services. Exhibiting your products and services at this conference is a wise investment to put your company, products and services face-to-face with a prime audience. This exceptional event gives your business real opportunities to be visible and build relationships with the right customers. All the information you need to make your decision is included in this brochure. Please visit the TDA web site, www.eatrighttexas.org, to download the exhibitor contract and registration forms. Please note booth space is limited and is reserved on a first-come, first-served basis upon receipt of your completed contract and payment. Excellent sponsorship opportunities also are available. Contact the TDA for more information.

If you have any questions about the 2010 TDA Food & Nutrition Conference & Exhibition, please contact Dolores Cheek at the TDA Headquarters at 972-755-2530 or dcheek@challenge-management.com.

**THE DECISION TO
EXHIBIT IS SIMPLE:**

- This is Texas' largest dietetic showcase.
- Attendees are decision-makers and decision-influencers who attend the conference with purchasing on their minds.
- Your best opportunity to introduce new products into the dietetics mainstream.
- Exhibitors receive an attendee list giving you the contact information to follow up with prime prospects!
- This conference is the exclusive trade show experience for more than 38% of the attendees.

EXHIBITOR INFORMATION

March 18-20, 2010
Hyatt Regency Hotel
300 Reunion Blvd.
Dallas, TX 75207
214-651-1234

EARLY BIRD RATE

Before 12/04/09 \$ 625
After 12/04/09 \$ 675

Your Exhibit space includes:

8'x10' booth space
Identification sign
1-6-foot draped table
2 side chairs
Waste basket

MOVE-IN

Thurs. 03/18 Noon – 7:00pm
Fri. 03/19 7:00am – 10:45am

EXHIBIT HOURS

Fri. 03/19 11:25am – 3:30pm

MOVE-OUT

Fri. 03/19 3:30pm – 5:00pm

GENERAL CONTRACTOR

Exhibitor Services Department
Freeman Decorating
Phone: 214.634.1463
Fax: 214.689.9091

HOTEL ACCOMMODATIONS

Make your hotel reservations directly with the Hyatt Regency Hotel by calling 214-651-1234.

IMPORTANT: To receive TDA's special guaranteed rate, you must inform them you are attending the FNCE Conference.

RATES: \$179 single/double/triple. Cut off date: 02/25/10

EXHIBITOR RULES AND REGULATIONS

1. EXHIBIT SPACE

The space contracted for herein is to be used for the Exhibitor whose name appears on the contract for space. Exhibitors may not sublet or resell any portion of their contracted space nor allow their badges to be used by unauthorized persons. No firm or organization, which has not contracted for exhibit space, will be permitted to solicit business within the exhibit area. TDA reserves the right to prohibit or restrict and, if necessary, remove or require correction of any exhibit that is unsuitable or objectionable for the TDA FNCE or the exhibit area.

2. SETUP OF EXHIBITS

Adequate setup time (Noon-7:00 pm Thursday, March 18 and 7:00 am-10:45 am Friday, March 19) will be allowed prior to the official opening of the Exhibition. It is incumbent upon the exhibitor to coordinate with the official show decorator to ensure that all material is scheduled for arrival at the exhibit hall in ample time to be erected and ready when the show officially opens at 11:25 am on Friday, March 19. No setup will be permitted once the show is open. TDA reserves the right to assign labor to set up any exhibit that is not in the process of being erected two (2) hours prior to the completion deadline on designated setup day. The exhibitor will pay all charges for labor.

3. EXHIBITOR PERSONNEL

During official exhibition hours, a representative from the exhibiting firm must be in the booth at all times. A maximum of four (4) individuals (per 8'x10' booth space) will be allowed to work in a booth at any one time.

4. SECURITY

Every reasonable precaution will be taken by TDA to protect property during installation, show hours and removal. TDA, however, will have no liability for any loss or damage sustained by an exhibitor during such hours or at any time, whatever the cause.

5. INDEMNITY

It is expressly understood and agreed that the exhibitor will hold harmless and make no claim against TDA nor any of its officers, members or agents for any loss, damage to or destruction of property, nor for any injury that may occur to the exhibitor, its agents, or its employees while in the exhibit facilities, nor for any damages of any nature or character whatsoever, including direct or indirect damage as a result of loss of business arising out of the exhibition or cancellation thereof.

6. TEARDOWN OF EXHIBITS

NO TEARDOWN OF EXHIBITS WILL BE PERMITTED UNTIL THE OFFICIAL CLOSING OF THE FINAL DAY OF THE EXHIBITION. TDA STAFF HAS INSTRUCTED THE GENERAL CONTRACTOR THAT THERE ARE TO BE NO EXCEPTIONS TO THIS RULE WITHOUT PRIOR APPROVAL.

7. CHANGE OF FLOOR PLAN

TDA reserves the right to change the exhibit floor plan and/or booth locations without prior permission of the exhibitor.

8. NON-ENDORSEMENT

The exhibiting of products and services at the TDA FNCE does not constitute an endorsement by TDA of any product or service exhibited. Exhibitors are not permitted to represent in any manner that TDA has endorsed goods or services supplied by the exhibiting company.

9. CANCELLATION OF CONTRACTED SPACE

An exhibitor that cancels, in writing, participation in the exhibition more than sixty (60) days prior to the date of the opening of the exhibition will receive a full refund of all fees paid to TDA. A fifty percent (50%) penalty of the total cost of exhibit space contracted will be assessed in the event of cancellation between thirty (30) and fifty-nine (59) days prior to show opening. No refunds will be made if space is cancelled within thirty (30) days of show opening.

10. CANCELLATION OF EXHIBITION

Should any emergency arise prior to the opening date of the Exhibition that would cause its cancellation (such as fire, strike, extreme weather conditions or other circumstances), it is understood and agreed that Texas Dietetic Association will reschedule the event as near the original date and site as possible. If the event is not rescheduled, TDA will refund the fees paid by the exhibitor.

11. DAMAGE TO EXHIBIT FACILITIES

The exhibiting company must leave space assigned and occupied in the same condition as when possession began. Exhibitor is liable for damage to walls, columns, floor, carpet, furniture, etc.

12. DISTRIBUTION OF PRODUCT SAMPLES

Exhibiting companies may distribute samples of food(s) and/or beverage(s) that they manufacture or distribute during official exhibit hours. Arrangements for refrigeration or heating of product(s) must be arranged in advance directly with the meeting facility in compliance with their rules and regulations. The Hyatt Regency Hotel does not allow open flame cooking, storage of foods in facility coolers or storage rooms or use of their kitchen facilities. Arrangements must be made directly with the hotel for cleanup and trash collection of all waste materials. Additional service charges will be the responsibility of the exhibiting company. All activities must be in compliance with the city and facility's fire and health department codes and regulations, as well as other applicable Federal, State, Municipal, etc. requirements.

