

FNCE[®] 2021 Virtual EXHIBITOR PROSPECTUS

We invite you to exhibit at the **Food & Nutrition Conference & Expo™ (FNCE[®])** to be held virtually **October 16-19, 2021.**

For the FNCE[®] 2021 virtual event you can look forward to all the innovative experiences of this past year. This includes the Expo Hall where attendees can view and engage with you and your team.

EXHIBIT AT FNCE[®] 2021

FNCE[®] provides an unmatched resource for gathering the latest information and innovations related to food, nutrition and dietetics. Connect, engage and showcase products and services with nutrition and dietetics professionals in the virtual Expo Hall. FNCE[®] continues to expand attracting a wider audience of professionals, including dietitians, sports, health and nutrition professions, chefs and students.



13,775

nutrition and dietetics professionals attended the virtual **Food & Nutrition Conference & Expo™** in 2020.

Representing **66** countries, **50** states, District of Columbia and Puerto Rico

ATTENDEES LOOK TO THE EXHIBITORS FOR EDUCATION ABOUT PRODUCTS AND SERVICES



84%

of attendees visit the Expo Hall to learn about new products and services



64%

of attendees look to the exhibitors for educational material for their clients



63%

of the attendees are interested in research



63%

of the attendees like receiving samples

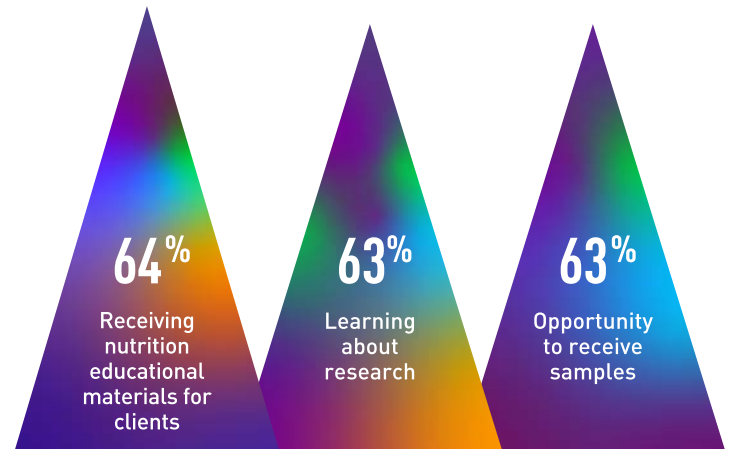


56%

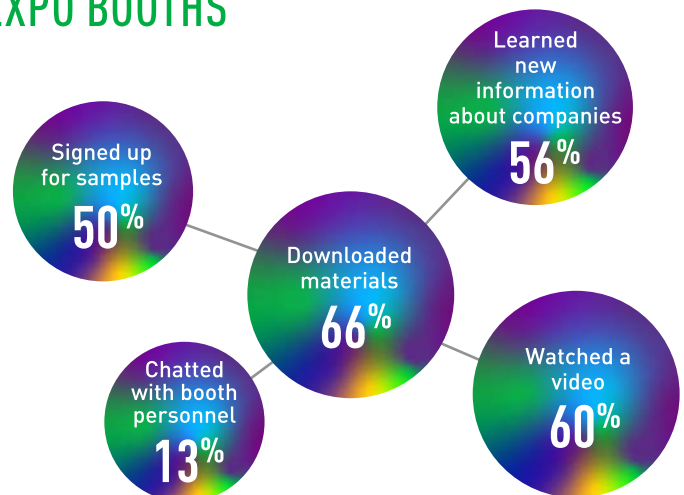
of the attendees compare products and services before recommending them to their clients

VISITING WITH EXHIBITORS IS CONSISTENTLY RATED AS ONE OF THE TOP REASONS FOR ATTENDING FNCE®

In 2020, attendees found the following valuable when visiting the virtual booth:



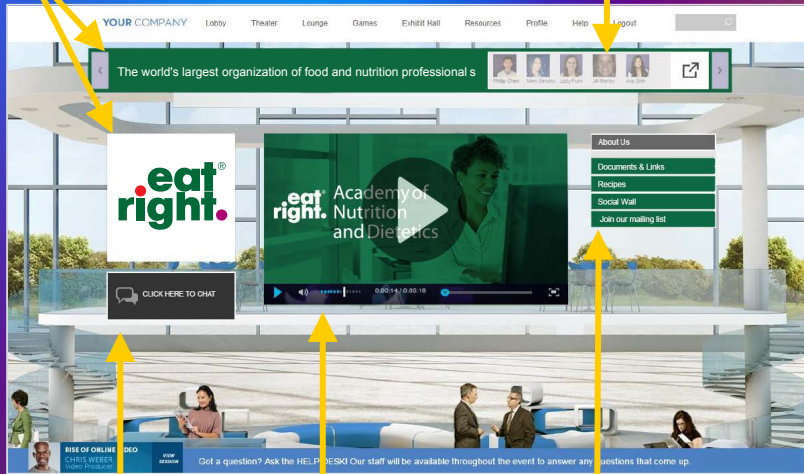
ATTENDEES TOOK THE FOLLOWING ACTIONS WHEN VISITING THE VIRTUAL EXPO BOOTHS



THE VIRTUAL BOOTH

Customizable branding

Connect with Booth Staff
NEW: 1:1 Video Chats



Group Booth Chat
(visible to all booth visitors)

Welcome video/
image

Tab content can include, product information, documents, educational materials, recipes/coupons, website, videos, webpages, social media, etc.

FNCE® 2020 BOOTH STATS*

1,975
Average unique booth visitors

2,925
Average booth visitors

10.48 MINUTES
Average time spent in a virtual booth

*Average metrics from October 17- December 10, 2020

WHY EXHIBIT AT FNCE® ?

- Interact with attendees looking to learn about products and services they can recommend/purchase.
- Full Conference registration included with your booth.
- Non-compete Expo Hall hours.
- Attendee engagement activities in the Expo Hall Theater:
 - Demo or Tour
 - Expo Briefing
 - Fitness Class
- Additional marketing and sponsorship opportunities available only to exhibitors.

MEET OUR ATTENDEES

Registered dietitian nutritionists (RDNs) are food and nutrition experts who translate the science of nutrition into practical solutions for healthy living. RDNs are everywhere and touch the lives of many. Estimates show that **RDNs counsel approximately 1.5 billion contacts with clients/patients per year.**

LEARN MORE

For additional information contact:

Doreen Bonnema | FNCE® Exhibit Manager
312-265-9653 | doreen@corcexpo.com

25%	Clinical Nutrition
15%	Consultation and Private Practice
12%	Education/Research
9%	Student/Intern
8%	Other (non-profit)
7%	Community/Public Health
5%	Foodservice
3%	Other (for-profit)
1%	Food Manufacturer/Distributor
15%	Other

RESERVE YOUR BOOTH SPACE NOW!

Virtual Booth

\$5,000

What's Included:

- Exhibit booth with multiple content delivery options
- "Welcome" video/image
- About Us/Valuable Resources: Product information, white papers/documents, recipes, coupons, special offer/prizes, video links, subscribe/join our mailing list, request samples, chat with us and more
- 1:1 and group chats
- 1:1 video chats
- Booth personnel registrations
- One complimentary full conference registration
- Booth metrics report

Booth Design Add-On

Custom booth background: \$1,500

Exhibitor Eligibility

All first time exhibiting companies interested in exhibiting at FNCE® are reviewed based on the [Academy's Exhibitor Eligibility Guidelines](#).

STAY CONNECTED

Contact Information

Booth Contact

Doreen Bonnema

FNCE® Exhibit Manager

doreen@corcexpo.com

Sponsorship Contacts

Daun Longshore

FNCE® Sponsorship

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Wes French

FNCE® Sponsorship

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Educate, Engage & Inform Add-Ons

Product Spotlight
\$1,500

FNCE® Focus Banner Ad (one per issue)
\$1,500*

FNCE® Focus Featured Booth Promo (one per issue)
\$1,500*

FNCE® Focus Standard Booth Promo (four per issue)
\$1,000*

Food & Nutrition Magazine FNCE® Digital Edition
\$800/\$1,500* Standard/Premium Placement

Digital Event Bag
\$800/\$1,200* Standard/Premium Placement

Attendee Email*
See [InFocus](#) for pricing or call 800.708.5478

Foundation No Show Gala
\$1,500 - \$7,500

Expo Hall Theater

30-minute Demo or Tour
\$8,000

30-minute Expo Briefing
\$8,000

Fitness Class
\$8,000

Sponsorships

Pre-FNCE® Nutrition Symposium Sponsor*
\$25,000*

FNCE® Signature Sponsor
\$25,000* (exclusive to ten exhibitors)

45-minute Spokesperson Briefing
\$12,000

Foundation Virtual 5K Run/Walk
\$10,000

**limited availability*

—See [sponsorship document](#) for more details—