

H·E·A·L CON

APRIL 8-11, 2021

EXHIBITOR & SPONSOR PROSPECTUS

HOLISTIC. ENGAGE. ADVANCE. LEARN.



VIRTUAL EXPO SCHEDULE

All times listed are PDT (Pacific Daylight Time)

Monday, March 15

All pre-recorded exhibitor presentations due

Thursday, April 8

All exhibitor presentations available for attendee review

10:00 am – 2:00 pm: Expo: Dedicated Vendor Chats

Friday, April 9

10:45 am – 1:45 pm: Expo: Dedicated Vendor Chats

Saturday, April 10

12:30 – 2:00 pm: Expo: Dedicated Vendor Chats

Sunday, April 11

8:00 – 9:30 am: Expo: Dedicated Vendor Chats

Expo schedule subject to change

Check the conference website for the most up-to-date schedule.



EXHIBITOR HALL FLOOR PLAN

Coming Soon

EXHIBITOR PACKAGES

Virtual Booth: \$1,250

Includes:

Complimentary listing in mobile app and game participation

One 45-60 minute presentation

- Pre-recorded and submitted to NANP (monica@NANP.org) no later than Monday, March 15th.
- Available to all attendees for the duration of the Conference + one week

DEDICATED Vendor Chat during Expo hours to answer questions from attendees about the presentation

Full Access to all conference lectures

Company logo and website link on Conference website: Posted once full payment is received, and through the end of the Conference

Pre- and Post- Conference attendee lists: Attendee names and email addresses will be provided before the conference for a 1 time use and a post-conference attendee list will be provided for 1 time use.

Use of Conference Logo: Exhibitor will be given the HealCon logo to use through the conference

REACH BEYOND YOUR BOOTH AND MAXIMIZE YOUR COMPANY'S EXPOSURE WITH THESE ENGAGING EXTRAS

Attendee Tote Bags

Make an impression all year long! Our attendees use their conference tote bags at farmers' markets, grocery stores, airports, book stores... you get the picture. Have your logo included! \$500 (limit 4)

Participation in attendee 'goodie box' (free samples, etc.) - \$250

- Prior approval of product
- Limited amount of room based on box space (15" wide by 8" high)

Video Presentation on NANP site available to all NANP.org visitors

April – June (\$1,000)

Video Presentation on NANP site available to all NANP.org visitors

April – September (\$1,500)

Video Presentation on NANP site available to all NANP.org visitors

April – December (\$2,000)

Video Presentation on NANP site available to all NANP.org visitors

April – March (\$2,500)

SPONSORSHIP PACKAGES

Build your brand while supporting the only conference for holistic nutrition professionals!

Ongoing Opportunities	Partner Pricing	Non-Partner Pricing
Logo on NANP Partner Page	No Charge	N/A
NANP Home Page Banner Rotation	No Charge	N/A
Social Media Posts (upon approval)	No Charge	\$250
Website Announcement, upon approval	No Charge	\$250
Calendar Events, upon approval	No Charge	\$200
Nourishing Bytes advertorial (+ 9,500 subscribers)	\$500	\$750
Nourishing Bytes sponsorship (+ 9,500 subscribers)	\$350	\$500
NANP.ORG Home page ad (dedicated ad space)	\$500/week or \$1,500/month	\$750/week or \$2,300/month
NANP.ORG Secondary Pages ad (up to 3 ads in rotation)	\$350/week or \$1,000/month	\$500/week or \$1,500/month
Standalone E-Blast, Full List (+ 9,500 subscribers)	\$750	\$1,000
Standalone E-Blast, NANP Members (1,000 - 1,500 members)	\$500	N/A
Nourishing Your Practice Weekly Podcast Sponsorship	\$125/\$400 per month	N/A
Taste Buds Webinar	\$1,000	\$1,500
NANP Deminar (Educational Demonstration)	\$1,000	\$1,500
Survey Monkey (up to six questions, upon approval)	\$1,500	N/A
HEALCon Pricing	\$1,250+	\$1,250+

Opportunity Descriptions:

- **Logo on NANP Partner Page** – Included in your Partnership.
- **NANP Home Page Banner Rotation** – Included in your Partnership.
- **Social Media Posts on Facebook, Instagram, LinkedIn, YouTube, and Twitter** (upon approval) – Included in your Partnership.
- **Website Announcements** (upon approval) – Included in your Partnership.
- **Calendar Events** (upon approval) – Included in your Partnership.
- **E-zine Advertorial** – Your company advertisement + editorial in our highly regarded bi-weekly e-zine *Nourishing Bytes*.
- **E-Zine Sponsorship** – Your company banner sponsoring our highly regarded bi-weekly e-zine *Nourishing Bytes*.
- **NANP.org Home page Ad** (one ad only) – Your company ad in THE premier spot on the home page of our website.
- **NANP.org Secondary Pages Ad** (up to 3 ads in rotation) – Your company ad in a premier spot on a secondary page of our website.
- **Standalone E-Blast, Full Subscriber List** (~9,500 subscribers) – Create dedicated copy and images to be sent to our full list of subscribers.
- **Standalone E-Blast, NANP Members** (1,000 - 1,500 members) – Create dedicated copy and images to be sent to our exclusive list of NANP members.
- **Weekly Nourishing Your Practice Podcast Sponsorship** – Visibility on our website AND in our weekly podcast.
- **Taste Buds Webinar** Put your product in front of (and in the hands of) our knowledgeable and influential group of holistic nutrition professionals through this series of dedicated product 'tastings'.
- **NANP Deminar** (Educational Demonstration) – A great way to educate our community about your product or service!
- **Survey Monkey** (up to six questions, upon approval) – Want to REALLY know what our subscribers think about something near and dear to your company's heart? Here is a great way to find out!
- **HEALCon Pricing** – Email monica@nanp.org or go to HEALCon.org.

Annual Partnership Costs:

- **SILVER** Partnership: \$3,600
- **GOLD** Partnership: \$4,900
- **PLATINUM** Partnership: \$6,200
- **PREMIER** Partnership: \$7,500
- **PREMIER PLUS** Partnership: starting at \$10,000



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RESERVE YOUR
BOOTH TODAY!

healcon.org/sponsors-exhibitors

**For questions or more
information contact**

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