We’re coming to the Town & Country Resort in San Deigo, CA
April 21 - 24, 2022

ABOUT THE CONFERENCE

Ours is the event of choice for holistic nutrition professionals and students! Nationally acclaimed speakers, amazing organic & sustainably grown foods, and networking opportunities draw holistic practitioners from around the globe.

Sponsors / Exhibitors
- Organic & Whole Gourmet Foods Producers/Product Suppliers
- Grass-fed, free-range, fresh-caught, minimally processed proteins
- Raw, naturally cultured dairy products
- Organic fruits, vegetables, beans, and seeds
- Organic beverages, chocolate, and condiments
- Advanced Specialty Education Certification Programs
- Body Care Product Manufacturers/Suppliers
- Dietary Supplement Companies/Manufacturers
- Laboratory Companies
- Nutrition & Natural Chef Schools
- Online Dietary Supplement Dispensaries
- Organic & Natural Skin Care and Cosmetics Companies

Past Venues & Locations

Tucson, AZ
Monterey, CA
Portland, OR

Queen Mary
St. Paul, MN
San Diego, CA

EST.
2004

300-400
ATTENDEES

95%
FEMALE
WHY EXHIBIT?

Our attendees know there are new and exciting products and services coming to market each day, and they’re eager to learn all about them. Think of our experienced professional attendees (nutritionists, dietitians, NDs, RNs, DCs, LAcCs, and MDs) as an extension of your sales force, and our student attendees as a sales force in training. We expect 300-400 professionals and students this year.

You will meet a highly educated, sophisticated, and targeted audience of holistic nutrition professionals, who are excited to learn about your company, its products and services.

Our conference is a springboard for career-long professional (and personal) relationships.

We couldn’t be more excited to introduce you to this discerning group, who surprise our exhibitors year after year with their exceptional level of knowledge and curiosity. Be ready to share valuable insights on how your products and services can positively impact our attendees’ practices, train them as your extended sales force, and send them home with tools they can implement on Monday morning!

“This was our first NANP Conference and everyone was so welcoming and the venue was absolutely beautiful. We met a lot of practitioners and engaged in really good conversations on nutrition, health and wellness, and possibly integrating some of our enzyme-based nutritional supplements into their programs. We are excited with all the friendships and contacts we made and are looking forward to following up with them and partnering to help transform lives.”
MONICA DIEMERT, SALES EXECUTIVE, TRANSFORMATION ENZYMES (PAST EXHIBITOR)

“As a first-time attendee at the NANP conference, it was an amazing experience! Being able to learn from experts, meet industry leaders, and network with other holistic practitioners gave me tremendous confidence about being in the holistic health field. It is the premier conference in the industry, you can’t miss it!”
TRACIE CLEAVELIN, CONFERENCE ATTENDEE

CLICK HERE
to listen to what exhibitors have to say about the Annual NANP Conference & Expo
Why should YOU Sponsor/Exhibit at THE Annual Conference for Holistic Nutrition Professionals?

If you’ve exhibited at our conference before you know our attendees are unique. Naturally inquisitive, they love connecting with our exhibitors, and want to know all about your products and services.

3 BIG reasons why our conference is the best bang for your buck:

1. **Almost 11 Dedicated Expo Hours!**
   Our schedule is built to maximize your time with attendees; with unique events, meals, and beverage breaks in the expo hall.

2. **Meals Included!** While you’re exhibiting, meals will be in the exhibit hall. PLUS, your exhibitor/sponsor package includes access to these meals, saving you time and money.

3. **We have the best expo hall layout and design!** Since the buffets and tables will be in the expo hall, attendees will enjoy their meals within a few feet of your booth. Our exhibitors LOVE how this amazing layout works for traffic.

**Types of Professionals You Will Meet**

- Holistic Nutrition Consultants
- Nutrition Educators
- Natural Chefs
- Registered Dietitians
- Medical Doctors
- Naturopathic Doctors
- Physical Therapists
- Educators & School Directors
- Mental Health Counselors
- Life Coaches and more...

“I have had the great joy and privilege to attend the last 7 conferences in a row. So for me, it’s like coming home and the opportunity to physically connect and network with long-time friends and meeting new friends. It’s always the highlight of the conference. I also feel the networking aspect is key especially as our industry continues to evolve and face the challenges of growing pains and creating a presence in the nutrition community. The more we can network, create partnerships, offer resources and support to and for each other and the industry at large the stronger our voices and work we do will be.”

KERRY MCCLURE, CONFERENCE SPEAKER & ATTENDEE
EXPO SCHEDULE

We want to get attendees to your booth, so between sessions we will invite them (and you!) to enjoy the following meals and breaks in the exhibit hall. Banquet tables will be provided to allow for a relaxed dining experience.

**Thursday, April 21**

- 12:00 – 6:00 pm  
  Exhibitor Registration and Move-In  
  Welcome Reception in Expo Hall

**Friday, April 22**

- 8:00 am  
  Expo Hall Open
- 11:00 am – 1:45 pm  
  Brunch & “Ice Breaker” in Expo Hall  
  Dessert & Beverage Break in Expo Hall

**Saturday, April 23**

- 8:00 am  
  Expo Hall Open  
  Breakfast in Expo Hall  
  Beverage Break in Expo Hall  
  Lunch in Expo Hall  
  Dessert & Beverage Break in Expo Hall  
  Exhibitor Move-out

*Expo schedule subject to change*

Check the conference website for the most up-to-date schedule.
2022 HEAL CON
EXHIBIT HALL FLOOR PLAN

BOOTH OPTIONS

CORNER
STANDARD
PREMIUM DOUBLE
**EXHIBITOR PACKAGES**

<table>
<thead>
<tr>
<th>Expo Booth Rates</th>
<th>10% June-Aug 2021</th>
<th>5% Sept-Nov 2021</th>
<th>Full Price from Dec 2021</th>
</tr>
</thead>
<tbody>
<tr>
<td>Standard Booth (8x10)</td>
<td>$1,710</td>
<td>$1,805</td>
<td>$1,900</td>
</tr>
<tr>
<td>Corner Booth (8x10)</td>
<td>$1,980</td>
<td>$2,090</td>
<td>$2,200</td>
</tr>
<tr>
<td>Premium Double Booth (8x20)</td>
<td>$3,150</td>
<td>$3,325</td>
<td>$3,500</td>
</tr>
</tbody>
</table>

**What’s Included?**

**Expo Hall Passes:** Two (2) complimentary booth personnel badges. Badges provide access to the expo hall only. Additional expo hall badges can be purchased for $350 each.

**Meals:** The following meals are included: Thursday Welcome Reception, Friday Brunch, Saturday Breakfast, and Saturday Lunch.

**Draped booth space:** High draped back wall and mid-height draped sidewalls, as well as identification signage, 1-6’ clothed and draped table (per 8’x10’ space), 2 chairs and 1 wastebasket provided. (Other furnishings and amenities, such as electricity, are available for purchase.)

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

**Complimentary listing on mobile app:** Your logo and company description on mobile app.

**Pre & Post-Conference attendee lists:** Attendee names and email addresses will be provided before and after the conference for a 1 time use. (Email addresses are only included for those who opt-in during registration).

**Discounted full conference registration:** Learn what’s happening today so you can prepare to meet the needs of the holistic industry. (Pricing and registration instructions will be provided once registration opens).

**Complimentary Bag Insert:** Exhibitors will be allowed 1 free bag insert (samples only; no paper).

**Use of Conference Logo:** Exhibitors will be given the HealCon logo to use through the conference.

**Expo Game:** Exhibitors will have the opportunity to participate in the “Expo Game”.

**Note:** Booth rental does not include storage, placement, shipment and reshipment of exhibit materials, special lighting, booth furnishings, electricity, individual booth cleaning or trash removal, or any other special service ordered by the exhibitor.

**Accommodations:**
NANP has secured a room block at the Town & Country with a room rate of $189 per night. Call (800) 772-8527 for reservations or click here to book online. The hotel cut-off is Friday, March 25, 2022. Don’t forget to mention the National Association of Nutrition Professionals Conference for the group rate.
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)

Water Bottle
Imagine all of the places your logo will be seen on our water bottles – classrooms, gyms, parks...just about everywhere. Your logo will be placed next to the conference logo for all to see! Call for pricing (limit 1)

Beverage/Snack Breaks
Maximum visibility! We will post your name on a sign at each beverage station, plus include your name and logo in the conference program.

Friday A.M. $500
Coffee, Tea & Infused Water Break
Friday P.M. $500
Coffee, Tea & Infused Water Break
Saturday A.M. $500
Coffee, Tea & Infused Water Break
Saturday P.M. $500
Coffee, Tea & Infused Water Break

Mealtime Sponsorships
Friday Brunch $1,000
Saturday Lunch $1,000
Sunday Breakfast $1,000

Want to captivate this audience? Buy them a delicious and healthy meal. We’ll showcase your generosity on our website (on the menu and sponsorship pages), on signage outside the meal room, place a promotional item on dining tables, and highlight afterward in our e-newsletter, Nourishing Bytes.

Lead Retrieval
Maximize your experience at the conference by purchasing our new Lead Retrieval system. Use your mobile phone to scan attendee badges and capture important information to access after the conference. Cost: $150 per exhibitor booth. Cost to purchase on-site is $200 per exhibitor booth.

Lanyards
Attendees, exhibitors, speakers & conference staff will all wear these badge holders. From the moment they register until they leave the conference, everyone will see your logo!
Call for pricing (limit 1)

Attendee Bag Insert
Our attendees love the “goodies” in the bag they receive when they check into the conference. In an effort to be more earth conscious we will accept only product inserts (based on approval). Cost: $250

Mobile App Ad
HEALCon attendees will connect to our event through our mobile app. They’ll use it to access the daily schedule, session locations, speaker bios, and so much more. Get your ad seen hundreds of times a day by placing a scrolling ad! Cost: $500
HEALCON BOOTHS & SPONSORSHIPS

INCLUDES ALL ITEMS UNDER EXHIBITOR PACKAGES (SEE PAGE 6)

<table>
<thead>
<tr>
<th>Booth Type &amp; What’s Included</th>
<th>$5,500</th>
<th>$4,300</th>
<th>$3,700</th>
<th>$2,775</th>
</tr>
</thead>
<tbody>
<tr>
<td>Premium Double Booth</td>
<td>1</td>
<td>-</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>Corner 8x10 Booth</td>
<td>-</td>
<td>1</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>Standard 8X10 Booth</td>
<td>-</td>
<td>-</td>
<td>1</td>
<td>1</td>
</tr>
<tr>
<td>Booth Personnel (includes all meals in Expo Hall)</td>
<td>2</td>
<td>2</td>
<td>2</td>
<td>2</td>
</tr>
<tr>
<td>Full Conference Registrations (includes Saturday Dinner)</td>
<td>2</td>
<td>1</td>
<td>1</td>
<td>0</td>
</tr>
</tbody>
</table>

| Meal Sponsorships                                         | Welcome Reception or Saturday Evening Dinner | 1 Meal | 1 Meal | 1 Meal |

NANP PARTNER OPPORTUNITIES

Review the opportunities below and determine which would most effectively position your message in front of NANP members and our larger community of holistic nutrition enthusiasts. Add up the cost to determine which level of Partnership is right for you! Most opportunities are also available on an Ad Hoc non-partner basis.

<table>
<thead>
<tr>
<th>Ongoing Opportunities</th>
<th>Partner Pricing</th>
<th>Non-Partner Pricing</th>
</tr>
</thead>
<tbody>
<tr>
<td>Logo on NANP Partner Page</td>
<td>No Charge</td>
<td>N/A</td>
</tr>
<tr>
<td>NANP Home Page Banner Rotation</td>
<td>No Charge</td>
<td>N/A</td>
</tr>
<tr>
<td>Social Media Posts (upon approval)</td>
<td>$250</td>
<td>N/A</td>
</tr>
<tr>
<td>Calendar Events, (upon approval)</td>
<td>$200</td>
<td>N/A</td>
</tr>
<tr>
<td>Annual Membership Discount Program</td>
<td>$500</td>
<td>$750</td>
</tr>
<tr>
<td>Nourishing Bytes advertorial (+ 11,000 subscribers)</td>
<td>$500</td>
<td>$750</td>
</tr>
<tr>
<td>Nourishing Bytes sponsorship (+ 11,000 subscribers)</td>
<td>$350</td>
<td>$500</td>
</tr>
<tr>
<td>NANP.ORG Home page ad (dedicated ad space)</td>
<td>$500/week or $1,500/month</td>
<td>$750/week or $2,300/month</td>
</tr>
<tr>
<td>NANP.ORG Secondary Pages ad (up to 3 ads in rotation)</td>
<td>$350/week or $1,000/month</td>
<td>$500/week or $1,500/month</td>
</tr>
<tr>
<td>Standalone E-Blast, Full List (+ 11,000 subscribers)</td>
<td>$750</td>
<td>$1,000</td>
</tr>
<tr>
<td>Standalone E-Blast, NANP Members (1,000 - 1,500 members)</td>
<td>$500</td>
<td>N/A</td>
</tr>
<tr>
<td>Nourishing Your Practice Show Sponsorship</td>
<td>$500/$750</td>
<td>N/A</td>
</tr>
<tr>
<td>Taste Buds Webinar</td>
<td>$1,000</td>
<td>$1,500</td>
</tr>
<tr>
<td>NANP Deminar (Educational Demonstration)</td>
<td>$1,000</td>
<td>$1,500</td>
</tr>
<tr>
<td>Survey Monkey (up to six questions, upon approval)</td>
<td>$1,500</td>
<td>N/A</td>
</tr>
</tbody>
</table>
Opportunity Descriptions:

- **Logo on NANP Partner Page** – Included in your Partnership.
- **NANP Home Page Banner Rotation** – Included in your Partnership.
- **Social Media Posts on Instagram, LinkedIn, YouTube, and Twitter** (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** (~11,000 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.
- **Nourishing Your Practice Show 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? This is a great way to find out!
- **HEALCon Pricing** – Email monica@nanp.org or go to HEALCon.org.
San Diego, CA | April 21-24, 2022

RESERVE YOUR BOOTH TODAY!

healcon.org/sponsors-exhibitors

For questions or more information contact

Lisa Powers
NANP's Development Specialist
at lisa@nanp.org