

H·E·A·L CON

BELLEVUE, WA • APRIL 8-11, 2021

EXHIBITOR & SPONSOR PROSPECTUS



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.



EST.
2004



300-400
ATTENDEES



LARGEST
AGE GROUP



95%
FEMALE

Past Venues & Locations



Tucson, AZ



Monterey, CA



Portland, OR



Long Beach, CA



St. Paul, MN



San Diego, CA

Sponsors / Exhibitors

- 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
- Organic & Whole Gourmet Foods Producers/Product Suppliers

Bellevue,
Washington



We're coming to the
Hyatt Regency Bellevue
on Seattle's Eastside
April 8 - 11, 2021

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 professional attendees (nutritionists, dietitians, NDs, RNs, DCs, LAcS, and MDs) as an extension of your sales force, and our student attendees as a sales force in training.



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



Our conference is a springboard for careerlong 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 inquiry. 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 (2019 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
HEALCon, 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



Meet and interact with the thought leaders of the holistic nutrition industry



Meet key practitioners who evaluate and purchase your products and services



Generate new leads from all around the United States and beyond



Raise product loyalty



Achieve your sales/business development goals

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 and networking experience.



Thursday, April 8

12:00 – 6:00 pm

Exhibitor Registration and Move-In

Friday, April 9

8:00 am

Expo Hall Open

10:45 – 12:45 am

Beverage Break & “Ice Breaker” in Expo Hall

12:45 – 1:45 pm

Lunch in Expo Hall

3:15 – 3:45 pm

Beverage Break in Expo Hall

5:15 – 7:00 pm

Welcome Reception in Expo Hall

Saturday, April 10

8:00 am

Expo Hall Open

8:00 – 9:00 am

Breakfast in Expo Hall

10:30 – 11:00 am

Beverage Break in Expo Hall

12:30 – 2:00 pm

Lunch in Expo Hall

3:30 – 4:00 pm

Beverage Break in Expo Hall

4:00 – 6:00 pm

Expo Hall Open during Expert Panel

6:00 – 10:00 pm

Exhibitor Move-Out



Expo schedule subject to change

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





EXHIBITOR HALL FLOOR PLAN

Coming Soon

EXHIBITOR PACKAGES



Save 15% on exhibit packages purchased by December 31, 2020

Expo Booth Rates	
Standard Booth (8x10)	\$1,900
Corner Booth (8x10)	\$2,200
Premium Double Booth (8x20)	\$3,500

What's Included?

Meals: The following meals are included: Friday Lunch, Friday Welcome Reception, 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 in Mobile App

Pre-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. (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: Exhibitor will be given the HealCon logo to use through the conference

Expo Game: Exhibitors will have the opportunity to participate in the "Expo Game" at a discounted price of \$50 for 100 points. Note: The \$50 is sold separately. To this: Exhibitors will have the opportunity to participate in the "Expo Game" with 100 complementary points. Additional points will be sold separately at a discounted price of \$50 for 100 points.

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 Hyatt Regency in Bellevue, Washington with a room rate of \$180 per night. Call (877) 803-7534 for reservations. The hotel cut-off is Thursday, March 18, 2021. 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

Snack, 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

Saturday Breakfast \$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), in the conference program, 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: \$129 per exhibitor booth. Cost to purchase on-site is \$150 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)

Expo Game

Exhibitors have the opportunity to engage and entire attendees by participating in the "Expo Game" at a discounted price of \$50 for 100 points.



SPONSORSHIP PACKAGES

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

	Premier Level \$7,500	Platinum Level \$6,200	Gold Level \$4,900	Silver Level \$3,600
Conference	8x20 Booth	8x10 Booth, Corner	8x10 Booth	8x10 Booth
Conference Registrations, including Sat. Dinner	2	2	1	1
Meal Sponsorships	Saturday Dinner	Friday Lunch	Welcome Reception	Saturday Lunch
Logo on Attendee Bag	Yes			
Program Ads	Full Page	1/2 Page	1/4 Page	
Banner Ad on Conference App	Yes	Yes		
Individual Icon on Conference App	Yes	Yes		
Push Notifications on Conference App	1 Friday; 1 Saturday	1 Friday		
Company, Logo, Description, and URL	Yes	Yes	Yes	Yes
Attendee Bag inserts (samples)	2	2	1	1
HEAL.CON Logo Use & Link Back	Yes	Yes	Yes	Yes
Pre-conference Attendee List (1 x use)	Yes	Yes	Yes	Yes
Post-conference Attendee List (1 x use)	Yes	Yes	Yes	Yes
Targeted Product Demo, 8 available	Yes	Yes	\$250	\$350
Expo Game (500 points max)	500 points	400 points	300 points	200 points
On-Going Opportunities				
Partner Page	Yes	Yes	Yes	Yes
Home Page Banner Rotation	Yes	Yes	Yes	Yes
NANP Advertorial	Yes	Yes	Yes	Yes
E-Zine Sponsorship	Yes	Yes	Yes	Yes
Social Media Posts (FB, Instagram, LinkedIn)	Yes	Yes	Yes	Yes
Free Career Center Job Posting	Yes	Yes	Yes	Yes
Website Announcement, 1 week, upon approval	Unlimited	Unlimited	Unlimited	Unlimited
Calendar Events, upon approval	Unlimited	Unlimited	Unlimited	Unlimited
Use of NANP Logo	Yes	Yes	Yes	Yes



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RESERVE YOUR BOOTH TODAY!

healcon.org/sponsors-exhibitors

**For questions or more
information contact**

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