



A NANP EVENT



Exhibitor & Sponsor Prospectus



Add a team of
nutrition
professionals to
your sales force!



About HEALCon

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**.



Loews Coronado Bay Resort

Join us in sunny
San Diego, California
April 25-28, 2024

Accommodations: NANP has secured a room block at Loews Coronado Bay Resort, San Diego with a room rate of \$239 per night (+tax & fees). Call (800) 815-6397 or (615) 340-5778 for reservations or [CLICK HERE](#) to book online. The hotel cut-off is April, 4th, 2024. Don't forget to mention the National Association of Nutrition Professionals Conference for the group rate.



Event Est.
2004



200-300
Attendees



95% Female
Attendees

Who Are Our Attendees?

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



- ▶ Our attendees know there are new and exciting products and services coming to market each day, and they are eager to learn all about them and put them to use in their practice
- ▶ Think of our experienced professional attendees as an extension of your sales force and our student attendees as a sales force in training.
- ▶ We expect 200-300 professionals and students to attend the 2024 conference.

Benefits of Participating in HEALCon

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

1. **Over 11 Dedicated Expo Hours!** Our schedule is built to maximize your time with attendees, with meals, and breaks, all happening in the expo hall.
2. **Meals are Included!** While you're exhibiting, meals are served in the expo hall. PLUS, your exhibitor/sponsor package includes these meals, saving you time and money.
3. **We have the best expo hall layout and design!** Since the buffets and tables are in the exhibit hall, attendees will enjoy their meals within a few feet of your booth. Our exhibitors LOVE how this unique layout works for traffic.

Who are our Exhibitors & Sponsors?

- ▶ 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
- ▶ Online Dietary Supplement Dispensaries
- ▶ Advanced Specialty & Education Certification Programs
- ▶ Body Care Product Manufacturers/Suppliers
- ▶ Dietary Supplement Companies/ Manufacturers
- ▶ Nutrition & Natural Chef Schools
- ▶ Organic & Natural Skin Care and Cosmetics Companies
- ▶ Laboratory Companies
- ▶ Technology Companies⁴



Here's Your Chance to...



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 awareness & build loyalty



Introduce new products to the market



Achieve your **sales/business development** goals

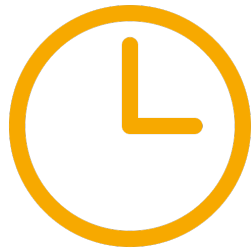
Our conference is a springboard for career-long professional (and personal) relationships.

We couldn't be more excited to introduce you to this discerning group, who surprise our exhibitors year after year with their exceptional 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 use on Monday morning!

Get the most time with attendees!

- ▶ **Combined expo/dining/networking space puts you at the center of all the activity**
- ▶ Coffee & snack breaks drive attendees into the expo hall
- ▶ “Break Bread” with our attendees by joining us for mealtime (included in your booth fee!)
- ▶ Over 11 dedicated expo hours – more than twice as other nutrition conferences



**Over 11 Hours of
Dedicated Expo Time**



**Your meals are
included with your
Expo Package***

Expo Schedule

Thursday, April 25th

Noon – 5:30 pm
5:30 – 7:00 pm
7:00 pm

Exhibitor Registration and Move-In
Welcome Reception in Expo Hall
Expo Hall Closes

Friday, April 26th

8:00 am
11:00 am – 1:45 pm
3:15 – 3:45 pm
5:30 pm

Expo Hall Open
Brunch & Ice Breaker in Expo Hall
Dessert & Beverage Break in Expo Hall
Expo Hall Closes

Saturday, April 27th

8:00 am
8:00 – 9:00 am
10:30 – 11:00 am
12:30 – 2:00 pm
3:30 – 5:30 pm
5:30 pm

Expo Hall Open
Breakfast in Expo Hall
Beverage Break in Expo Hall
Lunch in Expo Hall
Dessert & Beverage Break in Expo Hall
Expo Hall Closes/Exhibitor Move Out

*Saturday Dinner tickets are available for purchase.



Exhibitor Packages

Standard Booth (8x10)

Corner Booth (8x10)

Premium Double Booth (8x20)

15% Discount

Aug. 1 thru

Dec.

Full Price

Aug. 1 thru

Dec. 31, 2024

SOLD OUT



What's Included?

- **Two (2) Expo Hall Passes/Badges.**

Additional badges can be purchased for \$350 each

- **Meals:**

Thursday Welcome Reception, Friday Brunch, Saturday Breakfast, and Saturday Lunch.

Saturday night dinner tickets can be purchased for \$150 each (price subject to change based on food cost)

- **Company logo and website link on Conference website:**

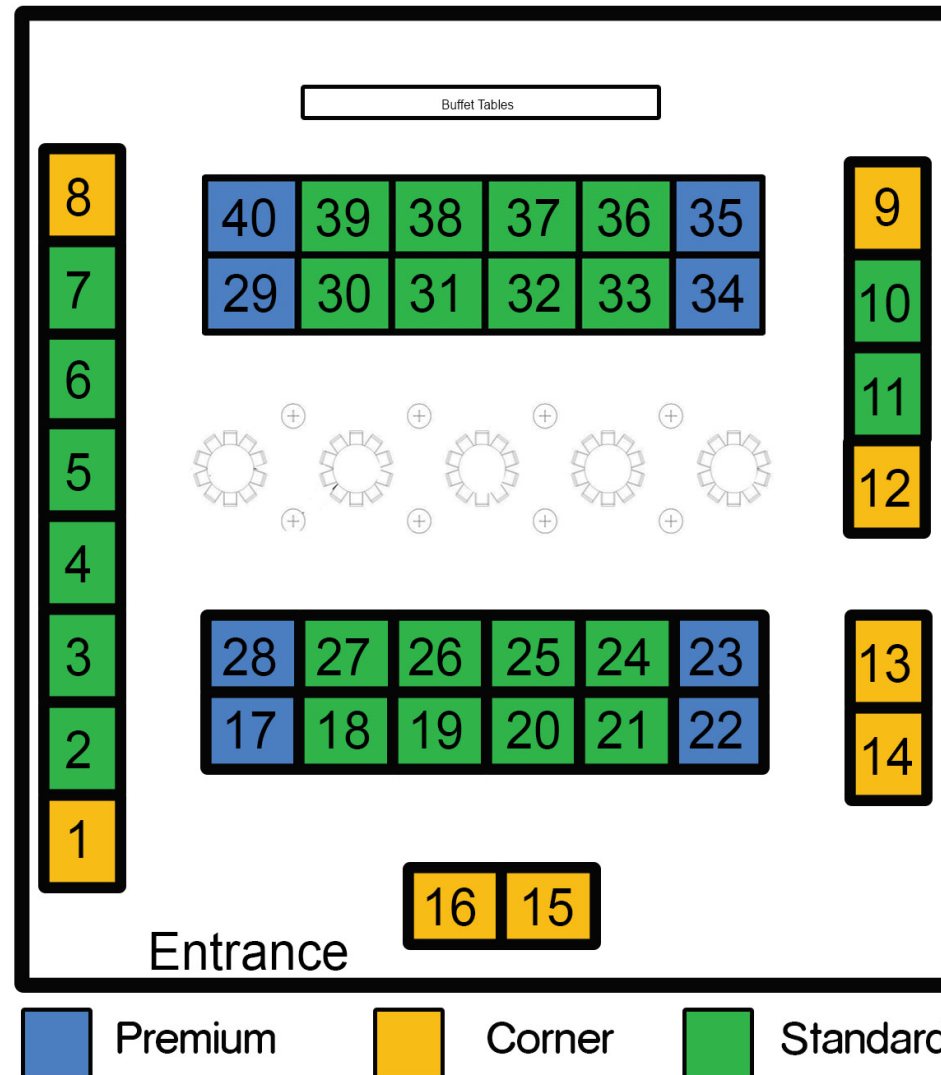
Posted once full payment is received and through the end of the Conference. Your logo and company description in **Event Print Program**

- **Pre & Post-Conference attendee lists:** Attendee names & email addresses provided before and after the conference 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 meet the needs of the holistic nutrition industry tomorrow
- **One Goodie Bag Insert** *(product samples only; no paper)*
- **Use of HEALCon Logo** for marketing your participation in the event
- The opportunity to participate in **the "Expo Game" and to donate a prize**
- **An Invitation to the After Party!**
- Draped **booth space:** High-draped back wall and mid-height draped sidewalls, identification signage, **1-6' clothed and draped table (per 8'x10' space), 2 chairs, and 1 wastebasket**
(Other furnishings and amenities, such as electricity, are available for purchase)



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.

Expo Hall Layout





REACH BEYOND YOUR BOOTH

To Maximize Your Company's Exposure With These Engaging Extras

Print Program Ad

- Our attendees will hold onto their print programs long after you have packed up your booth and headed home. Full-color ads in the program will get their attention and are a great way to extend your sales opportunities! (5x7 with 70+ printed pages)

Full Page \$1000

Half Page \$750

1/4 Page \$500

Conference Tote Bags

- Make an impression all year long! Our attendees use their conference tote bags at farmers' markets, grocery stores, airports, bookstores... you get the picture. Have your logo printed on our conference tote bag!

\$600- (single color imprint) (limit 4)

Goodie Bag Insert/Sample

- If you are not exhibiting, this is a great way to get samples of your product in the hands of attendees. As an added bonus, we will shout out your products in our post-conference social media posts. Products only- no paper flyers, please (all inserts are subject to approval).

\$100 handling fee

Water Bottle

- Imagine all the attention your logo will go when printed on our water bottles – classroom, office, home, car, school, work, etc. ... just about everywhere. Your company logo will be placed on the bottle for all to see!

Call for price and color imprint (limit 1)

SOLD OUT

Lanyards

- Attendees, exhibitors and conference staff all wear badge holders with lanyards with your logo. From the moment they register, until they leave the conference, they'll be wearing your logo!

Call for pr

SOLD OUT



Sponsor Opportunities



► After Party

Hosting the Saturday After Party is a great way to extend your reach into our community. Includes a DJ, decorations, and more.

\$3,000

► Mealtime

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 next to the buffet tables, and a shoutout on social media.

\$2,000

► Fun Activities Sponsor

The early bird gets the worm! Sponsor a fun morning movement activity on either Friday or Saturday morning.

\$500

► Beverage/Snack Breaks

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

\$500 (limit 4)

► Daily Attendee Email Banner

An exclusive opportunity for your company to reach each attendee in the daily conference email with a banner ad linked to your website.

\$500 (limit 4)





We can't wait for you
to join us at
HEALCon 2024
in Sunny San Diego!

For More Information
Contact- Tiffany Perry
tiffany@nanp.org

