HEALCon

HOLISTIC • ENGAGE • ADVANCE • LEARN

PROSPECTUS

APRIL 15-18, 2027

IRVINE, CALIFORNIA



PUT YOUR BRAND IN FRONT OF THE PROFESSIONALS WHO MATTER MOST



Exhibiting at HEALCon gives you direct access to nutrition and holistic health practitioners, educators, and industry leaders looking for products, services, and solutions that support their work.

Build relationships, generate leads, and increase visibility in an environment designed for meaningful engagement.

Secure your booth today and be part of the conversation shaping the future of holistic health.

MEET OUR ATTENDEES

EXPAND YOUR SALES FORCE!

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

Our **carefully curated attendees** are eager to learn about your products and services and to share them with their clients, friends, and families.

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 225-250 professionals and students to attend the 2027 conference.

THE VENUE

Accommodations:
NANP has secured a room block at the Hyatt Regency Irvine, CA, with a room rate of only $215 per night (+taxes & fees).

For reservations:
Call (949)751-1234
or CLICK HERE to book online.

The hotel cut-off is 3/24/27.

Don’t forget to mention the **National Association of Nutrition Professionals Conference (NANP)** for the group rate.



WHAT MAKES HEALCON DIFFERENT?



11+ Dedicated Expo Hours

Our agenda is strategically designed to drive attendees into the expo hall throughout the conference, providing exhibitors with over 11 hours of designated expo time.

Healthy Meals Are Included

Three (3) meals and a welcome reception are included in your exhibitor package, providing added value while saving you both time and money.

Immersive Expo Hall Layout

All meals, refreshment breaks, and networking opportunities take place within the expo hall, with the purpose of fostering engagement.

Pre-Conference Marketing

Gain valuable exposure before the conference even begins through pre-event marketing that highlights your company to the broader NANP community.

Extra Opportunities

Extend your reach beyond the exhibit hall with conference marketing opportunities designed to increase brand visibility before, during, and after the event.

Our Attendees

HEALCon attracts practitioners who are actively seeking new tools, products, services, and partnerships to help advance their practices and their careers.



WHO SHOULD EXHIBIT AT HEALCON?

Our attendees are looking for...

- Organic, whole food products, and producers
- Organic, natural body, skin care, and cosmetic companies
- Non-toxic cookware companies
- Essential oil purveyors
- Body care products (ionic foot baths, saunas, cold plunge baths, etc.)
- Online dietary supplement dispensaries
- Advanced specialty & education certification programs
- Dietary supplement companies/manufacturers
- Nutrition & natural chef schools
- Laboratory companies
- Technology companies

Build Lasting Business Relationships

Unlike oversized events where your booth can get lost in the crowd, our intimate setting encourages meaningful conversations that allow you to **build real relationships.** Our schedule facilitates a relaxed environment, giving you time to understand attendees' needs and create qualified leads that can turn into **long-term customers and business partnerships** well after the conference has ended.









GIVING YOU THE MOST TIME WITH ATTENDEES

EXPO SCHEDULE

Thursday, April 15, 2027
Noon-5:30 pm - Exhibitor Registration & Move-In
5:30-7:00 pm - Welcome Reception in Expo Hall

Friday, April 16, 2027
8:00 – 9:00 am - Breakfast in Expo Hall
10:30-11:15 am - Break in Expo Hall
12:45 – 2:15 pm - Lunch in Expo Hall
3:45 – 5:30 pm - Break in Expo Hall

Saturday, April 17, 2027
8:00 am - Expo Hall Opens
10:30-noon - Brunch in the Expo Hall
1:30 – 2:15 pm - Break in Expo Hall
4:00-5:30 pm - Last Chance to Explore Expo Hall
5:30-8:00 pm - Exhibitor Move-Out

11+ HOURS



- 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!)
- 11.25 dedicated expo hours – more than twice that of other nutrition conferences

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EXHIBITOR PACKAGES

	15% OFF EARLY BIRD 7/20/26- 10/2/26	REGULAR After 10/2/26
Standard Booth	$2,210	$2,600
Corner Booth	$2,550	$3,000
Premium Double	$3,825	$4,500

NOTE: Exhibitors must ship their items using the expo company of NANP's choosing. The hotel will not accept items shipped directly to them for the exhibit hall.








WHAT'S INCLUDED WITH YOUR BOOTH PACKAGE?

Your Booth

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.

Meals

Meals: Thursday Welcome Reception, Friday Breakfast & Lunch, Saturday Brunch

Saturday night dinner tickets can be purchased at a price TBD.

Event Inclusions

Two (2) Expo Hall Passes/Badges. Additional badges can be purchased for $475 each

Full conference registration with continuing education credits can be purchased at a discount.

Marketing

Pre & Post-Conference attendee lists: Attendee names & email addresses provided before and after the conference for 1-time use each.

Email addresses are only provided for those attendees who opt in during registration.

Marketing Continued

Your company logo and website link on the HEALCon website and your logo and company description in the event print guidebook.

Posted once full payment is received and through the end of the conference.



AND THERE'S MORE....

Extras

- 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!
- Discounted full conference registration: complete with CE's including Saturday Night Dinner & Sunday Breakfast



HEALCon 2027 Expo Map

Premium

Corner

Standard

Buffet Line

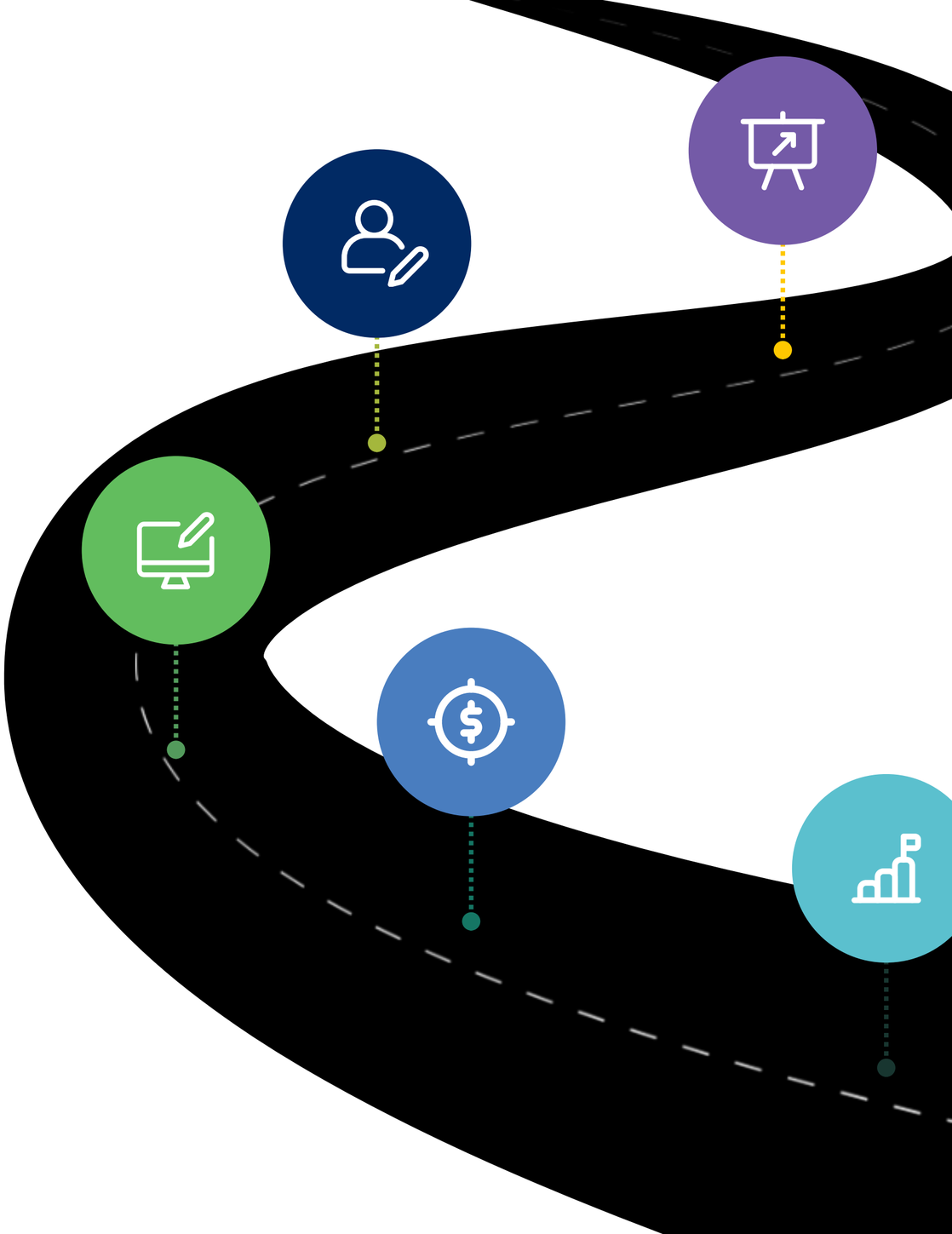
Buffet Line

40		31	30	19	18	7	6
		32	29	20	17	8	5
39		33	28	21	16	9	4
		34	27	22	15	10	3
		35	26	23	14	11	2
38		36/25		24/13		12/1	
37							

Entrance

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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 $500 or Half Page $300

One Pre-Conference Social Media Post

A chance to get in front of our social audience in the months before HEALCon. Your company will be highlighted on our Facebook, Instagram, & LinkedIn social feeds as we promote the event and your participation.

$150 each

Digital Goodie Bag

Reach the entire NANP membership with an ad/offer in our digital goodie bag post-conference e-blast sent out one week after the conference.

$250 (600 x 300px @ 300dpi display ad with link)

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.

$300 (limit 5)

REACH BEYOND YOUR BOOTH



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)

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

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

SPONSORSHIP OPPORTUNITIES

AFTER PARTY

The conference After Party is where attendees come together to celebrate, relax, and build relationships in a fun, memorable atmosphere. By sponsoring this signature event, your brand becomes part of one of the most anticipated experiences of the conference.

Be in the spotlight for only $1,000 (up to 3)



FUN ACTIVITIES SPONSOR

By sponsoring one of our fun attendee activities, your company becomes part of the experiences that bring people together, spark conversations, and create lasting memories.

Sponsor a fun morning movement activity on either Friday or Saturday morning.

$250 (limit 2)



CULINARY SPONSOR

Want to captivate this audience?

Sponsor 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 with a shoutout on social media.

$500 (limit 5)



BEVERAGE/SNACK BREAKS

Nourish the conversation, strengthen your brand presence, and leave a lasting impression with a meal or snack sponsorship.

We will post your name on a sign at food &/or beverage station, plus include your name and logo in the conference program.

$350 (limit 4)



ATTENDEE FEEDBACK

"The expo was amazing and gave us a chance to really have some great discussions with the vendors."

Attendee- Monica H.

"Brilliantly organized, enough time to mingle. Fantastic food and after party. Great expo with quality products!"

Attendee-Kirstin N.

"HEALCon provided useful introductions to amazing companies and products."

Attendee-Tania L.

"A highlight was meeting new suppliers with products I had not seen before."

Attendee-Kimberley B.

"HEALCon was SO stimulating, encouraging, fun, to be with like-minded people who care so much about everything I care about!

Attendee-Kerry W.

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JOIN US!

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