



**ASPEN 2019
NUTRITION
SCIENCE &
PRACTICE
CONFERENCE**

EXHIBITOR PROSPECTUS

MARCH 23 – 26, 2019

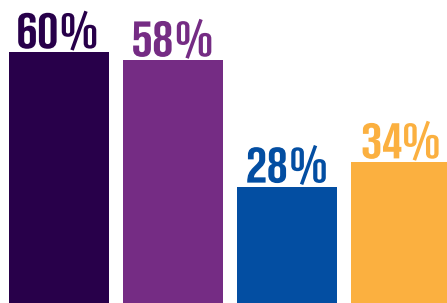
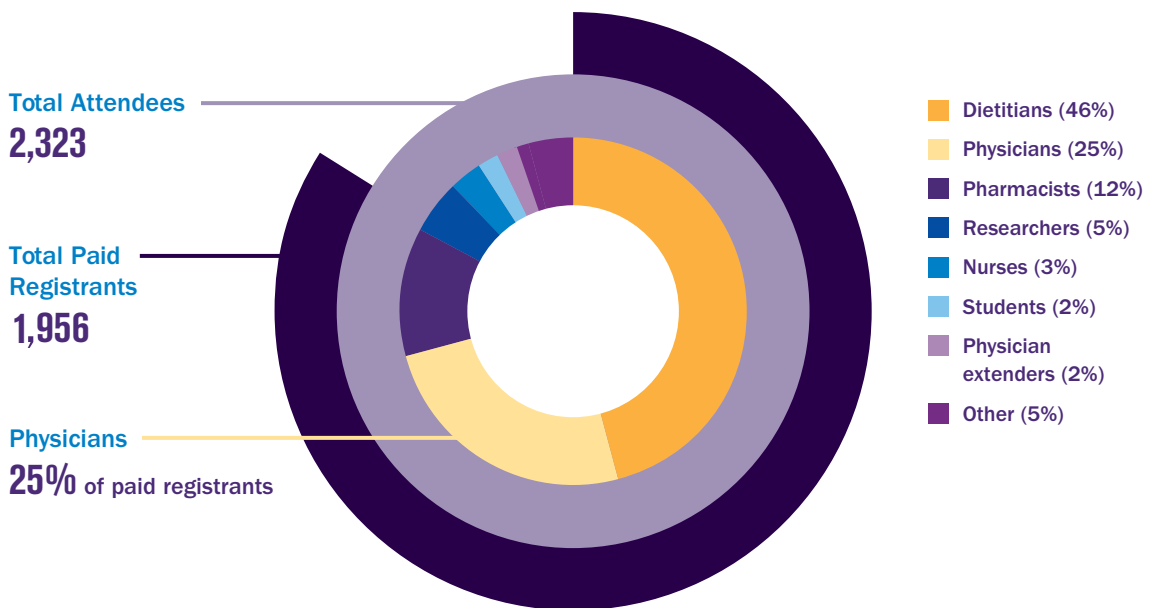
PHOENIX CONVENTION CENTER

ABOUT ASPEN

ASPEN, the American Society for Parenteral and Enteral Nutrition, is dedicated to improving patient care by advancing the science and practice of clinical nutrition and metabolism. With more than 6,500 members, ASPEN is an interdisciplinary community of health professionals from around the world specializing in every facet of clinical nutrition: clinical practice, research and education.

The ASPEN 2019 Nutrition Science & Practice Conference (ASPEN19) will showcase the latest in cutting-edge research, education, and product innovations for healthcare professionals looking to improve their knowledge and skills to enhance patient care.

2018 CONFERENCE ATTENDEE PROFILE



- 60% have been practicing for 10+ years
- 58% are final decision makers or recommenders of products or services
- 28% influence purchasing decisions
- 34% were first-time attendees



1 in 3 attendees were from outside the US. The top regions include South America, Asia, and Europe.

WHY SHOULD I EXHIBIT?

ASPEN EXPO: BRINGING TOGETHER SCIENCE, PRODUCTS AND EXPERTS

Promote Brand Awareness, Showcase Product Innovation, Network with Opinion Leaders

The ASPEN Expo is the largest exhibition of clinical nutrition stakeholders. It's where industry leaders gather to:

- connect with key decision makers in clinical nutrition
- highlight their latest therapies, technologies, products and services
- interact with nutrition support professionals from around the world

Don't miss this unique opportunity. Reserve your booth space today!



Benefits of Exhibiting at ASPEN19

- Opening Reception to welcome all attendees and kick off conference
- Six and one half (6 1/2) hours of unopposed exhibit hours to showcase your products and innovation, drive brand awareness and network with experts
- Education and promotional activities (Central Stage Presentations, Rapid Fire Theaters, Poster Presentations) in the exhibit hall to ensure high traffic
- Networking lunches in the exhibit hall for all attendees
- A multitude of excellent sponsorship options to drive brand awareness, and show your company's commitment to nutrition support



Phoenix, Arizona

Phoenix is one of ASPEN's best performing locations, and has routinely drawn more than 2,000 clinicians from around the globe. Sky Harbor Airport, also known as America's Friendliest Airport, has nonstop flights from over 80 US and 22 international destinations. Phoenix is an internationally renowned destination for art and culture, vacation resorts, and a vibrant night life surrounded by beautiful desert and endless possibilities for outdoor activities. When you're not networking with attendees in the bustling Expo, enjoy one of the city's many dining options or take advantage of its other diverse offerings.

ASPEN19 EXPO HOURS

SATURDAY, MARCH 23
(OPENING RECEPTION)
5:45 PM – 7:30 PM

SUNDAY, MARCH 24
9:15 AM – 2:00 PM

MONDAY, MARCH 25
10:00 AM – 2:30 PM

TUESDAY, MARCH 26
Expo CLOSED

BOOTH PRICING

INLINE	CORNER	ISLAND	NON-PROFIT*
(per sq. ft., 100 sq. ft. minimum)	(each)	(per sq. ft., 400 sq. ft. minimum)	(per sq. ft., 100 sq. ft. inline ONLY)
\$30	\$300	\$33	\$15

* Non-profit must submit proof of 501(c)3 or 501(c)6 status. May purchase 10'x10' plus a corner fee.

Standard Booth Amenities

- Each linear booth consists of 8' fabric backdrop and 3' fabric divider drape
- Standard booth ID sign with your company name and booth number
- Aisle carpet throughout the exhibit hall (booth carpet not included)
- General exhibit hall cleaning
- Opening Night Reception
- Networking lunches
- Security
- Company listing with description (up to 50 words) in conference mobile app

Not included: All furniture, accessories, electrical requirements, carpeting, and cleaning for the exhibit space are the responsibility of the exhibitor.

Complimentary Badges

- One (1) full registration for each 100 sq. ft. reserved
- Three (3) Expo-only badges for each 100 sq. ft. reserved
- Exhibiting companies may purchase additional Expo-only badges for \$150 each — up to a maximum of 5 per company
- Expo-only badge holders are allowed access to exhibit hall, pre- and post-official exhibit hours, and General Sessions

Exhibit Booth Reservation

See the available booth options! (Click to view online floor plans)

Don't miss the opportunity to participate in the largest gathering of multidisciplinary clinical nutrition experts!

All measurements shown on the floor plan are approximate. ASPEN reserves the right to make modifications as may be deemed necessary, making equitable adjustments with any exhibitors thereby affected. ASPEN also reserves the right to adjust the floor plan to meet the needs of the exhibition.

For more information, please contact Valerie Mickiewicz at ValerieM@nutritioncare.org.

BOOTH DETAILS

Before You Submit Your Application

Please read the online exhibit rules and regulations prior to submitting a signed contract. Full rules and regulations can be found at www.nutritioncare.org/conference. Partial applications will not be accepted. All applications must include 50% down payment.

Please complete the online application ([Click to view online reservation portal](#)) and submit with a 50% deposit.

Deposits and Payments

Exhibitor applications submitted prior to October 1, 2018 must include a 50% deposit. The remaining 50% deposit is due 30 days after the application is submitted or by October 1, 2018 — whichever is later. Applications submitted after October 1, 2018 must include full payment.

Cancellations made before September 30, 2018 will forfeit 50% of the total booth fee and will be charged a \$200 processing fee. There will be no refunds after September 30, 2018.

ASPEN will enforce the payment schedule. All monies must be received prior to exhibiting. Onsite exhibitor reservation is not available.

Checks are payable to:

ASPEN
Attn: ASPEN Expo
8401 Colesville Rd., Ste. 510
Silver Spring, MD 20910
Tax ID# 52-1161382

For wire transfers:

ASPEN
Wells Fargo Bank
Silver Spring, MD 20910
Account # 2-00000-170-7753
Routing # 121000248
Swift Code = PNBUS33 (international only)
Transit ABA # 0550-032-01

BOOTH DETAILS

Terms and Conditions

ASPEN requires all exhibitors to feature a product or service applicable to the field of nutrition. ASPEN reserves the right to reject or remove any company that falsifies information on their application. ASPEN reserves the right to reject any sponsor, exhibitor or exhibit for any reason, which need not be disclosed to the party submitting the request.

Acceptance as an exhibitor does not mean the product or service exhibited is approved or endorsed by ASPEN. The exhibiting company shall not state or imply such approval or endorsement, before, during or after the meeting.

By applying for exhibit space, the exhibiting company understands that its application is subject to review by ASPEN. ASPEN will review all applications and, if approved, shall assign companies exhibit space (if available) consistent with show eligibility requirements, policies, and at the discretion of ASPEN.

IMPORTANT DATES

OCTOBER 1, 2018	100% balance of booth payment due
DECEMBER 2018	Exhibitor service kit available
FEBRUARY 1, 2019	Deadline for company descriptions
FEBRUARY 11, 2019	First day to request pre-show mailing list
MARCH 22–23, 2019	Exhibitor move-in and installation
MARCH 23–25, 2019	Expo open
MARCH 25, 2019	Exhibit tear-down at 2:30 PM
APRIL 26, 2019	Final day to request post-show mailing list

2019 SPONSORSHIP OPPORTUNITIES WORKSHEET

BRAND AWARENESS

ITEM	PRICE
Mobile App*	\$25,000
Badge Lanyards*	\$17,000
Expo Presentation Radios*	\$30,000
Conference Pocket Guide Advertisement*	\$10,000
Conference Website*	\$10,000
Registration Kiosks*	\$10,000
Hotel Key Cards*	\$17,500
Conference Tote Bags*	\$15,000
WIFI Access*	\$15,000
VIP Connection Lounge*	\$20,000
Exhibit Hall Lunch	\$7,500 – \$14,000
Morning Beverage/ Coffee Breaks	\$3,500 – \$10,000
Expo Aisle Signs*	\$10,000
Floor Stickers	Varies
ESTIMATED TOTAL	

MARKETING COMMUNICATION

ITEM	PRICE
Tote bag inserts	\$5,000
“Know Before You Go” E-mail Ad*	\$3,000
Hotel Door Drops	\$3,000
Pre-Show Mailing List Rentals	\$600 – \$1,200
Push Notifications	\$500
ESTIMATED TOTAL	

EDUCATION/SESSIONS

ITEM	PRICE
Corporate Symposium	\$25,000
Central Stage Presentation	\$12,500 – \$21,000
Pre-Conference Courses	\$10,000 – \$15,000
General Sessions	\$10,000
Section Community Forums	\$5,000 – \$10,000
Session Translation	Varies
ESTIMATED TOTAL	

For details on sponsorship opportunities, see the [Sponsorship & Support Prospectus](#).

Questions about the Expo? Interested in additional exposure and advertising opportunities? Contact Valerie Mickiewicz at valeriem@nutritioncare.org or 301-920-9155.

*Exclusive sponsorship opportunities.