



2021

VIRTUAL SPRING ASSEMBLY

EXHIBITOR PACKET

WHY SUPPORT IAND?

Maximize your investments in Illinois.

The Illinois Academy of Nutrition and Dietetics is THE professional arm for nutrition and dietetics professionals in the state of Illinois. With an audience of over 4200 dietitians throughout the state and a steady membership of approximately 3200 nutrition professionals, we look forward to partnering with exhibitors in line with our mission to positively impact the health and well-being of Illinoisans through food and nutrition.

IAND will be hosting a 2021 Virtual Spring Assembly. We hope to feature your company or organization, and what you have to offer to dietitians from across the state. As a Virtual Spring Assembly exhibitor, you can:

- **Showcase your company's products and/or services to dietitians and decision makers**
- **Build connections with existing and potential customers**
- **Receive a contact list of registered Annual Spring Assembly attendees**
- **Support and grow your loyal customer base**

In addition to the Annual Spring Assembly, there are many other value-added opportunities to showcase your organization to IAND members. Check out all the ways to increase the visibility of your company and brand at the Annual Spring Assembly, and throughout the year by requesting our Prospectus.

We look forward to partnering with you!

2021 Spring Assembly

Virtual Exhibitor Package

As an exhibitor of our virtual IAND Spring Assembly, your organization gains statewide exposure while expressing support of the activities IAND to positively impact the health and well-being of Illinoisans through food and nutrition. The Virtual Spring Assembly provides you with the unique opportunity to engage with IAND members and enhance the content and quality of learning opportunities that the Annual Spring Assembly provides our IAND members. *This package is for the 2021 Virtual Spring Assembly only, please see our Prospectus for year-round promotional opportunities.*

- **Virtual exhibit hall “booth” on our website**
- **Recognition within the virtual program book as an exhibitor**
- **Social media recognition**
- **Logo inclusion within promotional materials**

Product Donations

Please note that your organization is able to utilize the contact list of registered Annual Spring Assembly attendees who have opted in to receive emails or products from exhibitors. Promotional materials and/or products must be sent directly to IAND members, with all expenses incurred by your organization.

Questions?

Please contact:

Terry McBride
Executive Director

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Phone: 309.364.2919

IAND VIRTUAL EXHIBIT HALL

RULES AND REGULATIONS

2021

All material for the virtual exhibit hall must be submitted to the Illinois Academy of Nutrition and Dietetics by Wednesday April 21, 2021 at 12:00 p.m. CST. IAND will compile materials into a virtual exhibit hall webpage. You will have the opportunity to review the page in advance of the Annual Meeting. Material for the exhibit hall may include documents, images, links to videos, and your own chat room links. The virtual exhibit hall will remain online for six months from the date the virtual exhibit hall is open to registered Spring Assembly attendees.

Virtual Booth Assignments, i.e., placement on the virtual exhibit hall webpage, gives priority to Platinum, Gold, Silver, and Bronze year-long contributors. Please see our Prospectus for year-round promotional opportunities. Virtual exhibit hall exhibitors will be assigned second priority.

Listing in the Virtual Program: To be listed in the official virtual program, exhibitors must be registered by Wednesday, April 21, 2021 at 12:00 p.m.CST.

Nature of Contractual Agreements: The provisions set forth in this document shall be binding upon exhibitors who fill out the application, pay fees and are assigned space. No refunds will be issued.

Participation in the 2021 IAND Virtual Exhibit Hall

- Exhibitors will be listed on the virtual exhibit hall landing page.
- Each exhibitor will have a dedicated "booth" in the exhibit hall to showcase information about your company's product(s) and service(s).
 - Each "booth" has the capacity to display your company/organization logo along with one image, one link, and one pdf document.
- The virtual exhibit hall will be visible only to registered conference attendees.
- The virtual exhibit hall will be prominently featured in a banner on our homepage and will remain available from the homepage for three months after the 2021 Virtual Spring Assembly.
- The virtual exhibit hall will remain "open" 24/7 for six months from the time your information is posted to the Illinois Academy of Nutrition and Dietetics website.
- Exhibitors may be featured on IAND social media including Facebook, Twitter, and Instagram.
- Exhibitors may be featured in promotional material including newsletters and emails.

Frequently Asked Questions:

How is the virtual exhibit hall going to be promoted?

IAND will promote the virtual exhibit hall the following ways:

- Banner graphic on our homepage that links directly to the virtual exhibit hall landing page.
- There will be a link under our Spring Assembly page for the virtual exhibit hall.
- There will be social media posts via Facebook, Instagram, and Twitter about the virtual exhibit hall as well as posts to feature each company/organization that takes advantage of the virtual exhibit hall.

How long will the virtual exhibit hall be “live?”

The virtual exhibit hall will be open 24/7 to all meeting participants six months from the date the virtual exhibit hall opens.

How will companies be listed?

Companies will be listed alphabetically however IAND gives priority year-long contributors.

Can I participate in the virtual exhibit hall if I am not an IAND member or haven't participated in past IAND events?

Yes, you can participate.

Is there a way to know who clicked on links/videos?

No, unfortunately there won't be a way to know who specifically clicked on the links but IAND can view how many page views there have been.

How do I sign up for the virtual exhibit hall?

The virtual Spring Assembly exhibitor form is available online. You will be asked to upload documents to be included on your page.

Do I have to sign up for this immediately?

Yes, the application deadline is Wednesday, April 21, 2021 at 12:00 p.m. CST.

How do you plan on getting leads back?

Companies that want to provide their information for the virtual spring assembly will also have the option to list company contact information to give all viewers the ability to reach out to you directly.