

# Exhibit & Support Opportunities

ASN's exhibit fees remain  
the same for 2012.  
Reserve your space now!

## ADVANCES & CONTROVERSIES in **CLINICAL NUTRITION**

**June 22-24, 2012**

**Palmer House Hilton • Chicago, Illinois**

**Showcase your products and services and introduce your organization to hundreds of nutrition professionals at the premier clinical nutrition meeting of 2012.**

Visit [www.nutrition.org/meetings/clinical](http://www.nutrition.org/meetings/clinical) or contact us: 301-634-7282 or [meetings@nutrition.org](mailto:meetings@nutrition.org).

*Jointly sponsored by the American Society for Nutrition and the  
Northwestern University Feinberg School of Medicine*



American Society for Nutrition  
*Excellence in Nutrition Research and Practice*  
[www.nutrition.org](http://www.nutrition.org)

NORTHWESTERN UNIVERSITY



# About

## About the American Society for Nutrition

Established in 1928, the American Society for Nutrition (ASN) is a non-profit, multidisciplinary, scientific and educational organization. Our 4,500-plus members in more than 65 countries advance nutrition research to improve public health. ASN fosters collaboration among investigators in nutrition, medicine and related fields of science, and encourages the creation, translation and dissemination of nutrition knowledge.

## About Advances and Controversies in Clinical Nutrition

In its second year, ASN's Advances and Controversies in Clinical Nutrition aims to foster an interest in clinical nutrition among health care professionals. Programming is designed to communicate significant, cutting-edge advances in nutrition research, as well as stimulate discussion on emerging or controversial topics that impact human health.

## Who Will be There?

**More than 400 health care professionals with an interest in clinical nutrition are expected to attend this year's conference.**

Our audience will include physicians, nutrition scientists, physician assistants, nurses, nurse practitioners, dietitians, community health educators, medical school and nutrition faculty and others.

### 2011 Attendee Profile

- 28%** Physicians
- 30%** Dietitians
- 37%** Investigators
- 11%** International attendees

### 2011 Exhibitor Profile

- 27%** Consumer Product Company
- 27%** Commodity/Trade Association
- 18%** Scientific Equipment Manufacturer
- 27%** Non-Profit/Publisher

# Program Highlights

## Nutrition and Disease



- **Keynote Lecture:** Evidence for Comprehensive Lifestyle Approach to the Prevention and Treatment of Chronic Disease  
Dean Ornish, MD

- The Role of Diet in Cancer
- Diet and Disease: What Do the Large Observational Studies Tell Us?

## Current Controversies

- Glycemic Load and Glycemic Index: Are They Important?
- Does the Energy Density of Food Contribute to Weight Gain?
- Lifestyle Modification for Diabetes Prevention: Does it Work?
- Sodium Restriction and Health: Data from New Studies
- Antioxidant Supplementation: Is it Beneficial?

## Bariatric Surgery and Nutrition

- Hormonal Changes following Bariatric Surgery
- Nutritional Approaches to Common Problems following Bariatric Surgery
- Influence of Surgical Procedure on Weight Loss

## Obesity

- Battle of the Weight Loss Plans: Is Anyone Winning at Losing?
- How Do We Stem the Obesity Epidemic?

## Foods and Supplements

- Fresh vs. Processed Foods: Differences and Similarities
- Functional Foods: Real or Wishful Thinking?

## Government and Regulatory Affairs

- Front of Package Labeling

### Accreditation Statement

This activity has been planned and implemented in accordance with the Essential Areas and policies of the Accreditation Council for Continuing Medical Education through the joint sponsorship of Northwestern University Feinberg School of Medicine and the American Society for Nutrition. Northwestern University Feinberg School of Medicine is accredited by the ACCME to provide continuing medical education for physicians.



# Exhibit Information

## Exhibit Set Up

Friday, June 22	12:00 pm—5:00 pm
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*All exhibits must be installed by 5:00 pm*

## Exhibit Tear Down

Saturday, June 23	8:00 pm—10:00 pm
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Sunday, June 24	8:00 am—11:00 am
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## Exhibit Hours

### Friday, June 22

Reception	5:45 pm—7:00 pm
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### Saturday, June 23

Morning	10:00 am—11:00 am
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Lunch Break	12:00 pm—1:30 pm
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Afternoon Break	3:00 pm—4:00 pm
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Reception	6:00 pm—7:30 pm
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Tear Down

*Note: this exhibit hall is located in the same ballroom as the scientific posters and refreshments stations.*

## Exhibit Fees

Commercial Companies	\$1,500
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Publishers	\$1,000
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Non-profit/Government	\$500
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➡ Exhibitors are supplied a six-foot draped table, two chairs and two exhibitor badges. You also will receive a company/product listing in the Official Meeting and Exhibit Program and the attendee mailing list for one-time use after the meeting. Forms for your company's listing will be available in the Online Exhibitor Service Kit.

# Exhibitor Application & Agreement

**Advances and Controversies in Clinical Nutrition • June 22-24, 2012 • Palmer House Hilton • Chicago, IL**

Company Name \_\_\_\_\_

Contact Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_ Country \_\_\_\_\_

Telephone \_\_\_\_\_ Fax \_\_\_\_\_

Contact E-mail \_\_\_\_\_

Company Website \_\_\_\_\_

## Exhibit Fees

*Checks must be payable in US dollars to the American Society for Nutrition.*

<b>Commercial Companies</b>	<b>\$1,500</b>
<b>Publishers</b>	<b>\$1,000</b>
<b>Non-profit/Government</b>	<b>\$500</b>

Exhibitors are supplied a six-foot draped table, two chairs and two exhibitor badges. You also will receive a company/product listing in the Official Meeting and Exhibit Program and the attendee mailing list for one-time use after the meeting. Forms for your company's listing will be available in the Online Exhibitor Service Kit.

Please accept our application along with **full payment in US Dollars drawn on a US Bank**. Your application indicates that you agree to abide by all the requirements, restrictions and obligations set forth on this application, and any other rules and directives which at any time may be issued by the Society in connection with this conference.

*You are hereby authorized to reserve space for our use in the exhibit area at Advances and Controversies in Clinical Nutrition 2012.*

- Our check for full payment is enclosed  We would like to pay the full amount as indicated below by credit card.

Applications accompanied by credit card payment may be faxed to 301-634-7894.

Mail applications to:  
Advances and Controversies in Clinical Nutrition  
American Society for Nutrition  
9650 Rockville Pike  
Bethesda, MD 20814

VISA or  MasterCard Exp. Date \_\_\_/\_\_\_ Security Code \_\_\_\_\_

Card Number \_\_\_\_\_

Name on Credit Card \_\_\_\_\_

Cardholder's Signature \_\_\_\_\_

## Questions? Contact:

Moira Holt, [mholt@nutrition.org](mailto:mholt@nutrition.org)

Gwen Twillman, [gtwillman@nutrition.org](mailto:gtwillman@nutrition.org)

# Exhibitor Rules & Regulations

## Badge Pick-up

Once full payment is received you will receive a badge request form for up to two representatives. Badge pick-up will occur during exhibitor registration. No person will be admitted to the Exhibition area without a badge.

## Installation of Exhibits

All exhibits must be installed by 5:00 pm on Friday, June 22.

## Dismantling of Exhibits

Exhibits are to be dismantled between 8:00–10:00 pm, Saturday, June 23 or 8:00–11:00 am, Sunday, June 24.

## Staffing of Exhibits

Exhibits must be staffed and operational during event breakfast and breaks.

## Assignment of Exhibit Space

- Space assignment will be based on a first-come, first-served basis.
- The Society reserves the right to make any revisions, if necessary, to the floor plan as well as to relocate space assigned to the exhibitor. Relocations will be made only if deemed necessary in the exhibitor's best interest and upon notification to the exhibitor by the Society.
- Each exhibiting company will receive e-mail confirmation of booth assignment.

## Booth Operations

Products or services to be exhibited are to be of a professional or educational interest or benefit to the registrants, or in the opinion of the American Society for Nutrition, are directly related to nutrition. Exhibitors should not operate in a way that violates the rights of another exhibitor. Exhibitors may not obstruct the view or interfere with the traffic of other exhibitors. General promotion, demonstration and distribution of literature/samples must take place inside your assigned booth. Exhibit areas should be kept clean and in good order. No part of any exhibit, or related signs, shall be posted, nailed, or otherwise attached to columns, walls, floors, or other parts of the building or its furniture, in any way to deface them. The exhibitor is liable for damage from failure to observe these rules.

## Industry Guidelines

In recent years, much attention has been given to the relationships between the pharmaceutical and medical device/equipment industry and health care professionals. Gifts, individual relations, and professional education have been topics at the forefront of discussion. The conference organizers reminds all exhibitors of their responsibility to be aware of and abide by all applicable association codes including but not limited to, those listed below:

*Advanced Medical Technology Association (AdvaMed)*

*Code of Ethics for Interactions with Health Care Professionals*

*American Medical Association Opinion 8.06*

*Gifts to Physicians from Industry*

*Compliance Program Guidance for Pharmaceutical Manufacturers*

*Pharmaceutical Research and Manufacturers of America (PhRMA)*

*Code of Interaction with Healthcare Professionals*

## Distribution of Product:

### FDA Regulations

Exhibitors must abide by all applicable Food and Drug Administration (FDA) regulations. This information may be obtained from the FDA at this website: <http://www.fda.gov/cder/ddmac/>.

Exhibitors are reminded that the FDA generally prohibits the advertising or other promotion of investigational or unapproved drugs and devices. The FDA also forbids the promotion of approved drugs or devices for unapproved uses. All products that have not been FDA approved for a particular use in humans or that are not commercially available in the United States will be permitted to be exhibited only when accompanied by appropriate signage indicating the device's clearing status. The signs must be easily visible and placed near the products themselves and on any graphics depicting the product. The exhibitor shall have available at the booth a letter from the FDA, which describes the allowable use status of the product(s). Exhibitors are cautioned about the FDA's prohibition on promoting cleared-for-marketing devices for unapproved uses. Requests for information and guidance should be directed to the FDA.

# Exhibitor Rules & Regulations

## Selling of Products or Services

Exhibitors may display products that they have manufactured. Exhibitors may not accept cash, checks or credit cards for merchandise in the exhibition hall; however, orders may be taken. Exhibitors electing to take orders must do so in a manner consistent with the professional nature of the exhibit.

## Giveaways, Contests, and Raffle Drawings

Giveaways, contests and raffles will be permitted only upon approval by ASN. Giveaways must be conducted in accordance with the AMA Ethical Guidelines on Gifts to Physicians. Giveaways should be associated with products or services of the exhibiting company. Contests, drawings and raffles cannot be more than \$100 in value. A form will be included in the online Exhibitor Service Kit to facilitate requests for giveaways. The Exhibitor Service Kit will be available online April 1.

## Sound Restrictions

No equipment or voice-reproducing machines can be operated in such a manner as to cause a disturbance to other exhibitors. Earphones should be provided, or such devices should be enclosed in a special soundproof booth. Feinberg School of Medicine reserves the right to determine when sound is interfering with another exhibit and must be discontinued.

## Third-Party Representatives

Any agency representing a technical or professional exhibitor must submit their client's name, contact information, address, telephone & fax numbers, signature and title with application.

## Use of the NUFSM Name, Insignia, Logo or Acronym

The Northwestern University's Feinberg School of Medicine's name, insignia, logo and acronym are proprietary marks and may not be used in signs, advertising, or promotions in any media or product literature either inside or outside of the exhibit area unless prior written approval has been received from the conference organizers.

## Liability

Exhibitors must make provisions for safeguarding their display and property at all times. Conference organizers and the Palmer House Hilton will not be responsible for the loss of any material by any cause. The exhibitor is responsible for all liability, losses, claims, and damages relating to any injury, death, or damage to property (including the exhibition hall), however occurring, arising from the acts of the exhibitor, his or her employees, agents, licensees, or contractors. The exhibitor agrees to indemnify and hold harmless ASN, NUFSM

and the Palmer House Hilton from and against any and all liability, losses, claims, and damages that may arise from or be asserted in connection with the foregoing undertaking and responsibilities of the exhibitor.

## Space Cancellations

Cancellations must be in writing. Any exhibitor that wishes to release assigned space prior to or on April 30, 2012, is responsible for 50% of the contracted space. Exhibitors canceling on or after May 1, 2012 are responsible for the total cost of the contracted exhibit space irrespective of the reason for cancellation.

## Cancellation of Annual Meeting

Upon execution of the exhibitor application, it is mutually agreed that in the event of cancellation of the meeting due to fire, strikes, governmental regulations, or causes that would prevent its scheduled opening or continuance, then and thereupon this agreement will be terminated and shall determine an equitable basis for the refund of such portion of the exhibit fees as is possible, after due consideration of expenditures and previous commitments.

## Terms and Conditions

As a condition for exhibiting, each exhibitor shall agree to observe all stated policies in this prospectus. ASN and NUFSM reserve the right to refuse exhibit space to any applicant at its sole discretion.

We acknowledge and agree to hold harmless provisions set forth in this letter.

Company \_\_\_\_\_

Representative's Signature \_\_\_\_\_

Print Name \_\_\_\_\_

Date \_\_\_\_\_

Telephone Number \_\_\_\_\_

E-Mail \_\_\_\_\_

# Support Opportunities

➡ To reserve support opportunities, please contact Paula Eichenbrenner, [peichenbrenner@nutrition.org](mailto:peichenbrenner@nutrition.org).

## Principal Conference Patron

**\$25,000**

As a Principal Conference Patron, your company will receive:

- ✔ Support of one conference track of your choice (Nutrition and Disease, including Keynote Lecture; Bariatric Surgery and Nutrition; Foods and Supplements; and Obesity). Recognition to include: room signage; pre-session slide; verbal acknowledgment from session chair.
- ✔ Recognition as principal patron in conference materials and attendee communications
- ✔ Choice of co-branding attendee conference bags or computer kiosks (first come, first serve)
- ✔ Opportunity to present during a satellite session slot at a 50% discount
- ✔ Host the conference poster reception where attendees will display their latest research
- ✔ Four (4) complimentary attendee registrations
- ✔ Complimentary one-time use of both the preregistration attendee mailing list and final attendee list
- ✔ 6' Exhibit table in clinical exposition area; preferential placement for exhibitor presentation

## Major Conference Patron

**\$15,000**

Support of two (2) scientific sessions (choose from available sessions)

- ✔ Recognition to include: room signage; pre-session slide; verbal acknowledgment from session chair.
- ✔ Recognition as major patron in conference marketing materials and attendee communications
- ✔ 6' Exhibit table in clinical exposition area; preferential placement for exhibitor presentation
- ✔ Opportunity to present during a satellite session slot at a 25% discount
- ✔ Host one (1) coffee/refreshments break during the conference
- ✔ Two (2) complimentary attendee registrations
- ✔ Complimentary one-time use of both the preregistration attendee mailing list and final attendee list

# Support Opportunities

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## Supporting Conference Patron

**\$7,500**

Sponsorship of one (1) scientific session (choose from available sessions)

- ✔ Recognition to include: room signage; pre-session slide; verbal acknowledgment from session chair;
- ✔ Recognition as supporting patron in conference marketing materials and attendee communications
- ✔ 6' Exhibit table in clinical exposition area and/or ability to display company print materials on table in Exhibit Hall
- ✔ Two (2) complimentary attendee registrations
- ✔ Complimentary one-time use of both the preregistration attendee mailing list and final attendee list

## Support a Scientific Session (choose from available sessions)

**\$3,000**

- ✔ Recognition to include: room signage; pre-session slide; verbal acknowledgment from session chair; company print materials displayed in Exhibit Hall.

## Host a Poster Reception

**\$5,000**

- ✔ Support a poster reception for the conference—a networking event where attendees will showcase their latest research. There are two poster sessions available for sponsorship: Friday, June 22 from 5:45–7:00 pm and Saturday, June 23 from 6:00–7:30 pm.

## Coffee/Refreshments Break

**\$1,950**

- ✔ Recognition to include signage and table space for company print materials in serving area. Four breaks scheduled during conference (1-Friday, 2-Saturday, 1-Sunday).

# Support Opportunities

➡ To reserve support opportunities, please contact Paula Eichenbrenner, [peichenbrenner@nutrition.org](mailto:peichenbrenner@nutrition.org).

**Sole patron** of one (1) issue of Nutrition Notes Daily at Advances and Controversies in Clinical Nutrition 2012

**\$9,500**

- ✔ ASN will publish a special conference newspaper featuring live coverage of daily events, session highlights and other exciting content. As sole patron of one issue, your company will be granted all ad space in the publication, including front page banner, center spread and full page back cover ads. An excellent platform through which to message directly to conference attendees and high-impact clinical nutrition constituents.

**Ad space** in Nutrition Notes Daily or the on-site program and exhibit guide

**\$775–\$2,975**

- ✔ Please contact our publisher, John Carter, at CustomNEWS, 800-627-8723 for complete ad specs and rates.

**Corporate Satellite Sessions:  
Morning Discussion at Advances and Controversies in Clinical Nutrition**

**\$20,000**

Each morning, ASN industry and organizational partners are invited to host a morning discussion among selected panelists and conference attendees. The goal is to provide a stimulating exchange of ideas and information in an informal setting. The discussions will focus on hot or emerging topics of interest to professionals in the clinical nutrition arena. The industry/organizational partner will work with ASN to identify two panelists who will take questions from a professional moderator as well as the audience. The industry/organizational partner and ASN will work together to develop the questions to frame the discussion and engage the audience. Breakfast will be provided to all attendees.

## Benefits

- ✔ Recognition in conference marketing, attendee communications, and program (web, electronic and print)
- ✔ Company listing on conference signage
- ✔ Verbal recognition and pre-session slide at the start of the program
- ✔ Ability to exhibit at conference and/or display company materials in back of session room
- ✔ Complimentary meeting space for your program
- ✔ Unopposed time slot
- ✔ Complimentary registration service provided by the Society via our meeting registration system on a “first-come” basis
- ✔ One-time complimentary use of both the pre-registration attendee mailing list and final attendee list.