Enhancing Immune Resilience

VIRTUAL EXHIBITOR & SPONSORSHIP PROSPECTUS

November 12-13, 2020

Exhibit at this premier continuing medical education conference and reach a multi-disciplinary audience of nutrition science thought leaders and nutrition professionals from around the world. As a virtual exhibitor, you can expect the same high-caliber content and connection that has become synonymous with our event.

Visit theANA.org/PersonalizedNutritionSummit for detailed conference agenda and updates.
Each person’s immune system responds differently to viral exposure and infection. The immune system works in concert with other many physiological systems, and personalized nutrition can uniquely enhance immune preparedness by optimizing an individual’s functional status. Personalized nutrition practitioners bring much-needed services, helping to prepare society to meet the rising challenges of our modern world. Join the personalized nutrition community for Personalized Nutrition 2020, November 12-13, on our new virtual platform.

PERSONALIZED NUTRITION 2020

Business Leaders Forum | November 12, 2020

New this year! The Personalized Nutrition Business Leader Forum is a virtual day convening stakeholders across the personalized nutrition marketplace to discuss and showcase cutting-edge innovations, culminating in an online pitch slam for emerging companies and investors. Select cities (cities TBD) will host in-person networking dinners the evening of the Forum.

Networking breakouts throughout the day will connect attendees that have strong potential synergies. Attendees may also exhibit at and visit our virtual Nutrition Expo, showcasing personalized nutrition products and services. In a post-Covid-19 world, personalized nutrition will be more important for robust health than ever. By attending the BLF, attendees will learn about topics such as:

- State of the Personalized Nutrition Industry & Ecosystem
- Investing in Personalized Nutrition
- Digital Consumer Experience
- Interfacing with the Healthcare System and Practitioner
- Pitch Slam

Audience

- Health & Healthcare
- Emerging Companies
- Tech
- Food Industry
- Investors
- Scientists & Health Practitioners
Morning Session: Immune Resilience from Risk to Recovery
This session brings together thought leaders to discuss issues of risk, resistance, resilience, and recovery in immune preparedness.

Speakers:
- Jeffrey Bland, PhD, FACN, CNS
- Leo Galland, MD

Afternoon Session: Personalized Nutrition for Immune Resilience
Personalized nutrition professionals are experts in assessing and addressing the unique needs of individuals. This session examines the critical role of the nutrition practitioner in immune resilience and highlights key considerations in personalized assessment and intervention.

Speakers:
- Robert Alan Bonakdar, MD, FAAFP
- Deanna Minich, PhD, FACN, CNS
- Romilly Hodges, CNS, CKNS, CN, IFMCP

Virtual Expo & Conference Contact
Meredith Twohy, Nutrition Education Manager
Cell: 858-603-8105 Email: MTwohy@theANA.org

Benefits of Exhibiting Virtually
Personalized Nutrition 2020℠ is a nationally accredited continuing medical education conference for an elite group of physicians, nutrition professionals, healthcare professionals, academics, scientists and researchers to share their knowledge, network and advance their skills in the field of nutrition science. As a virtual exhibitor, you will have the opportunity to showcase your company's products and services to a targeted health care population active in the field of nutrition. As a virtual exhibitor, you can expect the same caliber and multidisciplinary attendee mix that you would see if the event were happening live. Here are just a few benefits exhibiting offers:

- Interact virtually with influential decision makers
- Build brand visibility for your company in a competitive marketplace
- Expand your prospect place and strengthen existing customer relationships
- Introduce new products and services
- Generate new sales leads
Nutrition Expo Schedule

Times are tentative and subject to change. Visit theANAnutritionsummit for detailed agenda.

### PERSONALIZED NUTRITION 2020

#### Business Leaders Forum

**Thursday, November 12, 2020 (All times in Eastern Standard Time)**

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
</tr>
</thead>
<tbody>
<tr>
<td>7-10 a.m. EST</td>
<td>Virtual Exhibit Hall &amp; Networking</td>
</tr>
<tr>
<td>10:50-11:10 a.m. EST</td>
<td>Virtual Exhibit Hall &amp; Networking</td>
</tr>
<tr>
<td>12:40-1:25 p.m. EST</td>
<td>Virtual Exhibit Hall &amp; Networking</td>
</tr>
<tr>
<td>2:25-2:45 p.m. EST</td>
<td>Virtual Exhibit Hall &amp; Networking</td>
</tr>
<tr>
<td>6-9 p.m. (Time zones will vary)</td>
<td>Exclusive, in-person networking dinner in select cities across the U.S (attendance will be capped)</td>
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</tbody>
</table>

### PERSONALIZED NUTRITION 2020

#### Science & Practice Conference

**Friday, November 13, 2020 (All times in Eastern Standard Time)**

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
</tr>
</thead>
<tbody>
<tr>
<td>7-10 a.m. EST</td>
<td>Virtual Exhibit Hall &amp; Networking</td>
</tr>
<tr>
<td>11:15-11:30 a.m. EST</td>
<td>Virtual Exhibit Hall &amp; Networking</td>
</tr>
<tr>
<td>12:40-1:45 p.m. EST</td>
<td>Virtual Exhibit Hall &amp; Networking</td>
</tr>
<tr>
<td>3-3:30 p.m. EST</td>
<td>Virtual Exhibit Hall &amp; Networking</td>
</tr>
</tbody>
</table>

### Past Exhibitors

- Allergy Research Group
- AcuIntegra, Inc
- Allergy Research Group
- Bio-Botanical Research
- Bio-Tech Pharmacal
- Biotics Research, Corp.
- Bragg Health Foundation
- Carlson Laboratories, Inc.
- Cell Science Systems, Corp.
- Cyrex Laboratories
- CV Sciences
- DHA Laboratory
- Designs for Health Doctors Supplement Store
- DNA Life
- Dunwoody Labs
- Emerson Ecologics
- Enzyme Science
- Essential Formulas
- Fortifye Vitamins
- Fullscript
- Genova Diagnostics, Inc.
- GrassrootsHealth Nutrient Research Institute
Exhibitor History

- Number of Exhibitors in 2013: 18
- Number of Exhibitors in 2014: 15
- Number of Exhibitors in 2015: 23
- Number of Exhibitors in 2016: 39
- Number of Exhibitors in 2017: 18
- Anticipated Number of Exhibitors in 2020: 45

Attendee Demographics*

Attendance

- 2013 Attendance: 238
- 2014 Attendance: 186
- 2015 Attendance: 287
- 2016 Attendance: 443
- 2017 Attendance: 357
- 2018 Attendance: 447
- 2019 Attendance: 445
- 2020 Anticipated Virtual Attendance: 500
Degree/Certification Breakdown

→ 56% Nutritionist:
  o Certified Nutrition Specialist (CNS)
  o Registered Dietician (RD)
  o Certified Clinical Nutritionist (CCN)
  o Master of Science (MS)
→ 11% PhD
→ 9% Physician (MD/DO)
→ 2% Naturopathic Doctor (ND)
→ 22% Other Includes:
  ■ LAc
  ■ Chiropractors
  ■ Family Nurse Practitioner (FNP)/Nurse Practitioner (NP)
  ■ Students
  ■ Pharmacists (PharmD)

Primary Specialty

→ 46% Clinical Practice
→ 18% Education
→ 16% Other
→ 9% Industry
→ 1% Government

*The above attendee demographic information based on the 2019 in-person conference.
# Nutrition Expo Opportunities

## Premiere Sponsorship Opportunities

<table>
<thead>
<tr>
<th>Business Leaders Forum In-Person Networking Dinner Sponsor</th>
<th>Premiere Sponsor $10,000</th>
<th>Platinum Sponsor $7,500</th>
<th>Gold Sponsor $5,000</th>
<th>Silver Sponsor $3,000</th>
</tr>
</thead>
<tbody>
<tr>
<td>All access Summit Passes (includes Business Leaders Forum AND the Science &amp; Practice Conference)</td>
<td>10</td>
<td>10</td>
<td>8</td>
<td>6</td>
</tr>
<tr>
<td>Non-CME Virtual Product Demo/Product Theatre (See details below)</td>
<td>*</td>
<td>*</td>
<td>*</td>
<td>*</td>
</tr>
<tr>
<td>Networking Lounge Logo Visibility (Details to be determined once virtual event platform confirmed)</td>
<td>*</td>
<td>*</td>
<td>*</td>
<td>*</td>
</tr>
<tr>
<td>Premiere Virtual Exhibit Booth (See details below)</td>
<td>*</td>
<td>*</td>
<td>*</td>
<td>*</td>
</tr>
<tr>
<td>Standard Virtual Exhibit Booth (See details below)</td>
<td>*</td>
<td>*</td>
<td>*</td>
<td>*</td>
</tr>
<tr>
<td>Non-CE/CME Pre Conference Webinar (Content provided by Sponsor and hosted on ANA website)</td>
<td>*</td>
<td>*</td>
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<td>*</td>
</tr>
<tr>
<td>Host a Business Leaders Forum Session</td>
<td>*</td>
<td>*</td>
<td>*</td>
<td>*</td>
</tr>
<tr>
<td>Inclusion in the attendee virtual scavenger hunt including one prize/product included as raffle prize</td>
<td>*</td>
<td>*</td>
<td>*</td>
<td>*</td>
</tr>
<tr>
<td>Logo Visibility on Virtual Event Platform*</td>
<td>*</td>
<td>High</td>
<td>High</td>
<td>Med</td>
</tr>
<tr>
<td>Verbal Recognition at Business Leaders Forum</td>
<td>*</td>
<td>*</td>
<td>*</td>
<td>*</td>
</tr>
<tr>
<td>Recognition in Marketing Materials, Event Website &amp; Social Media Channels*</td>
<td>*</td>
<td>*</td>
<td>*</td>
<td>*</td>
</tr>
<tr>
<td>Pre Conference chaperoned email (Content to be approved and sent by the ANA).</td>
<td>*</td>
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</tr>
</tbody>
</table>

*Advertising and sponsor recognition must comply with ACCME requirements.*

## Virtual Exhibit Opportunities

### Non-Profit and/or Start Up Virtual Exhibitor Package

This rate is available only to 501(c) (3) organizations and/or companies in the early stages of business development.

**Included:**
- Company name & logo within virtual event platform
- Link to company website within virtual event platform
- 100-word description within virtual event platform
- One educational resource (flyer, brochure, etc.) within virtual event platform
- Recognition on event website with link to your organization’s website

$750
Complimentary Summit registration for 2 company representatives to attend all virtual sessions and networking activities (includes Business Leaders Forum AND the Science & Practice Conference)

CME/CE credit (Science & Practice portion only) – Exhibitors wishing to receive CME/CE credit must complete the post conference evaluation to receive a CME/CE certificate

10% discount on in-person Personalized Nutrition 2021 Summit taking place September 28-October 1, 2021 in Chicago, IL

<table>
<thead>
<tr>
<th>Standard Virtual Exhibitor Package</th>
<th>$1,000</th>
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<tbody>
<tr>
<td>Included:</td>
<td></td>
</tr>
<tr>
<td>Company name &amp; logo within virtual event platform</td>
<td></td>
</tr>
<tr>
<td>Link to company website within virtual event platform</td>
<td></td>
</tr>
<tr>
<td>100-word description within virtual event platform</td>
<td></td>
</tr>
<tr>
<td>One educational resource (flyer, brochure, etc.) within virtual event platform</td>
<td></td>
</tr>
<tr>
<td>Complimentary Summit registration for 2 company representatives to attend all virtual sessions and networking activities (includes Business Leaders Forum AND the Science &amp; Practice Conference)</td>
<td></td>
</tr>
<tr>
<td>Recognition on event website with link to your organization’s website</td>
<td></td>
</tr>
<tr>
<td>10% discount on in-person Personalized Nutrition 2021 Summit taking place September 28-October 1, 2021 in Chicago, IL</td>
<td></td>
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<table>
<thead>
<tr>
<th>Premiere Virtual Exhibitor Package</th>
<th>$2,000</th>
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<tbody>
<tr>
<td>Included:</td>
<td></td>
</tr>
<tr>
<td>Company name &amp; logo within virtual event platform</td>
<td></td>
</tr>
<tr>
<td>Link to company website within virtual event platform</td>
<td></td>
</tr>
<tr>
<td>100-word description within virtual event platform</td>
<td></td>
</tr>
<tr>
<td>Up to three educational resources (flyer, brochure, etc.) within virtual event platform</td>
<td></td>
</tr>
<tr>
<td>Complimentary Summit registration for 4 company representatives to attend all virtual sessions and networking activities (includes Business Leaders Forum AND the Science &amp; Practice Conference)</td>
<td></td>
</tr>
<tr>
<td>Your company representative contact information within virtual event platform</td>
<td></td>
</tr>
<tr>
<td>Ability to live chat and engage directly with virtual attendees within your virtual exhibit booth</td>
<td></td>
</tr>
<tr>
<td>Ability to set up one-on-one meetings directly with virtual attendees</td>
<td></td>
</tr>
<tr>
<td>Recognition on event website with link to your organization’s website</td>
<td></td>
</tr>
<tr>
<td>15% discount on in-person Personalized Nutrition 2021 Summit taking place September 28-October 1, 2021 in Chicago, IL</td>
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</table>

A la Carte Sponsorship Opportunities

All confirmed virtual exhibitors can add on the below sponsorships to increase engagement within Personalized Nutrition 2020.

<table>
<thead>
<tr>
<th>Non-CME Virtual Product Demo/Product Theatre</th>
<th>$2,500</th>
</tr>
</thead>
<tbody>
<tr>
<td>Virtual exhibitors are encouraged to take advantage of this opportunity to present an in-depth, non-accredited educational session, highlighting a new service, program, or the development of a particular product. This sponsorship opportunity includes up to a 30-minute, pre-recorded program that will be posted on a specific date and time during Personalized Nutrition 2020.</td>
<td></td>
</tr>
</tbody>
</table>
then continue to be available on-demand through November 30, 2020. **The deadline to submit your application is Friday, October 16, 2020.**

### Included:
- Inclusion of marketing collateral and conference app
- Metrics and lead retrieval information of attendees who viewed the theatre
- Ability to have moderated chat
- Time slots available:
  - Thursday, November 12, 2020 (Breakfast and lunch options)
  - Friday, November 13, 2020 (Breakfast and lunch options)

### Not Included:
- We cannot guarantee attendance during the virtual theatre

### Gamification
To encourage meaningful interaction with our virtual exhibitors, we will be implementing gamification within our virtual event. Attendees will be encouraged to visit all exhibit booths via a virtual scavenger hunt for the chance to be entered into a raffle drawing. **Premiere Virtual Exhibitors** are automatically included in the gaming experience. **Non-Profit/Start Up Virtual Exhibitors** can select this à la carte gamification sponsorship for inclusion in the game. This includes one prize/product included as raffle prize.

<table>
<thead>
<tr>
<th>Sponsorship</th>
<th>Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>Pre conference chaperoned email</td>
<td>$1,000</td>
</tr>
<tr>
<td>Business Leaders Forum In-Person Networking Dinner (Exclusive sponsorship in 5-10 select cities)</td>
<td>$10,000</td>
</tr>
<tr>
<td>Custom Sponsorship</td>
<td>$10,000</td>
</tr>
</tbody>
</table>

### Details coming!
Sponsorship includes:
- 10 all access Summit Passes (includes Business Leaders Forum AND the Science & Practice Conference)
- Verbal recognition at Business Leaders Forum
- Premiere Virtual Exhibit Booth
- Complimentary Dinner tickets
- 5-10 minute welcome announcement during dinner by your company representative
- Company name and logo recognition on dinner signage

### Virtual Exhibit Rules & Regulations

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Application Review

For a virtual exhibit application to be accepted, the products and services must be educational in nature and relate to the educational activity content. We reserve the right to accept or reject a potential exhibitor based on its assessment of whether the company/organization’s products and/or services are relevant to the conference content. All exhibit applications will be reviewed by the American Nutrition Association.

Exhibitor Payment/Confirmation/Space Assignments

- All applications must be received by Monday, November 2, 2020. Upon receipt of the application a confirmation email will be sent.
- Payment must be received prior to the virtual conference commencement in order to guarantee exhibit space.
- The exhibit cancellation deadline is Monday, November 2, 2020. A $250 processing fee will be retained. After Monday, November 2, 2020 no refunds will be granted.

CME Guidelines Related to Educational Grants, Virtual Exhibit Space, and Promotional Activities

In compliance with the ACCME Standards for Commercial Support, arrangements for commercial exhibits or advertisements cannot influence planning or interfere with the presentation, nor can they be a condition of the provision of commercial support for CME activities.

- Exhibit and other promotional fees shall be separate and distinct from educational grants/commercial support.
- All exhibitors must be in a separate virtual space distinct from the virtual CME education and the exhibits must not interfere or in any way compete with the learning experience prior to, during, or immediately after the activity.
- Company representatives must refrain from holding any commercial discussions in the virtual educational ballroom. All promotional activities including interviews and demonstrations must be made within the exhibitor’s virtual space. Distributing promotional materials outside the exhibitor’s virtual exhibit space is not permitted.
- Commercial interest representatives may attend the virtual CME activities at the discretion of the American Nutrition Association for the direct purpose of the representatives’ own education. However, they may not engage in sales or marketing activities while in the virtual educational activity.

Conference Modification or Cancellation

We reserve the right to modify the course’s schedule or program as necessary. We also reserve the right to cancel this conference, in which case a full refund of the registration and/or exhibit fees will be provided.

Failure to log in to the virtual broadcast with no prior written cancellation will result in complete forfeiture of conference registration fees. Conference materials are available only to participants.
Just as is the case with our in-person conference, participation is limited to the paid registrant. Log-in information is unique and cannot be shared.

**Recording and Photography Clause**

We reserve exclusive rights to record (audio and video) and/or photograph all conference proceedings for use in marketing materials, presentations and course content sales.