



Wisconsin Dietetic Association
1411 West Montgomery Street
Sparta, WI 54656-1003
888-232-8631
608-269-0043 fax
wda@centurytel.net
www.eatrightwisc.org



September 2010

The Wisconsin Dietetic Association's 76th annual conference is April 6-8, 2011 at the Grand Geneva Resort in Lake Geneva, Wisconsin (<http://grandgeneva.com/>). This conference attracts 300-400 dietetic professionals from throughout Wisconsin and adjoining states. Conference participants are influential individuals and key decision makers from a wide variety of work settings. This is a wonderful opportunity to communicate with dietetic professionals who work in diverse health care, foodservice, and community nutrition settings, including hospitals, long term care facilities, clinics, institutional dining service operations, schools, government, supermarkets, health clubs, entrepreneurial businesses, industry, research facilities, and more.

This year Wisconsin Dietetic Association (WDA) conference celebrates 76 years of rolling forward in nutrition education, which is an important focus for many of these dietetic practitioners. The WDA conference is the ultimate stage to promote your product, service or message to an enthusiastic audience.

Consider some of the exciting options available to make your participation rock as WDA members move forward in providing nutrition education:

- W**in by increasing your customers through promoting your products in 2½ hours of unopposed exhibits at the conference.
- D**isplay your quality services and products that your business offers through direct contact with potential customers.
- A**dvertise in our conference brochure to draw attention to your business products and services that reaches over 2400 dietetics professionals. Companies that exhibit receive additional advertising.

- R**ock with dietetic professionals during the 2 ½ hours of unopposed exhibit time at the WDA conference.
- O**btain a special money savings discount by registering to be an exhibitor prior to December 15, 2010. This is good business sense in these tough economic times.
- C**onference attendees, if not your current customers, may become a customer through your presence at the conference.
- K**nowledgeable companies are smart to exhibit at the WDA conference.
- S**upport student scholars with a gift or monetary donation to the silent auction.

Please complete the appropriate attached section(s) to make your selection for the option that best suits your company. If you have another creative way to participate, contact Lynn Edwards, our Executive Coordinator, 888-232-8631 or wda@centurytel.net.

Thank you for taking time to review this request. The early bird special rate to participate in our **76 year celebration** ends **December 15th, 2010.**

Sincerely,

Karen Lacey, MS, RD, CD
Laura Rowell, MPH, RD
Ellen Sullivan, MS, RD, CD

Conference Chair laceyk@uwgb.edu
Exhibit Chair lrowell@greenbay.k12.wi.us
Development Chair ellen.sullivan@dpi.wi.gov

Section I - EXHIBIT**WDA Exhibitor Registration Form – 2011**

Complete this section if you are interested in exhibiting **Thursday, April 7, 2011** at the Grand Geneva Resort in Lake Geneva, from 9:45 am-12:15 pm. The exhibit package includes an 8' x 10' booth with 8' high back wall drapes, 3' high side divider drapes, 8' draped table and two chairs. A 7" x 44" exhibitor identification sign will be provided if registered by March 24, 2011. Your company may sell its products. All sales will be subject to Wisconsin State Tax.

Exhibitor set-up begins at 7 a.m. Thursday, April 7, 2011. Exhibits must be dismantled by 2 p.m. that evening (April 7). A simple game will be used to draw attendees to the booth. Details will be provided to exhibitors at set-up.

YES! My company would like to exhibit at the 2011 WDA Annual Conference.

The fee is ~~\$425.00~~. **[\$525.00 after December 15, 2010]**. WDA Tax ID Number is 23-7032400

My **booth** will require electricity (standard 110 volt outlet) **Outlet(s)** _____ **(# requested)**

\$50.00 charge per outlet

My company will need _____ **lunch tickets**. \$22.00 for each ticket.

Special Discount for Exhibitors that Attend Conference A 25% discount on **conference** registration fee (**not exhibitor fee**) for up to 2 employees is available to exhibitors who are interested in attending the WDA conference. This discount will apply to either the one or two day conference fee (excludes pre-conference). My company would like to receive conference registration fee discount for ___1 day or ___2 days.

List names (*maximum of 2*) of those attending the conference at the discounted rate.**

1) _____ 2) _____

WDA should send confirmation materials to:

Name : _____

Company: _____

Address: _____

City, State, Zip Code: _____

Phone _____ Fax _____ E-mail _____

Type of product/service being displayed: _____

Companies we wish not to be located near: _____

Charge my Visa, Discover or MasterCard # _____ Exp Date ____/____

Signature _____ 3 digit code on back ____ Billing Zip Code _____

Total amount enclosed or charged: \$ _____ (Note: Return this page if participating in Section I only).
(\$425 or **[\$525 after Dec. 15th]** plus \$50 for each outlet plus lunch tickets if desired)

PLEASE NOTE: Confirmation letters will be sent with brochure information beginning the end of January. If you have any special exhibit booth needs, the exhibit company will contact you.

**Employees taking advantage of the 25% registration discount will need to complete and submit the registration form to the WDA office separately.

Exhibitor Refund Policy: Full refund (minus \$50 administrative fee) if written notice is given before conference brochure goes to print in January, 50% refund after conference brochure is printed, no refunds after March 1, 2011.

Return form to: Wisconsin Dietetic Association, Inc., 1411 West Montgomery St., Sparta, WI 54656-1003
Office 888-232-8631, Fax 608-269-0043, wda@centurytel.net; www.eatrightwisc.org

Section II- SPONSORSHIP If interested in providing a monetary sponsorship of tote bags, binders or a meal during the 2011 Annual Conference please complete this section.

YES! My company is interested in sponsoring: tote bags_____ binders_____ meal or break_____ Amount of sponsorship _____

Please indicate meal or break preference:
April 7 lunch_____ April 7 Break_____ April 8 Awards luncheon_____ April 8 Break_____

Section III- SILENT AUCTION If interested in donating to the silent auction to help student scholars please complete this section.

____ **YES!** We are interested in the silent auction.

Item(s) to be donated _____

Description of items(s)

Dollar value \$ _____ Suggested minimum bid \$ _____ Expiration date (if applicable) _____

____ I will bring the item(s) to the WDA Annual Conference exhibit hall by 8:00 a.m. April 7, 2011

____ I will ship the item(s) to the WDA office by March 19, 2011

Section IV- EDUCATIONAL GRANT If interested in supporting WDA with an unrestricted educational grant please complete this section.

____ **YES!** My company is interested in supporting WDA in the amount of _____

Section V- ADVERTISING If interested in advertising in the WDA conference program brochure, please complete this section.

____ **YES!** My company is interested in placing an advertisement in the program brochure.

____ 1/4 Page (3.5 in. x 4.75 in.) = \$ 125.00

____ 1/2 Page (7 in. x 4.5 in.) = \$ 250.00

____ Full Page (7 in. x 9.5 in.) = \$ 400.00 (brochure size is 8.5 x 11)

Please email a jpg or pdf attachment to WDA office at wda@centurytel.net no later than December 15, 2010.

Section VI- WEBSITE ADVERTISING If interested in sponsoring the WDA web page located at www.eatrightwisc.org, please complete this section. Web sponsors are recognized with an ad on the web page and in the *WDA Communiqué* newsletter (1700 members). Also, once the ad is posted, the Executive Coordinator sends an e-mail to everyone on the WDA member electronic mailing list (listserv) announcing the new sponsor and providing a link to the website.

____ **YES!** My company is interested in sponsoring the website.

____ \$375 for 1 month _____ \$1000 for 3 months _____ \$1800 for 6 months

Preferred month(s) _____

Select any month(s) and we will notify you of availability of month selection as soon as possible after submission of form. **Website ad is due two weeks before the month the ad will run.**

WDA Recommendations for submitting information

- ✓ Please submit text in either an e-mail or MS Word document or pdf format.
- ✓ Please submit graphics for inclusion on the Sponsor page in .jpg or .gif format at the size you would like them to appear on the page. These are the graphic formats used on the Internet.
- ✓ Do not submit graphics in a MS Word file. You may use a graphic in a Word file to show the desired placement for the graphic, however, also submit it separately as a .jpg or .gif. Otherwise you can submit in a pdf format.
- ✓ If you do not have resources available to modify your graphics to the desired size in .jpg or .gif format, we can modify graphics for an additional charge of \$50. The graphic formats we can work with are: tif, bmp, pdf.

