September 16–19, 2022
JW Marriott Desert Springs Resort & Spa • Palm Desert, California

Exhibitor Prospectus

Presented by: A 501(c)3 not-for-profit organization
The Plantrician Project, a 501(c)3 not-for-profit organization, is the
galvanizing force designed to
reach physicians and healthcare professionals, both here and
abroad, with a multi-faceted
initiative that educates, equips
and empowers them and their
patients and clients, paving the
way for a shift to a plant-based lifestyle.

Vision
A nation—and a world—in which all physicians,
healthcare providers and health influencers have
embraced the dietary paradigm shift to a whole food,
plant-based diet; in turn, effectively promoting
patient and client adoption of this health-protecting,
disease-fighting way of living. The result: the
transformation and regeneration of human health,
health care, and the food ecosystem.

Mission
To educate, equip and empower our physicians,
healthcare practitioners and other health influencers
with knowledge about the indisputable benefits of
whole food, plant-based nutrition.

Multi-faceted Initiative Components
Strategic initiative components are uniquely
designed to achieve the goals and objectives of The
Plantrician Project, with the InternationalPlant-
Based Nutrition Healthcare Conference being our
premier medical education event.

We Value
• optimal health
• evidence-based information about whole food plant-
based nutrition
• the power of the whole food plant-based plate to
optimize the health of the interconnected food
ecosystem
• the exponential impact of physicians and healthcare
providers to transform individuals, families, and
communities by prescribing food as medicine
• the role of each local healthcare organization and
provider to become the true resource for optimal health
in their community
• the potential of regenerative organic agriculture to
restore soil and human health, thereby preserving our
world’s precious natural resources
• stewardship of resources to optimize the health of the
whole
• community, unity, and collaboration
• honoring the inherent value of the individual
• the power of hope and inspiration to help
individuals transform their lives

Become a PBNHC Exhibitor. Contact Andréa Dunnam, Director of Events, at
914.318.2059 or via email at adunnam@plantricianproject.org

pbnhc.com
Our Conference

The inaugural International Plant-Based Nutrition Healthcare Conference (PBNHC) was held in October 2013, attended by physicians from six countries and medical professionals from across the nation. In 2019, our event’s attendance was over 1,000 and represented 27 countries.

This CME accredited event has included conference faculty such as: Drs. Caldwell Esselstyn, William Li, John McDougall, Neal Barnard, T. Colin Campbell, Michael Greger, Doug Lisle and other prominent voices.

This year’s International Plant-Based Nutrition Healthcare Conference (PBNHC) is set for September 16-19, 2022 at the JW Marriott Desert Springs Resort & Spa, featuring an outstanding conference faculty. We expect over 1,000 physicians and medical professionals — those who are looked to by patients for dietary recommendations.

Attendees – At-A-Glance

*Others—Pharmacists, PhD’s, Psychologists, DDS, DC’s, Naturopathic Doctors, Healthcare Executives, etc.

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Why Exhibit?

Our nation is facing a looming pandemic of diet-related chronic disease. The consequences for individuals, families, businesses and our country are incalculable. We have the power to address this before it’s too late.

How do we effectively reach, inspire and guide Americans and other populations of the Western world to make the shift from a toxic Western Diet to the whole food, plant-based dietary lifestyle that’s optimal for both human health, healthcare system sustainability and global resource preservation?

**Physicians and healthcare professionals hold the key—they are often the gatekeepers of patient and client dietary recommendations.** Individuals may read books and watch films that espouse the benefits of a plant-based lifestyle; but, until physicians and other wellness practitioners across the nation understand and embrace the benefits and, in turn, promote patient adoption, this dietary shift on a broad scale will be elusive.

Join with us in reaching this important audience and, in turn, grow market share for your product or service by becoming a corporate exhibitor.

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*pbnhc.com*
Corporate Exhibitors

As an exhibitor of 2022 PBNHC, your company or organization will receive a positive association with a revolutionary and game-changing concept in healthcare, as you gain access to key healthcare leaders capable of influencing consumer opinions and actions. While custom packages are available upon request, the chart below outlines the standard packages and their associated amenities.

<table>
<thead>
<tr>
<th>Platinum</th>
<th>Gold</th>
<th>Silver</th>
<th>Bronze</th>
<th>Info Opp</th>
</tr>
</thead>
<tbody>
<tr>
<td>$25,000</td>
<td>$10,000</td>
<td>$5,000</td>
<td>$2,500</td>
<td>$1,000</td>
</tr>
<tr>
<td>Logo and profile included in the Conference Program</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
</tr>
<tr>
<td>Recognition in all official pre/post conference communications and promotion materials</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
</tr>
<tr>
<td>Logo on website with your URL</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
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<tr>
<td>Social media promotion</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
</tr>
<tr>
<td>Use of the conference name/logo for promotions (PBNHC sign-off required)</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
</tr>
<tr>
<td>Conference Registrations*</td>
<td>6 ($7,500 value)</td>
<td>4 ($5,000 value)</td>
<td>2 ($2,500 value)</td>
<td>1 ($1,250 value)</td>
</tr>
<tr>
<td>Tabletop Exhibit</td>
<td>2 - 6ft</td>
<td>1 - 6ft</td>
<td>1 - 6ft</td>
<td>1 - 6ft</td>
</tr>
<tr>
<td>Promotion in the Conference Program</td>
<td>Full pg</td>
<td>1/2 pg</td>
<td>1/4 pg</td>
<td></td>
</tr>
<tr>
<td>Promotional item in attendee gift bags</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
</tr>
<tr>
<td>Logo displayed during all session breaks</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td></td>
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<tr>
<td>Recognition during Welcome Reception</td>
<td>X</td>
<td>X</td>
<td></td>
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<tr>
<td>Recognition on PlantBasedDocs.com, the Plantrician Project Resource Portal and in the quarterly Plantrician Project Newsletter</td>
<td>X</td>
<td>X</td>
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<tr>
<td>Premium signage featuring your corporate logo throughout the event space</td>
<td>X</td>
<td>X</td>
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<tr>
<td>Recognition during all meal functions</td>
<td>X</td>
<td>X</td>
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<tr>
<td>Exclusive premier conference recognition (i.e. PBNHC “Presented By” Company X)</td>
<td>X</td>
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</tr>
</tbody>
</table>

*All levels entitled to one additional representative at discounted rate of $750.

Consistent with The Plantrician Project’s 501(c)3 status, as an exhibitor of the International Plant-Based Nutrition Healthcare Conference, your organization will be well publicized—who you are and what you do. Even though we are prohibited from advertising your specific goods or services, you may certainly do so from your display table at the conference.

Become a PBNHC Exhibitor. Contact Andréa Dunnam, Director of Events, at 914.318.2059 or via email at adunnam@plantricianproject.org
Exhibitor Details

For more information on 2022 Exhibitor Opportunities or to discuss a custom package:
Contact Projects Manager Andréa Dunnam at 914.318.2059 or via email at adunnam@plantricianproject.org.

Ask us about customizing an exhibitor package for your company!

Approval Process
Please send your company profile and what you will be promoting at the conference as our committee needs to review all exhibitor prospects before being approved.

Info Opp (Product Sample or Information Distribution Opportunity — see pg. 4)
If you have a product or service that is consistent with the subject matter of the International Plant-Based Nutrition Healthcare Conference that you would like to make available to our conference attendees, pending committee approval, it may be included in the attendee registration gift bags.

Exhibit Tables
Under no circumstance can sponsor exhibit tables be shared.

Standard booth dimensions are 10′W x 6′D.
Standard table dimensions are 6′W x 2.5′D. One waste basket and two chairs are also included.

Annual Exhibitor Fee
Exhibitors receive the benefits outlined in the chart on page 4 as consideration for the Annual Exhibitor Fee. Exhibitorship runs from May 1, 2022, or the date of signed contract, through the post-event communication campaign, concluding April 30, 2023. Exhibitor opportunities are on a first-come, first-served basis. Prior to Covid-19, we sold out of exhibitor opportunities the previous 2 years. So, please don’t miss out, reserve your space early.

Additional Fees
Any additional requirements such as electricity, Internet, equipment, shipping/receiving/handling, etc., may carry additional fees and are the sole responsibility of the exhibitor. Payments for such requirements are due before the conference commences.

Exhibitor Recognition
Once your company has been approved to be a 2022 PBNHC Exhibitor, The Plantrician Project will need you to provide the following information at the time of submitting your signed Sponsor Agreement:

• a jpg and PC-compatible Illustrator eps file
• a brief (50–100 word) paragraph
• the company URL

Liability Disclaimer
Each Exhibitor will be responsible for the tabletop display area allotted to them during the conference and will keep it from hazards to persons on the premises. The PBNHC and its members will not be responsible for any injury that may occur to exhibit operators, their associates, or employees. It is agreed that in no case shall the PBNHC and its members be responsible for any loss, theft or damage by fire, or any injury to any person or article. Each exhibitor is responsible for complying with all federal, state, local and conference facility fire and safety codes.

We appreciate your contribution and look forward to working with you!

 Become a PBNHC Exhibitor. Contact Andréa Dunnam, Director of Events, at 914.318.2059 or via email at adunnam@plantricianproject.org
INSTRUCTIONS: Please complete all sections below, sign and return by either fax or e-mail as indicated at the bottom of this form. A non-refundable payment of 50% of the Exhibitor investment is due upon execution of this Agreement, with final balance due on or before Monday, August 1, 2022.

Company Name:________________________________________________________________________
Contact Name:_________________________Title:________________________________________________________________________
Address:______________________________________________________________________________
City:________________________________State:_________Zip:______________________________
Phone:_________________________Fax: ______________________________________________________
Email: ______________________________________________________________

Please indicate your selected Partner level:
☐ PLATINUM..........................................................$25,000  ☐ GOLD ................................................. $10,000
☐ SILVER..............................................................$5,000  ☐ BRONZE ................................................. $2,500
☐ Product Sample or Information Distribution Opportunity ............................................................ $1,000
☐ I wish to add one additional representative to my exhibitor level ............................................. $750
☐ Check here if you DO NOT wish to use the tabletop exhibit area included in your package.

Please list the name and email of the person(s) manning your exhibit table:
1) ____________________________ 1 For Bronze Level
2) ____________________________ 2 For Silver Level
3) ____________________________ 4 For Gold Level
4) ____________________________ 4 For Gold Level
5) ____________________________ 6 For Platinum Level
6) ____________________________ 6 For Platinum Level
7) ____________________________ Additional Rep.

NOTE: We must have names and email addresses for company representatives so we may grant them full registration to the conference, wherein designated meals are included.

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Payment Method:

- □ CHECK (made payable to The Plantrician Project)  □ VISA  □ Mastercard  □ AMEX

Card Number: ___________________________  Exp. Date: ___________ / ___________

Name on Card: ___________________________

Billing Address: ___________________________

Authorized Signature: ___________________________

Completion and submission of this Exhibitor Agreement constitutes a binding agreement. Purchase of said exhibitship entitles the Exhibitor to receipt of the package amenities outlined in the Exhibitor Prospectus – unless otherwise modified in writing. Any additional requirements (electricity, internet, equipment, etc.) may carry additional fees and are the sole responsibility of the exhibitor. The Plantrician Project is a 501(c)3 not-for-profit organization.

General Exhibitor Information

Exhibitor Recognition

- Please provide both a jpg and eps file of your corporate logo.
- Please provide a brief (50-100 word) paragraph describing your company (please submit this via email).
- Please provide the company URL to which you wish your corporate logo to link from the PBNHC website.
- If your exhibitship includes an advertisement in the PBNHC program booklet (Silver and higher level only), your ad copy deadline will be Monday, July 25, 2022. Please see the following page for ad specifications.

Liability Disclaimer

Each Exhibitor will be responsible for the tabletop display area allotted to them during the conference and will keep it from being hazardous to other people on the premises. The PBNHC and its members will not be responsible for any injury that may occur to exhibit operators, their associates, or employees. It is agreed that in no case shall the PBNHC and its member be responsible for any loss, theft or damage by fire, or any injury to any person or article. Each exhibitor is responsible for complying with all federal, state, local and conference facility fire and safety codes.

Also, photos and/or video will be taken throughout the conference. By signing below, you also give permission for TPP to use those photos and/or video in promotion and/or marketing of TPP or PBNHC.

If a written signature is not possible, an “X” in the box below serves as the electronic signature of the individual accepting the above Liability Disclaimer statement.

Authorized Signature: ___________________________

☐ Electronic Signature  Date: ___________  Completed by: ___________________________

We appreciate your partnership and look forward to working with you!

International Plant-Based Nutritional Healthcare Conference

c/o The Plantrician Project • P.O. Box 266 • New Canaan, CT 06840 - 0266
Phone: 203.594.1632 • Fax: 888.886.5170 • Email: adunnam@plantricianproject.org

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Page specs for PBNHC Program

PAGE SIZE –
8.5 inches x 11 inches
(1/2 inch border)

Full page ad
7.5 inches wide x 10 inches high

Half page ad
7.5 inches wide x 5 inches high

Quarter page ad
3.75 inches wide x 5 inches high

Send camera-ready art to:
adunnam@plantricianproject.org
no later than Monday, July 25, 2022

Please submit CMYK art as:
• Press quality PDF (preferred)
• Illustrator CS2 or lower (fonts converted to outlines)
• Photoshop 300 dpi jpg

Do not email files larger than 9MB
Call 561.810.6713
or 914.318.2059
with any questions

*Page shown at 65%.