



# Exhibitor Prospectus

## Guide to exhibitor opportunities at FoodMed 2011

October 18-19, 2011 • Seattle, Washington • Hyatt Olive 8 Hotel | [www.foodmed.org](http://www.foodmed.org)

# Exhibit at FoodMed 2011 and Connect with Your Customers

FoodMed 2011 is where leaders in the health care sector and vendors of products and services which support sustainable food systems meet.

Health care providers know that products can impact our health and the environment. They are finding opportunities to improve the environment, occupational health, patient safety, children's health, and public health by choosing safer, cleaner, more sustainable products and practices. FoodMed offers an opportunity for vendors with ecologically preferable products and nutritious, sustainably produced foods to meet the leaders in the health care sector who purchase these products. This unique conference brings together vendors with the health care leaders and purchasers at the forefront of implementing ecologically preferable products and services in their facilities.

## Exhibitor Benefits

- **Time dedicated solely for exhibits** to ensure traffic flow to your booth
- **Company name listed in Exhibitor Guide** (application and full payment received by September 30, 2011), which will be part of the conference registration package given to all participants. The Exhibitor Guide will include: contact information, environmental vision statement, products displayed, and index of products (250 words maximum)
- **Company name listed in GreenHealth magazine** (payment and information received by August 1, 2011) mailed to 1,100 Practice GreenHealth member hospitals
- **Company name listed at [www.foodmed.org](http://www.foodmed.org)** with link to your home page
- **One complimentary conference registration** to FoodMed 2011

## Qualified Buyers of Sustainable Food Products Attend FoodMed

- Senior-level executives from major group purchasing organizations
- Food service directors from leading health care systems
- Senior level managers from food service contractors and food distribution companies
- Medical, nutrition, and dietetics professionals from major teaching hospitals and long-term care facilities

## Exhibit Space Packages

**Early Registration (on or before August 1, 2011) 6' x 30' area: \$1,250**

**Registration (after August 1, 2011) 6' x 30' area: \$1,500**

- Complimentary table skirting.
- Wireless Internet is available for an additional fee. Please contact Kathy Pryor at [Kathy@wpsr.org](mailto:Kathy@wpsr.org) if you require wireless internet.
- Limited 110 volt power supply provided at no charge upon request (see registration). Higher voltage electronic items can be accommodated for an additional fee.

**There are limited opportunities for non-profit organizations to have a table at FoodMed at a reduced rate. If you are interested, please fill out the exhibitor registration form and contact FoodMed at [Kathy@wpsr.org](mailto:Kathy@wpsr.org).**





## Hotel Reservations

FoodMed encourages all participants to book their room at the Hyatt Olive 8 Hotel. A special room rate of \$173 is set aside for the group. Please make your reservations directly with the Hyatt Olive 8 Hotel by calling guest services at (206) 695-1234 and make sure you indicate you are with the FoodMed conference, or register online at <https://resweb.passkey.com/go/FoodMed>.

## Shipping Instructions and Fees

The hotel will accept most packages and freight up to seven (7) days prior to arrival. Handling fees will apply for all incoming and outgoing shipments. Hotel policy requires that only the addressee may sign for and receive packages and freight. A photo I.D. is required. All packages should be sent to the following address and labeled appropriately:

**Hyatt Olive 8 Hotel**  
**1635 8th Avenue Seattle, WA 98101**  
**Hold for: Guest's Name/Group Name**  
**Arrival Date:**  
**Box: # of #**

The Hotel Sales and Catering departments must be notified of any incoming packages and freight at least seven (7) days prior to the arrival of the shipment. Parcels must be properly labeled and will be available for guest pickup through our Conference Services/Catering department, located on the third floor.

**For further information contact the Hotel Sales and Catering Department:**  
**Sherrin Thomas, Convention Services Manager: (206) 676-4453 or [sherrin.thomas@hyatt.com](mailto:sherrin.thomas@hyatt.com).**

# Application for Exhibit Space



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## Exhibitor Informaton

Organization Name \_\_\_\_\_

Contact Person \_\_\_\_\_ On-site Representative \_\_\_\_\_

Address \_\_\_\_\_

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

Phone ( \_\_\_\_\_ ) \_\_\_\_\_ Fax ( \_\_\_\_\_ ) \_\_\_\_\_

Email (for contact person): \_\_\_\_\_ Website \_\_\_\_\_

Electirc Power?  Yes  No

## Payment Information

**Make check payable to** FoodMed (payment necessary to process registration).

**Mail** registration form Products/Services Information form, and check to:

FoodMed c/o HCWH  
12355 Sunrise Valley Drive, Suite 680  
Reston, VA 20191

## Cancellation and Refunds

All cancellations must be received in writing. The following refund schedule applies:

- Cancellation on or prior to September 16, 2011: Exhibit fees will be returned with exception of a \$100 administration fee.
- No portion of the original exhibit fee will be refunded after September 16, 2011.

**If you have any questions, contact Kathy Pryor at (206) 714-0813 or email [kathy@wpsr.org](mailto:kathy@wpsr.org).**

# Preferred Exhibitor Guidelines

## **Growers, producers, distributors of:**

- Third party certified products such as Fair Trade, Food Alliance, Rain Forest Alliance, Marine Stewardship Council, Certified Humane Raised and Handled or USDA Grass Fed, or USDA Organic
- Products produced without use of:
  - » artificial trans fats, high fructose corn syrup
  - » genetically modified seeds/crops, rBGH/rBST or other added hormones
  - » antibiotics (poultry and meat)
  - » nanotechnology
- Fresh, local or regional food products

## **Packaging that is PVC-free, polycarbonate free, recycled, BPI-certified compostable biobased products**

## **Products and services consistent with Green Guide for Healthcare food service and operations credits ([www.gghc.org](http://www.gghc.org))**

### **TERMS:**

FoodMed reserves the right, upon becoming aware of a divergence from Preferred Exhibitor Guidelines, to withdraw the company's invitation to exhibit at FoodMed

Companies which do not inform FoodMed staff of a divergence from Preferred Exhibitor Guidelines at the time of registration may not be refunded any fees if the invitation to exhibit is withdrawn because of FoodMed's subsequent discovery of this divergence

General course of action for addressing noncompliance/conflict with the Preferred Exhibitor Guidelines:

- If FoodMed discovers evidence that a company may not meet the intent of the Preferred Exhibitor Guidelines, the company will be contacted in writing or by telephone.
- A reasonable amount of time will be provided for the company to explain or correct a practice that is not consistent with the Preferred Exhibitor Guidelines. The timeframe will be dependent upon the magnitude of the issue and the amount of time available before the conference.
- After notification, FoodMed will work to verify that the issue(s) are satisfactorily addressed. Failure to make appropriate changes may result in the withdrawal of the invitation to exhibit at FoodMed.
- FoodMed's decision is final..

# Product and Service Information

Please complete this form for each product category you would like to exhibit.

## Product Categories

### Sustainable Foods

- Local
- Third Party Certified Nutritious
- Produced without GMOs
- Produced without rBGH or other Added Hormones
- Produced without High Fructose Corn Syrup
- Produced without Nanotechnology
- Other

### Education & Training

- Training
- Labels/ Posters

- Promotional Materials
- Other

### Packaging

- Reusable
- Less Toxic
- Biobased

### Green Building/ Equipment

- Water Efficient
- Energy Efficient
- Vending Machines Lighting
- Wall Protection
- Counter Surfaces
- Other

### Janitorial Products

- Green Cleaning Chemical Products

- Equipment
- Janitorial Paper Goods
- Other

### Serviceware

- Paper Products
- Reusables
- Biobased Serviceware
- BPI Certified Disposables
- Other

### Kitchenware

- Less Toxic
- Biobased
- Other

### Office Supplies

- Binders
- Folders/Files

- Office Paper/Forms
- Writing Implements
- Other

### Waste and Food Waste

- Trash/Recycling Bags
- Recycling Bins
- Trash Containers
- Composting Bins
- Toters
- Software/Other Tools
- Composting Vessels
- Shredders
- Other

## Service Categories

### Consulting Services

- Service Providers
- Dietary

### Environmental Management

- Compliance/Audits
- Environmental Mgt. and Waste Reduction
- Environmental Mgt. System (EMS) Development

### Green Buildings

- Architecture
- Engineering
- Interior Design
- Lighting Design
- Landscape Design
- Contractors

### Facilities and Environmental Services

- Energy Efficiency Consulting
- Water Conservation Consulting
- Service Providers

### Industrial Hygiene

- Consulting
- Service Providers

### Integrated Pest Management

- Consulting
- Service Providers
- Training and Certification
- Professional

- Certifications
- Training and Education

### Hospital Community Supported Agriculture Service

- Consulting
- Community Supported Agriculture
- Community Garden
- Onsite Garden
- Other  
Specify:

### Waste Mgt. Services

- Recycling and Composting Services
- Standard Recyclables

- Construction and Demolition
- Food Waste Reduction
- Specialty Recyclables
- Composting
- Solid Waste Removal

### Donation and Waste Exchange

- Electronics
- Food
- Office Supplies
- Other

### Hazardous Waste

- Haulers
- Spill Response
- Other  
Specify:

# Product and Service Information

## Product/Service Description (Maximum 250 words):

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## Additional Notes:

Please check to indicate compliance:

### Company—

- Confirms support for FoodMed's goals of providing examples of best practices in nutritious, local sustainable food purchasing and food service practices, and to provide procurement and policy tools which support a nutritious, local sustainable food supply chain and support FoodMed's mission to develop a healthy food system and healthy communities.
- Is not, nor is its parent company, primarily involved in the manufacture of materials that consist of persistent bioaccumulative toxins, nanotechnology or release PBTs in their manufacturing, use or disposal, including products containing PVC.
- Have any of the company's facilities been found in violation or noncompliance of any state, local, or federal environmental laws, been convicted of, plead guilty or no contest to a criminal violation, or been subject to enforcement action for violation of environmental statutes or rules in the countries in which they operate over the last five years? \_\_Yes \_\_No
- Have any of the company's facilities been found in violation or noncompliance, or been convicted in state or federal courts of any violation of the Occupational Health and Safety Act or other occupational health violation over the last five years? \_\_Yes \_\_No

If "Yes" answered to any of the above questions regarding environmental or occupational health violations, please list all violations and explain actions taken to remedy the violations:

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- In general does not, nor does its parent company, participate in lobbying or advocacy activities that oppose the mission and goals of FoodMed or products and services identified in Preferred Exhibitor Guidelines.

### Comments:

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