



Gluten Intolerance Group Presents

2012 Gluten Free Health and Wellness Experience

Exhibitor Prospectus

Doubletree by Hilton Seattle Airport

**GIG Leadership Conference
June 14-15, 2012**

**GF Health and Wellness
Experience
June 16, 2012**

Exhibitor, Sponsor, and Donor Prospectus Packet

Exhibitor Packet Contents:

- Important Dates
- Exhibiting at the Wellness Event
- Being an Event Sponsor
- Being an Event Donor for Meals and Activities
- Exhibit Details and Rules
- Location – hotel, parking, etc
- Set-up, dismantle, shipping
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- General Event Information



December, 2011

Dear Exhibitors and Sponsors,

The **2012 Gluten Intolerance Group (GIG) Gluten Free Health and Wellness Experience** is fast approaching. Don't overlook an excellent opportunity to put your product brand in front of an audience guaranteed to need the items you sell. We are inviting you to be an Exhibitor, Sponsor, and/or Donor at our annual event.

This year's Event is in **Seattle, Washington, June 16, 2012 at the Doubletree by Hilton Seattle Airport**

The weekend will include these special programs:

1. **The GF Health and Wellness Experience** is expecting to have over 500 attendees. Attendees enjoy a variety of activities on Saturday.
 - ❖ Health Screenings
 - ❖ Interactive talks; hands-on activities
 - ❖ Youth and Teen activities
 - ❖ **Exhibits**
2. **Program is open to public**
3. **The Health and Wellness Experience activities will be part of a lively event hall incorporating various activities to keep people engaged.**
4. **The GIG Leadership Training (1/2 day Thursday and Friday before Health and Wellness Experience) Event** is specifically for gluten-related support group leaders to gain skills and knowledge in order to be the best they can be in leading their local support groups. There is plenty of time for networking, sharing and caring.

Fastest Way to Reserve your Exhibit Space:

Fax the registration and waiver forms (pages 9 and 10) to: GIG at 253-833-6675. Include payment or call us at (253) 833-6655 with Visa or MasterCard. Remember to become a donor or a sponsor too!

Or mail forms and payment to: Gluten Intolerance Group, 31214 – 124th Ave SE, Auburn, WA 98092-3667

We look forward to seeing you at the Health and Wellness Experience! If you have questions, please contact Nichol Creach; nichol.creach@gluten.net or Rebecca Powell; rebecca.powell@gluten.net.

Sincerely,
Nichol Creach

Why you should be an Exhibitor

GIG has changed our annual event to focus on making health and wellness a part of our daily lives and provide more resources in order to do so. All parts of this event are in one area - healthcare screenings, exhibits, and interactive areas. These interactive areas will include presentations, demonstrations, and hand-on activities. The floor plan for the event location is on page 8.

Ways to Participate

Sponsor → Sponsor a presenter, activity, health screening, or meal

Exhibit → Showcase your products and services.

Donate → Product for meals*
→ Raffle and/or auction items

**All Wellness Experience Food donations left from the event will be donated to GIG's Kids Camps at: Camp Sealth in Seattle, WA and Camp Kanata in Wakefield, NC.*

Important Dates

- April 16, 2012** **Sponsor/Exhibitor/Donor registration forms due**
Deadline for reserving additional tables and registering additional representatives
- May 16, 2012** **Product donations confirmed** (product donations for meals are accepted based on approved and needed GF menu items)
Cooking at exhibit booth arranged with hotel by exhibitor
- May 16, 2012** **Hotel reservation deadline to insure room availability**
- June 14-16, 2012** **Annual Leadership and Health and Wellness Experience**

Exhibitors are encouraged to participate in all of the event activities. Evening events may require an additional registration. Watch for details about these events and full event details with the online Health and Wellness Event program at www.GLUTEN.net.

If you have any questions, please call the GIG office and ask for Nichol or Rebecca – 253-833-6655 ext 109.

This event targets consumers, but will be marketed to retailers, food services, schools, health care, restaurants.

GIG Offers Several Opportunities to Participate

Exhibiting at the Health and Wellness Experience

Exhibitors benefit from increased market exposure at a reasonable cost while giving consumers the opportunity to become familiar with their products/services, company and staff, and familiarizing medical professionals and patients with their products and services.

- ▶ Just complete the Registration Form on pages 9 and 10 of this packet to participate as a sponsor, exhibitor, and/or donor.
- ▶ Registration is on a first come basis. Registrations received after April 16th are accepted on a space available basis, with a late fee applicable.

Exhibitors, Sponsors and Donors - Register Early
Exhibit registrations are due by April 16, 2012

Exhibit space is limited. Choose your space now!
Don't miss this great marketing opportunity!
Choose your location on a First-Come First-Served Basis

See Diagram on Page 8

Alliance Partner Exhibitors: Alliance Partners will receive prime locations in the Event Space and other year-long benefits. For more information on this program contact GIG.

Event Sponsor and Exhibitors: Sponsors keep the costs of attending the meetings reasonable for registered participants. Our goal is to make the Health and Wellness Event affordable to everyone. The 2012 GIG Health & Wellness Experience will especially help to those without health insurance to have some basic screenings and gain information on proactively making healthier choices.

All GIG Experience Sponsors receive: Sponsors of \$1000 or more receive a free booth if exhibiting.

1. 1st choice of exhibit location, if signed by April 16, 2012
2. A free business card sized advertisement in the 3rd quarter 2012 GIG® Magazine
3. Your logo in the onsite Experience program
4. Recognition during the Event
5. Recognition in the participant packets
6. A link from our website to your website

Sponsoring is easy: Choose one of the following items or tell us your idea for sponsorship. Return the Registration Form, with your sponsorship identified.

Sponsoring Opportunities:

Sole onsite activity sponsor (discuss with GIG)	\$ 2000
Presenter Sponsor	\$ 500
Leadership Training Day	\$ 500
Meal Sponsor	\$ 1500
Teen Advocates for Gluten Sensitivity program	\$ 500
Youth Activity	\$ 500
Scholarships * for attendees	
Family Registration (2 adults, 2 children) *	\$ 180
General Registration (2 adults) *	\$ 100
Youth Registration (2 youth)	\$ 80

** Scholarships are greatly appreciated by those who cannot afford the registration costs, and need the education. Scholarships often go to newly diagnosed and those with additional medical issues or children. Please help us help those in need attend this valuable Experience.*

Be a Donor for Event Meals and Activities: Donors help to offset the costs of putting on an event of this caliber, and thereby allow GIG to keep the costs of attending the Health and Wellness Experience as low as possible. Product donations help round out the meals. Product/service donations are also used in raffles, gift baskets, and other activities at the event. Donations for meals are accepted based on the approved menu and caterings' ability to prepare the donated food to the best presentation.

GIG will contact you no later than May 16th to confirm your donation.

All Donors receive:

1. A free listing in the Summer GIG® Magazine
2. Your donation recognized in the onsite Experience program
3. Recognition during the event
4. Recognition in the participant packets

Have product after the event you don't want to ship home? Donate it to GIG Kids Camp Program!

GIG Kids Camps **benefit from post Event product donations.** GIG encourages you to make a donation of any products remaining to help support **Camp Sealth** and **Camp Kanata**

Exhibit Hours:

These times are estimated based on past programs. The final program, exhibit hours, and times may change without notice here. The final program will be published with the Experience program and registration.

Friday – June 15

5:00 pm – 10:00 pm Exhibit Set up

Saturday – June 16

7:30 a.m. to 9:00 p.m.	Exhibit Hall Open for final Set up
9:00 am to 5:00 pm	Exhibits open to public
12:00 noon. to 1:30 p.m.	Lunch
5:00 p.m. to 10:00 p.m.	Exhibit Tear Down
10:00 p.m.	Exhibit Hall Closed

The GIG Health & Wellness Experience Exhibit Rules and Details

Please see the Sponsor/Exhibitor/Donor Registration Form on pages 9 and 10 for fees.

GIG Hotel Event Manager: Julie Koske Direct Dial: (206) 277-7455 Fax: (206) 241-4272 Email: julie.koske@hilton.com
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A **Standard Exhibitor Booth** will include one (1) 6' x 30" skirted table and a chair. Trash cans will be situated throughout the exhibit area. Lunch on Saturday will be provided for two representatives. Provisions for additional tables and representatives are available on the Registration Form. Booth fees are not discounted if you choose not to partake of meals.

Exhibitor must make arrangements with Hotel for Electricity, Telephone/Cable Connection and any onsite cooking provisions.

1. **Single Exhibitor Booth** – one exhibitor per the standard exhibitor booth.
2. **Shared Exhibit Booth** – You may share your booth with a maximum of three (3) companies per booth. Each company in a shared booth is required to be identified on a single registration form with all funds for the Shared Booth accompanying that single registration form. Shared Booth Fee covers two total exhibitor representatives. Additional representatives are available on the Registration Form.
3. **Product donation for a meal or break (Leaders Day Training)** – Your company will be identified at the event for the donation. **GIG will contact you no later than May 16th to confirm your donation.**
4. **Brochures inserted in attendee packets** – See the registration form for fees. The fee applies to a single sample or piece of information that your company will provide. GIG may provide an alternate shipping address for these items only. If attendee packet items are shipped to the hotel, the package must have the correct Location on the shipping label per Shipping to and from Experience instructions.
5. **Brochures placed on information table for general pickup by attendees** – No charge – Please identify if this is your choice on the Registration Form, so that space may be provided. Your company provides the brochures and ships per the Shipping instructions per Item 5 above.

Additional Exhibitor Information

COMPLIANCE WITH LAW: In this Agreement, exhibitor is subject to and responsible for all applicable federal, state, and local laws, including health and safety codes, food handlers licensing, alcoholic beverage control laws, disability laws, sales taxes and the like. Hotel and Gluten Intolerance Group agree to cooperate with each other to ensure compliance with such laws however, however Hotel and Gluten Intolerance Group are not responsible for exhibitors' compliance with laws.

HOLD HARMLESS CLAUSE: The exhibitor assumes responsibility and agrees to indemnify, defend and hold harmless Hotel, Hilton Worldwide, Inc., and the Hotel's Owner, and their respective owners, managers, subsidiaries, affiliates, employees and agents (collectively, "Hotel Parties"), and GIG from and against any claims or expenses arising out of the use of the exhibition premises.

RESPONSIBILITY CLAUSE: Exhibitor agrees to obtain and maintain during the use of the exhibition premises, Comprehensive General Liability Insurance, including contractual liability covering the Exhibitor's Indemnity in this

Responsibility Clause. Such Insurance shall be in the amount of not less than \$1,000,000 combined single limit for personal injury and property damage. The Hotel, Hilton Worldwide, Inc. and the Hotel's Owner, and each of such entities' owners, subsidiaries and affiliates (collectively, "Hotel Parties") and GIG shall be named as additional insureds on such policy, and Exhibitor shall supply the Hotel with Certificates of Insurance at least 30 days prior to the use of the exhibition premises.

The Exhibitor understands that neither GIG nor the Hotel Parties maintain Insurance covering the Exhibitor's property and it is the sole responsibility of the Exhibitor to obtain such Insurance.

FOOD WAIVER: In signing this waiver, the exhibiting company agrees to abide by all Health Regulations for the event location.

The Gluten Intolerance Group® (GIG®) requires that all products displayed or consumed at this meeting must meet the criteria of a gluten-free diet, as established by the American Dietetic Association's (ADA) GF Diet. In signing this waiver, your company accepts responsibility for food products displayed or consumed at this event meet the ADA standards of a gluten-free diet.

Layout - the exhibit area will be laid out to allow exhibitors some storage space under their exhibit tables. If your exhibit is in a public area without a secure storage space for overnight storage, GIG will work with you to store your products in our preparation area overnight (Friday night only). Doubletree by Hilton Seattle Airport provides 6-foot tables only. Storage may be arranged with the hotel (see Shipping Information). Additional exhibit tables (3 maximum) are available on the Registration form.

GIG Exhibitor Agreement **does not include:** Drayage and placement of display equipment, decoration and related services, guard services, labor (carpenters, electricians, and drapers*), storage of any exhibit-related materials*, lighting and electrical power*, gas or water supply*.

***Vendors needing electricity, internet access, gas or water must make arrangements for these services directly with the hotel and will be billed directly from the hotel.**

Exhibit Set-up and Dismantle:

Set-Up: The exhibit area will be available for Exhibitor set up at 5:00 pm on Friday, June 15, 2012.

Dismantle: The exhibit space **must be completely clean and exhibits cleared** from the Hotel by 10:00 p.m. on Saturday, June 16, 2012. Breakdown of exhibits may begin at 5:00 p.m. Hall will be closed to attendees at 5:00 p.m.

Cooking on site: Requires you must meet all the health codes of WA and regulations of the hotel. Please discuss your plans with the GIG Senior Event Manager at the hotel **before** the event and **no later than May 16th.** The hotel reserves the right for no access to non-public areas by any exhibitor. Exhibitors may be granted access to non-public areas at the discretion of the hotel staff and only with exhibitor ID.

Storage: Due to the layout of the Hotel, storage space is not available for display material and/or show merchandise. At the conclusion of the set-up operation, all related equipment, crates, trash, etc., must be removed from the premises no later than the last day of the exhibit show period.

Unattended items / security: GIG and the Hotel cannot ensure the security of items left unattended in function rooms. The Exhibit areas will be secured at night.

PACKAGE RECEIVING

Should you be shipping boxes for your exhibit meeting, they must be addressed to the attention of your group's On-Site Contact and marked with the name and date of your function. Due to limited storage space, we request that **shipments not arrive any earlier than three days prior to the group's arrival.**

Hotel **requires** advance notice of any shipments.

Please label each package with the following address:

From: Name of Sender Company Name Address Telephone Number	Ship To: Guest name Date of Arrival; Name of Event c/o Doubletree Hotel Seattle Airport Total Number of Boxes (ex. 1 of 4)	Sample Person Claiming Shipment June 15, 2012; GIG's Health & Wellness Experience
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GIG requests you use the following information on the label to insure correct distribution in the hotel for the event.

- ❖ **“HOLD FOR: (Person to receive package)** – deliveries to GIG, mark **Gluten Intolerance Group/Cynthia Kupper or GIG Staff.**”
- ❖ Mark each package with the applicable event identifiers: **(Exhibit / Catering / or / GIG Staff)**. Items for GIG Staff will include brochures and Auction/Raffle Items.
- ❖ Clearly identify on the label, any **perishable** product.

SHIPPING / HANDLING FEES

- The hotel reserves the right to charge a handling fee for packages, etc other than those used for meal service.

General Health & Wellness Experience Information

Experience Location:

Hotel:

Doubletree Hotel by Hilton Seattle Airport
18740 International Boulevard
Seattle, WA 98188
Phone: (206) 246-8600
Fax: (206) 901-5923

Doubletree Hotel by Hilton Seattle Airport Fact Sheet

http://doubletree1.hilton.com/en_US/dt/hotel/CTAC-DT-DoubleTree-by-Hilton-Hotel-Seattle-Airport-Washington/index.do

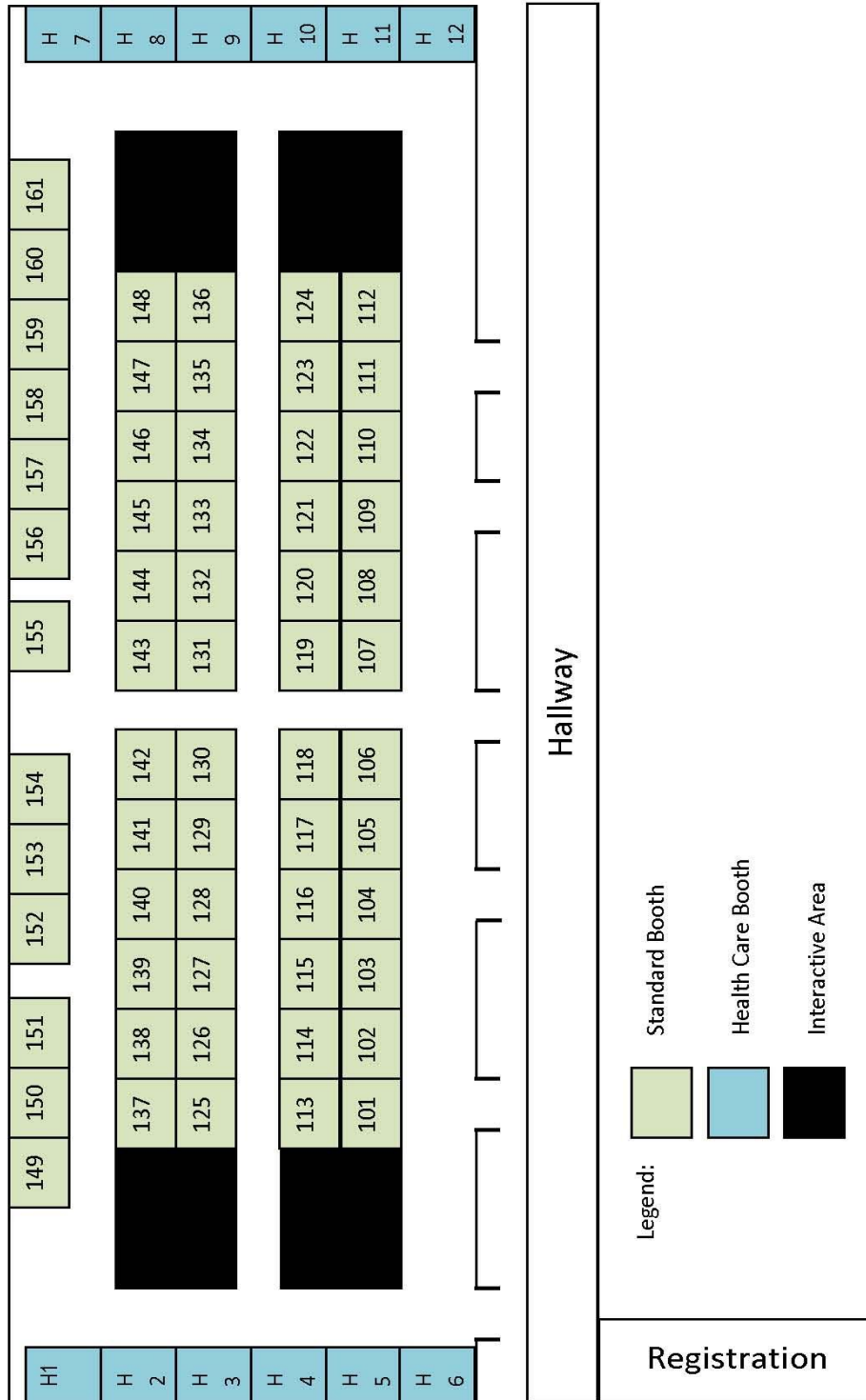
Ground Transportation

A hotel shuttle service is complimentary to/from Seattle-Tacoma Airport and runs every 20 minutes for 24 hours a day.

Accommodations - A block of rooms for GIG® Health and Wellness Experience attendees is being held at the Seattle Airport Doubletree Hotel until **May 16, 2012**. Event rate: \$119.00 plus taxes, 1 King or 2 Queens, for the Parlor Suites or \$129.00 plus taxes for the Tower Rooms, 1 King or 2 Queens.

For reservations you may call or register on-line

2012 Health & Wellness Experience Floorplan at the Doubletree Hotel



Please see website www.gluten.net/events for latest version of reserved exhibit booths.

SPONSOR/EXHIBITOR/DONOR Registration Form
Gluten Intolerance Group® Health & Wellness Experience, June 16, 2012

Don't miss this great marketing opportunity!

NOTE: This Registration Form (pages 9 and 10) is required to be returned to GIG for all sponsors, exhibitors, and donors. Please complete entire form. The Waiver agreement is required for all food exhibitors and donors.

Registration Form and Waiver Form. (Must be completed in full). Please Print: To avoid errors the following information must be very clear. Your Company name and contact information (below) will appear in materials distributed to attendees:

Company Name: _____

Mailing Address: _____

City and State: _____

Address: _____

Phone: _____ Fax: _____

Website: _____

Business Contact Person: _____

Contact Person's Email: _____

Additional Company Representatives: To provide access to exhibit area badges are required. We request all Event Representative(s) Names. _____

> ***Exhibitor must make arrangements with Hotel for Electricity, Telephone/Cable Connection and any onsite cooking provisions.*** Identify if you will need: Electricity _____ Telephone/Cable Connection _____

> ***Exhibitor is subject to and responsible for all applicable federal, state, and local laws, including health and safety codes, food handlers licensing, alcoholic beverage control laws, disability laws, sales taxes and the like.***

I am an Alliance Partner: _____

We want to sponsor the following: _____

_____ We will send a cash donation to offset Event costs as noted on the registration form. (**Thank you!**)

_____ We will donate product for a meal or break. (**Thank you! - GIG will contact you about your donation.**)

_____ We will donate a gift basket or other item for Auction/Raffle at the Experience.*

_____ We will send product literature to be inserted in each attendee packet.*(See fee on the registration form.)

_____ We will send product literature to be located on Information Table* (**No Charge**).

* GIG will provide a separate shipping address (not at the hotel) for Gift Baskets, Auction Items and Brochures (for Attendee packets and the free table) to help you with an earlier shipment than the hotel allows.

Compliance of Law, Hold Harmless and Food Waiver Agreement: Any company exhibiting product that will be sampled or used as part of the event meals/snacks must sign this Waiver. I have read and agree to comply with the Compliance of Law, Hold Harmless, and Food Waiver statements provided in this document. I have the authority to sign this agreement on behalf of the Company, accepting responsibility for compliance with all statements.

Signature: _____

Print Name and Title: _____

For definitions see Exhibiting at the Health & Wellness Experience on Pages 2 through 7

Item For exhibit booth descriptions see page 5 As part of our efforts to provide affordable expenses for our exhibitors, we have decided to hold general exhibit fees at the 2009 level.	Early Fee	Late Fee After May 16	Qty	Total Fees	Office Use Only
Single Exhibitor Booth	\$350	\$375			
Shared Exhibit Booth	\$400	\$425			
Additional table(s) – each - (limit 3 additional tables)	\$ 20	\$25			
Additional Representatives – each (1 lunch Saturday)	\$30	\$35			
*Sponsor – Indicate dollar amount in total fees column. Identify what you are sponsoring (see Page 3). Indicate if you are exhibiting. – Due by May 10 for promotions					
Brochures for Attendee packets – Provided by your company	\$100	\$125			
Cash Donation – Indicate dollar amount in total fees column - Designated to be used for _____					
Grand Total of Fees					

*See page 8 for Exhibitor Layout Map

Booth Numbers/Location Requested: _____

Payment Method: Company Check _____ Check Number _____

Credit Card: Visa _____ MasterCard _____ 3-digit CVC Code: _____ Expiration

Date: _____

Card Number:

Name on Card:

Signature:

We look forward to seeing you at the Health & Wellness Experience! If you have questions, please contact Nichol Creach or Rebecca Powell at the GIG National Office.

Phone: 253-833-6655, ext 109; Fax: 253-833-6675; email: rebecca.powell@gluten.net

Mail: GIG 31214 124th Ave SE Auburn, WA 98092-3667

Sincerely,

Nichol Creach – Director of Social Programs
 Rebecca Powell – Strategic Management Associate – Social Division