

15th International Conference and Exhibition on Nutraceuticals & Functional Foods

December 10-13, 2023

Sheraton Princess Kaiulani Hotel
Waikiki Beach
Honolulu, Hawaii

Exhibitor Prospectus



International Society
for Nutraceuticals & Functional Foods



About Honolulu, Oahu

Honolulu is the capital of Hawaii and the most populous city in the state. The name Honolulu means ‘*sheltered bay*’ in the Hawaiian language, and with its natural harbor, it has become a major gateway into the United States, as well as a primary tourist attraction, a hub for international business and for military defense.



Today Honolulu is home to over 390,000 people and has been the capital since 1845 when King Kamehameha III officially moved the capital from Lahaina on Maui to Oahu. He and the kings who followed him transformed Honolulu into a modern capital, erecting buildings such as St. Andrew’s Cathedral, ‘Iolani Palace, and Ali‘iōlani Hale. At the same time, Honolulu became the islands’ center of commerce, with descendants of American missionaries establishing major businesses downtown.



Evidence of the first settlement of Honolulu by the original Polynesian migrants to the archipelago comes from oral histories and artifacts. These indicate that there was a settlement where Honolulu now stands in the 11th century. In 1794, Great Britain sent the first ships into Honolulu Harbor, after which it became a port for merchant ships traveling between North America and Asia. Today it is the main airport and

seaport of the Hawaiian Islands. Despite the turbulent history of the late 19th century and early 20th century—such as the overthrow of the Hawaiian monarchy in 1893, Hawaii’s annexation by the U.S. in 1898, a large fire in 1900, and the Japanese attack on Pearl Harbor on December 7, 1941—Honolulu has remained the Hawaiian Islands’ capital, largest city, and main airport and seaport.



This place is a multicultural epicenter with many historical landmarks and an array of global culinary choices, as well as a buzzing cosmopolitan city with world-class shopping and a lively arts, cultural and entertainment scene. Honolulu has it all – from the art galleries and international cuisine of the Chinatown district to the fine dining, live music and nightlife of Waikiki. Today, 7.6 million visitors frequent the islands every year, with the main gateway into Hawaii being Honolulu

An economic and tourism boom following statehood brought rapid economic growth to Honolulu and Hawaii. Modern air travel brings, as of 2017, 7.6 million visitors annually to the islands, with 62.3% entering at Honolulu International Airport. Today, Honolulu is a modern city with numerous high-rise buildings, and Waikiki is the center of the tourism industry in Hawaii, with thousands of hotel rooms.

Hawaii's Weather

Weather in The Hawaiian Islands is very consistent, with only minor changes in temperature throughout the year. There are really only two seasons in Hawaii: summer (*kaui*) from May to October and winter (*ho'oulo*) from November to April. The average daytime summer temperature at sea level is 85° F (29.4° C), while the average daytime winter temperature is 78° (25.6° C). Temperatures at night are approximately 10° F lower than the daytime.

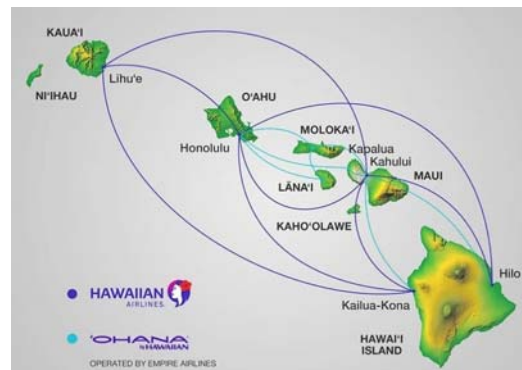
Throughout the year, Hawaiian weather patterns are affected primarily by high-pressure zones in the north Pacific that pump cool, moist trade winds down onto the islands' northeastern slopes. These winds are forced upslope by the mountain heights, where their moisture condenses into clouds that produce rain. Most of the rain falls in the mountains and valleys on the windward (northeastern) side of the islands. This weather phenomenon creates Hawaii's rich, green, tropical environment.

The wettest months are from November to March, but winter rains do not generally disrupt vacation plans, since the weather is very localized. This means that if it is raining where you are, there is usually a sunny spot to be found around the coast.

The Hawaiian Islands' trade winds mean there is usually a cooling breeze here. Several times during the year the trade winds will stop completely, and the wind will switch around to come out of the south or west, bringing stormy or hot, sticky weather. Islanders sometimes call this kona weather, because kona means leeward or south, and this points to the direction from which these weather systems arrive.

Airports serving Honolulu

Daniel K. Inouye International Airport (IATA: **HNL**), formerly known as **Honolulu International Airport**, is the main commercial airport for the island of Oahu. Hawaiian, Mokulele, and Southwest Airlines offer non-stop interisland service from Honolulu, as well as trans-Pacific service from selected cities on the West Coast of the United States. Many airlines provide service to Honolulu such as Air Canada, Delta, Alaska, Korean Air, Qantas, Westjet, United, Southwest, Air Asia ... to name a few.



The Daniel K. Inouye International Airport is just a taxi ride away from the Sheraton Princess Kaiulani Hotel (9.0 mi/14.5 km). Fly Shuttle does service the Daniel K. Inouye International Airport. Their telephone number is (808) 260-9766.

If you are not renting a car, your options for getting to/from the airport are TheBus, airport shuttle/taxi, or rideshare (Uber or Lyft).

Most convenient will likely be rideshare. Pick up for Terminal 1 is on the departures level at the center median across from Lobby 2. For Terminal 2 pickups, meet your driver on the departures

level at the center median across from Lobby 5/6 and across from Lobby 8 (check your app for updates to location pickups).

Airport Shuttles and taxis typically offer a flat rate to Waikiki, usually around \$40-65 (~\$25 if you use a shared shuttle option) depending on the company, but the rates are usually higher than rideshare (depending on the Rideshare surge price at your pick up time)



<https://www.airportshuttlehawaii.com/oahu-shuttle/rates-and-terms/>

<https://flyshuttlehawaii.com/book-shuttle/>

<https://charleystaxi.com/services/airport/>

<https://honoluluairporttransfer.com/honolulu-airport-transfer-rates/>

Getting Around Honolulu and Oahu

How are you going to get around Oahu? Obviously, the answer depends on how you plan to spend your time outside of the conference. If you envision multiple days at the hotel at the beach in Waikiki or a schedule full of organized tours; for example, then your needs will be very different than if you plan on self-exploring the island.

Typically, most visitors strike a balance between the two – a few days of relaxing, and a few days of exploring. You may want to rent a car for your entire trip for the inherent convenience; or you may find that you can save money by renting a car only for the days you need it, and relying on the bus, bikes, ride share, and shuttles otherwise.

People staying in Waikiki have walking access to the beach and restaurants, as well as to any number of bus routes, shuttles, and ride share services, which lessens their need for a car on a daily basis. Oahu has an extensive bus network that can get you just about anywhere on the island, and it's an extremely affordable way to get around. There are a few drawbacks, however. Here is what you need to know:

(i) the Bus is an economical way to get around. The price for an unlimited day pass is \$5.50. Otherwise, it's \$2.75 per ride.

(ii) it's best to ask a local. You can check out the bus's schedule on the website and app, but neither are super easy to navigate if you don't already know which route you want to take. Ask the hotel staff or concierge for the best route(s) to your destination. Then use the website or app to see when and where it departs. Google maps can also be used to see the best bus route between destinations.

(iii) the bus is slow. There's no way around it – taking the bus is the slowest form of transportation on the island. Though reasonably on-time, Oahu's traffic combined with frequent stops make the bus slow going, sometime more than double the time it would take in a private car.

(iv) the bus is a decent option from the airport to Waikiki. If you don't plan on renting a car right away and want to save some cash on a taxi, shuttle, or ride share, you can take the bus from the airport to Waikiki, typically to within just a block or two of your hotel. Though it will take nearly double the time as one of the previous options, you can't beat paying only \$2.75. Please note that luggage is typically allowed on the bus, but only if it's a modest amount. The driver and fellow

passengers – including many who are local and commuting from work – may not be pleased if you take up multiple seats with your bags. Use proper judgement there.

(v) the bus is best for trips along the south shore.

Be realistic about the bus. It's attractive price-wise, but it is impractical for longer journeys. Sure, you could take the bus from Waikiki to Waimea Bay, but you're going to eat up a lot of time in transit (2-3 hours). It is recommended looking at the bus as a way to explore the different parts of Waikiki and Honolulu, where it's more of a city atmosphere and destinations/neighborhoods are not so far apart – like the Iolani Palace, Chinatown, Kakaako, etc.

Taxis and rideshare apps service most of Oahu with regularity. The latter is more commonly found on the south shore, in Waikiki and Honolulu, and apps like Uber and Lyft cover just about the entire island. Generally, taxis are more expensive. At this point, this is true all over the world. Unless you are in a hurry and come upon one empty and waiting, we can't think of a reason to choose a taxi.

Uber and Lyft are your best bet. No surprise, these two apps have an abundance of drivers. Wait times are minimal in Waikiki and Honolulu. The area surrounding Kailua is also well serviced. Wait times may be longer for more remote areas of the island.

About the Conference Hotel and Conference/Exhibition Site

The Sheraton Princess Kaiulani Hotel, 120 Kaiulani Avenue, Honolulu, HI 96815, is the Conference Hotel for the 15th International Conference and Exhibition on Nutraceuticals & Functional Foods sponsored by the International Society for Nutraceuticals & Functional Foods (ISNFF). Tel: +1 (808) 922-5811.



The Sheraton Princess Kaiulani is just a crosswalk away from the world-famous Waikiki Beach, smack dab in the middle of the hottest shopping, dining, and nightlife options. Relax in the hotel's refreshing outdoor swimming pool, an oasis in the hustle and bustle of Waikiki. Indulge at one of the poolside cabanas and enjoy food and beverage service as you bask in the warm Hawaiian sun. The ISNFF Conference hotel stands at the former entrance to the 'Ainahau

Estate, once home to Hawaii's beloved Princess Victoria Kaiulani. The beautiful princess was the last heir to the Hawaiian Monarchy and is still revered in Hawaii to this day. The ambiance of the

hotel, from the open-air lobby to its warm staff and accommodations, are built to mirror the feeling of a relaxed and hospitable Hawaiian home. Enjoy quick, easy, & delicious breakfast, lunch, and dinner at Splash Bar. Have a taste of Hawaii's diverse local cuisine without the inconvenience of leaving the hotel. Guests at Sheraton Princess Kaiulani also have signing privileges for restaurants at sister resorts, namely The Royal Hawaiian, a Luxury Collection Resort, Moana Surfrider, A Westin Resort & Spa, and Sheraton Waikiki.



Some Things to do on Oahu

Below is a list of a few options (not an extensive list). If you might be interested in something in particular, feel free to ask.

General Tips

- **Hiking:** Always make sure to have water, snacks, good shoes, sun protection (sunglasses, hat, sunscreen) and to start your hike early enough so you don't have to worry about parking lot closures or hiking in the dark.
- **Beaches:** Be aware of posted signs on the beaches (e.g., for jellyfish, rough tide, etc.), be cautious of wildlife (do not approach turtles or monk seals, if in a rocky area be cautious of sea urchins hiding in the rocks), don't forget to have water and reef safe sunscreen (sunscreens that do not contain **oxybenzone and octinoxate**). You can also check the surf report at the [National Weather Service](https://www.weather.gov/nat) website or on [Surflines](https://www.surflines.com/).
- **Thefts:** Do not leave many items visible in your car when you park in non-secure locations. Thieves often target rental cars and in areas that are popular with visitors.

Hiking Spots (The ones listed here are all relatively easy for hikers)

- (In town/Honolulu) Diamond Head (Lē'ahi) Entry and Parking Reservations are required for non-Hawaii residents <https://dlnr.hawaii.gov/dsp/parks/oahu/diamond-head-state-monument/>
- (In town/Honolulu) Waahila Ridge Trail <https://dlnr.hawaii.gov/dsp/hiking/oahu/waahila-ridge-trail/>
- (South East) Makapuu Point Lighthouse Trail <https://dlnr.hawaii.gov/dsp/hiking/oahu/makapuu-point-lighthouse-trail/>

Museums/History

- (In town/Honolulu) Bishop Museum
<https://www.bishopmuseum.org/>
- (In town/Honolulu) Iolani Palace
<https://www.iolanipalace.org/>
- (In town/Honolulu) Hawaii State Art Museum
<https://hisam.hawaii.gov/>



Beaches/Snorkeling/Swimming

- (In Town/Honolulu) Waikiki Beach (in the popular tourist area) and Ala Moana Beach (not as nice as others, but conveniently located and thus a popular beach for locals and visitors).
- (South East) Hanauma Bay Nature Preserve (Reservation needed and budget adequate time in as you need to watch an educational video prior to entering) Very popular for snorkeling
<https://www.honolulu.gov/parks-hbay/home.html>
- (North) Waimea Bay (usually not too rough in the summer, very popular spot so parking fills up) <https://www.gohawaii.com/islands/oahu/regions/north-shore/waimea-bay>
- (North) Shark's Cove (usually not too rough in the summer, but is not recommended for winter) Good for snorkeling, but parking can be limited
- (East) Kailua Beach, Kalama beach, and Lanikai beaches. Note, parking for Kailua and Kalama is limited. Lanikai beach does not have a parking lot, you'll need to find street parking in a residential area and then go through a public beach access.

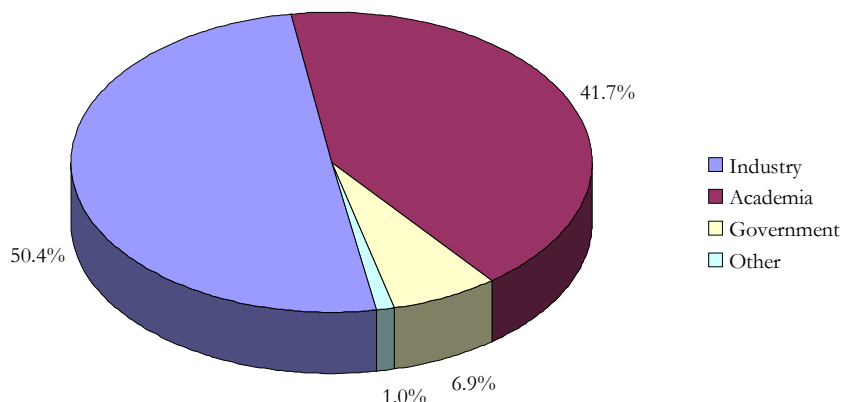


Other attractions that are popular

- (In Town/Honolulu) Waikiki
<https://www.gohawaii.com/islands/oahu/regions/honolulu/Waikiki>
- (North) Waimea Valley <https://www.waimeavalley.net/>
- (North East) Kualoa Ranch
<https://www.kualoa.com/>
- (North East) Polynesian Cultural Center
- (South) Pearl Harbor
<https://www.nps.gov/perl/index.htm>



About the ISNFF Exhibition



The industry Exhibition will be a major component of the **15th International Conference and Exhibition on Nutraceuticals & Functional Foods** sponsored by the International Society for Nutraceuticals & Functional Foods (ISNFF). The Exhibition will allow display of the suppliers of ingredients, food and nutraceutical processors, equipment manufactures, associations, consultants, media and service providers, Entrepreneurs/ Venture Capitalists, New products/technologies in nutraceuticals and functional foods. The daily program has been arranged to maximize the opportunity for participants to visit the Exhibition. Volunteer papers and posters are included to bring latest scientific information.

Exhibiting at the **15th International Conference and Exhibition on Nutraceuticals & Functional Foods** will increase your opportunity to reach all the major industry players at once. Honolulu, Hawaii, will attract industry players from the southeast Asia/Pacific rim countries, Europeans, and North Americans. No other exhibition and conference in 2023 will provide such an unparalleled opportunity to network with top nutraceuticals, functional foods and dietary supplement food decision markers.

Who Should Exhibit?

Companies with products and services relevant to nutraceuticals, functional foods, herbal extracts, antioxidants, omega-3s, natural products, food technology and food processing/engineering, as well as commercial and marketing aspects of high value-added functional foods should exhibit.

The Scientific Program will be comprised of plenary sessions from keynote speakers and oral volunteer paper presentations from industry, academia and government. It will cover the latest developments in nutraceuticals, functional foods and ingredients, processing, health aspects of antioxidants and herbal extracts.

We are confident of attracting large number of delegates from food, dietary supplements, and nutraceutical industries. The Industry Exhibition will be an ideal opportunity for companies to display their products and services to the delegates from around the world.

Exhibitor Details & Deadlines

- Meet the executives, leaders, and outstanding researchers in the field; learn from their experiences and establish your network
- New products and ingredients: bioactive, probiotics, omega-3s, phytochemicals, and ingredients for weight management
- Learn about critical issues in nutraceutical and functional foods to understand how to deliver biological effectiveness
- Learn about development of Functional Foods: From inception to market
- Nutraceuticals and Functional Foods for health: Cancer, heart, aging, inflammatory disease, metabolic syndrome
- Critical issues in nutraceutical product development and marketing strategies
- Update on herbal medicine and safety
- Absorption, metabolism and efficacy of functional food ingredients
- Safety and toxicological aspects of nutraceuticals and functional foods
- Nutraceutical lipids
- Nuts and their purported health benefits
- Marine nutraceuticals
- Understanding the benefits of clinical research
- Enhancing phytonutrients in foods to improve human health
- Update on functional and specialty beverages and fortified drinks
- Nutrigenomics, proteomics, and metabolomics in functional food product development
- Mechanism of action of phytochemicals in disease risk reduction
- Update on regulations

The successful “*Put Exhibitor First*” campaign provides you, the exhibiting company, with better access and attention, ultimately leading to more business. Nutraceuticals, functional foods and dietary supplement manufacturers are committed to helping you make this conference a success.

Exhibit Show Hours

Sunday, December 10, 2023: 12:00 pm – 5:00 pm;

Exhibitors move in

Monday December 11, 2023: 9:00 am – 5:00 pm;

Exhibition

Tuesday December 12, 2023: 9:00 am – 5:00 pm;

Exhibition

Wednesday December 13, 2023: 9:00 am – 12:00 pm;

Exhibitors move out

Reservations for Exhibit Space. All reservations for booth space are date stamped as received and will be assigned on a first-come, first-serve basis. The ISNFF reserves the right to use discretion in reassigning space in cases where companies with competitive products have exhibits adjacent to each other. Final space assignments are at the discretion of the ISNFF.

Exhibitor Service Manual. An Exhibitor Service Manual with order forms for furniture, decorations, photography, electrical, labor, and shipping details will be provided 90 days prior to the show.

Booth Information. See details on the next page. Power requirements may not exceed 110 volts including machinery or display booths.



Payment, Allotment, Cancellation, and Indemnification

The rental fee is to be forwarded before September 11, 2023. Space allotments will be made on a first-come, first-serve basis. No contract shall be enforced until accepted by ISNFF. It is explicitly agreed by the exhibitor that in the event he or she fails to install product in the assigned exhibit space within the time specified, or fails to comply with any other provisions concerning use of exhibit space, ISNFF shall have the right to take possession of said space and use it in any way deemed necessary.

If the exhibitor notifies exhibit management that he or she wishes to cancel completely reserved exhibit space 60 days or more prior to the opening of the exhibition, the deposit, minus a cancellation fee of \$300, will be returned. If space is canceled 60 days or less from the opening of the exhibition, the deposit will be forfeited. All cancellations must be made in writing to the ISNFF.

Liability and Security. Every reasonable precaution will be taken to protect property during installation, show period, and removal. However, neither ISNFF, the service contractors, nor the management of the Sheraton Princess Kaiulani Hotel, nor any of the officers, staff members, or directors of any of the same are responsible for the safety of the property of exhibitors from theft or damage by fire, accident, vandalism, or other causes.

The ISNFF shall not be responsible for any loss, damage or injury that may occur to the exhibitor or the exhibitor's employees or property from any cause whatsoever prior to, during or subsequent to the period covered by the exhibit contract; the exhibitor on signing the contract expressly releases ISNFF from and agrees to indemnify same against any and all claims for such loss, damage, or injury.

Use of Space. All demonstrations or other activities must be confined to the limits of the exhibit booth. Distribution of circulars or promotion materials may be done only within the booth assigned to the exhibitor presenting such materials. Firms or organizations not assigned space in the exhibit hall will not be permitted to solicit business within the exhibit hall. No advertising circulars, catalogues, folders, or devices shall be distributed in the aisles, meeting rooms, or registration area. Exhibitors are required to observe published exhibit hours, including setup and dismantle. As a courtesy to all exhibitors, booths are to be staffed during published exhibit hours. Exceptions will be evaluated by the Exhibition Manager on a case-by-case basis.

Restrictions in Construction and Operation of Exhibits. In line booths are limited to 8 ft. × 8 ft. or multiples thereof. Any variation or unusual design must be approved by the Exhibition Manager, in writing, 90 days in advance of the exhibit.

Nothing shall be posted on tacked, railed, screwed, or otherwise attached to columns, walls, floors, or other parts of the building or furniture. Anything in connection therewith necessary or proper for the protection of the building, equipment, or furniture will be at the expense of the exhibitor.

An Exhibition Booth Provides the Following Marketing Opportunities

1) Listing as an exhibitor and providing a web link for your company on our web site.

- 2) Listing your company with a free link in our free newsletter that currently is e-mailed to nearly 10,000 people. You may wish to subscribe to that newsletter.
- 3) Having the opportunity to meet attendees during the conference.
- 4) Inclusion of one page brochure in ISNFF portfolio bags.
- 5) Maximum exposure to the attendees of the conference during the poster and the nutrition breaks.
- 6) Maximum exposure at the mixer and poster session.
- 7) Listing in the Conference Proceedings Book by including your company information and logo.
- 8) **2 FREE registrations** accompany each exhibition booth.
- 9) An invitation is extended to someone from your company to present at the conference using one of the **2 FREE registrations** that comes with the exhibition booth (the topics and contents are subject to review of the International Advisory Committee).

Who Will Attend?

Decision makers from food-related companies, governments and educational institutions will be in attendance. Sales and marketing specialists, product formulators, food engineers, scientists, chemists, and food technologist will review every aspect of nutraceuticals and functional foods.

Please see the **ATTENDEE PROFILES** on our web site: www.isnff.com

Please note that exhibition space is limited and it will be provided on a first come first served basis. When you send your completed form, please submit a ½ page description of company and logo in 300 dip or larger for the Conference Proceedings Book. NOTE: Description should include the company name, address, telephone/fax numbers, name, and e-mail address of contact person and names of the two individuals manning the booth.

Early Bird Reservation and payment for booth space: September 11, 2023

Registration of Booth Personnel: Together with space reservation



ALOHA!

ISNFF
15th Annual Conference and Exhibition of the ISNFF
Sheraton Princess Kaiulani Hotel
120 Kaiulani Avenue, Honolulu, HI 96815
December 10-13, 2023

Application Contract for Exhibit Space

We, the undersigned, hereby apply for exhibit space at ISNFF's Annual Conference and Exhibition. We agree to abide by the conditions outlined by ISNFF and as part of the contract. We agree to all conditions under which the exhibit space at the Sheraton Princess Kaiulani Hotel leased to the ISNFF. This application becomes a contract when it is completed, signed, and returned to ISNFF and when an official notice of confirmation is received from ISNFF.

Firm name _____

Contact person _____

Mailing address _____

City _____ **State/Province** _____

Postal/Zip Code _____ **Country** _____

Phone _____ **Fax** _____ **E-mail** _____

Booth assignment _____

Terms of Payment

I understand and accept the terms outlined on this application. Please pay by check, or credit card (VISA or MC only).

Amount \$ _____ **Credit card (circle one)** MasterCard or Visa

Card # _____ **Expiration date** _____

Signature _____ **Date** _____

Name on card _____

Send completed contract to: ISNFF, P.O. Box 29095, 12 Gleneyre Street, St. John's, NL, A1A 5B5, Canada; Fax: (709) 864-4000 or scan and forward by email to isnffsecretary@gmail.com