



Sponsorship Prospectus

The 2021 Texas Academy of Nutrition and Dietetics Annual Conference & Exhibition (TX ACE) has reached beyond its borders to partner with other state affiliates of the Academy of Nutrition and Dietetics for the first ever the ***Virtual Nutrition and Dietetics Conference and Exhibition***, to be held on the dates of April 8-10th, 2021. The theme for this year's event is, "Building a community of inclusive nutrition experts."

Attendees of this conference are professionals who make and influence buying decisions. Conference attendees are eager to learn about the latest scientifically based research, products and services that they can share with employers, colleagues, clients and consumers.

By participating in our Virtual Nutrition and Dietetics Conference and Exhibition you are putting your organization, message, and product in front of your target audience. Conference attendees use, recommend and purchase the products and services that you are selling. Our sponsors and exhibitors get the jump on competitors by not only gaining visibility, but also by communicating one-on-one with members.

Through sponsorship at the 2021 Virtual Nutrition and Dietetics Conference & Exhibition, you can:

- Increase your exposure
- Create brand awareness
- Target your marketing to your ideal audience
- Drive sales
- Market to a multi-state audience

Marketing through state academies is an excellent way for your company/business to get information about your products and services to food and nutrition professionals who are not only consumers, but influential with their peers and clients.

With our interactive virtual platform, you will be able to connect, network and interact with as many as 500+ registered dietitians, dietetic interns and students from one location.

Texas Academy of Nutrition and Dietetics

The Texas Academy of Nutrition and Dietetics, an affiliate of the Academy of Nutrition and Dietetics, is a not-for-profit organization of over 4,000 registered dietitian nutritionists, dietetic technicians and students in Texas.

Texas Academy members provide food and nutrition resources for Texans. They are here to help Texans improve and manage their health – and make eating an enjoyable and delicious experience.

Our members work in a variety of settings such as business and industry, consulting, schools, universities and research centers, hospitals and clinics, public health units, long-term care facilities, pharmaceutical companies and health fitness centers.

Mission: Optimize the health of Texans

Vision: Empower Texas Academy members to be food and nutrition leaders

Arkansas Academy of Nutrition and Dietetics

The Arkansas Academy of Nutrition and Dietetics represents a phenomenal group of outstanding registered dietitians who are compassionate and dedicated to making a healthy difference in the lives of others. We have over 500 members in areas such as schools and higher education, hospitals, clinics, LTC facilities, the health department, insurance companies, private practice and the food industry and they work hard every day to make Arkansas a healthier state.

Mission: Empower ArAND members to be food and nutrition leaders

Vision: Optimize the health of Arkansans through food and lifelong nutrition

Kansas Academy of Nutrition and Dietetics

The Kansas Academy of Nutrition and Dietetics (KSAND) is the professional association for 700+ dietetic and nutrition professionals who strive to optimize the nutrition, health and well-being of Kansans.

Mission: Accelerate improvements in state-wide health and well-being through food and nutrition.

Vision: A state where all people thrive through the transformative power of food and nutrition.

2021 Virtual Conference & Exhibition Sponsorship Package Opportunities

Platinum Sponsor	Gold Sponsor	Silver Sponsor	Bronze Sponsor
\$8,000	\$6,000	\$4,000	\$2,500
Opening, Closing <u>or</u> Virtual Cook-Along Session	Concurrent Session	Open-Attendee Social Networking Event	Sponsor Highlight
General Lobby Half-Day Banner <u>or</u> Networking Lobby Full Day Banner	General Lobby Half-Day Banner <u>or</u> Networking Lobby Full Day Banner	Networking Lobby Half- Day Banner <u>or</u> Non-Sponsored Session Banner	
Premium Exhibit Booth Space	Premium Exhibit Booth Space	Exhibit Booth Space	Exhibit Booth Space
2 Virtual Coupon Book Entries	2 Virtual Coupon Book Entries	1 Virtual Coupon Book Entry	1 Virtual Coupon Book Entry

Each Sponsorship Package Level Includes:

Listing in program materials and promotions as well as name, logo and link on the Eat Right Texas website for 2021.

Sponsors with packages will also be recognized in emails, digital newsletters and e-blasts going out to the membership prior to the conference. Sponsors will also receive a fulfillment report after the conference.

Individual item descriptions are detailed on the following pages.

Personalized sponsorship packages can be created with Sponsorship Management Coordinator.

Virtual Conference & Exhibition Sponsorship Opportunities

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Educational Opportunities

- **Keynote Session (1 available) – \$5,000 + Portion of Pre-Chosen Speaker Honorarium**
 - The Keynote Session will be on Thursday, April 8th. It is an unopposed, general session and will include all conference attendees. Sponsor will be responsible for a portion of pre-chosen speaker honorarium.
 - Additional Promotion: Sponsor will be allowed a 5-minute presentation as a part of the speaker's presentation and have virtual logo signage on the opening session page.
- **Closing Session (1 available) – \$5,000 + Portion of Pre-Chosen Speaker Honorarium**
 - The Closing Session will be held on Friday, April 9th. It is an unopposed, general session and will include all conference attendees. Sponsor will be responsible for a portion of pre-chosen speaker honorarium.
 - Additional Promotion: Sponsor will be allowed a 5-minute presentation as a part of the speaker's presentation and have virtual logo signage on the opening session page.
- **Lunch Virtual Cook-Along Cooking Demo Sessions (3 available) – \$5,000 + Speaker Honorarium and Expenses**
 - The Cook – Along Cooking Demo Sessions will be held each day (Thursday, Friday and Saturday) at lunch time and will be an un-opposed session for all attendees at the conference. Attendees will be encouraged to cook along with the demo and eat lunch “together”. Sponsor will be responsible for the speaker honorarium and cost of speaker's expenses.
 - Additional Promotion: Sponsor will be allowed a 5-minute presentation as a part of the speaker's presentation and have virtual logo signage on the opening session page.
- **Concurrent Session – \$3,000 + Speaker Honorarium**
 - Concurrent sessions will include attendees from all state affiliates. The sponsor can provide a speaker of their choice, upon approval of conference planning committee, or can choose to sponsor a previously scheduled, unsponsored session.
 - Additional Promotion: Sponsor will be allowed a 5-minute presentation as a part of the speaker's presentation and have virtual logo signage on the opening session page.
- **Texas-Specific Session – \$2,000 + Speaker Honorarium**
 - Texas-specific sessions will include all Texas attendees. The sponsor can provide a speaker of their choice, upon approval of conference planning committee, or can choose to sponsor a previously scheduled, unsponsored session.
 - Additional Promotion: Sponsor will be allowed a 5-minute presentation as a part of the speaker's presentation and have virtual logo signage on the opening session page.
- **Sponsor Highlights – \$1,500**
 - “Sponsor Highlights” are 5-minute video presentations before or after a general session, to include all attendees.
 - The Sponsor Highlights are a branded advertisement and can feature a pre-produced video and/or live virtual discussion of products, invitation to exhibit booth, etc.

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Exhibitor Opportunities

- All Exhibitor Booths Include:
 - Opportunity for two logos and one backdrop logo on booth page
 - Customized booth design by sponsor
 - Sponsor has five customizable tabs at top of booth page
 - Sponsor will be provided with instructions and a webinar to aid in developing booth
 - Booth Representatives
 - Sponsor can have unlimited number of representatives in booth
 - Attendees can message individual representatives and request one-on-one meetings
 - Pre-recorded Video
 - Video can be uploaded or an embedded link
 - Documents and links
 - Sponsor can upload documents for booth attendees to download, as well as links
 - Chat
 - Ability to live chat with attendees in booth, as well as the ability to download the chat
 - Lead Generation
 - Sponsors will receive a list of names of attendees that visited booth through conference
 - Booth will remain fully available to attendees for 30 days after conference
- Premium Exhibitor Booths
 - Early Bird: Prior to March 1, 2021 – \$899
 - March 1, 2021 and after – \$999
 - Premium Exhibitor Booth + Sponsor Highlight – \$2,100
 - Premium Exhibitor Booth + Virtual Coupon Book Entry – \$999 before March 1st and \$1099 after
 - Premium Exhibitor Booth Includes
 - Booth will be listed at top of page in virtual Exhibit Hall
 - Booth will be designated as “Premium”
 - Sponsor has access to Live Video Streaming
 - Live Video in center of main booth page
 - Live Streaming “Room” can hold up to 16 attendees at a time
 - Lead Generation
 - Sponsor will receive attendees’ names, email and state of residence
- Standard Exhibitor Booths
 - Early Bird: Prior to March 1, 2021 – \$750
 - March 1, 2021 and after – \$850
 - Exhibitor Booth + Sponsor Highlight – \$2,000
 - Exhibitor Booth + Virtual Coupon Book Entry – \$899 before March 1st and \$999 after
- Non-Profit Standard Exhibitor Booths
 - Non-Profit – \$350

Contact sponsorship@eatrighttexas.org for 2021 Conference Sponsorship Opportunities

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Promotional Opportunities

- General Main Lobby All-Day Banner (3 available) – \$5,000 per day
 - Sponsor will have unopposed primary main lobby banner branding for one full day
- General Main Lobby All-Day Carousel Banner – \$3,500 per day
 - Sponsor will have primary main lobby banner branding for one full day
 - Sponsor logos will be on carousel throughout the day
- General Main Lobby Half-Day Banner – \$2,500 per half day
 - Sponsor will have un-opposed primary main lobby banner branding for one half-day
- Networking Lobby All-Day Banner (3 available) – \$2,500
 - Sponsor will have un-opposed banner branding on the networking page of the conference for one day
- Networking Lobby Half-Day Banner – \$1,500
 - Sponsor will have un-opposed banner branding on the networking page of the conference for one half-day
- Non-Sponsored Session Banner - \$1,500 per session
 - Sponsor will have un-opposed session banner for designated session
 - Sponsor can choose banner location between non-sponsored sessions
- Virtual Coupon Book - \$250 per coupon page
 - Virtual Coupon Book will include actual coupons attendees can print and use at grocery stores or use for online purchases

Social, Networking, Event Opportunities

- Attendee-Selected Social/Networking Events – \$3,500 + cost of any materials sent to attendees
 - Sponsors can plan and organize their own social/networking events and select attendee invitations
 - Sponsor will work with Executive Director to select type of attendee to for invitation
 - Eblast will be sent to sponsor-desired attendees with a link to register
 - At sponsor's own cost, sponsor can request attendee contact information to send materials and/or products for event
- Open-Attendee Social/Networking Events – \$2,500 + cost of any materials sent to attendees
 - Sponsors can plan and organize their own social/networking events open to all members
 - Eblast will be sent to all attendees with a link to register
 - Sponsor can choose attendee cut-off registrant number, if desired
 - At sponsor's own cost, sponsor can request attendee contact information to send materials and/or products for event