

## **2017-2018 Sponsorship Opportunities**

The Clinical Nutrition Management (CNM) Dietetic Practice Group (DPG) of the Academy of Nutrition and Dietetics (Academy) includes over 2,000 industry wide Nutrition Leaders and Registered Dietitian Nutritionists. CNM members represent a wide variety of practice settings including, but not limited to, acute care, long term care, ambulatory, private practice and entrepreneur settings.

Providing learning opportunities is an integral part of our DPG strategic plan and considered a valuable benefit of CNM DPG membership. CNM provides a variety of learning opportunities for our members throughout the year via our annual Symposium, quarterly newsletter, webinars and E-blasts. These initiatives help CNM successfully achieve our strategic plan and develop and strengthen our nutrition leaders.

Industry support is vital in allowing CNM to offer such beneficial learning opportunities to our members. This document highlights current sponsorship opportunities. CNM is open to entertain additional opportunities throughout the year (requiring additional CNM and Academy approval).

Sponsorship of a CNM event provides a chance to share and strengthen a sponsor's image with industry-wide nutrition leaders as well as spotlight products and services. Sponsors are recognized and acknowledged for their contributions to the dietetic practice group. A member of the Fundraising, Professional Development and Membership Committees would be happy to provide additional details on these opportunities. We would also be open to discussing additional suggestions or ideas.

We are especially excited to share our 2018 Symposium opportunities. With a revised schedule, a dynamite location and very affordable hotel costs, we anticipate great attendance and engagement.

Thank you for your consideration.

We look forward to establishing strong partnerships with our industry leaders.

CNM Fundraising Chair,  
Kelly Danis RD LDN  
[daniska@upmc.edu](mailto:daniska@upmc.edu)

**2018 CNM Symposium**  
**March 15-17, 2018 ~ Albuquerque, New Mexico**

This is CNM's flagship professional development event of the year and one of the highest rated member benefits. Attendance averages approximately 200 leaders from across the country. The symposium focuses on leadership development and cutting-edge information on the latest in evidence-based practice in clinical nutrition, Academy updates, research and quality management.

Sponsorship Opportunity	Sponsor Investment	Sponsor Benefits
<b>Precious Metal Sponsorship</b>		
Platinum	\$15,000	<ul style="list-style-type: none"> <li>• Dedicated education session (75 minutes). Speaker costs to be fully covered by sponsor. Topic/presentation subject to CNM approval and must comply with CNM commercialism policy.</li> <li>• Three minutes of face time with attendees during introduction of sponsored speaker</li> <li>• Recognition from the podium on first day and everyday thereafter</li> <li>• Daily on-screen recognition - run each morning before symposium start and during breaks</li> <li>• Full Symposium <b>registration for <u>four</u> company attendees</b> (does not include hotel or travel)</li> <li>• Exhibit space + Full-page advertisement in the Symposium syllabus</li> <li>• Sponsored eblast to all CNM members at a mutually agreeable time</li> <li>• Half-page advertisement in the CNM newsletter</li> <li>• Provide handouts and/or promotional items for all attendees (subject to review/approval)</li> <li>• Company name and level of investment on signage and syllabus, and in the CNM annual report</li> </ul>
Gold	\$10,000	<ul style="list-style-type: none"> <li>• Dedicated education session (75 minutes). Speaker costs to be fully covered by sponsor. Topic/presentation subject to CNM approval and must comply with CNM commercialism policy.</li> <li>• Three minutes of face time with attendees during introduction of sponsored speaker</li> <li>• Recognition from the podium on first day and second day of symposium</li> <li>• Full Symposium <b>registration for <u>three</u> company attendees</b> (does not include hotel or travel)</li> <li>• Exhibit space + half-page advertisement in the Symposium syllabus</li> <li>• Provide handouts and/or promotional items for all attendees (subject to review/approval)</li> <li>• Company name and level of investment on signage and syllabus, and in the CNM Annual Report</li> </ul>
Silver	\$5,000	<ul style="list-style-type: none"> <li>• Recognition from the podium on first day</li> <li>• Full Symposium <b>registration for <u>two</u> company attendees</b></li> <li>• Exhibit space + quarter-page advertisement in the Symposium syllabus</li> <li>• Company name and level of investment on signage and syllabus, DPG Annual Report</li> </ul>
Bronze	\$2,500	<ul style="list-style-type: none"> <li>• Recognition from the podium on first day</li> <li>• Full Symposium <b>registration for <u>one</u> company attendee</b></li> <li>• Exhibit space included</li> <li>• Company name and level of investment on signage and syllabus, DPG Annual Report</li> </ul>

Sponsorship Opportunity	Sponsor Investment	Sponsor Benefits
<b>Exhibit Sponsorship</b>		
Corporate	\$1,500	<ul style="list-style-type: none"> <li>Registration for <b>2 company attendees for Friday and Saturday</b></li> <li>Exhibit space (includes a 6ft x 30in table-top display table)</li> </ul>
Non-profit	\$750	<ul style="list-style-type: none"> <li>Registration for <b>2 company attendees for Friday and Saturday</b></li> <li>Exhibit space (includes a 6ft x 30in table-top display table)</li> </ul>
CNM Member-Owned Business	\$175	<ul style="list-style-type: none"> <li>Exhibit space (includes a 6ft x 30in table-top display table)</li> <li>Includes option to sell product/books onsite</li> </ul>
<b>Promotional Product Sponsorship</b>		
Attendee Drawing(s)	\$200 – \$1500 (negotiable)	Provide a reference or tool in support of agenda session (up to 2). Sponsor to purchase. Item to be approved by the Academy and CNM planning committee.
Registrant Giveaway	\$500	Sponsor to purchase. CNM planning committee to approve item and advertisement/logo used.
<b>Meal / Break Sponsorship</b>		
Meals – Lunch	\$1,500	Includes signage at lunch recognizing sponsorship. Appreciation from podium by CNM Executive Committee member. May include product/ingredient incorporation in the menu, subject to CNM and venue review/approval.
Break	\$1,000	Includes signage at Break recognizing sponsorship. Appreciation from podium by CNM Executive Committee member. May include product incorporation, subject to CNM and venue review/approval.
<b>Advertisement</b>		
Syllabus Advertisement (Deadline TBD, 2018)	<p><b>Exhibitor pricing:</b> Full page \$400 Half page \$250 Quarter page \$150</p> <p><b>Non-Exhibitor pricing:</b> Full page \$750 Half page \$500 Quarter page \$300</p>	<ul style="list-style-type: none"> <li>Recognition in symposium syllabus</li> <li>Camera ready ad provided by Sponsor</li> <li>CNM approval required</li> <li>CNM has the right of refusal based on available space</li> <li>CNM will consider in kind ad space with other Academy organizations</li> </ul>
Registration table space	\$500	Flyers (provided by sponsor) made available on the CNM registration table

Sponsorship Opportunity	Sponsor Investment	Sponsor Benefits
<b>Focused Dinners</b> <i>Available to Symposium Sponsors Only</i>		
CNM Executive Committee Meeting	\$3,000 (estimated costs)	<ul style="list-style-type: none"> <li>• Open to Executive Committee members in addition to all CNM members and Academy leaders</li> <li>• Permitted fifteen minutes at meeting to speak to attendees</li> <li>• Provide promotional literature and samples to attendees (subject to Academy/CNM approval)</li> </ul>
Subunit / Committee Focus Group Dinners	\$1,000-3,000 (estimated for cost of dinner)	<ul style="list-style-type: none"> <li>• Opportunity to discuss professional strategies with EC Members</li> <li>• Estimated Investment reflects estimated cost for dinner</li> <li>• Date, Location and Invitation to be coordinated with CNM</li> <li>• Invitations to be sent by CNM</li> <li>• Sponsor recognition in any announcements of the event as appropriate</li> </ul>

- Please note that additional registrants of exhibit staff will be charged a \$125 fee to attend for the 2 days, if they register by the early bird deadline of **February 14, 2018**. After that date, the fee will increase to \$225. This fee will cover lunch, breaks and admission to sessions.
- **This year there will be over 4½ hours of exclusive exhibit time.**
- Sponsors who make a commitment by **January 31, 2018** will have their company listed in our promotional materials and invitation to over 2,000 members. Note: Our invitation and Symposium promotion begins on or about January 1<sup>st</sup>. The sooner you commit, the more potential attendees will see your info!
- Sponsors who commit by **February 20, 2018** will be listed in the symposium syllabus.

**Please contact Kelly Danis, CNM’s Fundraising Chair, for more information**  
**([daniska@upmc.edu](mailto:daniska@upmc.edu))**

## Year-Round Sponsorship Opportunities

**CNM Website:** Website devoted to providing information and resources for members.

**Investment: \$750**

- Home page Advertisement
- Advertisement of Toolkits

**Future Dimensions (Educational grant/sponsorship):** Quarterly publication providing research, quality, and leadership information in addition to professional continuing education (CPEU) credits in each issue. All editions are posted electronically on the CNM DPG website, which retains advertisements and hyperlinks within PDF indefinitely. Ad subject to CNM/Academy approval.

**Investment options (per issue):**

- Full page Advertisement **\$1000**
- ½ page Advertisement **\$500**
- ¼ page Advertisement **\$300**

**Webinars:** CNM conducts at least one annual webinar featuring trending topics. Topics and speakers are selected by CNM with Academy approval.

**Investment (per webinar): \$2500 plus speaker costs**

- Sponsor name in email promotions and in the educational event listing
- Logo and sponsor recognition by moderator at the start and end of the webinar

**Sponsored E-blasts:** Stand-alone eblast sent to all CNM members and archived on the website for one year.

**Investment: \$2000**

- Includes up to 700 words, 2 graphics, 1 logo and 4 hyperlinks
- Copy subject to CNM/Academy approval

**News You Can Use:** Monthly e-news eblast sent to all CNM members

**Investment: \$1000**

- Includes up to 100 words, one graphic, sponsor logo and 2 hyperlinks, subject to Academy/CNM approval

*All sponsorship must meet the goals of and be consistent with approved programs and projects of CNM DPG and the Academy. Sponsorships require contract Letter of Agreement between the sponsor and the Academy of Nutrition and Dietetics on behalf of CNM. All programs and projects are subject to approval of the CNM DPG and the Academy.*