

2020-2021 Sponsorship Opportunities

The Clinical Nutrition Management (CNM) Dietetic Practice Group (DPG) of the Academy of Nutrition and Dietetics (Academy) includes almost 2000 industry wide nutrition leaders, decision-makers, 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.

This prospectus outlines sponsor and exhibitor opportunities including [year-round events](#) as well as opportunities to sponsor and/or exhibit at our annual CNM Symposium.

Providing professional development and education opportunities is an integral part of our DPG strategic plan and considered a valuable benefit of CNM membership. CNM provides these opportunities throughout the year via our annual Symposium, quarterly newsletter, webinars, and eblasts. These initiatives help CNM successfully meet our strategic goals while developing and strengthening the skills and abilities of our nutrition leaders.

Industry support is critical to CNM. Your support helps us offer beneficial learning opportunities and provide product/service information to our members. This document highlights current sponsorship opportunities. CNM is open to entertain additional opportunities throughout the year (with CNM and Academy approval).

The annual CNM Symposium is CNM's flagship professional development event of the year and one of the highest rated member benefits. We have pivoted to a virtual event in 2021 with a unique schedule and [new opportunities](#) for support. Plus, we are using an app, which provides just-in-time deliverables to maximize your return on investment!

Sponsorship of a CNM activity, project, and/or program provides an opportunity to share and strengthen a sponsor's image with industry-wide nutrition leaders. Sponsors are recognized and acknowledged for their contributions to CNM. We are happy to provide additional details on these opportunities and appreciate your consideration. We look forward to establishing strong partnerships with our industry leaders.

Angie Hasemann Bayliss, MS, RDN, CSP
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2021 CNM Virtual Symposium
April 13 and 20, 2021
Sponsorship/Support Opportunities



**Clinical
Nutrition
Management**
a specialty practice group of the
eat right. Academy of Nutrition
and Dietetics

 April 13 & 20, 2021

CNM DPG Virtual Symposium

The Vision of Nutrition:
Empowering and Inspiring Leaders

In 2021, our virtual event will have the opportunity for sponsorship/support virtual exhibit listing. We encourage you to explore these options with our event app!



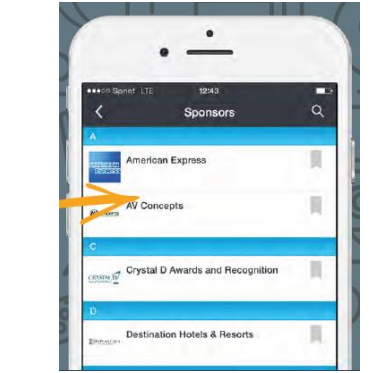
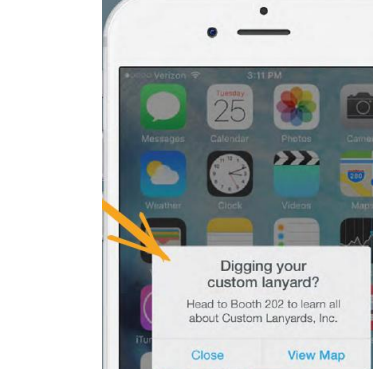
The app will be “live” by April 7th and will remain active through May 31, 2021. Registrants will be prompted to download the CrowdCompass app and engage before, during, and after our event. Details regarding the app can be found on the next page.

Sponsorship/support also includes a dedicated section during registration and on our website. Options include descriptions, logos, website links, and key personnel contact info.



We anticipate that the Virtual Symposium will exceed 350 registrants!

Begin by familiarizing yourself with app nomenclature [here](#).

App Nomenclature:

	What	Details	
<p>Splash page</p>		<ul style="list-style-type: none"> • Full-screen visual appears when the event is launched • Prime real estate with a front-and-center impression • Displays for up to 5 seconds • Every attendee using the app sees the sponsored splash page 	<p>This is an exclusive opportunity.</p>
<p>Banner ads</p>		<ul style="list-style-type: none"> • Appears at the top of the screen • Approximately 5 seconds of display time each time they appear 	<p>Ads will appear throughout the Virtual Symposium</p>
<p>Sponsor and Exhibitor listings</p>		<ul style="list-style-type: none"> • By tier • Includes interactive experience for attendees to learn more 	<p>Includes logo Platinum and gold sponsors can directly access their listing to modify and update content</p>
<p>Push notifications</p>		<ul style="list-style-type: none"> • Messages sent directly to event attendees' mobile device 	<p>Schedule specific announcement times and messages. Push notifications appear on an attendee's screen even if the app is closed.</p>

Virtual Symposium Sponsor Opportunities

Sponsorship Opportunity	Sponsor Investment	Sponsor Benefits
<div style="text-align: center;">   Platinum </div>	<div style="text-align: center;"> \$7,500 *1 only </div>	<ul style="list-style-type: none"> • A 3-minute recorded video that will be available to all attendees on the website, linked to email communications, and will be part of the app. CNM DPG will work with the sponsor to create and record this video by March 1, 2021. • Recognition as we start each session. • Full Symposium registration for up to six company attendees • Sponsored eblast to all CNM members at a mutually agreeable/available time (complete by May 31, 2021) • Half-page advertisement in the CNM Spring 2021 newsletter (copy due March 1, 2021) • App benefits: <ul style="list-style-type: none"> ○ Exclusive splash screen ○ Two banner ads ○ Expanded sponsor listing ○ Four push notifications (before and during the sessions) • Sponsorship promoted in up to 3 CNM member communications (eblasts, social media) • Contact information for all attendees (as permitted by the attendees) • Listing (with logo) in the 2020-2021 CNM annual report • Complete metrics report from attendee app usage
<div style="text-align: center;"> Gold </div>	<div style="text-align: center;"> \$5,000 *3 </div>	<ul style="list-style-type: none"> • Recognition as we start each session. • Full Symposium registration for up to four company attendees • Sponsored message as part of the News You Can Use to all CNM members in March, April, or May 2021 • Quarter-page advertisement in the CNM Spring 2021 newsletter (copy due March 1, 2021) • App benefits: <ul style="list-style-type: none"> ○ Two banner ads ○ Expanded sponsor listing ○ Three push notifications • Sponsorship promoted in up to 3 CNM member communications (eblasts, social media) • Contact information for all attendees (as permitted by the attendees) • Listing (with logo) in the 2020-2021 CNM annual report • Complete metrics report from attendee app usage

Virtual Symposium Sponsor Opportunities

Sponsorship Opportunity	Sponsor Investment	Sponsor Benefits
Silver	\$2,000	<ul style="list-style-type: none"> • Recognition as we start each session. • Full Symposium registration for up to three company attendees • Sponsored message as part of the News You Can Use to all CNM members in March, April or May 2021 • Sponsor listing in the CNM Spring 2021 newsletter • App benefits: <ul style="list-style-type: none"> ○ One banner ad ○ Two push notifications ○ Sponsor listing and logo • Sponsorship promoted in one CNM member communications (eblasts, social media) • Contact information for all attendees (as permitted by the attendees) • Listing in the 2020-2021 CNM annual report • Complete metrics report from attendee app usage
Bronze	\$1,000	<ul style="list-style-type: none"> • Recognition as we start each session. • Full Symposium registration for up to two company attendees • Sponsor listing in the CNM Spring 2021 newsletter • App benefits: <ul style="list-style-type: none"> ○ One push notification ○ Sponsor listing and logo • Sponsorship promoted in one CNM member communications (eblasts, social media) • Contact information for all attendees (as permitted by the attendees) • Listing (with logo) in the 2020-2021 CNM annual report • Complete metrics report from attendee app usage

Year-Round Sponsor Opportunities



CNM Website Listing:

The CNM website is devoted to providing information and resources for members. Sponsor has an opportunity to place an advertisement, logo placement, and one hyperlink.

Investment: \$500

- Logo and Ad (approximate size 300x300 pixels)
- Logo/info placement is for one year from the time of placement.



Future Dimensions

Advertisement:

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. Sponsor is responsible for providing PDF copy (no bleeds), subject to Academy/CNM review and approval.

Investment (per issue):

- Full page Advertisement (\$1,000); ½ page (\$500); ¼ page (\$300)

Webinars: CNM conducts several educational webinars each year.

Webinar – Your Topic



Work with CNM DPG regarding content and speaker of your choice (subject to CNM DPG/Academy review and approval). This is a great way to highlight specific, science- and/or evidence-based research, or service outcomes. The webinar must be educational. Our webinars are promoted to all members via the website, eblast, and event calendar. Your name and logo will be a part of this promotion, as well as on a beginning and ending slide.

Investment (per webinar): \$3,000 (plus any fees/costs the sponsor directly pays to the speaker)

Webinar – General Sponsorship

CNM developed webinar. Topic aligned with our strategic plan. Support this initiative with your general sponsorship. Our webinars are promoted to all members via the website, eblast, social media, and event calendar. Your name and logo will be a part of this promotion, as well as on a beginning and ending slide.

Investment (per webinar): \$1,500



A Reminder - The 2021 CNM DPG Symposium is Going Virtual!

After thoughtful consideration, the CNM DPG Executive Committee has moved the 2021 Symposium to a virtual platform. (We've moved Raleigh, NC to 2022).

The event will be on April 13 and April 20. Each day will be a 2.5 hour session with 3 speakers (about 35 minutes per presentation with time for questions).

Consider Submitting a Proposal to Speak!
Opportunity Open Through Next Wednesday, October 14th



In conjunction with speaking opportunities, the newsletter team will be releasing a special-edition newsletter!

We hope you will consider submitting a proposal to speak. Details on topics and overarching guidance can be downloaded [here](#). Complete call for speakers/authors info can be found [here](#).

Proposals are due next week on Wednesday, October 14th.

Questions? [Email us](#).

Follow Us on Social Media!



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

Includes up to 700 words, 2 graphics, 1 logo and 4 hyperlinks.

Copy is provided by sponsor in Word format and is subject to Academy/CNM review and approval.

Copy is placed in one of CNM's existing eblast templates.

Metrics (including open/read rate and click-through rates) available 2 weeks after the launch.

Investment: \$2,000

News You Can Use: Monthly e-news eblast sent to all CNM members. Sponsor can include content in this already scheduled eblast.

Includes up to 100 words within the News You Can Use eblast, one graphic, sponsor logo, and 2 hyperlinks.

Copy is provided by sponsor in Word format and is subject to Academy/CNM review and approval.

Investment: \$500

All sponsorships must meet the goals of and be consistent with approved programs and projects of CNM DPG and the Academy. Sponsorships require a 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.

Note: Acceptance of advertisements does not create or imply an association with or an endorsement from CNM/Academy or its general membership.