

2021-2022 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 entertaining 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. Our 2022 plan is to continue with a virtual event. Details regarding Symposium opportunities are included with this information.

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.

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CNM Fundraising Chair
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2022 CNM Virtual Symposium
March 24 and 31, 2022
Sponsorship/Support Opportunities



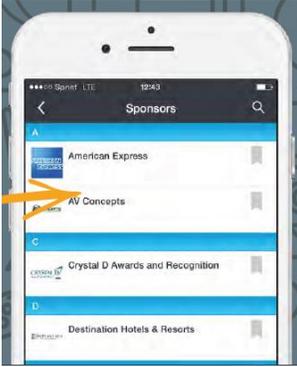
In 2022, our virtual event will have the opportunity for sponsorship/support virtual exhibit listing. We encourage you to explore these options with our event app!

The app will be “live” by March 14th and will remain active through May 31, 2022. 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!

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

2022 Platinum and Gold Sponsors will receive a 20% discount on

2023 Symposium Sponsor/Exhibitor Fees*

**2023 Symposium is scheduled to be in-person in Raleigh, NC on April 27th – 29th*

Sponsorship Opportunity	Sponsor Investment	Sponsor Benefits
Platinum	\$7,500 *1 only available	<ul style="list-style-type: none"> • A 3-minute recorded video that will be available to all attendees on the app. CNM DPG can work with the sponsor to create and record this video by February 22, 2022. • 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, 2022) • Half-page advertisement in the CNM Spring 2022 newsletter (copy due March 1, 2022) • App benefits: <ul style="list-style-type: none"> ○ Exclusive splash screen promotion ○ Two banner ads ○ Up to 3 linked documents (subject to Academy review) ○ Four push notifications (before and during the sessions) • Sponsorship called out in up to 3 CNM member communications (eblasts, social media) • Contact information for all attendees (as permitted by the attendees) • Listing in the 2021-2022 CNM annual report • Complete metrics report from attendee app usage
Gold	\$5,000 *3 available	<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 <i>News You Can Use</i> to all CNM members in April or May 2022 • Quarter-page advertisement in the CNM Spring 2022 newsletter (copy due March 1, 2022) • App benefits: <ul style="list-style-type: none"> ○ Two banner ads ○ Up to 2 linked documents (subject to Academy review) ○ Three push notifications • Sponsorship called out in up to 3 CNM member communications (eblasts, social media) • Contact information for all attendees (as permitted by the attendees) • Listing in the 2021-2022 CNM annual report

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 <i>News You Can Use</i> to all CNM members in April or May 2022 • Sponsor listing in the CNM Spring 2022 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 2021-2022 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 2022 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 2021-2022 CNM annual report • Complete metrics report from attendee app usage

Year-Round Communication Opportunities



CNM Website Listing:

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

Investment: \$500

- Up to 150 words with 3 hyperlinks
- Logo and Ad (approximate size 300x300 pixels)



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)

Sponsored Member Product Mailing



CNM welcomes the opportunity to send product samples and/or information to all or geographic groups, subject to CNM/Academy review. Product samples and up to three handouts are sent in bulk to the CNM office for mailing. You can include information on providing product feedback or requesting additional samples (this includes a post-mailing email and survey, subject to review). Ideal for new product launches to get your brand in front of influential Registered Dietitian Nutritionists who are decision-makers. We can geographically segment the mailing to a particular area and also segment by a total number of mailings.

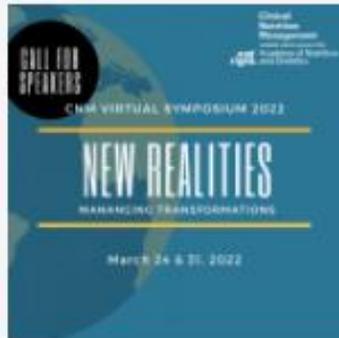
- **Investment Fee:** To be determined, based on weight and size of materials to be mailed and number of recipients.
Estimated sponsor cost is \$25 –\$50 per recipient.



Clinical Nutrition Management
evidence practice group of the
eat right Academy of Nutrition and Dietetics

Reminder - Virtual Symposium Call for Speakers is Open!

Clinical Nutrition Management DPG Virtual Symposium 2022



Interested in speaking at our 2022 Virtual Symposium or know someone who could speak to transformations in clinical nutrition management?

Begin by reviewing the complete speaker proposal information [here](#).

[SUBMIT HERE](#)

Speaker proposals are due next week on September 17, 2021

Have a question? [Email us!](#)

Join us for a Virtual Coffee Break Event!



Start your FNCE day with CNM and our virtual coffee!

Monday, October 18th at 9 a.m. CT

Breakout topics include pediatrics, quality improvement, informatics, CNM resources and journal club.

We're sending a gift to the first 100 registrants! Don't delay!

[Register here.](#)

Follow Us on Social Media!



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

Includes up to 750 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

Year-Round Other Opportunities

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

Sponsored Focus Group/Virtual Session

Interested in presenting your product/service information to CNM DPG members? Consider this new opportunity!



Executive Committee Virtual Focus Group

- 30 minutes to showcase your product(s) and/or service(s) via an electronic platform on a mutually agreeable day/time
- Interact with key influential leaders and decision makers in the food and nutrition management arenas
- Interactive discussion and conversation during the session
- Opportunity to send a follow-up survey to participants (up to 7 pre-approved questions)

Sponsorship Fee: \$750

CNM DPG Member Virtual Presentation

- 45 minutes to showcase your product(s) and/or service(s) via an electronic platform on a mutually agreeable day/time
- Present to CNM DPG members invited to participate (up to 100)
- Interactive discussion (via Q and A and/or polling) during the session
- Opportunity to send a follow-up survey to participants (up to 7 pre-approved questions)

Sponsorship Fee: \$1,000

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.