

## 2018-2019 Sponsorship Opportunities

The Clinical Nutrition Management (CNM) Dietetic Practice Group (DPG) of the Academy of Nutrition and Dietetics (Academy) includes over 2000 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.

This prospectus outline sponsor and exhibit opportunities including year-round events as well as opportunities to sponsor and/or exhibit at our annual CNM Symposium.

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. All 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).

The annual CNM Symposium 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 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. 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)

## Year-Round Sponsorship Opportunities



### CNM Website: 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: \$750**

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



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

#### **Investment options (per issue):**

- Full page Advertisement (\$1000); ½ page (\$500); ¼ page (\$300)

**Webinars:** CNM conducts at least one annual webinar featuring trending topics.



#### **Webinar – Your Topic**

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

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 showcase specific, science- and/or evidence-based research or service outcomes. 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.

#### **Webinar – General Sponsorship**

**Investment (per webinar): Sponsorship Fee: \$1,500**

CNM general 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.



**CNM DPG News You Can Use: March 2018**

Hello fellow CNM DPG members. As your Executive Committee meets and discusses a variety of initiatives and ongoing projects we want to share them with you!

**2018 CNM Symposium "Moving Your Vision to a Plan of Action" in Albuquerque, NM a SUCCESS!**



The CNM DPG Annual Symposium is over and the new modified format of condensed days seemed to be a hit with attendees. Our speakers provided outstanding sessions and our Marketing Coordinator worked very hard to keep members up to date in real time on social media. A HUGE

thank you to our sponsors and all who volunteered their time towards a great symposium. We were so pleased to have 55 first time attendees this year!!

- Congratulations to Sara Tutor, RDN, CNSC, CLC who won First Place Award for the QPI poster exhibit and to our People's Choice Winner Sara Lee Thomas, MS, RD, LD. Watch the website for the QPI posters that were shared at the symposium.
- Congratulations to Becky Hurst-Davis, MS, RD, CSP, CNSC, CD and Anne Moselle, MS, RD our first time attendees who each won a copy of "The Clinical Nutrition Manager's Handbook: Solutions for the Busy Professional."
- Member Mary Shapero, RD won a free registration for the 2019 CNM Symposium by completing a Sponsor and Exhibitor Engagement Activity.
- Planning for 2019 Symposium is underway – watch the website/social media for the location & date announcement. Start planning QPI projects/posters to be entered into next year's contest; and if you are interested in exhibiting or know someone interested in sponsorship, contact CNM DPG Fundraising Committee Chair, [Kelly Danis](#)

**Congratulations to our newly elected 2018-2019 CNM DPG volunteers:**

- Chair Elect: Wendy Phillips, MS, RD, CNSC, CLE, FAND
- Secretary: Jennifer DeHart, MS, RDN, LD CNSC
- Nominating Committee Chair Elect: Angie Hasemann, MS, RDN, CSP
- Nominating Committee Member: Julie Grim, MPH, RDN, LD

**Continue Your Academy Benefits into 2018-2019:**



**Academy Membership renewal** is now open. As you consider your options for the coming year keep in mind the benefits available within our CNM DPG including the annual symposium, quarterly newsletters with CPEU available, webinars, and often most importantly, the generosity of peers in sharing tools and resources. If you mentor students, please let them know about our new low student rate of only \$10/year and the opportunity for

leadership development within the CNM DPG.

**April Deadline for Foundations 2018 Scholarship Application**

The Foundation's 2018 scholarship application is now available for students at all levels of study, including internships and undergraduate, masters, doctoral and NDTR programs. In 2017, the Foundation awarded more than 230 scholarships ranging from \$500 to \$10,000. The deadline to apply is April 23, 11am MT/PA.

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

**Investment: \$2000**

- o Includes up to 700 words, 2 graphics, 1 logo and 4 hyperlinks.
- o Copy is provided by sponsor in Word format and is subject to Academy/CNM review and approval.
- o Metrics (including open/read rate and click-through rates) available 2 weeks after the launch.

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

**Investment: \$1000**

- o Includes up to 100 words within the News You Can Use eBlast, one graphic, sponsor logo and 2 hyperlinks.
- o Copy is provided by sponsor in Word format and is subject to Academy/CNM review and approval.

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

*Sponsors with the highest confirmed level of Precious Metal Symposium sponsorship will have first right of refusal for remaining sponsor opportunities.*

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



**2019 CNM Symposium**  
**May 2 – 4, 2019 Atlanta Georgia**  
**Embassy Suites by Hilton Atlanta at Centennial Olympic Park**

**Precious Metal Sponsorship**

Sponsorship opportunity	Sponsor Investment	Sponsor Benefits
<p align="center"><b>Platinum</b></p> <p align="center"><i><b>Sold!</b></i></p>	<p align="center">\$15,000</p>	<ul style="list-style-type: none"> <li>• Dedicated education session (60 minutes) with choice of speaker.               <ul style="list-style-type: none"> <li>○ Speaker costs to be fully covered by sponsor.</li> <li>○ Must submit a session proposal during the planning period to be considered by the Professional Development Committee during program planning, must comply with CNM/Academy commercialism policy.</li> <li>○ Final slides required by <b>3/22/19</b> to allow time for CNM and Academy review.</li> </ul> </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 + 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/available time</li> <li>• Half-page advertisement in the CNM Spring 2019 newsletter</li> <li>• Provide handouts and/or promotional items for all attendees (subject to review/approval)</li> <li>• Approval to use # on sponsor’s social media to promote sponsored session</li> <li>• Sponsorship advertised in <b>4</b> CNM Symposium advertising eblasts</li> <li>• Company name and level of investment on signage and syllabus, and in the CNM annual report</li> <li>• Contact information for all attendees (as allowed by the attendees)</li> </ul>
<p align="center"><b>Gold</b></p>	<p align="center">\$10,000</p>	<ul style="list-style-type: none"> <li>• Designated support of a selected education session.</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 subject to CNM/Academy approval</li> <li>• Provide handouts and/or promotional items for all attendees (subject to review/approval)</li> <li>• Approval to use # on sponsor’s social media to promote sponsored</li> <li>• Sponsorship advertised in <b>3</b> CNM Symposium advertising eblasts</li> <li>• Company name and level of investment on signage and syllabus, and in the CNM Annual Report</li> <li>• Contact information for all attendees (as allowed by the attendees)</li> </ul>

- Sponsors will have their company listed on the promotional page that will be posted on the CNM Website at [www.cnmjpg.org](http://www.cnmjpg.org), and reviewed by approximately 2,000 dietitians. Sponsors who commit by **3/22/19** will be listed in the symposium syllabus.
- *Sponsors with the highest level of precious metal sponsorship will have first right of refusal for remaining sponsor opportunities.*

Sponsorship opportunity	Sponsor Investment	Sponsor Benefits
<b>Silver</b>	\$5,000	<ul style="list-style-type: none"> <li>• Recognition from the podium on first day</li> <li>• Full Symposium <b>registration for two company attendees</b></li> <li>• Exhibit space + quarter-page advertisement in the Symposium syllabus subject to CNM/Academy approval</li> <li>• Sponsorship advertised in <b>2</b> CNM Symposium advertising eblasts</li> <li>• Company name and level of investment on signage and syllabus, CNM Annual Report</li> </ul>
<b>Bronze</b>	\$2,500	<ul style="list-style-type: none"> <li>• Recognition from the podium on first day</li> <li>• Full Symposium <b>registration for one company attendee</b></li> <li>• Exhibit space included</li> <li>• Sponsorship advertised in <b>1</b> CNM Symposium advertising eblasts</li> <li>• Company name and level of investment on signage and syllabus, CNM Annual Report</li> </ul>

### Additional Sponsorship Opportunities

#### Meal / Break Sponsorship

<b>Meals – Welcome Reception / Lunch</b>	\$3,000	Allows signage at lunch recognizing sponsorship. Appreciation from podium by CNM Executive Committee member. Where possible, incorporation of product/ingredient in the menu, subject to CNM and venue review/approval. <i>Note: sponsorship must be confirmed by March 15<sup>th</sup> to explore product/ingredient incorporation. Incorporation may be subject to additional cost, depending on the venue.</i>
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<b>Refreshment Break</b>	\$1,000	Allows signage at Break recognizing sponsorship. Appreciation from podium by CNM Executive Committee member. Where possible, incorporation of product/ingredient in to the break, subject to CNM and venue review/approval. <i>Note: sponsorship must be confirmed by March 15<sup>th</sup> to explore product/ingredient incorporation. Incorporation may be subject to additional cost, depending on the venue.</i>
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#### Focused Dinners

*Available to Symposium Sponsors Only*

<b>CNM Executive Committee Meeting</b> <i>2 Sponsors</i>	\$3,000	<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 CNM/Academy approval)</li> </ul>
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<b>Subunit / Committee Focus Group Dinners</b> <i>1 Sponsor</i>  <b>Sold!</b>	\$1,000-3,000 (estimated for cost of dinner)	<ul style="list-style-type: none"> <li>• Sponsorship will be considered after annual prospectus is published. Opportunity to discuss industry trends, new developments, professional strategies etc. with EC Members.</li> <li>• Costs reflect estimated cost for dinner.</li> <li>• Opportunity for 1 representative to speak for 10 minutes to attendees. Two additional representatives to network with CNM members</li> <li>• Date, Location and Invitation to be coordinated with CNM. (Any off-site event must have a contract between the venue and the Academy.)</li> <li>• Invitations to be sent by CNM</li> <li>• Sponsor recognition in any announcements of the event as appropriate</li> </ul>
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**2018-2019 Exhibit Opportunities**  
**2019 CNM Symposium**  
 May 2 – 4, 2019 Atlanta Georgia  
 Embassy Suites by Hilton Atlanta at Centennial Olympic Par

<b>Exhibit</b>		
Thurs 5/2/19 5:30pm-7pm Fri 5/3 10:30 am-1:30 pm and 5:15-6:30 pm *Almost 6 hours of dedicated exhibitor time!		
Corporate	\$1,500	<ul style="list-style-type: none"> <li>Registration for <b>3 company attendees for Thursday opening session and Friday</b></li> <li>Exhibit space (includes a 6ft x 30in display table)</li> </ul>
Non-profit	\$750	<ul style="list-style-type: none"> <li>Registration for <b>3 company attendees for Thursday opening session and Friday</b></li> <li>Exhibit space (includes a 6ft x 30in display table)</li> </ul>
<b>Promotional Product Sponsorship</b>		
Attendee Drawing(s)	\$200 – \$1500 (negotiable)	<ul style="list-style-type: none"> <li>Provide a reference or tool in support of agenda session (up to 2).</li> <li>Sponsor to purchase.</li> <li>Item to be approved by CNM/Academy.</li> </ul>
Registrant Giveaway	\$500	<ul style="list-style-type: none"> <li>Sponsor to purchase. Item and advertisement/logo to be approved by CNM/Academy.</li> </ul>
<b>Advertisement</b>		
Syllabus Advertisement  3/22/19	<b>Exhibitor pricing:</b> Full page \$400 Half page \$250 Quarter page \$150  <b>Non-Exhibitor pricing:</b> Full page \$750 Half page \$500 Quarter page \$300	<ul style="list-style-type: none"> <li>Recognition in symposium syllabus.</li> <li>Camera ready ad provided by Sponsor.</li> <li>CNM/Academy 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> <li>Acceptance of advertisements does not create or imply an association with or an endorsement from CNM/Academy or its general membership.</li> </ul>

- Please note that additional registrants of exhibit staff will be charged a \$75 fee to attend on Friday (only), if they register by the early bird deadline. After that date, the fee will increase to \$100. This fee will cover meals, breaks and admission to sessions.
- Exhibitors will have their company listed on the promotional page that will be posted on the CNM Website at [www.cnmdpg.org](http://www.cnmdpg.org), and reviewed by approximately 2,000 dietitians. Exhibitors who commit by **3/22/19** will be listed in the symposium syllabus.