

# SPONSORSHIP & ADVERTISING PROSPECTUS

Connect with influential FNCE® attendees beyond your booth! Attendees are interested in new products, services, research, cooking techniques/recipes and trends impacting the food, nutrition and dietetics profession. This is your opportunity to showcase your organization and increase your exposure at FNCE®.

## SPONSORSHIP PACKAGES

### FNCE® SIGNATURE SPONSOR

The FNCE® Signature Sponsor package includes benefits to increase your attendee engagement before, during and after the conference.

- 45-minute **Expo Theater Event** with seating for **150+**
  - Culinary Demo or Expo Briefing
  - Opportunity to distribute pre-approved resources
  - Attendee evaluation

*Scheduled during **Expo Exclusive** hours (booked on a first-come, first-served basis)*
- Pre- and Post-FNCE® **attendee email** communication
- Customizable standard placement in the FNCE® **Digital Event Bag**
- Inclusion in the FNCE® **Product Showcase**
- One complimentary full **conference registration**
- **Recognition** touchpoints in numerous FNCE® communications
- Advance selection of 2025 FNCE® booth
- Fulfillment report

**\$25,000**, exclusive to six exhibitors

To learn more, contact  
**Daun Longshore** or  
**Jeanine O'Dowd**.

All sponsorships and  
advertisements **are**  
**reserved for FNCE®**  
**2024 exhibitors.**

## FNCE® CULINARY SPONSOR

Engage FNCE® attendees by creating a culinary experience they won't forget! Share new recipes and products, demonstrate cooking techniques, and provide nutrition tips, trends and practical applications.

- 30-minute **Culinary Demo** with seating for **150+**
  - Opportunity to distribute pre-approved resources
  - Attendee evaluation
- Customizable standard placement in the FNCE® **Digital Event Bag**
- **Recognition** touchpoints in numerous FNCE® communications
- Fulfillment report

**\$15,000**, space is limited. Booked on a first-come, first-served basis. Add one product in the FNCE® Product Showcase for **\$1,000** (\$500 discount).

## FNCE® EXPO BRIEFING SPONSOR

FNCE® attendees seek new research, emerging trends and the latest information on a variety of science-based topics, including practical applications to share with clients and patients.

- 30-minute **Expo Briefing** with seating for **150+**
  - Opportunity to distribute pre-approved resources
  - Attendee evaluation
- Customizable standard placement in the FNCE® **Digital Event Bag**
- **Recognition** touchpoints in numerous FNCE® communications
- Fulfillment report

**\$15,000**, space is limited. Booked on a first-come, first-served basis. Add one product in the FNCE® Product Showcase for **\$1,000** (\$500 discount).

## FNCE® SPOTLIGHT SPONSOR

FNCE® attendees seek the latest information on innovative products and services to share with clients and patients.

- 20-minute **Spotlight Presentation** with seating for **60**
  - Opportunity to distribute pre-approved resources and samples
  - Attendee evaluation
- Inclusion in the FNCE® **Product Showcase**
- Customizable standard placement in the FNCE® **Digital Event Bag**
- **Recognition** touchpoints in numerous FNCE® communications
- Fulfillment report

**\$7,000**

## FIRST-TIME FNCE® ATTENDEE RECEPTION

**Saturday, October 5, 2024, mid-afternoon prior to Opening Session**  
**Minneapolis Convention Center**

Extend a warm welcome and make a significant impression on first-time FNCE® attendees! This reception offers newcomers a place to network, make plans, and feel more connected. In 2023, there were 1,900 first-time attendees. Showcase your commitment to supporting newcomers while elevating your brand awareness in a relaxed environment.

- **Welcome remarks** (5 minutes)
- Welcome table and opportunity to distribute **swag bags**
- Opportunity to scan attendee badges for **post-FNCE email** communication
- Customizable standard placement in the FNCE® **Digital Event Bag**
- **Recognition** touchpoints in numerous FNCE® communications

**\$15,000**, plus food and beverage

## **SOLD!** FNCE® YOGA SPONSOR

To learn more, contact **Daun Longshore** or **Jeanine O'Dowd**.

All sponsorships and advertisements are reserved for FNCE® 2024 exhibitors.

# INFORM & ADVERTISE

## FNCE® DIGITAL EVENT BAG

Promote your company, brand, research, products and services to FNCE® attendees before, during and after the conference through the FNCE® Digital Event Bag! This virtual promotion allows you to directly reach the FNCE® audience and build your marketing database. Customize your message and direct access links to drive traffic to your booth or website — an ideal opportunity to promote giveaways, coupons, booth activities, toolkits, new product initiatives and more.

**2023 stats: 12,046 views, 48% attendee visit rate**

**Featured Placement: \$2,000, maximum of six**

**Standard Placement: \$1,250**

## FNCE® PRODUCT SHOWCASE

Shine a spotlight on your products and services and stand above the competition in the FNCE® Product Showcase. Listing on FNCE® website, FNCE® mobile app and dedicated space in an onsite display case.

**\$1,500, for one product**

## FNCE® FOCUS

Daily email sent to all Minneapolis attendees during the four-day conference, dedicated exclusively to Expo Hall events and booth activities. Stand apart from other exhibitors and drive traffic to your booth by advertising your booth promotions, resources and activities. And extend your message with an advertisement in the post-FNCE® Focus recap.

**FNCE® Focus 2023 average open rate: 57%**

### Five issues:

- Saturday, October 5
- Sunday, October 6
- Monday, October 7
- Tuesday, October 8
- Friday, October 18 (post-FNCE® recap)

### Advertising Options:

#### Banner Ad:

**\$1,500, one booked per issue**

Image and/or logo, short description and link to company website

#### Featured Promotion:

**\$1,500, two booked per issue**

Image, description and link to company website

#### Standard Promotion:

**\$1,250, four booked per issue**

Description and link to company website

## ADDITIONAL SPONSORSHIPS

- Research Appreciation Breakfast
- Student Lounge: Snack Break
- Morning Yoga at the Headquarter Hotel
- Academy Spokespeople: Breakfast Briefing

To learn more, contact  
**Daun Longshore** or  
**Jeanine O'Dowd**.

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advertisements **are reserved**  
**for FNCE® 2024 exhibitors.**

# ACADEMY FOUNDATION SPONSORSHIP OPPORTUNITIES

Recognition for all sponsorship opportunities includes promotion throughout Foundation donor acknowledgments and FNCE® marketing communications

To learn more, contact [\*\*Susie Burns.\*\*](#)

## FOUNDATION PRE-FNCE® NUTRITION SYMPOSIA

**Saturday, October 5, 2024**

**Two 90-minute sessions available (exact time TBD)**

These 90-minute events offer sponsors the exclusive opportunity to engage with credentialed food and nutrition practitioners through a science-based symposium on trending topics. These can include new research and insights or may be a training session on highly sought-after topics such as leadership or communications.

**\$37,500**

*Plus, all speaker expenses including conference registration, travel, hotel, and honorarium. Additional \$10,000 investment option to add live streaming component.*

## FOUNDATION BREAKFAST SESSION

**Monday, October 7, 2024**

**6:45 – 7:45 am**

This one-hour breakfast event offers sponsors the exclusive opportunity to share new research with FNCE® attendees, including practical applications that can be incorporated into practice.

**\$15,000**

*Plus, all expenses related to the breakfast including food, service fee and taxes (additional corkage fees beyond the standard menus may apply to incorporate specific products into the breakfast) and speaker expenses including conference registration, travel, hotel, honorarium, and audio visual.*

## FOUNDATION VIRTUAL 5K RUN/WALK & 2024 MEDTRONIC TWIN CITIES MARATHON CHARITY BIB RUNNERS TEAM PACKAGE

**Marathon: Sunday, October 6, 2024; 5K: At attendees' leisure throughout the conference**

The Academy Foundation Virtual 5K Run/Walk allows attendees to complete this race throughout the conference on their own time and terms — indoor or outdoor, morning or evening. These challenges are designed to motivate attendees to move more, while also providing an opportunity to support the Academy Foundation. This package also includes title sponsorship of our Foundation's Medtronic Twin Cities Charity Bib Runners team that will raise money and run the Marathon in Minneapolis on Sunday during FNCE®.

**\$15,000**

## ACADEMY OF NUTRITION AND DIETETICS FOUNDATION: PRESIDENT'S PARTY WITH A PURPOSE

**Sunday, October 6, 2024**

**8:00 – 9:30 pm**

Join President Livleen Gill, MBA, RDN, LDN, FAND, for this can't-miss evening. This ticketed event will offer FNCE® attendees a chance to have fun while giving back to the Academy Foundation. Hundreds of attendees are expected to join this live event for the opportunity to mingle, socialize and reconnect with their peers. This will be a viable way to network face-to-face with attendees all in a fun and energetic atmosphere.

**\$7,500**

*Plus, all expenses related to food service for specific station including food, corkage fees, service fee and taxes, if applicable.*

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## FOUNDATION DONOR RECEPTION

**Monday, October 7, 2024**  
**5:00 – 6:45 pm**

The Academy Foundation's Donor Reception celebrates donors, volunteers and Academy and Foundation leaders. The event provides a great opportunity for attendees to network, socialize and celebrate the Foundation's success and important work.

**\$5,000**

## FOUNDATION HEADSHOTS

FNCE® is the perfect opportunity to get head shots taken. A great head shot ensures you're making the best impression possible, which makes you feel good about your personal brand and what other professionals are thinking when they see your image. For a nominal fee, FNCE attendees can schedule a head shot session, invest in their professional image, and support the Foundation.

**\$5,000**

## SILENT AUCTION

**Throughout the week of the conference, select items displayed at the Foundation booth and conducted with a virtual app for 24/7 bidding.**

One of the Foundation's most popular events during the conference is the silent auction. Select items will be displayed at Foundation booth and all bidding is conducted on a virtual app for 24/7 mobile bidding. This event offers great exposure. In addition to sponsorship, exhibitors are encouraged to donate an item (minimum value \$150) for the auction.

**\$5,000**

Recognition for all Foundation sponsorship opportunities includes promotion throughout Foundation donor acknowledgments and FNCE® marketing communications

To learn more, contact **Susie Burns**.