



# FNCE® 2022 SPONSORSHIP & ADVERTISING PROSPECTUS

## SPONSORSHIP PACKAGES

### FNCE® Signature Sponsor

- 45-minute **Expo Theater Event**
  - Cooking Demos and Experiences
  - Educational Briefings
  - Customized Events

*◦ During Expo Exclusive hours (booked on a first-come, first-served basis)*
- Choice of:
  - Participation in **Mission Nutrition** FNCE® Mobile App Scavenger Hunt Game
  - Participation in the FNCE® Exhibitor **Welcome Zone** (one timeslot)
- Customizable standard placement in the FNCE® **Digital Event Bag**
- Pre-and Post-FNCE® **Attendee email** communication
- Inclusion in the FNCE® **Product Spotlight**
  - One online product description, digital image and listing within the FNCE® Mobile App
- Two posts via #FNCE on Academy **social media** platforms
- **Enhanced listing** on the FNCE® Mobile App
- One complimentary full **conference registration**
- **Recognition** touchpoints in numerous FNCE® communications:
  - FNCE® attendee email communications
  - FNCE® Focus daily attendee email
  - FNCE® Digital Event Bag
  - FNCE® website
- Advance selection of 2023 FNCE® booth

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

### FNCE® Premier Sponsor

- 30-minute **Expo Theater Event**
  - Cooking Demos and Experiences
  - Educational Briefings
  - Customized Events
- Customizable standard placement in the FNCE® **Digital Event Bag**
- **Recognition** touchpoints in numerous FNCE® communications:
  - FNCE® attendee email communications
  - FNCE® Focus daily attendee email
  - FNCE® Digital Event Bag
  - FNCE® website
- Advance selection of 2023 FNCE® booth

**\$15,000** exclusive to six exhibitors

### FNCE® Wellness Sponsor

**Offer attendees a fitness class to kick off the day or a yoga/wellness activity to destress during the day!**

- Timing and location TBD based on activity
- Opportunity to distribute pre-approved **resources** and/or **sample** products (corkage fees covered by sponsor)
- Customizable standard placement in the FNCE® **Digital Event Bag**
- **Recognition** touchpoints in numerous FNCE® communications:
  - FNCE® attendee email communications
  - FNCE® Focus daily attendee email
  - FNCE® Digital Event Bag
  - FNCE® website

**\$8,000** any fees for speaker, speaker registration and supporting materials not included

## FNCE® Product Showcase

Demo your innovative products and services in the Expo Hall to influential nutrition professionals and generate attendee booth traffic!

- 20-minute **Product Demo/Presentation**
  - o Customizable standard placement in the FNCE® **Digital Event Bag**
  - o Inclusion in the FNCE® **Product Spotlight**
    - One online product description, digital image and listing within the FNCE® Mobile App
- **Recognition** touchpoints in numerous FNCE® communications:
  - o FNCE® attendee email communications
  - o FNCE® Focus daily attendee email
  - o FNCE® Digital Event Bag
  - o FNCE® website

**\$5,000**

## EDUCATE AND ENGAGE

### FNCE® Exhibitor Welcome Zone

Greet attendees, sample products and increase your brand visibility outside the Expo Hall with a tabletop exhibit in the Welcome Zone on Sunday, October 9, 2022. Stationed in a high-traffic area, your company and products will be prominently featured before and/or after Expo hours.

**Morning timeslot**      **\$4,000**

**Afternoon timeslot**      **\$3,000**

**Both timeslots**      **\$6,000**

*maximum of 10 exhibitors per timeslot*

### FNCE® Mission Nutrition Mobile App Scavenger Hunt Game

Drive traffic to your booth and engage in meaningful FNCE® attendee interactions with the **Mission Nutrition** interactive Mobile App game! Attendees will be directed to visit your booth, scan a QR code and answer a question that YOU create. Attendees will have a list of all participating exhibitors, accessible within the Mobile App, and will earn points for each question they answer correctly for a chance to win prizes.

**\$3,500**

### Academy Spokesperson Briefing

The Academy's network of national [Spokespeople](#) serve as the media's trusted source for accurate, timely and science-based food and nutrition information. Located in the top 25 media markets across the nation, they are the news media's best resource for expert commentary, story ideas and background on the full range of food and nutrition topics.

- One-hour briefing: 45-minute science-based, non-commercial presentation plus 15 minutes Q&A
  - o Scheduled on Saturday, October 8, 2022
- Pre-briefing survey including five sponsor questions
- Pre-approved sponsor resources sent electronically to Briefing attendees or distributed onsite
- Attendee evaluation including one pre-approved custom question from sponsor

**\$15,000**

# INFORM AND 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 entire FNCE® audience. Customize your message and direct access links to maximize your FNCE® influence with attendees and drive traffic to your booth or website – a perfect opportunity to promote any giveaways, coupons, booth activities, toolkits, new product initiatives and more.

*2021 stats: 27,000 Views, 61.2% attendee visit rate*

**Featured Placement (maximum of six) \$2,000**

**Standard Placement \$1,000**

## FNCE® Focus

Daily email sent to all attendees during the four-day conference, dedicated exclusively to Expo Hall hours, events and booth activities. Stand apart from other exhibitors and drive traffic to your booth by advertising your booth promotions, resources and activities.

### Four issues:

Saturday, October 8 | Sunday, October 9 | Monday, October 10 | Tuesday, October 11

*FNCE® Focus 2021 average open rate: 56%*

### Advertising Options:

**Banner Ad** (image and/or logo, short description and link to company website)

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

**Featured Booth Promotion** (image, description and link to company website)

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

**Premium Booth Promotion** (description and link to company website)

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

**Standard Booth Promotion** (description)

**\$1,000** four per issue

To learn more, contact Daun Longshore, [dlongshore@eatright.org](mailto:dlongshore@eatright.org).

# ACADEMY FOUNDATION SPONSORSHIP OPPORTUNITIES

## Foundation Pre-FNCE® Nutrition Symposia

Two 90-minute sessions available

**Saturday, October 8, 2022**

**11:30 am – 1:00 pm**

**1:30 pm – 3:00 pm**

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 industry insights or may be a training session on highly sought-after topics such as leadership or communications.

Sponsorship investment: **\$35,000**

Additional investment to add live streaming component:  
**\$15,000**

*Plus, all speaker expenses including conference registration, travel, hotel, honorarium, and audio visual.*

## Foundation Breakfast Sessions

Three 1-hour sessions available

Sunday, October 9, 2022 (6:45 – 7:45 am)

Monday, October 10, 2022 (6:45 – 7:45 am)

Tuesday, October 11, 2022 (6:45 – 7:45 am)

These one-hour breakfast events offer sponsors the exclusive opportunity to share new research with FNCE® attendees. Sponsorship for one of these continuing education events is available for the right partner.

Sponsorship investment: **\$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

**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.

Sponsorship investment: **\$10,000**

## Foundation Donor Reception

**Monday, October 10, 2022**

**5:00 – 6:45 pm**

The Academy Foundation's Donor Reception celebrate 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.

Sponsorship investment: **\$5,000**

## Silent Auction

**Throughout the week of the conference, select items displayed at 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. New this year, select items will be displayed at the Foundation booth and all bidding is conducted on a virtual app for 24/7 mobile bidding. Last year's event boasted 91 items which received 722 total bids. This event offers great exposure. In addition to sponsorship, exhibitors are encouraged to donate an item (minimum value \$150) for the auction.

Sponsorship investment: **\$5,000**

*Recognition for all sponsorship opportunities includes promotion throughout Foundation and FNCE® marketing communications.*

**To learn more, contact Susie Burns, [sburns@eatright.org](mailto:sburns@eatright.org)**