Connect with influential FNCE® attendees beyond your booth! Attendees are interested in new products, services, research, cooking techniques/recipes and trends impacting the nutrition and dietetics industry. 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 200+
  - 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)

- Choice of:
  - Participation in the FNCE® Exhibitor Welcome Zone (morning or afternoon timeslot)
  - Pre-or Post-FNCE® attendee email communication

- Customizable standard placement in the FNCE® Digital Event Bag
- Inclusion in the FNCE® Product Showcase
- One full conference registration
- Recognition touchpoints in numerous FNCE® communications
- Advance selection of 2024 FNCE® booth
- Fulfillment report

$25,000, exclusive to six exhibitors

To learn more, contact Daun Longshore at dlongshore@eatright.org or Jeanine O’Dowd at jodowd@eatright.org. All sponsorships and advertisements are reserved for FNCE® exhibitors.
FNCE® Culinary Demo 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 200+
  - Opportunity to distribute pre-approved resources
  - Attendee evaluation
- Pre-or Post-FNCE® attendee email communication
- 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.

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 200+
  - Opportunity to distribute pre-approved resources
  - Attendee evaluation
- Pre-or Post-FNCE® attendee email communication
- 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.

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

- 20-minute presentation with seating for 60
- Opportunity to distribute pre-approved resources
- Inclusion in the FNCE® Product Showcase
- Recognition touchpoints in numerous FNCE® communications
- Fulfillment report

$5,000, add a standard placement in the FNCE® Digital Event Bag for $800 (20% discount)

FNCE® Yoga Sponsor
Back by popular demand! Offer attendees the opportunity to stretch and relax, right in the Expo Hall!

- Four, 20-minute yoga breaks in the Expo Hall Spotlight Stage, set for up to 50
  - Sponsor provides instructor and covers all expenses including travel, lodging, conference registration and yoga mats
- Opportunity to distribute pre-approved resources and branded items (i.e., yoga mats, towels)
- Customizable standard placement in the FNCE® Digital Event Bag
- Recognition touchpoints in numerous FNCE® communications
- Fulfillment report

$8,000

To learn more, contact Daun Longshore at dlongshore@eatright.org or Jeanine O’Dowd at jodowd@eatright.org. All sponsorships and advertisements are reserved for FNCE® exhibitors.
EDUCATE & ENGAGE

Academy National 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. Academy Spokespeople excel in translating nutrition science into information consumers can easily understand.

Academy Spokespeople reached an audience of approximately 12.4 billion and generated 2,100 media placements between June 1, 2021, and May 31, 2022.

- One-hour briefing: 45-minute science-based, non-commercial presentation plus 15 minutes Q&A
- Scheduled on Saturday, October 7, 2023
- Pre-briefing survey including five sponsor questions (results for internal use only)
- Pre-approved sponsor resources sent electronically to attendees or distributed onsite
- Attendee evaluation including one pre-approved custom question from sponsor

$15,000

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 8, 2023. 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 $5,000

Maximum of 10 exhibitors per timeslot

To learn more, contact Daun Longshore at dlongshore@eatright.org or Jeanine O’Dowd at jodowd@eatright.org.

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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 entire 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.

2022 stats: 20,600 views, 58.5% attendee visit rate

- Featured Placement (maximum of six) $2,000
- Standard Placement $1,000

FNCE® Focus
Daily email sent to all Denver 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.

FNCE® Focus 2022 average open rate: 58.22%

Four issues:
- Saturday, October 7
- Sunday, October 8
- Monday, October 9
- Tuesday, October 10

Advertising Options:

- Banner Ad $1,500, one booked per issue
  Image and/or logo, short description and link to company website
- Featured Booth Promotion $1,500, two booked per issue
  Image, description and link to company website
- Standard Booth Promotion $1,250, four booked per issue
  Description and link to company website

To learn more, contact Daun Longshore at dlongshore@eatright.org or Jeanine O’Dowd at jodowd@eatright.org.

All sponsorships and advertisements are reserved for FNCE® exhibitors.
FOUNDATION SPONSORSHIP OPPORTUNITIES

Foundation Pre-FNCE® Nutrition Symposia

Saturday, October 7, 2023
Two 90-minute sessions available between 11:00 am and 3:00 pm (exact time slots 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 industry insights or may be a training session on highly sought-after topics such as leadership or communications. Sponsorship for one of these continuing education events is available for the right partner.

$42,500

Plus, all speaker expenses including conference registration, travel, hotel, honorarium and audio visual expenses for the session. Additional $10,000 investment option to add live streaming component.

Academy of Nutrition and Dietetics Foundation: President’s Party with a Purpose

Sunday, October 8, 2023
8:00 – 9:30 pm

Join President Lauri Wright, PhD, RDN, LD/N, FAND, for this can’t-miss event of FNCE® 2023: the President’s Party with a Purpose. This ticketed event will offer FNCE® attendees to 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 viable way to network face-to-face with attendees all in a fun and energetic atmosphere.

$7,500

Plus, all expenses related to the food service including food, applicable corkage fees, service fee and taxes if applicable.

Foundation Breakfast Sessions

Monday, October 9, 2023
6:45 – 7:45 am

This one-hour breakfast event offers 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.

$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.

$10,000

Foundation Donor Reception

Monday, October 9, 2023
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.

$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 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.

$5,000

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

To learn more, contact Susie Burns at sburns@eatright.org.