

## Nutrition Entrepreneurs

### Experts in the Business of Nutrition

NE is a dietetic practice group of the Academy of Nutrition and Dietetics. NE is a dynamic group of 3,500+ nutrition professionals who are experts in the business of nutrition and who are “movers and shakers” among nutrition professionals.

NE members shape the future of dietetics by pursuing innovative and creative ways of providing nutrition products and services to consumers, industry, media, and businesses. Our mission is to help members achieve their professional and financial potential by providing the tools to build and maintain successful nutrition-related businesses. NE has six dynamic specialty groups: Authors & Writers, Coaches, Corporate Wellness, Private Practice, Speakers & Media, Second Career Dietitians, and Technology & Social Media.

Nutrition Entrepreneurs’ members influence consumer awareness and perception through multiple mediums. These cutting-edge professionals:

- Counsel and coach individuals, groups and athletic teams
- Consult to doctors’ offices, healthcare organizations, community and public health agencies, schools, fitness clubs, restaurants, food and pharmaceutical companies, advertising and PR agencies, trade and professional associations
- Author books
- Write magazine articles, newspaper columns, website content
- Manage corporate and worksite wellness programs
- Deliver public speaking presentations to consumers and business audiences
- Regularly appear on popular TV, radio programs, and podcasts
- Manage press and media relations
- Represent companies and product lines as spokespersons
- Plan and execute public relations and educational campaigns
- Design software and educational tools and much, much more!

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2016 NE Sponsorship  
Director: Megan Ware, RDN, LD  
sponsorship@NEdpg.org  
407-720-8636

## 2016 Sponsorship Opportunities

NE sponsorship offers a stellar opportunity to reach thousands of influential nutrition professionals who, in turn, reach millions of consumers. Showcasing your products and services to NE members is a win-win opportunity. Whether you target consumers, professionals, or both, NE members are on the front lines of communications with YOUR customer!

NE offers a variety of sponsorship opportunities. We look forward to teaming up with you and your company to build a strong, mutually beneficial relationship. If you are interested in sponsoring in more than one area, we will be glad to put together a customized package that offers these opportunities at a package rate.

Thank you in advance for your consideration of these exciting NE sponsorship opportunities. For more information, contact:

Megan Ware, RDN, LD  
NE DPG Director of Sponsorship  
Cell: 407-720-8636  
Email: [sponsorship@nedpg.org](mailto:sponsorship@nedpg.org)  
NE website: [www.nedpg.org](http://www.nedpg.org)

## **FNCE® Events**

The Academy Food & Nutrition Conference & Expo™ (FNCE®) is the largest annual food and nutrition conference in the country. FNCE® 2016 will be held in Boston, MA on October 15-18, 2016.

**Please note All FNCE® sponsors must be a conference exhibitor on the EXPO floor.**

NE FNCE® Sponsorship opportunities include:

### **NE Executive Committee (EC) Meeting**

Annual NE EC Meeting held on Saturday at FNCE®

Sponsorship interaction with NE leadership (33 members), 15 minutes to speak, dissemination of literature, signage in the room, and lunch choices or product samples. This package also includes one complimentary ticket to our networking event and 1/2 page ad in the Spring Ventures newsletter, one ad in a monthly E-blast, and your logo and hyperlink on the NE website sponsorship page for 3 months. Sponsorship: \$4,000

### **NE Specialty Group Meetings**

Specialty Group Meetings held on Sunday at FNCE®

Our specialty groups include Authors and Writers, Coaches, Corporate Wellness, Private Practice, Second Career Dietitians, Speakers & Media and Technology & Social Media.

You will have 10 minutes to speak personally at the beginning of each meeting to NE members in attendance about your product or service. Dissemination of literature, products, and your logo and hyperlink the NE website sponsorship page for 3 months.

Sponsorship: \$5,000

### **NE Breakfast, Cocktail Hour, or Dinner**

These events are customizable to your needs, with the opportunity to offer an educational CPE session or speaker, interaction with members, and dissemination of literature or product. This package also includes 2 free tickets to our networking event, 1/2 page ad in the Spring Ventures newsletter, mention of your company in all communication to our members regarding the event, and your logo and hyperlink on the NE website sponsorship page for 3 months. Sponsor is responsible for all costs related to speaker, travel, honorarium and audio/visual needs.

Sponsorship: \$7,500

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### **NE Networking Reception and Awards Ceremony**

The FNCE® Networking Reception and Awards Ceremony is one of NE's premier events. Always one of the most talked-about events of the conference, NE brings our members together for a special night of networking and celebration. This gives your company the opportunity to meet one-on-one with NE members and leaders. There are several tiers of sponsorship for this event:

#### **FNCE® Registration Prize- \$500**

Cover the registration expense for a lucky NE member for FNCE® 2017. The prize will advertised as a chance to win the [Company Name] ticket to FNCE® 2017 on all communication to members regarding the event.

Winner will be announced (via random drawing) the night of the event.

1 complimentary event ticket (additional tickets can be purchased for \$40)

#### **Bronze - \$3,000**

Incorporate your product into a signature appetizer, dessert, or drink recipe for the night of the event (subject to approval of NE/Academy)

Ability to disseminate recipe card and/or coupon to attendees

1 complimentary event ticket (additional tickets can be purchased for \$40)

Table signage and special recognition the night of the event

300 x 300 DPI image of your choice with link on the NE website for 3 months

Logo included on communication to members regarding the event.

#### **Silver - \$4,000**

Set up a table with your brand and network with attendees

Ability to disseminate packaged product/coupon/literature to attendees

1 complimentary event ticket (additional tickets can be purchased for \$40)

300 x 300 DPI image of your choice with link on the NE website for 3 months

Logo included on communication to members regarding the event.

#### **Gold - \$8,000**

Choice of speaker/presentation at event (subject to approval of NE/Academy)

Power point of your choice playing during the dinner portion of the evening

2 complimentary event tickets

Table signage and special recognition the night of the event

500 x 500 DPI image of your choice and link on the NE website for 3 months

Logo included on communication to members regarding the event.

Logo included in 9 NE in a Nutshell e-blasts (our monthly e-newsletter)

One full-page ad in two Ventures issues of your choice (our award-winning newsletter)

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## Ventures Newsletter

The Ventures newsletters (distributed via mail) are one of NE's most valuable member resources, reaching 3,500+ people. Ventures articles provide advice from the industry's top entrepreneurs. This very popular newsletter is published quarterly.

### Per issue:

Full page .....	\$1,500
Half page .....	\$900
Quarter page .....	\$500
Eighth page .....	\$350

### Per 4 issues:

Full page .....	\$5,400
Half-page .....	\$3,240
Quarter page .....	\$1,800
Eighth page .....	\$1,260

\*25% discount for NE members: To receive the member discount, products or services advertised must be wholly owned or copyrighted by the NE member.

## NE in a Nutshell E-Blast

Our chairperson sends a monthly e-newsletter to all NE members. Sponsorship includes 50 words with one hyperlink in the left column of the e-newsletter.

- One e-blast..... \$150
- Three e-blasts ..... \$400
- Six e-blasts..... \$800
- Twelve e-blasts..... \$1600

## Dedicated E-blast

We can also send a separate dedicated e-blast about your product or service to all NE members. Sponsor provides creative in either a .jpg or .gif format. Target marketing to specific geographic areas available.

- One e-blast..... \$1,000
- Three e-blasts ..... \$2,700

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## Webinars

NE webinars are open to all NE members (free) as well as the entire membership of the Academy of Nutrition and Dietetics (for a fee) of over 100,000 credentialed practitioners. Sponsorship can vary:

### **Bronze- \$400**

This webinar is designed for NE Member Entrepreneurs that wish to promote their business, product, or services and just starting up. This is not for mid to large size companies or Academy of Nutrition and Dietetics sponsors. Speakers are required to pay NEDPG \$400 no later than thirty (30) days after the webinar presentation.

- A total of 1 slide to provide contact and service information at the end of the presentation, and in presentation resources and handouts
- 2-5 min at the end of the webinar to explain services/products and contact info

### **Silver - \$1500**

- Two slides to provide sponsorship promotion and 3min webinar time
- Eighth-page (1/8<sup>th</sup>) advertisement on our Ventures newsletter prior to webinar
- One e-blast to all NEDPG members prior to webinar presentation
- Display of sponsor's company logo on the NEDPG website for one month following the webinar
- Display of sponsor's company logo along with webinar promotion on the NEDPG website 2-3 weeks prior to webinar presentation

### **Gold Level - \$3500**

- Three slides to provide sponsorship promotion and 10min webinar time
- Half-page (1/2 page) advertisement on our Ventures newsletter prior to webinar
- Three e-blasts to all NEDPG members prior to webinar presentation
- Display of sponsor's company logo on the NEDPG website for three (3) months following the webinar
- Display of sponsor's company logo along with webinar promotion on the NEDPG website 2-3 weeks prior to webinar presentation

### **Platinum Level - \$5000**

- Five slides to provide sponsorship promotion and 20min webinar time
- Full-page advertisement on our Ventures newsletter prior to webinar
- Six e-blasts to all NEDPG members prior to webinar presentation
- Display of sponsor's company logo on the NEDPG website for three (3) months following the webinar
- Display of sponsor's company logo along with webinar promotion on the NEDPG website 2-3 weeks prior to webinar presentation

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- Promote the webinar 2-3 weeks or sooner prior to webinar date on all NEDPG EMLs, social media, and on our NEDPG website.

See examples of past webinars: <http://www.nedpg.org/meetings-events/webinars>

Numbers of registrants varies, depending on the subject matter. Past webinars have received between 250 and 360 registrants.

NE members are especially interested in topics relating to coaching, writing, communication, media and entrepreneurship. Webinars remain on the NE website indefinitely for on-demand viewing for members.

## NE Website – [www.nedpg.org](http://www.nedpg.org)

NE's website has over 6,000 unique visitors each month. The website includes membership information and benefits, educational programs, meeting and events, products and services provided by NE members, member directory, professional resources and much more. Expose your company logo and link to our website visitors and subscribers:

### **Sponsorship levels:**

- One month.....\$500
- Three months .....\$1350
- Six months.....\$2,700