

# Today's Dietitian

SPRING SYMPOSIUM

2016

Orlando

MAY 15-18, 2016 • BUENA VISTA PALACE HOTEL & SPA

## Symposium Sponsorship: An Extraordinary Opportunity

The *Today's Dietitian* Spring Symposium is not your typical trade show, annual meeting or state conference. *It is different.*

The level of engagement, interaction, and meaningful person-to-person contact between our attendees, our session presenters, and our sponsors is truly different and really quite extraordinary for an industry meeting.

Companies looking to engage in a different way with influential dietitians—and have a more exclusive opportunity to enlighten them about products and brands—should be a sponsor of our 2016 Spring Symposium. It's an investment that will see more real return than any event you'll participate in throughout the year.

*One of our 2015 attendees, Jacki Glew, MS, RD, LDN, from Illinois, verbalized the difference as well as anyone has, when she told us:*

“What’s different about this event is that it isn’t just about nutrition and dietetics. It’s more about the dietitians as professionals and the development of our careers and our knowledge. And that’s really cool.”



And, by all means, don't just take our word for it. Here are a few words from 2015 Symposium sponsors:

"Our overall sponsor experience at the *Today's Dietitian* Spring Symposium was outstanding—everything from networking with the attendees to the cost of participation!"

— Kathleen Kissee, American Pistachio Growers

"Sponsoring the Spring Symposium was very much worth the investment in time, as well as financially. Interest level was high and reactions were very positive."

— Bonnie Johnson, MS, RDN, a2 Milk® Company

"The *Today's Dietitian* Symposium was very successful for us. I was able to make some great connections! I thoroughly enjoyed teaching the yoga class. Turnout was great and so were the refreshing Almased smoothies we served afterwards!"

— Silke Ullmann, MPH, RD, RYT,  
Nutrition and Marketing Manager, Almased USA, Inc.

"From a sponsor perspective, it was a great symposium. Our experience was excellent!"

— Mickey Baker, COO, Trovita Health Science, ENU® Nutritional Shakes

## CORE SPONSORSHIP

### Where the Engagement Begins

Your experience as a Spring Symposium sponsor starts with a Core Sponsorship. For an investment of just \$12,000, your company and brand will receive a variety of benefits that will exceed that investment exponentially, while providing unprecedented access to our large network of professionals.

#### Core Sponsorship includes:

- 10' x 10' table in our Book & Product Showcase
- ¼ page ad in Symposium Program Book (distributed to all attendees)
- Rotating banner spot on [www.TodaysDietitian.com](http://www.TodaysDietitian.com) (500,000 impressions monthly)
- Dedicated e-blast to 10K recipients
- Logo and description on 2016 Symposium webpage
- Sponsor logo announced in a *Today's Dietitian* and CE e-Newsletter
- Company or Brand Name on Symposium Tote Bag (distributed to all attendees)
- On-site networking opportunities with session presenters
- Social media marketing via 4 dedicated sponsor tweets
- Post-show e-blast to all attendees
- Eligibility to be an Event Sponsor



## EVENT SPONSORSHIPS

### MORE Engagement, MORE Presence, MORE Opportunities

Special Event sponsors get all the advantages of Core Sponsorship, with even more exposure to our attendees and presenters that will significantly raise the profile of your company and brand during the Symposium. *Only core sponsors qualify to be a Special Event Sponsor.*

#### Event Sponsorships include:

- Keynote Sponsor - \$25,000/\$15,000
- Lunch Sponsorship - \$20,000
- Breakfast Sponsorship - \$15,000
- A.M. or P.M. Fitness Sponsor - \$7,500
- Happy Hour Sponsorship - \$7,500
- Fueling Station/Break Sponsorship - \$6,500
- More opportunities can be found on the website [www.TodaysDietitian.com/SS16](http://www.TodaysDietitian.com/SS16)



For more information and details about sponsoring the 2016 *Today's Dietitian* Spring Symposium, contact **Gigi Grillot** at **646-942-2214** or email **[ggrillot@gvpub.com](mailto:ggrillot@gvpub.com)**.