



# LearningLibrary

TODAY'S DIETITIAN

## 2017 SPONSORSHIP OPPORTUNITIES

The *Today's Dietitian* CE Learning Library offers professionals a range of self-study courses and webinars that are innovative, targeted sponsorship opportunities for companies looking to connect with our loyal and influential audience of registered dietitians, certified dietary managers, diabetes educators, and other experts in the field of nutrition and dietetics.

Associating your company or brand with these peer-reviewed, topical courses and webinars provides a unique opportunity to have an exclusive presence in front of a professional audience who regularly design meal plans, create recipes, and recommend specific products for their clients, and make purchases for their employers.

[CE.TodaysDietitian.com](http://CE.TodaysDietitian.com)





## FOR-CREDIT COURSE SPONSORSHIPS

### Webinar Partner Package

- *Today's Dietitian* provides an accredited topic conforming to CDR guidelines
- Expert speaker to present webinar
- Preparation of slide deck
- Hosting the live event
- Preparation of presenter
- Dedicated moderator
- Detailed metrics of viewers

#### Robust marketing program, including:

- Monthly e-newsletter promotion blasts
- Two to three individual registration blasts promoting the live event/webinar and the company
- 30-day banner ad on *Today's Dietitian* website linking to webinar registration
- Continuing education page on [TodaysDietitian.com](http://TodaysDietitian.com)
- CE Learning Library course description page
- A recorded version of webinar resides in CE Learning Library for 12 months as an enduring course
- Social media outreach through Facebook and Twitter

**\$30,250**

### Webinar Premier Package

All benefits of **Partner Package**, plus...

- Research and input regarding custom topic selection
- Research and input regarding field expert as a speaker

**\$38,500**

### CE Digital Supplement

#### DIGITAL SUPPLEMENT

- *Today's Dietitian* will take a continuing education course from its CE Library or one in development and layout in a magazine style format.
- Sponsor will have logo branding on cover of the supplement, along with ad pages and unique content embedded within the pages of the supplement.

#### MARKETING SUPPORT INCLUDES

- Piece will be hosted on *Today's Dietitian's* website, [www.TodaysDietitian.com](http://www.TodaysDietitian.com)
- One FULL e-BLAST will be sent to *Today's Dietitian's* entire e-list of double opt-in professionals
- A FULL BANNER that is linked to the supplement will appear in that same month's installment of *Today's Dietitian's* e-newsletter
- 30-DAY Button Banner will appear on *Today's Dietitian's* website, which will be linked to the advertiser's supplement
- Social media marketing support

**\$25,000**

To inquire about corporate sponsorship options, contact Gigi Grillot.

**PHONE:** 800-278-4400, ext. 134 **E-MAIL:** [ggrillot@gvpub.com](mailto:ggrillot@gvpub.com)





# Today's Dietitian

## SPRING SYMPOSIUM

MAY 20-23, 2018 ★ HYATT REGENCY ★ AUSTIN, TEXAS

## Symposium Sponsorship

**Be in the middle of the event that everyone in dietetics is talking (and posting and tweeting) about!**

A results-driven marketing opportunity providing exclusive access and live engagement with influential professionals, the *Today's Dietitian* Spring Symposium is not your typical trade show. *It is definitely different.*

The level of engagement, interaction, and meaningful person-to-person contact among our attendees, our session presenters, and our sponsors is truly different and quite extraordinary.

In four short years, our event has carved a niche among a growing legion of connected, communication-savvy nutrition professionals who share their experiences and opinions with peers, clients, and social media communities. Our sponsors can engage these influential dietitians directly in a more exclusive opportunity to enlighten them about products and brands. It's an investment that will see more real return than any event you'll participate in throughout the year.



And, by all means, don't just take our word for it. Here are some comments from our Symposium sponsors.

"I like the size of the event. The RDs were able to come by and really talk about raisins and our research. I also really enjoyed seeing many millennial dietitians at this event. The audience was exciting and energetic."

— Melinda McAllister, California Raisins

"The size of the crowd is great and intimate. I love the whole package with year-long benefits. Love the dedicated exhibit hours too!"

— Katie Toulouse, Canned Food Alliance

"Great conference; our exhibit was impactful and more personal than FNCE®."

— Amber Wilson, Sunsweet

"The exhibit hall traffic and interest was great! Felt like a great fit. Also got to a presentation on Clean Eating and enjoyed it very much!"

— Erin Goldstein, Hodgson Mill

## Invest in a Core Sponsorship

### The start of your experience as a 2018 Spring Symposium sponsor!

For an investment of just \$16,000, 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:

- ★ A full 9-month digital marketing campaign
- ★ Multiple sampling opportunities
- ★ Live engagement with 600 attendees
- ★ Ability to attend sessions and earn credit
- ★ Qualification to become an event sponsor
- ★ Interaction with presenters

*Only Core Sponsors qualify to be a Special Event Sponsor, including Breakfast, Lunch, Morning Fitness Sessions, and our Happy Hour event.*



To join those who have sponsored the **Today's Dietitian** Spring Symposium, contact **Gigi Grillot** at **646-942-2214** or email **ggrillot@gvpub.com**.