



LearningLibrary

TODAY'S DIETITIAN

2016 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





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
- 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
- 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



SPRING SYMPOSIUM SPONSORSHIP

MAY 21-24, 2017 • ASTOR CROWNE PLAZA HOTEL • NEW ORLEANS, LA

Each year, *Today's Dietitian* hosts a Spring Symposium that 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 a professional 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 Spring Symposium. It's an investment that will see more real return than any event you'll participate in throughout the year.

Core Sponsorship

Where the Engagement Begins

Your experience as a Spring Symposium sponsor starts with a Core Sponsorship. As a Core Sponsor, 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 (500,000 impressions monthly)
- Dedicated e-blast to 10K recipients
- Logo and description on 2017 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. Call for information on Sponsorship options.***





Today's Dietitian

THE MAGAZINE FOR NUTRITION PROFESSIONALS



For well over a decade, **Today's Dietitian** magazine has been a trusted resource for RDs and nutrition professionals, earning a loyal and enthusiastic audience that appreciates our fiercely independent voice and tenacious coverage of subjects they truly want to learn more about.

Each month, **Today's Dietitian** provides this important community of professionals with best practices and recommendations for their clients through well-written content that reports on essential topics, such as diabetes management, heart health, food allergies, and weight control, as well as the latest in industry research, nutritional supplements, and special dietary options that include gluten-free living, plant-based diets, organic foods, and much more.

In **Today's Dietitian**, advertisers have a proven conduit for delivering key messages and opportunities to these influential professionals. Our powerful media brand offers an array of channels that reach our audience no matter where they are. In addition to our flagship monthly print publication, our platform includes a mobile-ready digital edition, which is posted on our high-traffic, super-targeted website. Our audience is also extremely active in social media, so we have a persistent, well-received presence on Facebook and Twitter that grows on a daily basis.

THE PROFESSION'S MOST POWERFUL MEDIA BRAND



PRINT



DIGITAL



www.TodaysDietitian.com



CE.TodaysDietitian.com



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