



LearningLibrary

TODAY'S DIETITIAN

2019 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 WEBINAR SPONSORSHIPS

Webinar Standard Package

- *Today's Dietitian* offers accredited topics conforming to CDR guidelines.
- Sponsor selects a topic of interest from calendar of currently scheduled webinars.
- Execution of webinar is predetermined based on existing schedule.

..... \$15,000

Webinar Partner Package

- *Today's Dietitian* offers accredited topics conforming to CDR guidelines.
- Sponsor selects a topic of interest from a robust list of courses that are currently in development.
- This package offers sponsor flexible scheduling of webinar, based on sponsor's preference and availability of presenter.

..... \$30,250

Webinar Premier Package

- *Today's Dietitian* works with sponsors to identify a custom topic accredited and conforming to CDR guidelines.
- Sponsor has ability to provide research and input into topic selection and field experts/presenters.
- Webinar execution is driven by the sponsor's preferred timeline, development period, and availability of presenter.

..... \$38,500

All webinar sponsorships include:

- Preparation of slide deck
- Hosting the live event
- Preparation of presenter
- Dedicated moderator
- Detailed metrics of viewers

Plus, a robust marketing program, providing:

- Two to three individual registration blasts promoting the live event/webinar with sponsor acknowledgement
- Monthly e-newsletter promotion blasts
- Banner ad on *Today's Dietitian* website linking to webinar registration
- Recognized sponsor of course on CE Learning Course description page
- A recorded version of the webinar resides in the CE Learning Library for 12 months as an enduring course
- Social media outreach through Facebook and Twitter

CE Digital Supplement

Digital Supplement

- *Today's Dietitian* will take a continuing education course from its CE Library or one in development and lay out 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



MAY 17-20, 2020 🍊 **HYATT REGENCY SAVANNAH**

SYMPOSIUM SPONSORSHIP

Sponsorship of the *Today's Dietitian* Spring Symposium has an **extended, multilevel impact on our audience** that goes beyond just being at the event itself. Connect with, entice, and educate our audience of nutrition professionals in the weeks and months leading up to the Symposium, then onsite at the event AND following a successful show.



LEVEL 1: BEFORE

Through a multiplatform digital marketing campaign, your message is promoted to the entire universe of *Today's Dietitian's* professional audience and is continually reinforced prior, during, and after the May event. Once you sign on, the promotion begins!

- Dedicated e-blasts
- e-Newsletter exposure
- Social media marketing
- Brand visibility (logo) in event marketing



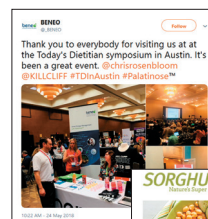
LEVEL 2: DURING

Our exhibit hall is THE place to be, where sponsors are able to educate our attendees on their products and brands. In the middle of this high-energy atmosphere, our attendees are eager to learn about your products and sample new lines, and introduce them to clients who can benefit from them. PLUS, our social media program promotes all the action live from the event site throughout the Symposium.



LEVEL 3: AFTER

Your connection to the Symposium and its audience extends beyond the event itself, as our social media promotion and postshow e-blasts remind attendees about their visit to sponsors in the exhibit hall and all the fun and learning they enjoyed. Plus, it provides sponsors the opportunity to reach out to their followers with positive news about their experience at the Symposium.



PRICING & INFORMATION

CORE SPONSORSHIP — \$18,500

INCLUDES

- Full e-blast (60K)
- Exhibit space
- Tote bag insert
- Attendee blast (pre or post)
- Logo inclusion on Symposium marketing materials
- ¼-page display ad in Program Guide

PRICE*

DETAILS

SPECIAL EVENTS *(for Core Sponsors)*

\$15,000	Opening Keynote
\$7,500	Daily Breakfast Presentation
\$5,000	Lunch Briefing
\$15,000	"Lunch & Learn" General Session
\$5,000	Dinner Briefing or Evening Reception
\$3,500	Fitness
\$2,500	Afternoon Break
\$5,000	Culinary Demo

SPECIAL EVENTS *(for Non-Core Sponsors)*

\$25,000	Opening Keynote
\$10,000	Fitness
\$16,000	Daily Breakfast Presentation
\$11,000	Lunch Briefing
\$20,000	"Lunch & Learn" General Session
\$10,000	Dinner Briefing or Evening Reception

CUSTOM WORKSHOPS

\$15,000/\$25,000	Half- and Full-Day Workshops Examples: Retail, Media, Culinary, etc.
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OFFSITE ACTIVITIES OR CUSTOM EVENTS

\$10,000	Examples: Farm Tour, Ghost Tour, Cuisine Event, Riverboat Cruise
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*Plus food and beverage and any additional expenses (i.e., honorariums, AV, shipping, etc.).
Some minimums apply.

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

