

2022-2023 Sponsorship Opportunities

The Clinical Nutrition Management (CNM) Dietetic Practice Group (DPG) of the Academy of Nutrition and Dietetics (Academy) includes over 1,300 industry-wide nutrition leaders, decision-makers, and Registered Dietitian Nutritionists. CNM members represent a wide variety of practice settings including, but not limited to, acute care, long term care, ambulatory, private practice, and entrepreneur settings.

This prospectus outlines sponsor and exhibit opportunities including year-round events as well as opportunities to sponsor and/or exhibit at our annual CNM Symposium.

Providing professional development and learning opportunities is an integral part of our DPG strategic plan and considered a valuable benefit of CNM membership. CNM provides these learning opportunities throughout the year via our annual Symposium, quarterly newsletter, webinars, and E-blasts. These initiatives help CNM successfully meet our strategic goals while developing and strengthening the skills and abilities of our nutrition leaders.

Industry support is critical to CNM. Your support helps us offer beneficial learning opportunities and provide product/service information to our members. This document highlights current sponsorship opportunities. CNM is open to entertain additional opportunities throughout the year (with CNM and Academy approval).

The annual CNM Symposium is CNM's flagship professional development event and one of the highest rated member benefits. Attendance averages approximately 200 leaders from across the country. The symposium focuses on leadership development and cutting-edge information on the latest in evidence-based practice in clinical nutrition, Academy updates, research, and quality management.

Sponsorship of a CNM activity, project, and/or program provides an opportunity to share and strengthen a sponsor's image with industry-wide nutrition leaders. Sponsors are recognized and acknowledged for their contributions to CNM. We are happy to provide additional details on these opportunities and appreciate your consideration. We look forward to establishing strong partnerships with our industry leaders.

Angie Hasemann Bayliss, MS, RDN
CNM Fundraising Chair
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2023 CNM Symposium
Precious Metal Sponsorship
 April 27-29, 2023 ~ Raleigh, North Carolina

We are thrilled to be returning to in-person Symposium in 2023. And we hope you can join us!

Sponsorship opportunity	Sponsor Investment	Sponsor Benefits
Platinum	\$15,000	<ul style="list-style-type: none"> ▪ Dedicated education session (60 minutes) with choice of speaker. <ul style="list-style-type: none"> ○ Speaker costs to be fully covered by sponsor. ○ Must submit a session proposal during the planning period to be considered by the Professional Development Committee during program planning, must comply with CNM/Academy commercialism policy. ○ Final slides required by 2/1/23 to allow time for CPEU application. ▪ Three minutes of face time with attendees during introduction of sponsored speaker ▪ Recognition from the podium on first day and everyday thereafter + daily on-screen recognition - run each morning before symposium start and during breaks ▪ Full Symposium registration for four company attendees (does not include hotel or travel) ▪ Exhibit table ▪ Expanded listing and 2-minute video in the Symposium event app ▪ Sponsored eblast to all CNM members at a mutually agreeable/available time (to be completed by 5/31/2023) ▪ Half-page advertisement in the CNM Spring 2023 newsletter ▪ Provide handouts and/or promotional items for all attendees (subject to review/approval) ▪ Company name and level of investment in event promotion, event app, and in the CNM annual report ▪ Contact information for all attendees (as allowed by the attendees)
Gold	\$10,000	<ul style="list-style-type: none"> ▪ Designated support of a selected education session. ▪ Three minutes of face time with attendees during introduction of sponsored speaker ▪ Recognition from the podium on first day and second day of symposium ▪ Full Symposium registration for <u>three</u> company attendees (does not include hotel or travel) ▪ Exhibit table ▪ Expanded listing in the Symposium event app ▪ Provide handouts and/or promotional items for all attendees (subject to review/approval) ▪ Company name and level of investment in event promotion, event app, and in the CNM annual report ▪ Contact information for all attendees (as allowed by the attendees)
<ul style="list-style-type: none"> • Sponsors will have their company listed on the promotional page that will be posted on the CNM Website at www.cnmdpg.org, and reviewed by approximately 1,500 dietitians. Sponsors who commit by 3/1/2023 will be listed in the symposium event app. • <i>Sponsors with the highest level of precious metal sponsorship will have first right of refusal for remaining sponsor opportunities.</i> • Multiple sponsors for each level of precious metal will be allowed. 		

Sponsorship opportunity	Sponsor Investment	Sponsor Benefits
Silver	\$5,000	<ul style="list-style-type: none"> Recognition from the podium on first day Full Symposium registration for <u>two</u> company attendees Exhibit Table Listing in the event app Company name and level of investment in event promotion, event app, and in the CNM annual report Contact information for all attendees (as allowed by the attendees)
Bronze	\$2,500	<ul style="list-style-type: none"> Recognition from the podium on first day Full Symposium registration for <u>one</u> company attendee Exhibit table Listing in the event app Company name and level of investment in event promotion, event app, and in the CNM annual report
<ul style="list-style-type: none"> Sponsors will have their company listed on the promotional page that will be posted on the CNM Website at www.cnmdpg.org, and reviewed by approximately 1,500 dietitians. Sponsors who commit by 3/1/2023 will be listed in the symposium event app. <i>Sponsors with the highest level of precious metal sponsorship will have first right of refusal for remaining sponsor opportunities.</i> Multiple sponsors for each level of precious metal will be allowed. 		
Additional Sponsorship Opportunities		
Meal / Break Sponsorship		
Welcome Reception or Lunch	\$3,000	<p>Allows signage at lunch recognizing sponsorship. Appreciation from podium by CNM Executive Committee member.</p> <p>Where possible, incorporation of product/ingredient in the menu, subject to CNM and venue review/approval.</p> <p><i>Note: Sponsorship must be confirmed by January 20, 2023 to explore product/ingredient incorporation. Incorporation may be subject to additional cost, depending on the venue.</i></p>
Refreshment Break	\$1,000	<p>Allows signage at Break recognizing sponsorship. Appreciation from podium by CNM Executive Committee member.</p> <p>Where possible, incorporation of product/ingredient in to the break, subject to CNM and venue review/approval.</p> <p><i>Note: Sponsorship must be confirmed by January 20, 2023 to explore product/ingredient incorporation. Incorporation may be subject to additional cost, depending on the venue.</i></p>
Focused Dinners		
<i>Available to Symposium Sponsors Only</i>		
CNM Executive Committee Meeting <i>2 Sponsors</i>	\$1,000	<ul style="list-style-type: none"> Open to Executive Committee members in addition to CNM members and Academy leaders. Permitted fifteen minutes at meeting to speak to attendees Provide promotional literature and samples to attendees (subject to CNM/Academy approval)
Subunit / Committee Focus Group Dinners <i>1 Sponsor</i>	\$250 sponsor fee (& meal cost)	<ul style="list-style-type: none"> Opportunity to discuss industry trends, new developments, professional strategies etc. with EC Members. Costs reflect estimated cost for dinner. Date, location and Invitation to be coordinated with CNM. Invitations to be sent by CNM Sponsor recognition in any announcements of the event as appropriate

2023 CNM Symposium

Exhibit *Hours of exhibit time TBD on Thursday and Friday		
Corporate	\$1,500	<ul style="list-style-type: none">• Registration for <u>3 company attendees for Thursday opening session and Friday</u>• Exhibit space (includes a 6ft x 30in display table)
Non-profit	\$750	<ul style="list-style-type: none">• Registration for <u>3 company attendees for Thursday opening session and Friday</u>• Exhibit space (includes a 6ft x 30in display table)

- Please note that additional registrants of exhibit staff will be charged a \$75 fee to attend on Friday (only) if they register by the early registration deadline. After that date, the fee will increase to \$100. This fee will cover meals, breaks and admission to sessions.
- Exhibitors will have their company listed on the promotional page that will be posted on the CNM Website at www.cnmdpg.org.

Clinical
Nutrition
Management
a dietetic practice group of the
eat right. Academy of Nutrition
and Dietetics

New Heights: Elevating Nutrition and Dietetics Practice

CNM Symposium

April 27-29, 2023

Save the Dates!

Join us in Raleigh, NC

Year-Round Sponsorship Opportunities

Webinars: CNM conducts several educational webinars each year.



Webinar – Your Topic

Work with CNM DPG regarding content and speaker of your choice (subject to CNM DPG/Academy review and approval). This is a great way to highlight specific, science- and/or evidence-based research or service outcomes. The webinar must be educational. Our webinars are promoted to all members via the website, eblast and event calendar. Your name and logo will be a part of this promotion, as well as on a beginning and ending slide.

Investment (per webinar): \$3,000 (plus any fees/costs the sponsor directly pays to the speaker)

Webinar – General Sponsorship

CNM developed webinar. Topic aligned with our strategic plan. Support this initiative with your general sponsorship. Our webinars are promoted to all members via the website, eblast, social media and event calendar. Your name and logo will be a part of this promotion, as well as on a beginning and ending slide.

Investment (per webinar): Sponsorship Fee: \$1,000

Sponsored E-blasts: Stand-alone eblast dedicated to sponsor content, sent to all CNM members and archived on the website for one year.

- Includes up to 700 words, 2 graphics, 1 logo and 4 hyperlinks.
- Copy is provided by sponsor in Word format and is subject to Academy/CNM review and approval. Copy is placed in to one of CNM's existing eblast templates.
- Metrics (including open/read rate and click-through rates) available 2 weeks after the launch.

Investment: \$2,000

News You Can Use: Monthly e-news eblast sent to all CNM members. Sponsor can include content in this already scheduled eblast.

- Includes up to 100 words within the News You Can Use eBlast, one graphic, sponsor logo and 2 hyperlinks.
- Copy is provided by sponsor in Word format and is subject to Academy/CNM review and approval.

Investment: \$500

All sponsorships must meet the goals of and be consistent with approved programs and projects of CNM DPG and the Academy. Sponsorships require a Letter of Agreement between the sponsor and the Academy of Nutrition and Dietetics on behalf of CNM. All programs and projects are subject to approval of the CNM DPG and the Academy.

Note: Acceptance of advertisements does not create or imply an association with or an endorsement from CNM/Academy or its general membership.