



2017 ANNUAL IAND CONFERENCE SPONSORSHIP OPPORTUNITIES

2017 IAND Annual Conference | October 3, 2017 | ISU Scheman Building | Ames, IA

Take advantage of an outstanding marketing opportunity to reach Iowa's leading nutrition professionals. Sponsorship opportunities are now available for the 2017 IAND Annual Conference.

Approximately 250 nutrition professionals are expected to attend the IAND Annual Conference. Attendees work in all areas of food and nutrition services including hospitals, long-term care facilities, outpatient clinics, public health departments, business and industry, pharmaceutical companies, schools, colleges, and universities, wellness and fitness facilities, athletic departments, and private practice.

Conference sponsorship provides an opportunity to showcase your products and services to Iowa's leading nutrition professionals. If sponsorship opportunities listed below are not a match for your marketing goals, contact Tanya Hargrave-Klein (tanya@tavihealth.com) or Tina Bauermeister (tina.bauermeister@avera.org) to customize a package that meets your marketing objectives.

Conference Swag Bag Sponsor (Sponsor Secured)

Investment: 300 sponsor-provided swag bags distributed by the registration desk personnel

- Exclusive opportunity – first come, first-serve
- Your provided swag bag is distributed from the registration desk to each registered attendee and speaker.
- Includes one swag bag insert.
- Sponsorship recognition on www.eatrightiowa.org.

Swag Bag Insert Sponsor

Investment: \$150 per insert

- Insert may be advertising novelty, printed flyer, product sample, or coupon.
- All insert items must receive prior approval.

Keynote Speaker Sponsor (Sponsors Secured)

Investment: Cover speaker fee, travel and lodging costs for keynote speaker.

- Sponsorship recognition includes placement of company name and logo on www.eatrightiowa.org in September, October, and November 2017.
- One standard booth in exhibit hall.
- One conference registration.
- One insert (flyer, product sample, or coupon) in swag bag.
- 2-minute presentation by company representative immediately prior to keynote speaker session to present information about company mission and role in promoting health and wellbeing in Iowa.
- Company name and logo displayed on Annual Conference signage.
- PowerPoint slide with company name/logo displayed on session room screen as attendees arrive and during breaks.
- Company logo, web link, and content featured on IAND social media sites in September, October, and November 2017.
- Two keynote speaker sponsorship opportunities available – first come, first serve.

General Speaker Sponsor (Sponsors Secured)

Investment: Cover speaker fee, travel and lodging costs for general session speaker.

- Sponsorship recognition includes placement of company name and logo on www.eatrightiowa.org in September, October, and November 2017.
- IAND social media shout-out to include company logo and website link in September and October 2017.
- One standard booth in exhibit hall.
- One conference registration.
- Company name and logo displayed on Annual Conference signage.
- PowerPoint slide with company name/logo displayed on session room screen as attendees arrive and during breaks.

Breakfast Buffet Sponsor

Investment: \$1,500

- Opportunity to have product featured on the menu, if desired.
- One standard booth in exhibit hall.
- One conference registration.
- Company name and logo displayed on signage at breakfast.
- Company name and logo displayed on Annual Conference signage.
- Three breakfast buffet sponsorship opportunities available – first come, first serve.

Plated Lunch Sponsor

Investment: \$1,500

- One standard booth in exhibit hall.
- One conference registration.
- Company name and logo displayed on signage at lunch.
- Company name and logo displayed on Annual Conference signage.
- Four plated lunch sponsorship opportunities available – first come, first serve.

Product Partner PLUS Sponsor

Investment: 300 food product items + \$500

- Sponsorship recognition on www.eatrightiowa.org.
- Opportunity to have product featured on the breakfast or lunch menu.
- Company name and logo displayed on signage for the meal in which the product is served.

Product Partner Sponsor

Investment: 300 food product items

- Opportunity to have product featured on the breakfast or lunch menu.
- Company name and logo displayed on signage for the meal in which product is served.

Annual Social Media Partnership – optional add-on opportunity

Investment: \$1,000

- Three (3) featured months of social media opportunities including
 - IAND Facebook post (may include one picture/graphic)
 - IAND Twitter tweet
- IAND Blog Post – 350 words minimum with up to two (2) pictures/graphics.
- IAND Newsletter Submission – 200 word maximum

Exhibitor:

Investment: \$500 (for-profit organization) | \$250 (non-profit organization)

- One standard booth in exhibit hall.