



**Academy of
Nutrition and Dietetics**

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right.** an affiliate of the
Academy of Nutrition and Dietetics

Sponsor Information Packet

The Utah Academy of Nutrition and Dietetics (UAND) invites you to participate as a sponsor for our annual UAND Conference on Thursday and Friday, April 4-5, 2019 at the Karen Gail Miller Conference Center, Sandy Utah. Participating sponsors will be highlighted in conference materials, providing your organization with an opportunity to advertise your products and services to nutrition professionals. Conference attendees recognize that sponsoring organizations provide them with an enhanced conference experience. Participants recommend product and services to their clients, giving you the potential to reach thousands of people throughout Utah.

UAND is Utah's largest organization of nutrition professionals. Our five hundred plus members work in all areas of food and nutrition services including hospitals, private practice, public health, long-term care facilities, and food service facilities. Approximately three hundred nutrition professionals attend this annual Conference to obtain Continuing Education credit and to learn about nutrition related companies and products.

The attached information packet includes more specific information, payment details, and other opportunities. This information as well as online registration is available at <http://www.eatrightutah.org/> under Annual Meeting.

We hope you will consider being a sponsor for the 2019 UAND Conference. We have invited organizations that we feel have much to offer dietitians and the clients they serve. Feel free to contact us to discuss any questions or concerns you may have. We are looking forward to working with you.

Sincerely,

Jonnell Masson, MS, RD, CD
Sponsor/Exhibitor Chair
801-865-0304
jonnellmasson@harmonsgrocery.com

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For more information visit our website at <http://www.eatrightutah.org/>

Other Ideas?

UAND realizes that our sponsors have a variety of needs. Do you have a new sponsorship idea? We invite you to submit unique sponsorship suggestions to Jonnell Masson at jonnellmasson@harmonsgrocery.com.

Location:

Karen Gail Miller Conference Center

Physical Address:
9750 South 300 West
Sandy, UT 84070

Sponsorship Benefits at a Glance

Gold Sponsor \$3000	Silver Sponsor \$2000	Bronze Sponsor \$1000	Event Sponsor (variable)
<ul style="list-style-type: none"> • Company highlight on UAND social media • Company name and website link on registration website • Company name and logo on conference materials and displayed during conference • Full page ad in conference program, black and white • Company name and logo on conference promotional materials and displayed during conference • Recognition from podium • One complimentary conference registration for BOTH DAYS • Booth in exhibitor hall 	<ul style="list-style-type: none"> • Company highlight on UAND social media • Company name on registration website • Company name on conference materials and displayed during conference • Half page ad in conference program, black and white • Company name on conference promotional materials and displayed during conference • Recognition from podium • One complimentary conference registration for ONE DAY • 50% off exhibitor booth 	<ul style="list-style-type: none"> • Company highlight on UAND social media • Company name on registration website • Company name on conference materials and displayed during conference • Quarter page ad in conference program, black and white 	<p>(May include 1 or more of the following)</p> <ul style="list-style-type: none"> • Company highlight on UAND social media • Company name on registration website • Company name on conference materials and displayed during conference • Printed ad in conference program and reduced booth fee dependent on sponsorship, <i>more details on pg 9</i>

*Please see following pages for detailed description.

*The opportunity for a social media highlight is available for **ALL SPONSORS**, if you wish to be highlighted on UAND social media, please send a description of your product or services (200 words or less), along with an image (if desired) to jonnellmasson@harmonsgrocery.com no later than March 2, 2019.*

Event Sponsorship

Lunch

Approximately 250 Conference participants attend each lunch. The sponsor may help in selecting the menu if desired.

Lunch sponsors will receive the following:

ADVERTISING

- The opportunity to place promotional materials on each table place setting or near the buffet table.
- The opportunity to briefly address participants during the event (served lunch only).
- Your company name and logo prominently displayed on all Conference promotional materials, including:
 - Pre conference emails sent to potential attendees
 - Online Conference registration website
 - Post conference email sent to attendees
- Your company name on the UAND website and social media, with a link to your organization's website (displayed from March-August 2019)
- A full-page ad (black and white) and your organization's name and logo in printed conference materials.
- The opportunity to provide product information and/or samples for the attendee conference bag.

RECOGNITION

- Recognition from the podium during the lunch.

SIGNAGE

- Individual signage with your company name and logo to be displayed during the event and throughout the Conference.
- Name recognition on other signs displayed during the Conference.

REGISTRATION

- One (1) complimentary 2-day Conference registration.

BOOTH DISCOUNT

- One complimentary exhibitor booth.

Breakfast

Two breakfasts are offered during the Conference, April 4 and April 5, 2019. You may either feature your company's product or donate monetarily for the cost of the breakfast. As a sponsor of this event, you will receive the following:

ADVERTISING

- The opportunity to place promotional materials near the breakfast tables.
- Your company name displayed on the online Conference registration website.
- Your company name on the UAND website and social media, with a link to your organization's website (displayed from March-August 2019)
- A half-page ad (black and white) and your organization's name in printed conference materials.
- The opportunity to provide product information and/or samples for the attendee conference bag.

RECOGNITION

- Recognition from the podium during a general session.

SIGNAGE

- Individual signage with your company name and logo to be displayed during the event.
- Name recognition on other signs displayed during the Conference.

REGISTRATION

- One (1) complimentary one-day Conference registration.

BOOTH DISCOUNT

- 50% off first exhibitor booth cost.

Breaks

There are four (4) food breaks available during the Conference, each serves approximately 250 people. Your company may donate monetarily for the cost of the break (~\$2000) or donate food products. Break sponsors will receive the following:

ADVERTISING AND MARKETING

- The opportunity to place promotional materials near the break tables.
- Your company name displayed on the online Conference registration website.
- Your company name, logo, and short description on UAND social media.
- A quarter-page ad (black and white) and your organization's name listed in printed conference materials.
- The opportunity to provide product information and/or samples for the attendee conference bag.

SIGNAGE

- Signage with your company name to be displayed during the break.

BOOTH DISCOUNT

- 25% off first exhibitor booth cost.

Educational/Speaker Sponsorship

Your organization may sponsor a speaker chosen by your company. If you would like to sponsor a speaker, please contact Laura Bain at bainla@gmail.com for possibilities. Educational sponsors will receive the following:

ADVERTISING

- Your company name displayed on the online Conference registration website.
- Your company name on the UAND website and social media, with a link to your organization's website (displayed from March-August 2019)
- A half-page ad (black and white) and your organization's name in printed conference materials.
- The opportunity to provide product information and/or samples for the attendee conference bag.

RECOGNITION

- Recognition from the podium during the sponsored session.

SIGNAGE

- Signage with your company name to be displayed during the Conference.

REGISTRATION

- One (1) complimentary one-day Conference registration.

BOOTH DISCOUNT

- 50% off first exhibitor booth cost.

**Please Note: Speaker Fee, travel and other related costs are the responsibility of the sponsoring organization.*

Exhibitor Information

Looking to promote your product or service directly to Utah's nutrition professionals? Being an exhibitor at our professional conference allows you to:

- Capture the attention of Conference attendees
- Showcase your products and services
- Interact with the state of Utah's leading nutrition professionals

For more information, visit our website at <http://www.eatrightutah.org/>

Other Ideas?

UAND realizes that exhibitors have a variety of needs. Do you have a new idea for promoting your product? We invite you to submit unique ideas or services to Jonnell Masson at jonnellmasson@harmonsgrocery.com.

Want to be represented but unable to come in person? Check out our opportunities for sponsorship!

Exhibitor Date and Times:

- Thursday, April 4, 2019
 - A 60 minute morning break
 - Lunch break
 - 30 minute afternoon break
 - We reserve the right to adjust this schedule and amount of time as needed.

Location:

Karen Gail Miller Conference Center

Physical Address:

9750 South 300 West

Sandy, UT 84070

Booth Cost (standard):

- *For-Profit Organization: \$350/1st booth; \$75/2nd booth*
- *Non-Profit Organization: \$65/1st booth; \$50/2nd booth*
- *Utah Small Business: \$100/1st booth; \$50/ 2nd booth*

**** Register by December 28th, 2018 and receive the early bird discount**

- *For-Profit Organization: \$300/1st booth; \$75/2nd booth*
- *Non-Profit Organization: \$50/1st booth; \$50/2nd booth*
- *Utah Small Business: \$75/1st booth; \$50/ 2nd booth*

Booth Benefits

The fee includes:

- Two chairs
- Wireless internet connection capability
- 8 ½" X 11" identification sign
- Contact information about each exhibitor provided to each conference attendee
- Company highlight on UAND social media (FB, Twitter, website)
- 1 6-foot table with skirt and tablecloth

Setup and Dismantling

Exhibitors may start setting up their booths at 8:00 am on April 4, 2019. If you need to set up earlier, a 6:30am time can be arranged. All exhibitor material must be dismantled and removed after the final showing. The exhibit area must be vacated no later than 5:00 pm April 4, 2019.

MARKETING OPPORTUNITIES

Your organization may wish to donate materials or funds for items used in marketing opportunities for the Conference.

Lanyards

Your company's name printed on nametag lanyards distributed to all attendees at the Conference registration. Nametags are worn by all attendees throughout the entire Conference.

Conference Advertisements

The opportunity to advertise in printed materials. Printed materials are distributed to all Conference attendees, exhibitors, and speakers. The following advertisement sizes are available:

	Black and White	Color
Full page (7 ½" wX10" h)	\$200	\$300
Half page (7 ½" wX5"h)	\$150	\$200
Quarter page (3"wX5"h)	\$75	\$100

Please send artwork in jpg (300 dpi) or high-resolution pdf format to Jonnell Masson at jonnellmasson@harmonsgrocery.com by February 28, 2019.

Registration

The sponsorship form can be completed at www.eatrightutah.org/uda.cfm?page=annual_mtg_3, if you are unable to complete the form online please contact Jonnell Masson (see contact information below)

Refunds

A full refund will be given until February 4, 2019. A refund of 75% of what was paid for exhibiting will be honored until March 4, 2019. No refund will be available for non-attendance and/or cancellation after March 4, 2019.

Questions

Please contact Jonnell Masson, Sponsor/Exhibitor Chair
Phone: 801-865-0304
Email: jonnellmasson@harmonsgrocery.com