

# 2018-2019 SCAN Sponsorship Opportunities

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## Sports, Cardiovascular, and Wellness Nutrition

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



With more than 6,500 members, [SCAN](http://www.scandpg.org) is the LARGEST dietetic practice group of the Academy of Nutrition and Dietetics. Our members are registered dietitian nutritionists (RDN) with nutrition expertise in the areas of:

- Human Performance
- Wellness
- Cardiovascular Health

### Why Choose SCAN?

- **Scope:** Our subunits include professionals working in the fastest growing nutrition markets.
- **Collaboration:** Our members are highly engaged with our sponsors’ messages, products and services.
- **Action:** Our members are proactive, productive and forward thinking. Beyond experts in their areas of practice, our membership includes nationally and internationally recognized innovators, scientists, leaders and educators.
- **Numbers:** Membership has grown faster than all other DPGs and we are the largest DPG in the Academy.

WHERE SCAN MEMBERS PRACTICE	SOCIAL MEDIA ENGAGEMENT
Sports Teams and Athletes of All Ages & Caliber Cardiac & Pulmonary Rehab  Worksite and Community Wellness Programs Outpatient Clinical Care & Research Public Relations and Marketing  University, Academia, and Student Wellness Weight Management Programs Private Practice	LinkedIn – over 11,000 followers Twitter – over 12,000 followers  Instagram – over 2,100 followers Pinterest – over 1200 page follows Facebook – over 8500 followers

# SCAN @ FNCE® :

Each year SCAN has a strong and consistent presence at FNCE® and offers the following sponsorship opportunities:

- **SCAN Reception: \$10,000 (1 available)**
  - 5-min. welcome address by Sponsor. Recognition in promotional materials, and logo on website for 1-yr.
  - Attendance free for SCAN members; Non-members pay a small fee; Pre-registration required; Onsite registration and payment will be available, as space allows
  
- **SCAN Education Session: \$7,000 (2-3 available)**
  - 50-minute presentation, developed by sponsor with SCAN expert review, one (1) hour CPE. Recognition in promotional materials, and logo on website for 1-yr.
  - Attendance free for SCAN members; Non-members pay a small fee; Pre-registration required; Onsite registration and payment will be available, as space allows
  
- **SCAN Morning Physical Activity/Movement Session: \$3,500 (2 available)**
  - 5-min. welcome address by Sponsor. Recognition in promotional materials, and logo on website for 1-yr.
  - Attendance free for SCAN members; Non-members pay a small fee; Pre-registration required; Onsite registration and payment will be available, as space allows

## SCAN SYMPOSIUM Sponsorship Opportunities\*\*

Bronze	Silver	Gold	Platinum
<b>\$3,500</b>	<b>\$5,000</b>	<b>\$10,000</b>	<b>\$20,000</b>
<b>Select 1:</b> Physical Activity Session. Present to SCAN Leadership (2 available).	<b>Select 1:</b> Networking Break. Poster Session. Focus Group Session: Influence the Influencer.	Symposium Education Session	<b>Select 1:</b> Awards Banquet Speaker. Opening Evening Reception Keynote Speaker.
<b>Included with Chosen Option:</b>  Exhibit Booth Space**	<b>Included with Chosen Option:</b>  Exhibit Booth Space** Half-page Ad in Symposium Digital Program	<b>Includes:</b>  Silver Level + Half-page ad in "SCAN Connection" Newsletter & Half-page ad in Symposium Digital Program	<b>Included with Chosen Option:</b>  Gold Level + Present to SCAN Leadership (2 available)  E-Blast

*Individual Item descriptions are shown on following page*

## Symposium A La Carte Sponsorship Opportunities:

<b>Exhibit Space Only:</b> One (1) exhibitor space (pipe & drape, draped table, signage). Space dimensions determined by SCAN and expo service company.	\$1,200
<b>Focus Group:</b> Influence the Influencers	\$2,500 for 20 people
<b>Product Display Table:</b> <ul style="list-style-type: none"> <li>Placed near registration for companies/organizations to place product.</li> <li>Attendees will be informed of the table at registration and have the option to take samples</li> </ul>	\$700 per distinct product. Sponsor covers all product related shipping and handling costs including charges incurred at event site.
<b>Ad in SCAN Symposium Digital Program</b>	¼ page: \$450, ½ page: \$750, full page: \$1,050. Sponsor provides all content 3-weeks prior to symposium.

## Year-Round Sponsorship Opportunities

### SCAN Digital Evidence-Based Publications\*

- **SCAN's Pulse** - 24-page, electronically-distributed, evidence-based, and peer-reviewed publication. Provides authoritative nutrition information for everyday reference. Published 4 times per year (Fall, Winter, Spring, Summer). Read by over 7,000 recipients, including SCAN members and key health organizations. Archived and available to members via SCAN website.
  - Advertisement or Educational Content
  - 4-page (\$5,000) sponsor-developed, SCAN-approved, evidence-based educational resource added to the end of one issue of *SCAN's Pulse*.
  - 1-Page (\$2,000) or 2-Page (\$3,500) advertisement collated into one issue of *SCAN's Pulse* at Editor's discretion.
  - Print copies distributed at Symposium and FNCE®.
  - May include embedded hyperlinks to sponsor website.
- **SCAN Connection** - Electronically-distributed, evidence-based publication. Provides practice-oriented nutrition information for everyday reference. Each of SCAN's subunits (Sports Dietetics-USA and Wellness and Cardiovascular RDNs) contribute to 4 theme-based yearly issues. Read by over 7,000 recipients, including SCAN members and key health organizations. Archived and available to members via SCAN website.
- Advertisement or Educational Handout
  - Quarter-page ad \$500; Half-page ad \$1,000; 1-Page ad \$2,000; 2-Page ad \$3,500
  - Print copies distributed at Symposium and FNCE®
  - May include embedded links to sponsor website
  - Newsletter Themes are available to interested sponsors.

## Webinar - \$5,000\*

- Content developed by Sponsor, subject to SCAN expert review. Sponsor logo posted with webinar online with hyperlink to Sponsor website. One (1) hour of self-study e-learning (Continuing education credits good for 3 years). On-demand viewing for anyone 24/7/365.
- First 30 days free to all SCAN members, \$15 to non-members. After 30 days, member rate of \$10 and non-member rate of \$15
- Average viewership in first 30 days = 800

## NEW! Podcast: \$2500

- 30-minute Q&A on sponsor topic
- Sponsor mention in introduction and sponsor mention and URL at end
- Podcast content and questions must be reviewed by SCAN
- No mention of specific products
- Content must be evidence based
- Available free to members 24/7 via SCAN website

## E-blast - \$3,500

- Dedicated e-blast sent to all SCAN Members (6,500)
- Average open rate is ABOVE Industry Average = 33%
- Average click rate is ABOVE Industry Average = 5%
  - Health and Fitness Industry (23.55% / 3.13%)
  - Medical, Dental, Healthcare Industry (23.31% / 2.72%)
- *Note: E-blast recipients must have images enabled for tracking data used in the campaign report; therefore, actual open rates are higher than reported.*

## Educational Backgrounder for Practitioner or Client/Student Handout - \$5,000\*

- Sponsor developed, evidence-based content, subject to SCAN expert review, suitable for printing as educational handout. Includes hyperlinks to sponsor website.
- Annual total download of all SCAN educational materials = 133,000
- Featured in one of our weekly e-blasts
- Available free to members and for \$3.95 to non-members on SCAN website for one year.

## Customizable Options (Contact SCAN Development Director for more information.)

- Symposium or FNCE® Workshop\*
- Survey our Members: The Experts
- Sponsor-Designed Contest

\*\*Educational content (including slides) will be thoroughly vetted by the Academy and SCAN. The Academy maintains full control over the planning, content and implementation of all educational programs. The Academy prohibits presentations that have as their purpose or effect promotion and/or advertising. Presentations designed primarily as describing commercially marketed programs, publications or products will not be accepted or tolerated. To this end, sponsors are prohibited from engaging in scripting or targeting commercial or promotional points for specific emphasis, or

other actions designed to infuse the overall content of the program with commercial or promotional messages. Statements made should not be viewed as, or considered representative of, any formal position taken on any product, subject, or issue by the Academy.

## Academy of Nutrition and Dietetics

**Vision:** A world where all people thrive through the transformative power of food and nutrition **Mission:** Accelerate improvements in global health and well-being through food and nutrition **Principles:** The Academy of Nutrition and Dietetics and our members:

- Amplify the contribution of nutrition and dietetics practitioners and expand workforce capacity and capability
- Integrate research, professional development, technology and practice to stimulate innovation and discovery
- Collaborate to solve the greatest food and nutrition challenges now and in the future
- Focus on system-wide impact across the food, well-being and health care sectors
- Have a global impact in eliminating all forms of malnutrition.

## Sports, Cardiovascular, and Wellness Nutrition

**Mission:** To empower members to be the nation's food and nutrition leaders through excellence and expertise in nutrition for sports and physical activity, cardiovascular health, wellness, and disordered eating and eating disorders.

**Vision:** Optimize the nation's health by providing exceptional nutrition care in sports and physical activity, cardiovascular health, wellness, and disordered eating and eating disorders.

### **Goals:**

- SCAN members are recognized and chosen as experts in food and nutrition for sports and physical activity, cardiovascular health, wellness, and disordered eating and eating disorders.
- SCAN members value the integration of four practice areas to provide comprehensive evidence-based medical nutrition therapy to improve the health of those we serve.
- Members and prospective members view SCAN as key to professional success.

**Credo:** As a dietetic practice group of the Academy of Nutrition and Dietetics, SCAN is dedicated to nutrition for sports and physical activity, cardiovascular health, wellness, eating disorders and disordered eating. We hold to a set of essential beliefs that form the basis of our mission and vision and are manifested through the principles of excellence, integrity, and credibility that are evident in all our endeavors. These beliefs are embodied in the relationships we build and maintain with our constituents as we fulfill our responsibility to them.

We educate consumers about sound nutrition practices and how these can nourish the body and reduce the risks and impact of disease. We do this first by doing no harm and next by providing sound, evidence-based information. Our audiences include athletes, consumers, health and fitness professionals, the media, and members of the food and nutrition industries and regulatory agencies. We recognize the diverse backgrounds of these constituents and tailor our services accordingly.

We acknowledge members as our greatest resource and embrace their diversity. We provide them with strong leadership that is centered on a food first approach to achieving peak performance and wellness. We recognize our members as preeminent authorities in their areas of practice, and seek on their behalf new opportunities for research, innovation, and professional growth. We provide prompt and courteous support, timely information, and a forum for the exchange of ideas in a safe and collegial environment. We offer leadership development, opportunities to serve, and professional recognition.

We collaborate with entities that share our commitment to using the best science and healthful eating practices to guide the public in making sound nutrition choices. Using our collective resources, we empower people to take charge of their health, reduce the risk of preventable illness, and maximize performance. We maintain the highest standards of ethical behavior as set forth by the Academy of Nutrition and Dietetics.