

2018-2019 SCAN Sponsorship Opportunities

Sports, Cardiovascular, and Wellness Nutrition

 a dietetic practice group of the
Academy of Nutrition
and Dietetics

Development Director

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With more than 6,500 members, [SCAN](http://SCAN.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:

- Sports
- Physical activity
- Cardiovascular Health
- Wellness

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.

“Nearly 1 in 10 Academy members belong to our Sports, Cardiovascular and Wellness Nutrition dietetic practice group (SCAN)” –Patricia M. Babjak, MLS, Academy CEO

The Academy of Nutrition and Dietetics’ volunteer Media Spokespeople represent the 22 largest media markets. Ten of the 30 spokespeople are members of SCAN.

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® 2018: Washington D.C.*

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

- **SCAN Reception: \$10,000****
 - 5-minute welcome address by Sponsor
 - Attendance free for SCAN members; Non-members pay a small fee; Pre-registration required; Onsite registration and payment will be available, as space allows
 - Recognition in promotional materials, and logo added to website for 1 year
- **SCAN Education Session: \$7,000*****
 - 50-minute presentation, developed by sponsor with SCAN expert review, one (1) hour CPE
 - Recognition in promotional materials and logo added to website for 1 year
 - 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*****
 - 5-minute welcome address by Sponsor
 - Recognition in Promotional Materials and Logo added to website for 1 year
 - Attendance free for SCAN members; Non-members pay a small fee; Pre-registration required; Onsite registration and payment will be available, as space allows

***Per Academy guidelines, companies must exhibit at FNCE® to be eligible to sponsor a MIG/DPG event at FNCE® 2018. [CLICK HERE](#) to learn more about exhibitor opportunities.**

**** SCAN Reception:** Reception is planned by SCAN to include food and one drink for each attendee. Sponsor to assume all additional costs associated with any culinary demos, special or non-standard food, ingredient, preparation, or service requests made by Sponsor, including all costs associated with shipping & handling and providing product to the hotel.

***** Education and Physical Activity/Movement Sessions:** Food/beverage service is not included with or required for these sessions. Breakfast or lunch hour session will be better attended with food. If food/beverage catering is desired, by sponsor, sponsor covers all site-specific arrangements and is financially responsible for food/beverage costs, as well as speaker/activity leader expenses and honorarium, exclusive of sponsorship to SCAN. FNCE® contracts must be finalized by **July 20, 2018**.

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.

SCAN SYMPOSIUM Sponsorship Opportunities

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

Individual Item descriptions are shown on following page

Each Sponsorship Level Includes: Listing in Program Materials & Promotions- Name, Logo and Link on SCAN Website for one year, Listing in Current Year's Annual Report, Symposium Registration for one. Additional registrations offered at 20%-member discount rate.

Customizable packages available at the <\$3,500 level for start-up companies and whole food organizations (limited availability).

*See Symposium Sponsorship Package Descriptions on following page.

**For exhibit space only, see Symposium A La Carte Sponsorship Opportunities.

Symposium Sponsorship Package Descriptions:

Bronze Level Options (Choose 1)

- a. **Health & Fitness Activity:** Morning run, yoga or other activity for an estimated 30-50 attendees. Activity leader costs and product samples (optional) are sponsor responsibility.
- b. **Present to SCAN Leadership during onsite Executive Committee meeting** (2 available).

Silver Level Options (Choose 1)

- a. **Networking Break:** 30-minute morning/afternoon breaks are available. Slots available are limited. Sponsor to assume all additional costs associated with any special or non-standard food, ingredient, preparation, or service requests made by Sponsor, including all costs associated with shipping & handling and providing product to the hotel.
- b. **Poster Session:** SCAN's Poster Session draws 10-20 professional, graduate and undergraduate posters each year. Posters are placed in the exhibit hall or lobby for view and CPE earned by all attendees. Sponsor will be recognized in email and social media promotion of poster abstract submissions (subject to date of Agreement execution), signage at poster session, and announcement of award recipients at Awards Banquet.
- c. **Focus Group/Think-Tank:** Developed with Symposium Committee. Up to 20 participants (additional participants at additional cost). One 60-minute session. Scheduled at discretion of Symposium Committee. Limited availability.

Gold Level Option

Educational Session*: Sponsored sessions are developed in cooperation with SCAN, with final acceptance subject to Symposium Committee approval according to the same evaluation criteria used for other sessions. **Sponsors should NOT submit session proposals via the Symposium RFP process.**

Sponsor assumes costs for speaker honorarium, travel, lodging and subsistence, exclusive of sponsorship to SCAN. One (1) CPE provided to attendees. If food is desired, sponsor assumes all costs related to provision of food during session, product or beverage including additional costs associated with culinary demos, menu additions and any special or non-standard food, ingredient, preparation, or service requests made by Sponsor, including all costs associated with shipping & handling and providing product to the hotel.

Platinum Level Option (Choose 1)

- a. **Awards Banquet Speaker***: Program placements depend on Symposium schedule. Sponsored sessions are developed in cooperation with SCAN, with final acceptance subject to Symposium Committee approval according to the same evaluation criteria used for other sessions. **Sponsors should NOT submit session proposals via the Symposium RFP process.** Sponsor assumes costs for speaker honorarium, travel, lodging and subsistence, exclusive of sponsorship to SCAN. One (1) CPE provided to attendees.
- b. **SCAN Reception**: Sponsor is provided 5 minutes for welcome remarks.

At this level: Standard food and beverage service is determined by SCAN and included in sponsorship. Sponsor to assume all additional costs associated with culinary demos, menu additions and any special or non-standard food, ingredient, preparation, or service requests made by Sponsor, including all costs associated with shipping & handling and providing product to the hotel.

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Symposium Sponsorship Package Item Descriptions:

- **Symposium Exhibit Booth Space:** One (1) exhibitor space (pipe & drape, draped table, signage). Space dimensions determined by SCAN and expo service company. (Bronze, Silver, Gold & Platinum). *[For Exhibit Space Only – see A La Carte opportunities.]*
- **Social Media Postings:** Two (2) “thank you for your support” postings each on SCAN’s Facebook, Twitter and Instagram accounts. “Thank you” posting content CANNOT promote sponsor product/service. (Gold & Platinum)
- **Ad in Symposium Digital Program:** One (1) ad in the Digital Program Book. Half-page ad for Silver and Gold level or full-page ad for Platinum level. (Silver, Gold & Platinum)
- **E-blast:** One (1) e-blast sent to all SCAN members (~6,500). Sponsored e-blasts are only distributed on the 3rd Wednesday of each month. (Platinum Only)
- **Listing in Program Materials and Promotions:** Inclusion in materials subject to date sponsorship executed and production schedule.

- **Name, Logo and Link on SCAN Website:** Posting on the Sponsor tab of the Symposium webpage and main Sponsor tab of SCAN website from contract execution date through fiscal year end (May 31). All Symposium sponsorships over \$3,500 will receive this benefit.
- **Half-page ad in the “SCAN Connection” Newsletter:** One (1) half-page ad included in one edition of the *SCAN Connection* Newsletter produced six times per year and distributed electronically to all members.
- **Listing in Current Annual Report:** Listing in the contributor’s section of the Annual Report available online and in print in October of each year. SCAN’s fiscal year is June 1 to May 31.

Symposium A La Carte Sponsorship Opportunities:

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

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

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.

Social Media Postings - \$500

- Not sold individually. Purchased as an add-on item. Sponsor thank you / acknowledgement message posted on SCAN's social media outlets
- **Note:** Academy/SCAN policy does not permit promotional social media messaging for any service, campaign or product that was not developed by the Academy/SCAN.

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***
 - Developed collaboratively with Sponsor and SCAN leadership
 - All planning and costs covered by sponsor, exclusive of sponsorship to SCAN
- **Survey our Members: The Experts**
 - Opportunity to survey our SCAN Executive Committee or entire SCAN membership.
 - Subject to SCAN/Academy approval
- **Apparel (limited availability)**
 - Add your logo to SCAN apparel provided or sold to SCAN Members
- **Sponsor-Designed Contest**
 - A custom-tailored contest for SCAN's membership
- **Can be related to Symposium, SCAN events at FNCE® or something for the entire membership**
 - Example: 'tips contest' incorporating your food or product into the diet
 - Great opportunity to leverage sponsor visibility to benefit SCAN members & sponsor

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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.