Minnesota Academy of Nutrition and Dietetics

Conference Marketing Opportunities
2016-2017

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Minnesota Academy of Nutrition and Dietetics
Conference Marketing Opportunities 2016-2017

The Minnesota Academy of Nutrition and Dietetics (MAND) is pleased to work with our vendors and supporters. Your partnership assists MAND in empowering our members to continue to be the experts and leaders in food and nutrition in Minnesota (and bordering states).

This year’s meeting dates are: **April 26-28, 2017**

**Minneapolis Marriott Northwest**
7025 Northland Drive North
Brooklyn Park, MN 55428

*Ready, Set, GO Nutrition! The Next 100 Years*

*Academy of Nutrition and Dietetics 1917 - 2017*

Wednesday, April 26th will be an evening pre-conference workshop
Thursday, April 27th is the main conference day and evening workshop
Friday, April 28th is a full-day focused topic program on Sports Nutrition

Anticipated attendance: 350 (includes an estimated 75 students/interns) from MN and also ND, SD, WI and IA.

Opportunities for involvement can be arranged for any of the meeting days. In exchange for your support, you will be able to communicate with nutrition professionals who work in a variety of settings. Our members always look forward to learning about your products and services!

*Thank you for your support!*
Sponsorship Packages Offer it All!

Your support enables MAND to deliver top notch meeting programming for our members while keeping the cost of the conference affordable for everyone – especially our interns and students. Defraying the cost of speakers, meals, and/or breaks all counts toward one of the sponsorship tiers which in turn earns your company extra special attention!

Your contribution of $5,000+ provides:
- recognition in program materials (pre-conference and day of)
- recognition on signage at meeting
- recognition on MAND website until next year’s meeting with a link to your website
- 3 minutes on main stage to introduce your product/service
- Single day exhibit space with up to 4 meal tickets
- full page ad in conference program
- one insert in the registration bag (e.g. flyer, recipe cards, pen, etc.)
- MAND conference mailing list for one-time use

Your contribution of $2,000 - $4,999 provides:
- recognition in program materials (pre-conference and day of)
- recognition on signage at meeting
- recognition on MAND website until next year’s meeting with a link to your website
- 3 minutes on main stage to introduce your product/service
- Single day exhibit space with up to 2 meal tickets
- half page ad in conference program
- Choice of:
  - MAND conference mailing list for one-time use
  - one insert in the registration bag (e.g. flyer, recipe cards, pen, etc.)

Your contribution of $1,000 - $1,999 provides:
- recognition in program materials (pre-conference and day of)
- recognition on signage at meeting
- company name recognition on annual meeting web page until next meeting
- 3 minutes on main stage to introduce your product/service
- Single day exhibit space with 2 meal tickets
- quarter page ad in program
Exhibiting at the Annual Meeting

An exhibit is a terrific way to gain exposure to dietetic professionals! It provides opportunities to advertise your product, distribute literature, feature product samples and converse with attendees. Exhibit time is set aside to maximize your receiving undivided attention from attendees.

**Main Conference Exhibit Hours: 11:50am – 1:10pm Thursday, April 27, 2017**
Set-up by 7:15 a.m. for additional exposure during breakfast and morning break; stay through the 2:15 afternoon break

**and/or**

**Sports Nutrition Day 12:10pm – 1:15pm Friday, April 28, 2017**
Set-up by 7:15 a.m. for additional exposure during breakfast and morning break; stay through the 2:15 afternoon break

**Exhibit Space 2017 Rates**

Each exhibit space includes a skirted table. Extra tables are available as space allows and at an additional cost of $50/table.

- $150 non-profit organization (includes 1 meal ticket)
  - Add the second day of exhibiting for an additional $125
- $395 for-profit business (includes 2 meal tickets)
  - Add the second day of exhibiting for an additional $200

The hotel is carpeted. If you require electric power please inquire about the added cost. Individual pre-packaged food samples are allowed but please check with the program organizers re: any plan for food preparation (hotel rules and fees may apply).

**Your Investment Includes:**

- Pre-meeting publicity
- Over 1 hour of exhibit time
- Free access to sessions (as seats are available)
- Company name recognition on MAND’s annual meeting web page until the next year’s meeting
- Opportunity to meet and interact with approximately 350 nutrition professionals

Exhibitors shall display products or service descriptions of his/her organization only. An exhibitor may not assign or sublet a space, or any part of a space, to another without permission of MAND.
Meal and Break Support Details

MAND welcomes support to defray the expense of meals and/or refreshments at the Annual Meeting. In addition, companies are encouraged to showcase their product.

Contact the MAND Office to discuss appropriate food donations, quantity, other details or any restrictions and expectations of the facility caterer. Due to the facility policy for 2017 no outside foods may be added to any meal service; however, specific foods, brands and/or recipes may be requested to be served. The sponsoring company will be able to display and/or provide promotional materials at the showcased time; e.g. have company representative available at the time to answer questions, distribute materials and talk to members.

2017 Product Showcase Options:
1. Via hotel purchasing, provide a brand specific product(s) appropriate to the meal or break occasion (i.e food, beverage or service item). Quantity must be adequate for all attendees. Any stocking and/or handling fees charged by the facility/caterer must be covered by the sponsoring company.
2. A company provided recipe that highlights their food product(s) may be requested for a meal item or break snack. All recipes must be reviewed and pre-agreed to by the hotel chef.

Product Showcase Opportunities
1. Sponsor Wednesday Dinner – taken for 2017
2. Sponsor Thursday Morning Breakfast Buffet - $3,500 / $2,000 / $1,000
3. Sponsor Thursday Morning Break - taken for 2017
4. Sponsor Thursday Lunch Buffet - $5,000 / $3,000 / $1,500
5. Sponsor Thursday Afternoon Break - $2,500
6. Sponsor Friday Morning Continental Breakfast – $3,500 / $2,000 / $1,000
7. Sponsor Friday Morning Break - $2,500
8. Sponsor Friday Lunch Buffet - $5,000 / $3,000 / $1,500
9. Sponsor Friday Afternoon Break - $2,500
Annual Meeting – Print Advertisements

The Annual Meeting Program contains session information/agenda, state award winners, sponsor listings, exhibitor listings, state award winners, advertisements, CPE attendance verification and other documents designated for the meeting event.

All submitted advertisements must be black and white camera-ready copy. Business cards are acceptable for the 1/8 page size advertisement.

Ad Rates:

<table>
<thead>
<tr>
<th>Ad Type</th>
<th>Dimensions</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full page</td>
<td>9 ½. H x 7 ¾. W</td>
<td>$300</td>
</tr>
<tr>
<td>½ page vertical</td>
<td>9 ½. H x 3 ½. W</td>
<td>$150</td>
</tr>
<tr>
<td>½ page horizontal</td>
<td>4 ½. H x 7 ¾. W</td>
<td>$150</td>
</tr>
<tr>
<td>¼ page vertical</td>
<td>4 ¾. H x 3 ½. W</td>
<td>$75</td>
</tr>
<tr>
<td>¼ page horizontal</td>
<td>3 ½. H x 4 ⅝. W</td>
<td>$75</td>
</tr>
<tr>
<td>1/8 page</td>
<td>(business card size)</td>
<td>$25</td>
</tr>
</tbody>
</table>

Other Advertisement Opportunities

**Meeting Bags**
First come, first serve opportunity to provide a registration bag with your company logo.

**Name Badge Lanyards**
Promote your company all day, every day of the meeting - everyone attending receives a name badge to wear for entry to sessions.

**Meeting Bag Inserts:**
Each registered participant receives a conference bag. You may insert your item for a fee of $100. Suggested inserts include:
- Pen, pencil, marker
- Note pads, post-it pads
- Education copy-ready print
- Product information sheet
- Product samples (some size / weight restrictions may apply)

The MAND Office can assist with ideas and must approve any items. Call for general information on number of pieces required and delivery details.
Minnesota Academy of Nutrition and Dietetics
Advertising Regulations (updated 11/2016)
These Regulations apply to advertising with the Minnesota Academy of Nutrition and Dietetics (MAND) in all formats outlined in this packet.

1. The Minnesota Academy of Nutrition and Dietetics (MAND) reserves the right to evaluate all statements and visual images in advertisements and to refuse any copy or image that does not conform to MAND policy or philosophy.
2. Advertisements shall comply with the laws and regulations of the United States and the State of Minnesota.
3. Advertising is defined as information intended to support, promote, or advocate products, services, or events available to members and supporters of MAND for their purchase, acquisition, use, or participation. All advertisements under consideration by MAND should be generally recognized as being a product or service, which is beneficial to the health of the public and/or clients, or to nutrition/dietetic practitioners in the performance of professional duties.
4. MAND adheres to federal, state, and where applicable local laws regarding discrimination on any basis. MAND urges advertisers to review their advertising copy prior to submission. MAND reserves the right not to publish any advertisement, the nature or content of which MAND considers in its sole judgment, to be discriminatory or otherwise unacceptable. There should be no statements that are misleading, exaggerated, open to misinterpretation, or contrary to accepted, proven facts. By advertising with MAND, organizations and individuals agree that they are Equal Opportunity Employers.
5. The MAND name or logo may not appear on the advertiser’s web site content without the written expressed permission of MAND.
6. Publication of an advertisement should not be construed as endorsement of the product, service, product claims, or company by either MAND or its members. Advertisers may not use their collateral marketing materials to publicize that their advertisements have appeared in a MAND publication or on the MAND web site. Furthermore, advertisers should expect that a disclaimer will be printed to that effect in the associated MAND medium.
7. A designated representative of the MAND Board must review books, audiovisual materials, and computer software programs before advertising for these products can be given full acceptance. If a published review of the item exists in the Journal of the Academy of Nutrition and Dietetics or another peer-reviewed journal, the advertiser is encouraged to submit it for consideration.
8. All advertisements must be clearly identified by trademark, contact information and/or signature of the advertiser.
9. Statements that accompany advertising should be accurate, ethical, and carry no direct or implied disparagement or discrediting of another product / program or service.
10. The MAND does not accept advertising copy which includes the names, professional affiliations, and/or photographs of professional and supporting personnel
in managerial and supervisory positions in food service. Exceptions may be considered by the MAND Board. For example, an exception includes individuals whose names, affiliations and/or photographs are used in connection with advertisements of books of which they are the author.

11. The preferred spelling of dietitian is with a “t” not a “c”.

12. MAND sells advertisement space only. MAND will not guarantee that advertisers will experience an increase in sales, requests, or traffic.

13. The forwarding of an order is construed as an acceptance of rates and advertising conditions in effect at the time of sale.

14. The Minnesota Academy of Nutrition and Dietetics (MAND) (and its contractors) shall not be liable for any failure to print, publish, or circulate all or any portion of advertisement accepted by MAND if failure is caused by acts of natural disaster, strikes, accidents, or other circumstances beyond MAND’s control.

15. In consideration of the publication of an advertisement, the advertiser and its agency jointly and separately agree to hold harmless and indemnify the Minnesota Academy of Nutrition and Dietetics (MAND), its officers, directors, members, agents and employees from and against all liability, including attorney’s fees, arising from the content of advertisements including but not limited to text, representation, and illustration.

16. The MAND’s liability for any error will not exceed the charge for the advertisement in question.

17. The MAND is not responsible for the return of any material submitted.

18. For the best quality, photographs, illustrations, artwork, or logos should be camera ready. In the event that the material is not submitted in reproducible copy, the additional expenditures by the publisher for labor or material will be billed to the advertiser.

19. Advertising opportunities are on a first-come first-served basis. MAND reserves the right to limit the number of advertisements.

20. No cancellations for advertising can be accepted after the closing date for copy. Refunds for cancellations prior to the closing date will be less any shipping, handling, materials, or any other charges incurred by MAND.

21. Upon publication, the advertising organization will be copied on any email or receive two copies of a print publication containing the ad or receive the link to any web advertising via email.

22. There will be no recognition of sponsorship without 50% deposit towards payment for services.

23. Payment is expected in full within 30 days following the event or distribution. An invoice will be sent by MAND to the advertiser. Payment should be in the form of a check or money order made payable to Minnesota Academy of Nutrition and Dietetics or credit card (MasterCard or VISA) and sent to the address above. Advertisers whose payments are not received within that time frame will be subject to a 10% late payment and prepayment for future advertising opportunities.

24. All fees are net. Commissions are not given.
## Minnesota Academy of Nutrition and Dietetics
### Annual Meeting Application - 2017
Minneapolis Marriott Northwest, Brooklyn Park, MN

<table>
<thead>
<tr>
<th>Company Name</th>
<th>(Type/Print as it should appear in Print):</th>
</tr>
</thead>
<tbody>
<tr>
<td>Web address:</td>
<td></td>
</tr>
<tr>
<td>Main Contact:</td>
<td></td>
</tr>
<tr>
<td>Contact Email:</td>
<td></td>
</tr>
<tr>
<td>Address:</td>
<td>City:</td>
</tr>
</tbody>
</table>

### Description of principle product or service to be displayed:

My company will need name tags for the following people - Please Print Clearly - Provide name and any credentials (i.e., John Smith, PhD):

1. 
2. 
3. 
4. 


Minnesota Academy of Nutrition and Dietetics  
Annual Meeting Exhibit Summary

<table>
<thead>
<tr>
<th>Description</th>
<th>Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>Exhibit Table @ $395 For-Profit Business (incl. 2 meals)</td>
<td>$_____</td>
</tr>
<tr>
<td>Second Day @ $200 (incl. 2 meals)</td>
<td>$_____</td>
</tr>
<tr>
<td>Exhibit Table @ $150 Non-Profit Organizations (incl. 1 meal)</td>
<td>$_____</td>
</tr>
<tr>
<td>Second Day @ $125 (incl. 1 meal)</td>
<td>$_____</td>
</tr>
<tr>
<td>Additional Table @ $50 (call for availability)</td>
<td>$_____</td>
</tr>
<tr>
<td>Extra lunch tickets #_____@$30.00</td>
<td>$_____</td>
</tr>
<tr>
<td>Meal/Break Sponsorship Package</td>
<td>$_____</td>
</tr>
<tr>
<td>$250.00 Unrestricted Education Grant for Speaker Support</td>
<td>$_____</td>
</tr>
<tr>
<td>Program Book Advertisement</td>
<td>$_____</td>
</tr>
<tr>
<td>Circle size: Full Page $300 / Half Page $150 / Quarter Page $75 / Eighth Page $25</td>
<td></td>
</tr>
<tr>
<td>Meeting Bag Insert $100 per item</td>
<td>$_____</td>
</tr>
</tbody>
</table>

**TOTAL SUBMITTED** $_____  

Checks: Make checks payable to: Minnesota Academy of Nutrition and Dietetics  

Credit Card:  
Credit Card Type: AmEx Discover MasterCard Visa  
Credit Card Number:  
Expiration Date:  
Zip code of credit card billing address:  
Authorized credit card signature:  

Exhibit Space is Limited - Return by March 15, 2017 to:  
MAND Phone: 952-830-7022  
PO Box 19160  
Minneapolis, MN 55419 email: MAND@eatrightmn.org