



PRIMARY CARE DIETITIANS' ASSOCIATION
Association des Diététistes de soins Primaires

Blending the science of nutrition with the art of food.
Professionnels en fusion de la science de la nutrition et de l'art de l'alimentation.

CONFERENCE SPONSORSHIP OPPORTUNITIES

Why Become A Sponsor?

- Develop successful business relationships.
- Raise your corporate profile.
- Advertise your brand to your best prospective target audience.
- Demonstrate leadership by engaging in the latest research and issues.
- Gain recognition within the dietetic profession and primary care association.



PREMIUM SPONSORSHIP PACKAGES

	\$2,500 GOLD	\$2,000 SILVER	\$1,500 BRONZE
• Complimentary all-access conference registrations (\$250 value/entry)	3 \$750 value	2 \$500 value	1 \$250 value
• Pre/post conference marketing & social media promotion across all platforms and on PCDA conference website to registered primary healthcare professionals - both nationally and internationally - as premium sponsor (gold, silver, bronze)	✓	✓	✓
• Company listing in conference program, website and platform featuring company information, logo and links	Full Page	Half Page	Logo Only
• Formal recognition as premium sponsor (gold, silver, bronze) by conference host	✓	✓	✓
• Inclusion of promotional material in virtual conference 'swag bag'	✓	✓	✓
• Sponsor 'takeover' email(s) to conference registrants (sent within 45 days of event)	2 emails	1 emails	
• On-demand Learning Library session (1 hour) posted to website for 30 days following conference; available to all conference registrants & partners	✓	✓	
• Access to opt-in registrant mailing list	✓		



PCDA reserves the right to accept or decline any organization for exhibiting or sponsorship. Key deadlines and information will be forwarded upon acceptance of sponsorship/exhibit. Payment is due upon receipt of invoice. If any account is not paid within 30 days, interest will be charged on the outstanding balance at a rate of 6% per annum, from the original invoice date until payment is received. Booth space is not guaranteed until payment in full is received. Payments are non-refundable. An exception is made if an event is cancelled.



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ADDITIONAL SPONSORSHIP PACKAGES

Sponsor A Speaker \$1,000 per speaker

We have a great line up of 7 regarded speakers confirmed for this year's conference.

- complimentary conference registration (\$250 value)
- Sponsor spotlight during speaker introduction
- 60s pre-recorded video promoting products and/or services
- 1/2 page listing in conference program (company info, logo, link)
- Build your mailing list with opt-in registrant contact info
- Company logo included in Sponsor listing in conference program

**first-come, first-serve choice of session; speaker reserves right of final approval*

Clinical Excellence Award Sponsorship \$500 per award

Two awards are presented to Dietitians working in Primary Care, presented at the annual Conference in June.

- \$200* awarded to each winner
- Logo on award presented
- Logo in sponsor list in digital program
- Verbal recognition of sponsorship during award ceremony

**balance to be applied to overall cost of conference and subsidize 'pay-what-you-can' registrations*

Email & Promotional Material Sponsorship \$500

Your logo will be featured on all promotional email blasts and promotional flyers for the virtual conference/webinar.

- Access to share materials with PCDA member listserv (1 email)
- Logo in sponsor list on website
- Logo in sponsor list in digital program

Virtual Virtual 'SWAG BAG' Sponsor \$250

- Inclusion of samples, coupons, promo codes in virtual 'swag bag'
- Conference listserv e-blast featuring company info, logo & links
- Company logo included in Sponsor listing in conference program



2023 Conference Planning Committee

- Sonia Filice, President & Board Chair
- Laurie Micheal, Vice President
- Rawan Aljbour, Director
- Catherine Cai, Director
- Kim Sandiland, Director
- Kristen Garland, Executive Director
- Lauren Fleming, Member
- Therese Niznowski, Member



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