

CONFERENCE SPONSORSHIP OPPORTUNIITES

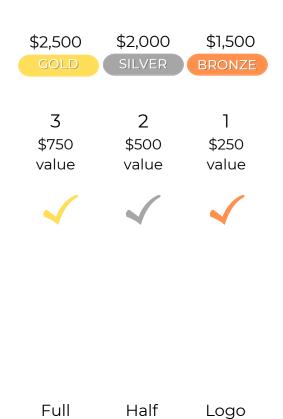
Why Become A Sponsor?

- 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

- Complimentary all-access conference registrations (\$250 value/entry)
- 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

- 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)
- 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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