

2022 PCDA CONFERENCE SPONSORSHIP OPPORTUNITIES



SUPPORT PCDA's 3rd ANNUAL CONFERENCE

The Primary Care Dietitians' Association (PCDA) supports and advocates for dietitians working in primary care across Canada. Our mission is to advocate for access, capacity and integration of primary care dietitians in support of providing medical nutrition therapy, disease prevention & health promotion.

- ⊕ Dietitians provide care for and advocate on behalf of Canada's diverse population.
- ⊕ Dietitians are committed to continued education and development.
- ⊕ Dietitians are trusted experts who influence every area of food and nutrition.

Building off the success of our 2021 virtual conference, the PCDA's 2022 Annual Conference - '**A Focus on the Future**' - is planned for June 9th & 10th and will incorporate keynote speakers presenting on topics of interest related to dietetics in primary care. As a not-for-profit association, **our interactive, virtual conference experience requires your support.**

Our planning committee has developed sponsorship opportunities that will provide your company the opportunity to:

- ✓ showcase support of primary care dietitians and the Canadians we provide care to
- ✓ network - create and maintain relationships with professional target audience
- ✓ increase brand visibility - placement amongst influential healthcare professionals
- ✓ create buzz - launch a new product, service or campaign
- ✓ confirm your company's commitment to healthy, balanced lifestyle

We are expecting over 150 healthcare professionals from across Canada and beyond, allowing sponsors to connect virtually with attendees, access to all sessions providing insight into the issues and opportunities facing dietetics in a space dedicated to reflection, resilience, refocussing and reinvention. Your sponsorship and participation will help us make this possible.

Please feel free to contact me to arrange or discuss sponsorship details - including an opportunity to customize a sponsorship package for your company - or with any questions you may have. You can also purchase your sponsorship package online via this link: <https://www.primarycaredietitianassociation.org/sponsorship>

Yours in health and wellness,

Kristen Garland, MAN, RD
Executive Director | PCDA
director@primarycaredietitianassociation.org

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PREMIUM SPONSOR 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
- Virtual word hunt gamification code with bonus point value toward sponsor donated prizes, coupons, discounts, etc.
- 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 conference registrant mailing list

\$2500

3

\$750
value



full page
logo &
text



2,500 pt
value



2
emails



\$2000

2

\$500
value



1/2 page
logo &
text



2,000 pt
value



1
email



\$1500

1

\$250
value



company
logo
only



1,500 pt
value



2022 PCDA CONFERENCE SPONSORSHIP OPPORTUNITIES



SPONSOR A SPEAKER

\$1000

We have a great line up of 8 regarded speakers confirmed for this year's conference. Topics include reconciliation, mental health, eating disorder support, infant nutrition, cultural competence, climate change and self-care.

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

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

VIRTUAL EXHIBIT HALL BOOTH

\$750

A dedicated space within the virtual conference platform for your company to showcase products and services with company description, logo, videos, and links. Create connections with conference attendees and provision of links to handouts, coupons, flyers, programs, course offerings, etc.

- 1 complimentary access to all sessions (with exception of AGM)
- 60 second pre-recorded video promoting products and/or services
- 1/2 page listing in conference program featuring company info, logo & links
- Build your mailing list with opt-in registrant contact information sharing
- Company logo included in our Sponsor listing in conference program

CLINICAL EXCELLENCE AWARD

\$500

Awarded to PCDA members who have demonstrated exceptional performance, contributed to the advancement of practice, and been effective and inspiring leaders in their primary care team setting.

- \$200* awarded to each winner
- Company logo on award certificate
- Company logo in sponsor list in conference program
- Verbal recognition of sponsorship during award ceremony

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

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\$350

LEARNING LIBRARY

A chance to create content to support the growth and development of our registrants who will potentially pass on your tips, tricks and handouts to patients, both nationally and internationally.

- Opportunity to share a pre-recorded, on-demand, post-conference session (up to 1-hour) featuring your company's products & services to be shared on our conference platform and website for 30 days after the event
- Virtual 'swag bag' - upload videos, logo, PDFs, handouts & company info
- Company logo included in our Sponsor listing in conference program

\$250

VIRTUAL 'SWAG BAG' SPONSOR

Support PCDA & promote your company with:

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

Sponsorship opportunities brought to you by the 2022 PCDA CONFERENCE PLANNING COMMITTEE

- Kim Sandiland, MScFN, RD | President, Board of Directors
- Sonia Filice, MScFN, RD | Vice President, Board of Directors
- Laurie Michael, MPH, RD | Treasurer, Board of Directors
- Rawan Aljbour, RD | Director, Board of Directors
- Kristen Garland, MAN, RD | Executive Director
- Thevaki Kulendran, RD | PCDA member
- Jennifer Kha, RD | PCDA member