



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 on conference website featuring company information, logo and link(s)	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	
• 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 regarded speakers confirmed.

- 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 on conference website

*\*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 our members working as Dietitians working in Primary Care, presented at the annual Conference.

- \$200\* awarded to each winner
- Logo on award presented
- Logo in sponsor list on conference website
- 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 \$350\*

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

*\* access to opt-in conference registrant email list for an additional \$150s*

### 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 on conference website

### Show of Support Sponsor \$100

- Company logo included in Sponsor listing on conference website



## 2024 Conference Planning Committee

- |                                     |                               |
|-------------------------------------|-------------------------------|
| • Laurie Michael, President & Chair | • Catherine Cai, Director     |
| • Tameika Shaw, Vice President      | • Melissa Arsenault, Director |
| • Christina Tran, Treasurer         | • Kristen Garland, Member     |
| • Rawan Aljbour, Director           | • Lauren Flemming, Member     |
| • Ashley Lyons, Director            | • Yiran Wang, Member          |

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