



Exhibit and Sponsorship Opportunities

Live Events and Webinars
Fall 2019 - Spring 2020

- Dysphagia Assessment and Management Course
- Intensive Sports Nutrition Course
- Principles and Practice of Interdisciplinary Obesity Management
- Webinars
- Regional Events

WHO WE ARE

Dietitians of Canada is the professional association for dietitians, representing members across Canada. We aim to advance health through food and nutrition and to provide leadership in shaping food and nutrition policy. Dietitians of Canada is a community of members who are thought leaders and sought after for their expertise in all areas of food, nutrition and health. Dietitians of Canada is the leading voice of a vibrant and evolving profession.

Exhibiting and Sponsorship Opportunities

Dietitians of Canada is offering you the opportunity to reach our members through our events and webinars outlined in this package. You can reach members across Canada working in a variety of setting, including those attending our specialized educational events in sports nutrition, dysphagia and obesity.

Dietitian Facts

- Dietitians are driven by a curiosity to understand the science behind food and its connections to health. They are trusted experts who influence every area of food and nutrition.
- Dietitians work in a range of settings, including clinical practice (including acute, primary care, home care and long-term care), in management within hospitals and clinics, private practice, foodservice, administration, food manufacturing and retail, media and communications, universities, research, government, public policy and public health.
- Dietitians appear in the media frequently and they are highly regarded and trusted for their unique expertise; in 2017 media stories about food and nutrition were more than twice as likely to feature a dietitian than another food and nutrition practitioner.
- Dietitians have a university degree in foods and nutrition, in addition to hundreds of hours of accredited and supervised, hands-on training, and are committed to on-going learning and professional development.

Nutrition counselling by dietitians can help



Reduce

risk of developing
type 2 diabetes by
up to **70%**



Manage

food allergies and
intolerances



Improve

blood pressure,
and blood glucose
cholesterol levels



Achieve

and maintain a
healthier weight

DYSPHAGIA ASSESSMENT AND MANAGEMENT COURSE

Toronto, ON - October 21 - 22, 2019

This course will give you the opportunity to reach up to 45 dietitians who are expected to attend. See [Course Brochure](#) for further details on Course Content and Presenters.

Exhibitor Benefits and Fees

Premier Exhibitor - \$4,000

Introduction and Signage

- Opportunity to give a brief welcome at the event.
- Opportunity to display banner signage in the front of the room on Monday and Tuesday.

Workshop Registrations

- Exhibitor will receive 2 complimentary course registrations for either company representatives or invited dietitians to attend the 2-day course. Value of these registrations is up to \$1450.

Product Sampling

- Exhibitors are invited to provide their product samples for a Product Assessment leading into Tuesday Lunch.
- Exhibitors will have the opportunity to ship in their products to be incorporated into various case studies.

Exhibit Space

- Receive an exhibit space on Tuesday (Day 2) where you can profile your products and services to attending dietitians.

Written and Verbal Acknowledgements

- An acknowledgement as the Premier Exhibitor with a large logo to be included in promotional flyers shared with 5,000 DC members across Canada. This promotion will be posted on the public section of the DC website.
- An acknowledgement and your large logo will be included in the workshop agenda distributed to attendees.

Standard Exhibitor - \$2,500

Product Sampling

- Exhibitors are invited to provide their product samples for a Product Assessment leading into Tuesday Lunch.
- Exhibitors will have the opportunity to ship in their products to be incorporated into various case studies.

Workshop Registrations

- Exhibitor will receive 1 complimentary course registration for either a company representative or invited dietitian to attend the 2-day course. Value of the registration is up to \$725.

Exhibit Space

- Receive an exhibit space on Tuesday (Day 2) where you can profile your products and services to attending dietitians.

Written and Verbal Acknowledgements

- An acknowledgement with a logo to be included in promotional flyers shared with 5,000 DC members across Canada. This promotion will be posted on the public section of the DC website.
- An acknowledgement and your logo will be included in the workshop agenda distributed to attendees.

INTENSIVE SPORTS NUTRITION COURSE

Halifax, NS - November 21–24, 2019

This course will give you the opportunity to reach up to 45 dietitians and sports nutrition experts from across Canada. See [Course Brochure](#) for further details on Course Content and Presenters.

Exhibitor Benefits and Fees

Gold Level Exhibitor - \$5,000

Opportunity to Address Attendees

- Timing to be confirmed with Event Organizers.

Exhibit Space

- Receive exhibit space for the duration of the 4-day course where you can profile your products and services to attending dietitians.

Promotional Opportunity

- Opportunity to expose your product Nation-wide through sport dietitians working across the country and internationally at the recreational to Olympic and professional level sport. Gold exhibitors can also place their promotional material at attendees' place settings and display additional signage at the course.

Written and Verbal Acknowledgements

- An acknowledgement and logo will be included in all promotional flyers sent to 5,000 DC members across Canada. This promotion will be posted on the public section of the DC website. An acknowledgement and your logo will be included in the workshop agenda distributed to attendees.

Workshop Registrations

- Exhibitor will receive 1 complimentary course registration for either company representatives or invited dietitian to attend the course. Value of the registration is up to \$2,300.

Mailing Labels

- Mailing labels for DC Sports Nutrition Network members are available upon request.

Silver Level Exhibitor - \$2,500

Exhibit Space

- Receive exhibit space for Day 2. Set up your exhibit space for the entire day where you can profile your products and services to attending dietitians.

Written and Verbal Acknowledgements

- An acknowledgement and logo will be included in all promotional flyers sent to 5,000 DC members across Canada. This promotion will also be posted on the public section of the DC website. An acknowledgement and your logo will be included in the workshop agenda distributed to attendees.

Discount on Workshop Registration

- Exhibitor will receive a discounted registration fee of \$1,000 for a company representative attending on your behalf. Value of the registration is up to \$2,300.

Mailing Labels

- Mailing labels for DC Sports Nutrition Network members are available upon request.

10th LEARNING RETREAT ON THE PRINCIPLES AND PRACTICE OF INTERDISCIPLINARY OBESITY MANAGEMENT

Presented by Dietitians of Canada and Obesity Canada

Toronto, ON - October 10 - 11, 2019

This intensive educational experience will give you the opportunity to reach up to 40 dietitians from across Canada. See our [Website](#) for further details on content.

Sponsor Benefits and Fees

Premium Sponsor - \$3,000

Complimentary Registration

- Complimentary registration valued at \$750, includes attendance in all sessions, meals throughout the event and opportunities to meet with delegates in unopposed times.

Showcase Display and Pass

- Skirted 6-foot tabletop display for brochures, product samples and other promotional material; meals provided during tabletop display periods. Choose display table location on first come, first serve basis. Early access to exhibit area to set up display prior to conference opening on day one of conference.
- One additional representative may attend to staff the table display on day one of conference.

Website Presence

- Online presence reaching 30,000 OC members & 5,000 DC members, includes corporate profile, logo and website link on OC and DC websites.

Logo Displays and Print Advertising

- In online program, on workshop signage and on PowerPoint slide before workshop; large logo display, banner ad on host associations' websites and 1/2 page display ad in final program brochure.

Verbal Acknowledgement

- Acknowledgement of sponsorship in workshop opening remarks.

Official Sponsor

- Opportunity to use phrase "Official sponsor of the Learning Retreat on the Principles and Practice of Interdisciplinary Obesity Management".

Regular Sponsor - \$2,000

Showcase Display and Pass

- Skirted 6-foot tabletop display for brochures, product samples and other promotional material; meals provided during tabletop display periods.

Website Presence

- Online presence reaching 30,000 OC members & 5,000 DC members, includes name of company on OC and DC websites.

Logo Displays and Print Advertising

- In online program, on workshop signage and on PowerPoint slide before workshop; small logo display and business display ad in final program brochure.

Verbal Acknowledgement

- Acknowledgement of sponsorship in workshop opening remarks.

WEBINARS

Sept 25, 2019 - February 12, 2020

These webinars will give you the opportunity to reach up to 100 dietitians from across Canada. See our [Website](#) for further details on content and presenters.

Allergy Sensitivity Testing

September 25, 2019 - 3:00 to 4:15pm EST

Nutrition and Sociocultural Considerations for First Nations Adolescents Living on Reserve in Northern Canada

October 23, 2019 (part 1) and November 13, 2019 (part 2) - 3:00 to 4:15pm EST

An Evidence-based Approach to Understanding and Combating Misinformation

December 5, 2019 - 3:00 to 4:15pm EST

Fit for Surgery

January 15, 2020 - 3:00 to 4:15pm EST

Integrating Evidence into Everyday Practice: Skills and Tools

February 12, 2020 - 3:00 to 4:15pm EST

Sponsor Benefits and Fee

Sponsor Fee - \$3,000

Acknowledgement

- Your company name will be included in promotional material disseminated to 5,000 DC members across Canada and posted on the public section of the DC website.
- Your company name will be included on the opening Webinar slide, acknowledging your contribution as an unrestricted educational grant.

Complimentary Registrations

- 20 complimentary registrations to your sponsored webinar will be provided.

REGIONAL EVENTS

Fall 2019

These events will give you the opportunity to reach 30 – 70 dietitians from the local region. See individual brochures for details on content and presenters. Contact us to discuss exhibit opportunities.

Unlock the Power of Dietitians!

Toronto, ON

October 10, 2019

[Unlock the Power of Dietitians Brochure](#)

Implementing Plant Based Protein Recommendations

Edmonton, AB

September 25 or 26, 2019 *(date, time and details TBC)*

Stay tuned for additional events.

Exhibitor Benefits and Fees

Exhibitor - \$500 - \$1,000

Exhibit Space

- Receive exhibit space for the duration of the event where you can profile your products and services to attending dietitians.

Written and Verbal Acknowledgements

- An acknowledgement and logo will be included in the promotional brochure posted on the public section of the DC website and accessible by all members. A verbal and/or written acknowledgement will be provided at the event.

Complimentary Registrations

- Exhibitor will receive 1 complimentary registration for either company representatives or invited dietitian to attend the event. Value of the registration ranges from \$30 to \$100.

Selection Sheet

To book your opportunity, complete this form and submit with payment or invoice request. A confirmation package with exhibitor agreement, shipping and logistical details will be sent to you.

Event/Webinar	Options	Price
Dysphagia Assessment and Management	<input type="checkbox"/> Premier Exhibitor	\$4,000
	<input type="checkbox"/> Standard Exhibitor	\$2,500
Intensive Sports Nutrition Course	<input type="checkbox"/> Gold Level Exhibitor	\$5,000
	<input type="checkbox"/> Silver Level Exhibitor	\$2,500
Obesity Management	<input type="checkbox"/> Premium Sponsor	\$3,000
	<input type="checkbox"/> Regular Sponsor	\$2,000
Webinars	<input type="checkbox"/> Allergy Sensitivity Testing	\$3,000
	<input type="checkbox"/> First Nations Adolescents Living on Reserve	\$3,000
	<input type="checkbox"/> Understanding and Combating Misinformation	\$3,000
	<input type="checkbox"/> Fit for Surgery	\$3,000
	<input type="checkbox"/> Integrating Evidence into Everyday Practice	\$3,000
Regional Events	<input type="checkbox"/> Plant Based Protein Recommendations	\$ TBD
	<input type="checkbox"/> Unlock the Power of Dietitians!	\$ 500

Sub-total \$ _____

Add 13% HST \$ _____

Total \$ _____

☐ Send Invoice.

Payment due immediately or upon receipt of invoice. **GST/HST NUMBER:** 105 200 992

Make Cheque Payable to:

Dietitians of Canada

99 Yorkville, Second Floor, Toronto, ON M5R 1C1

Company or Brand Name to be Acknowledged*

Company: _____ Contact Person: _____

Address 1: _____

Address 2: _____

City: _____ Prov: _____ Postal Code: _____

Phone: _____ E-Mail: _____

Signature: _____ Date: _____

*DC reserves the right to determine company name or brand suitable for acknowledgement.