

A FIELD OF OPPORTUNITIES

Dietitians of Canada 2022 Virtual National Conference
September 15-16, 2022



Who We Are

Dietitians of Canada:

- > Is the professional association for dietitians, representing members across Canada.
- > Aims to advance health through food and nutrition and to provide leadership in shaping food and nutrition policy.
- > Is a growing community of members who are Canadian and international thought leaders and sought after for their expertise in all areas of food, nutrition and health.
- > Is the leading voice of a vibrant and evolving profession.

Facts about Dietitians

1

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.

2

Dietitians play a pivotal role in the health and well-being of Canadians — a role that takes many different forms. From coast to coast to coast, dietitians are caring for their patients, advocating for change, driving innovation and research, and supporting **Canada's** many diverse communities.

3

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.

4

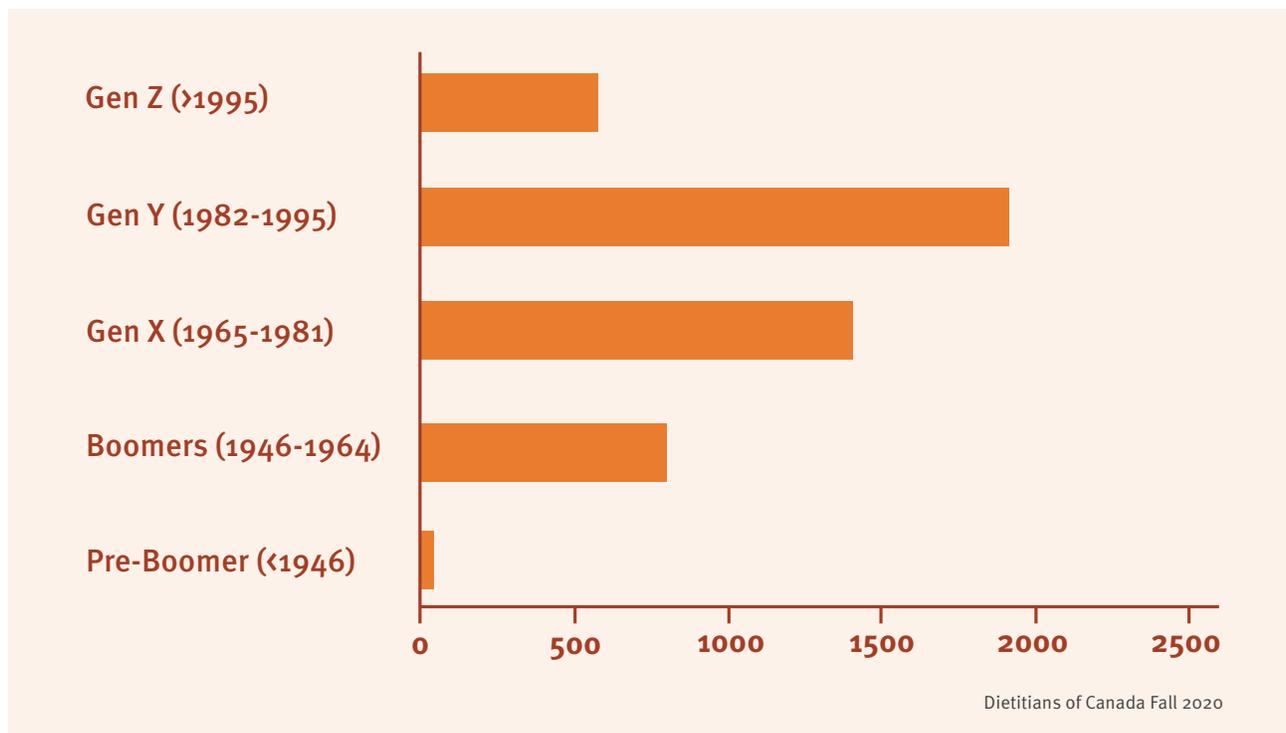
Dietitians influence purchase decisions and work in a range of settings, including hospitals, private practice, food service, administration, manufacturing and retail, media and communication, **universities**, and government.

5

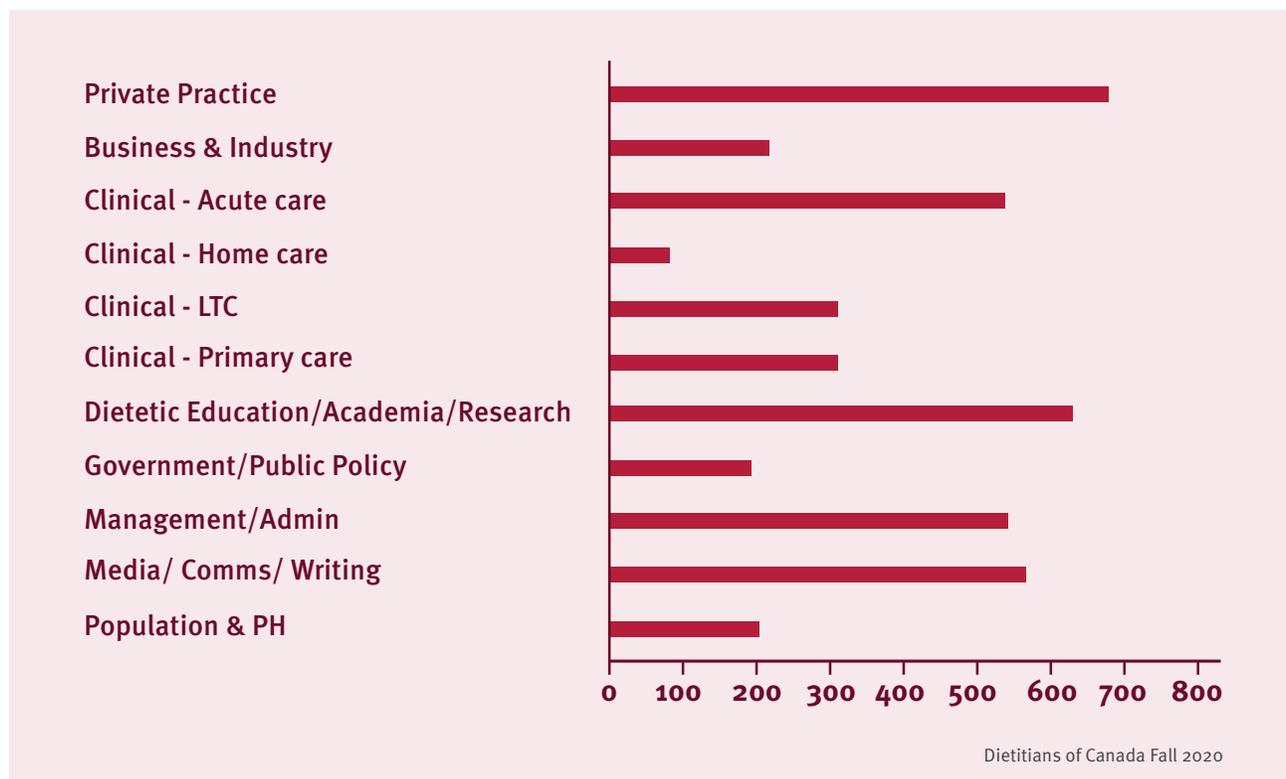
Dietitians frequently appear in the media and are highly regarded and trusted for their unique expertise; in 2019 and 2020 media stories about food and nutrition were more than twice as likely to feature a dietitian than other food and nutrition practitioners.



Members by generation



Members by Sector



2021 Virtual Conference Snapshot



525
Registrations



95.7%
of participants were satisfied
with the programming

Exhibitors and Sponsors



95% of exhibitors were satisfied or very satisfied with their booths



80% of exhibitors and sponsors were satisfied with their package activation points and saw great to excellent results



81% of exhibitors were satisfied with lead generation efforts

Delegates

Reasons for Attending:



91% Presentation Topics



21% Speakers



69% Offered Online

How people heard about the conference



25% DC Newsletter



29% Email Communication



15% DC Website



3% Social Media



12% DC Network



15% Colleague

Join the Dietitians of Canada 2022 Virtual National Conference!



The **2022 Dietitians of Canada Virtual National Conference** will take place September 15-16. This year's streamlined free virtual Conference will bring the dietitian and student community together for networking, learning and research sharing on September 15th using an innovative virtual platform. Plus, virtual Braindates are back! Conference attendees will have a full day on September 16th to meet up with peers across the country and discuss topics of their choice.

When we gather, a seed of an idea can be nurtured to grow into meaningful actions, effective interventions, important research questions and lasting change. We look forward to welcoming you to a virtual field of opportunities in 2022!

Don't miss out!

Who attends

Connect with dietitians from a wide variety of practice settings, including:

- Administration
- Clinical
- Communications
- Community/Public Health
- Education/Academia/Research
- Food Manufacturing/Distribution/Retail
- Government/Public Policy
- Industry
- Media/Marketing
- Management
- Private Practice/Client Counselling
- As well as student/interns and other health care professionals interested in food, nutrition, and health.



Reasons to attend



Direct Contact

Put a face to your brand – the best way to create and maintain relationships with your professional target audience.



Education

Hear from leaders and innovators in the field to help position your brand or product.



Presence

Show your commitment to support the community that supports your business, while raising your corporate profile.



Buzz

Launch a new product, service, or marketing campaign – with the undivided attention of your target audience, there's no better way to make a splash!



Lead Generation

Secure qualified leads – exhibiting allows you to secure leads in one location.



Sales

Promote new services to over 350 Dietitians, who influence buying decisions in many sectors in every major market.

Opportunities

Conference packages offer exhibitors and sponsors a variety of opportunities to increase brand exposure and awareness. If you want to build a custom package, which meets your specific needs and budget, contact **Angie Velarde** - angie.velarde@dietitians.ca



Become a Virtual Conference Exhibitor

Virtual Exhibitor Package

\$5,999

Your benefits include:

1. **Virtual exhibit booth** – Invite virtual conference delegates to read about your products and services, as well as request more information. The virtual exhibit booths will include your contact information, company website, and space to upload handouts or marketing collateral.
2. **Banner ad** – Display your logo on the virtual exhibit hall homepage.
3. **Product and Innovation Showcase** – Upload **three (3)** products or services on this member-only showcase for three months (May 1st to July 31st). [Subject to DC Guidelines for Advertising Directed to Members](#).
4. **Three (3) complimentary registrations** – Attend or share access to this professional development opportunity.
5. **Advertising** – Four-month banner advertisement in the on-line Canadian Journal for Dietetic Practice and Research. Timing to be determined based on availability and sponsor request.

Become a Virtual Conference Sponsor

Elite Conference Sponsor Package (only **one** spot available)

~~\$45,000~~ **SOLD**

Your benefits include:

1. **One (1) Virtual Exhibit Package** – Invite virtual conference delegates to read about your products and services, as well as request more information. The virtual exhibit booths will include your contact information, company website, and space to upload handouts or marketing collateral. You will also have the opportunity to display a banner ad on the exhibit hall home page, list products in DC's Product and Innovation Showcase, and more!
2. **Braindate Platform Exclusive Sponsorship**

The Braindate platform is where minds meet to learn about new ideas and exchange information. This is the place where attendees spark meaningful conversations and share knowledge. Help support the conversations of the future by sponsoring the Braindate lounge and online platform and be part of this one of a kind peer to peer learning opportunity. Learn more about [Braindates](#).
3. **Conference Box** – Be **one of six** sponsors sending your **2-4 products** in a Conference Box to be shipped to conference delegates. Sponsor will be responsible for shipping chosen item to DC's designated fulfillment centre. All other logistics assumed by DC.
4. **Focus Groups** Groups – Schedule **three (3)** focus groups with initial promotion to be undertaken by DC. A token of appreciation, gift card or other format, valued at 50-75\$ per person, is the responsibility of the Sponsor. This benefit can be scheduled virtually up to November 30, 2022.
5. **Sponsored email** – Send **three (3)** takeover emails to conference delegates sent between May 1st and July 31st, 2022. Scheduling of email to be determined with a maximum of one sponsored email sent per week.



6. **Conference registrations** – Get **three (3)** conference registrations, which will give you access to all sessions.
7. **Acknowledgement** – Complimentary listing on the conference webpage.
8. **Final Report** – A final summary on conference and sponsor exposure metrics.
9. First right of refusal to sponsor Braindate for the 2023 National Conference.

Premium Plus Conference Sponsor Package (only **two** spots available)

\$25,000

Your benefits include:

1. **One (1) Virtual Exhibit Package** – Invite virtual conference delegates to read about your products and services, as well as request more information. The virtual exhibit booths will include your contact information, company website, and space to upload handouts or marketing collateral. You will also have the opportunity to display a banner ad on the exhibit hall home page, list products in DC's Product and Innovation Showcase, and more!
2. **Conference Box** – Be **one of six** sponsors sending your **two (2) products** in a Conference Box to be shipped to conference delegates. Sponsor will be responsible for shipping chosen item to DC's designated fulfillment centre. All other logistics assumed by DC.
3. **Focus Groups** – Schedule **two (2)** focus group with initial promotion to be undertaken by DC. A token of appreciation, gift card or other format, valued at 50-75\$ per person, is the responsibility of the Sponsor. This benefit can be scheduled virtually up to November 30, 2022.
4. **Sponsored email** – Send **two (2)** takeover email to conference delegates sent between May 1st and July 31st, 2022. Scheduling of email to be determined with a maximum of one sponsored email sent per week.
5. **Mailing lists** – Get **two (2) mailing label packages** (of the entire DC membership) to be used any time before December 31, 2022. [Subject to DC Guidelines for Advertising Directed to Members.](#)
6. **Product and Innovation Showcase** – Upload **four (4)** products or services on this member-only showcase for three months (May 1st to July 31st, 2022). [Subject to DC Guidelines for Advertising Directed to Members.](#)
7. **Conference registrations** – Get **three (3)** conference registrations, which will give you access to all sessions.
8. **Acknowledgement** – Complimentary listing on the conference webpage.
9. **Final Report** – A final summary on conference and sponsor exposure metrics.



Premium Conference Sponsor Package (only **three** spots available)

\$17,500

Your benefits include:

1. **One (1) Virtual Exhibit Package** – Invite virtual conference delegates to read about your products and services, as well as request more information. The virtual exhibit booths will include your contact information, company website, and space to upload handouts or marketing collateral. You will also have the opportunity to display a banner ad on the exhibit hall home page, list products in DC's Product and Innovation Showcase, and more!
2. **Conference Box** – Be **one of six** sponsors sending **one (1) product** in a Conference Box to be shipped to conference delegates. Sponsor will be responsible for shipping chosen item to DC's designated fulfillment centre. All other logistics assumed by DC.
3. **Focus Groups** – Schedule **one (1)** focus group with initial promotion to be undertaken by DC. A token of appreciation, gift card or other format, valued at 50-75\$ per person, is the responsibility of the Sponsor. This benefit can be scheduled virtually up to November 30, 2022.
4. **Sponsored email** – Send **one (1)** takeover emails to conference delegates sent between May 1st and July 31st, 2022. Scheduling of email to be determined with a maximum of one sponsored email sent per week.
5. **Mailing lists** – Get **one (1) mailing label package** (of the entire DC membership) to be used any time before December 31, 2022. [Subject to DC Guidelines for Advertising Directed to Members.](#)
6. **Product and Innovation Showcase** – Upload **two (2)** products or services on this member-only showcase for three months (May 1st to July 31st, 2022). [Subject to DC Guidelines for Advertising Directed to Members.](#)
7. **Conference registrations** – Get **two (2)** conference registrations, which will give you access to all sessions.
8. **Acknowledgement** – Complimentary listing on the conference webpage.
9. **Final Report** – A final summary on conference and sponsor exposure metrics.



Conference Sponsor Package (only **four** spots available)

\$7,900

Your benefits include:

1. **One (1) Virtual Exhibit Package** – Invite virtual conference delegates to read about your products and services, as well as request more information. The virtual exhibit booths will include your contact information, company website, and space to upload handouts or marketing collateral. You will also have the opportunity to display a banner ad on the exhibit hall home page, list products in DC's Product and Innovation Showcase, and more!
2. **Mailing lists** – Get **two (2) mailing label packages** (of the entire DC membership) to be used any time before December 31, 2022. [Subject to DC Guidelines for Advertising Directed to Members.](#)
3. **Product and Innovation Showcase** – Upload **two (2)** products or services on this member-only showcase for three months (May 1st to July 31st, 2022). [Subject to DC Guidelines for Advertising Directed to Members.](#)
4. **Conference registrations** – Get **three (3)** conference registrations, which will give you access to all sessions.
5. **Acknowledgement** – Complimentary listing on the conference webpage.
6. **Final Report** – A final summary on conference and sponsor exposure metrics.

Exhibitors and Sponsors 2021



of exhibitors were satisfied or very satisfied with their booths



of exhibitors and sponsors were satisfied with their package activation points and saw great to excellent results



of exhibitors were satisfied with lead generation efforts



A la carte items

Technology Sponsor (one spot available)

\$11,900

Your brand will be at the center of all conference activities. All delegates will be relying on the conference event platform to guide them through their conference experience.

Your benefits include:

1. **One (1) Virtual Exhibit Package** – Invite virtual conference delegates to read about your products and services, as well as request more information. The virtual exhibit booths will include your contact information, company website, and space to upload handouts or marketing collateral. You will also have the opportunity to display a banner ad on the exhibit hall home page, list products in DC's Product and Innovation Showcase, and more! (Valued at \$5,999).
2. Exclusive acknowledgement as the conference's Technology Sponsor
 - » on the DC Conference Website,
 - » in DC's Your Weekly Update newsletter,
 - » on the virtual conference platform,
 - » and referenced in other conference promotions.
3. **Product and Innovation Showcase** – Upload **two (2)** products or services on this member-only showcase for three months (May 1st to July 31st, 2022). [Subject to DC Guidelines for Advertising Directed to Members](#)

Focus Groups (Virtual)

\$11,000

Get the intelligence you need directly from the source. Only **eight** spots available.

Your benefits include:

1. **Promotion** – All Initial promotion to be undertaken by DC. A token of appreciation, gift card or other format, valued at 50 - 75\$ per person, is the responsibility of the Sponsor. This benefit can be scheduled after the conference and up to November 30, 2022).
2. **Conference registrations** – Get **three (3)** conference registrations, which will give you access to all sessions.

Conference Unboxing

\$10,000

Be one of up to six (6) sponsors participating in a Conference Unboxing to be shipped to conference delegates.

Your benefits include:

1. **Product Promotion** – Include **two (2) products** in the Official Conference Box. Sponsor will be responsible for shipping chosen item to a designated fulfillment centre. All other logistics assumed by DC.
2. **Conference registrations** – Get **three (3)** conference registrations, which will give you access to all sessions.



Order Form For Exhibitors and Sponsors

Virtual Exhibitors	Price
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Virtual Exhibitor Package	<input type="checkbox"/> \$5,999
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Sponsorship Opportunities	Price
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Packages

Elite Conference Sponsor Package	SOLD \$45,000
Premium Plus Conference Sponsor Package (only two spots available)	<input type="checkbox"/> \$25,000
Premium Conference Sponsor Package (only three spots available)	<input type="checkbox"/> \$17,500
Conference Sponsor Package (only four spots available)	<input type="checkbox"/> \$7,900

A la carte

Technology Sponsor (one spot available)	<input type="checkbox"/> \$11,900
Focus Groups (Virtual)	<input type="checkbox"/> \$11,000
Conference Unboxing	<input type="checkbox"/> \$10,000

Sub-total \$	_____
Add HST (13%) \$	_____
Total \$	_____

Payment Methods Accepted: EFT (details to be provided upon request), VISA, Mastercard and AMEX.

GST/HST: 105 200 992

* Company or Brand Name to be Acknowledged

Company: _____ Contact Person: _____
 Address 1: _____
 Address 2: _____
 City: _____ Prov: _____ Postal Code: _____
 Phone: _____ E-Mail: _____
 Signature: _____

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

