



Dietitians of Canada National Conference 2023

May 25-26 | Montreal, Canada



Exhibitor and Sponsor Opportunities

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Welcome Message

The 2023 Dietitians of Canada National Conference will take place in beautiful Montréal, Québec, May 25-26, 2023. Experience the warmth and hospitality of Montréal as we gather to learn, network, and engage in important conversations.

The theme of the 2023 DC National Conference is “Taking Action Together”. Over the past few years, we have experienced firsthand many changes in our work and in the profession. Taking action together allows us to make a bigger impact on our work and on the health of those we serve.

This year’s conference will highlight how research, innovation and technology continue to accelerate change and have an impact on patient and client care.

This will also be an opportunity for us to act together towards ongoing reconciliation and learning as we gather on the traditional lands of the Kanien’kehá:ka (Mohawk) and Ho-de-no-sau-nee-ga (Haudenosaunee).

After several years of virtual events and gatherings, this in-person event and conference will be an opportunity for dietitians to learn, dialogue and work together for a future where we can all thrive and succeed.

Due to COVID-19, there are many uncertainties related to the size of the in-person conference and the final format. As we move forward in planning, we will prioritize the safety of delegates and speakers.

About The National Conference

The DC National Conference focuses on the key challenges, opportunities and learning needs facing dietitians in all areas of practice and strives to create an environment of engagement and action.

The conference objectives are to:

- ✓ provide a forum to enrich the dietetic profession through dialogue and learning,
- ✓ showcase leading-edge practice and nutrition research,
- ✓ address challenges in food, nutrition, and health services across all areas of practice and policy,
- ✓ highlight innovations in dietetics education and training.



About 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 2021 and 2022, media stories about food and nutrition were more than twice as likely to feature a dietitian than other food and nutrition practitioners.

About Montréal, Canada

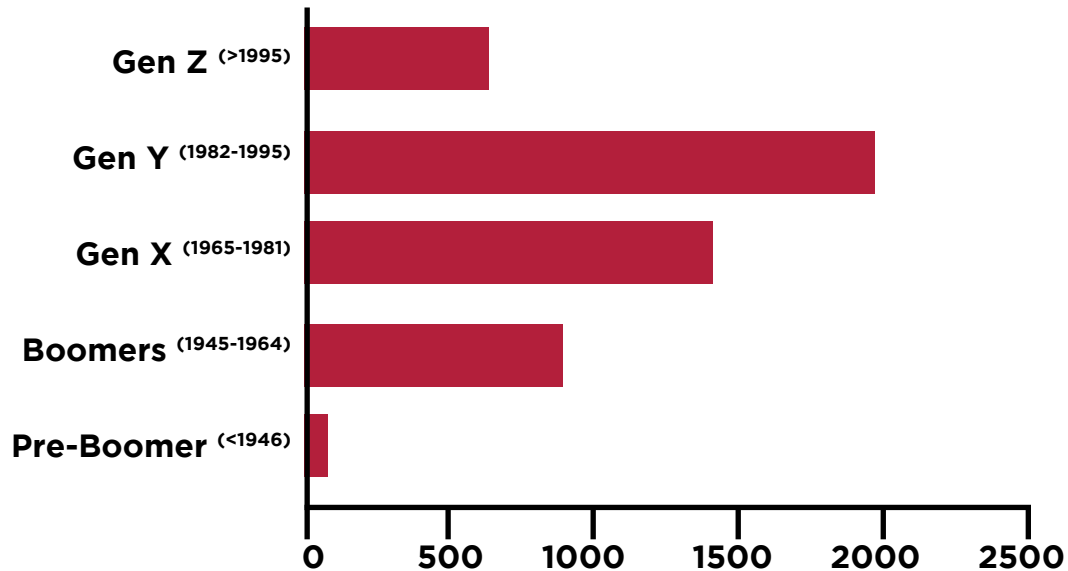
Montréal is the second largest French speaking city in the world; however, most Montrealers, especially downtown, are bilingual. Montréal has the highest number of restaurants per capita in Canada, and the second in North America after New York. Québec makes more than 85% of the world's maple syrup, therefore in Montréal, you can find many maple-flavoured treats.



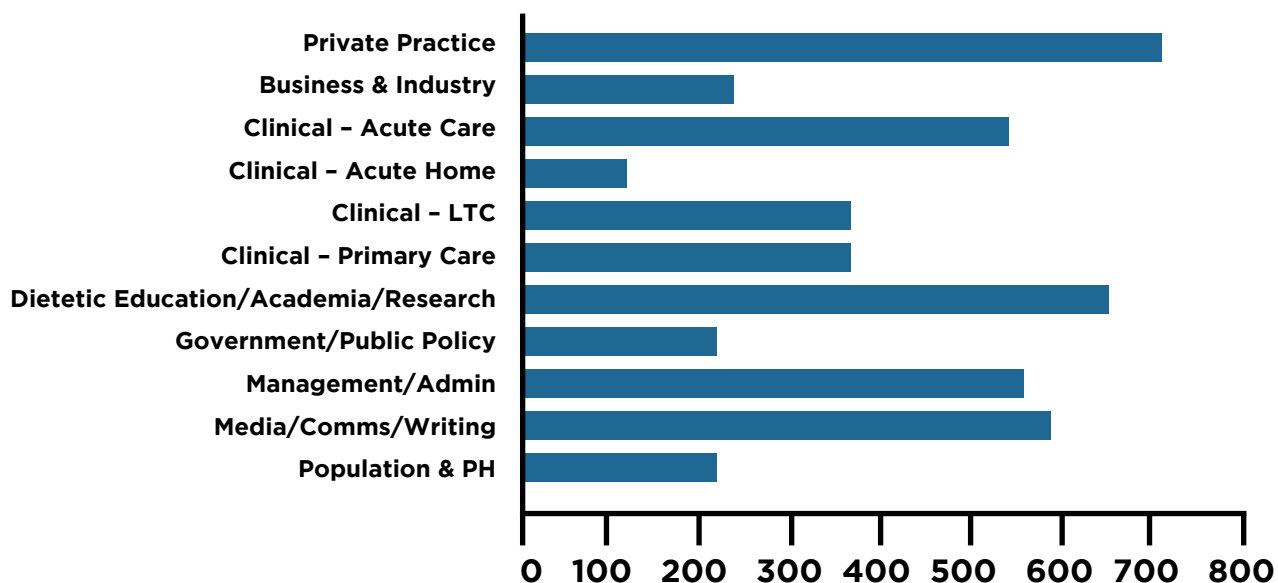
Montréal is North America's number one host city for international events in many different industries and is home to the famous Cirque du Soleil. Montréal hosts more than 18,000 foreign students from more than 150 countries each year. There are 11 university level institutions in Montréal, including 4 world-class universities: McGill University, Concordia University, University of Montréal and UQAM.

Past Facts & Figures

Members by generation:



Members by sector:



Why Participate

- ✓ **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 Dietitians, who influence buying decisions in many sectors in every major market.

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.

Previous Exhibitors and Sponsors

Canadian Foundation for Dietetic Research

Canadian Sugar Institute

Dr. Schär

Egg Farmers of Canada

General Mills Bell Institute of Health and Nutrition

Nestlé Health Science

Peanut Bureau of Canada

PEN: Practice-based Evidence in Nutrition

Pepsico

Wonderful Pistachios



Exhibit Opportunities

Become a DC National Conference Exhibitor

The exhibition is a vital part of the conference. Every effort will be made to ensure that all exhibitors receive prime exposure and direct marketing opportunities with key players and decision-makers in the field.

Application Process

- ✓ Booths are reserved on a first come, first served basis.
- ✓ All exhibit fees must be paid in full in order to complete the exhibit registration process.



Standard Size Booth (8'x6')

\$6,900 Canadian +HST

- ✓ 1 table
- ✓ 1 waste basket
- ✓ 2 folding chairs
- ✓ Acknowledgement and listing with logo on the floorplan as an exhibitor
- ✓ Acknowledgement and listing with logo and 50-word description on the conference website
- ✓ Two (2) full conference registrations – Valued at over \$1,200 and with access to all sessions and meals.

Exhibit Schedule

Wednesday, May 24 th	Thursday, May 25 th	Friday, May 26 th
3:00 pm – 8:00 pm Exhibitor Move-in	8:30 am – 9:30 am Exhibit Hall Open 11:15 am – 2:15 pm Exhibit Hall Open* 3:30 pm – 4:30 pm Exhibit Hall Open	8:30 am – 9:30 am Exhibit Hall Open 11:15 am – 2:15 pm Exhibit Hall Open* 3:30 pm – 4:30 pm Exhibit Hall Open 5:00 pm – 7:00 pm Exhibitor Move-Out (All exhibitors)

**There will be no competing sessions during this time.*

Sponsorship Levels & Benefits

The Elite Sponsorship Package

\$60,000 Canadian +HST

Booth

Double premium size booth (approximately 20' wide and about 9' deep or equivalent), which includes:

- 2 tables
- 2 blue folding chairs
- 1 waste basket
- Listing with logo on the floorplan as the Elite Sponsor
- Listing with logo and 50-word description on the conference website.

Braindate Lounge Exclusive Sponsorship (in-person)

The Braindate Lounge 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 shape the conversation of the future by becoming the sponsor of this one-on-one or group conversations that attendees book with other participants while they're at the conference. This peer-to-peer learning opportunity is one of a kind! [Learn more about Braindates.](#)

Braindate Virtual Platform Exclusive Sponsorship

The virtual Braindate Lounge 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 shape the conversation of the future by becoming the sponsor of this one-on-one or group conversations that attendees book with other participants while they're at the conference. This peer-to-peer learning opportunity is one of a kind!

The Elite Sponsorship Package Continued

Conference Bag

Be **one of six** sponsors sending **two to four** products in a Conference Bag to be distributed at conference. Sponsor will be responsible for shipping chosen item to DC's designated fulfillment/receiving site. All other logistics assumed by DC.

Focus 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 in-person (during the conference) or virtually (after the conference and up to November 30, 2023).

Sponsored Emails

Send **three (3)** takeover emails to conference delegates sent between May 1st and July 31st, 2023. Scheduling of email to be determined with a maximum of one sponsored email sent per week.

Conference Registrations

Get **two (2)** conference registrations valued at over \$1,200 and with access to all sessions and meals.

Acknowledgement

Complimentary listing on the conference webpage.

Final Report

A final summary on conference and sponsor exposure metrics.

First Right of Refusal to Sponsor Braintree for the 2024 National Conference

Premium Plus Sponsorship Package

\$49,000 Canadian +HST



One Standard Size Booth (8'x6')

- 1 table
- 2 folding chairs
- 1 waste basket
- Acknowledgement and listing with logo on the floorplan as an exhibitor and sponsor
- Acknowledgement and listing with logo and 50-word description on the conference website.



Charging Lounge Exclusive Sponsorship

As the exclusive sponsor of the Charging Lounge, you will:

- have a charging station branded with your logo or custom design. The charging lounge will allow attendees to power up their mobile phones, tablets, laptops, and other electronic devices for free. The charging station will be in high demand, and it will be placed near your booth to draw traffic to your booth
- position a custom free-standing banner in the Charging Lounge (banner supplied by sponsor).



Conference Bag

Be **one of six** sponsors sending **two to four** products in a Conference Bag to be distributed at conference. Sponsor will be responsible for shipping chosen item to DC's designated fulfillment/receiving site. All other logistics assumed by DC.



Focus 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 in-person (during the conference) or virtually (after the conference and up to November 30, 2023).

Premium Plus Sponsorship Package Continued



Mailing Lists

Get **three (3)** mailing label packages.



Product and Innovation Showcase on dietitians.ca

Upload **four (4)** products or services on this member-only showcase for three months. Subject to [DC's Guidelines for Advertising Directed to Members](#).



Sponsored Emails

Send **three (3)** takeover emails to conference delegates sent between May 1st and July 31st, 2023. Scheduling of email to be determined with a maximum of one sponsored email sent per week.



Conference Registrations

Get **two (2)** conference registrations valued at over \$1,200 and with access to all sessions and meals. Get **three (3)** conference registrations at a discounted rate.



Acknowledgement

Complimentary listing on the conference webpage. Verbal acknowledgement at the opening session as sponsor.



Final Report

A final summary on conference and sponsor exposure metrics.

Premium Sponsorship Package

\$39,000 Canadian +HST



One Standard Size Booth (8'x6')

- 1 table
- 2 folding chairs
- 1 waste basket
- Acknowledgement and listing with logo on the floorplan as an exhibitor and sponsor
- Acknowledgement and listing with logo and 50-word description on the conference website.



Conference Bag

Be **one of six** sponsors sending **two to four** products in a Conference Bag to be distributed at conference. Sponsor will be responsible for shipping chosen item to DC's designated fulfillment/receiving site. All other logistics assumed by DC.



Focus Groups

Schedule **two (2)** 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 in-person (during the conference) or virtually (after the conference and up to November 30, 2023).



Mailing Lists

Get **two (2)** mailing label packages.



Product and Innovation Showcase on dietitians.ca

Upload **four (4)** products or services on this member-only showcase for three months. Subject to [DC's Guidelines for Advertising Directed to Members](#).



Sponsored Emails

Send **two (2)** takeover emails to conference delegates sent between May 1st and July 31st, 2023. Scheduling of email to be determined with a maximum of one sponsored email sent per week.

Premium Sponsorship Package Continued



Conference Registrations

Get **two (2)** conference registrations valued at over \$1,200 and with access to all sessions and meals. Get **two (2)** conference registrations at a discounted rate.



Acknowledgement

Complimentary listing on the conference webpage. Verbal acknowledgement at the opening session as sponsor.



Final Report

A final summary on conference and sponsor exposure metrics.

Conference Sponsorship Package \$29,000 Canadian +HST



One Standard Size Booth (8'x6')

- 1 table
- 2 folding chairs
- 1 waste basket
- Acknowledgement and listing with logo on the floorplan as an exhibitor and sponsor
- Acknowledgement and listing with logo and 50-word description on the conference website.



Conference Bag

Be **one of six** sponsors sending **two to four** products in a Conference Bag to be distributed at conference. Sponsor will be responsible for shipping chosen item to DC's designated fulfillment/receiving site. All other logistics assumed by DC.

Conference Sponsorship Package Continued



Focus Groups

Schedule **two (2)** 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 in-person (during the conference) or virtually (after the conference and up to November 30, 2023).



Mailing Lists

Get **two (2)** mailing label packages.



Product and Innovation Showcase on dietitians.ca

Upload **four (4)** products or services on this member-only showcase for three months. Subject to [DC's Guidelines for Advertising Directed to Members](#).



Sponsored Emails

Send **three (3)** takeover emails to conference delegates sent between May 1st and July 31st, 2023. Scheduling of email to be determined with a maximum of one sponsored email sent per week.



Conference Registrations

Get **two (2)** conference registrations valued at over \$1,200 and with access to all sessions and meals. Get **two (2)** conference registrations at a discounted rate.



Acknowledgement

Complimentary listing on the conference webpage. Verbal acknowledgement at the opening session as sponsor.



Final Report

A final summary on conference and sponsor exposure metrics.



À la Carte Opportunities

Add-on to your existing package or purchase these items à la carte.

New Members Reception Sponsor (one spot available)

\$20,000 Canadian +HST

Help us welcome the first-time attendees at the Dietitians of Canada Conference during an invite only reception. Reception takes place on Wednesday, May 24th, 2023.

Benefits:

- Logo with recognition on table-top cards
- Display **two (2)** free-standing banners during the reception
- **Two (2)** complimentary conference registrations
- Acknowledgement and listing with logo on the floorplan as the New Member Reception Sponsor.

Technology Sponsor (one spot available)

\$20,000 Canadian +HST

Your brand will be at the center of all conference activities.
Your benefits include:

1. One Standard Size Booth (8'x6') valued at \$6,900
 - 1 table
 - 2 folding chairs
 - 1 waste basket
 - Acknowledgement and listing with logo on the floorplan as an exhibitor and sponsor.
2. Exclusive acknowledgement as the conference's Technology Sponsor with logo and 50-word description on the conference website.



À la Carte Opportunities

Add-on to your existing package or purchase these items à la carte.

Break Sponsor (one spot available)

\$20,000 Canadian +HST

Your brand will be at the center of all conference activities.
Your benefits include:

1. One Standard Size Booth (8'x6') valued at \$6,900
 - 1 table
 - 2 folding chairs
 - 1 waste basket
 - Acknowledgement and listing with logo on the floorplan as an exhibitor and sponsor.
2. Exclusive acknowledgement as the conference's Break Sponsor with logo and 50-word description on the conference website.





À la Carte Opportunities

Add-on to your existing package or purchase these items à la carte.

Conference Bag (six spots available)

\$15,000 Canadian +HST

Be **one of six** sponsors sending **two to four** products in a Conference Bag to be distributed at conference. The sponsor will be responsible for shipping chosen item to DC's designated fulfillment centre. All other logistics assumed by DC.

Additional benefits:

- Two (2) complimentary conference registrations
- Acknowledgement and listing with logo on the floorplan as a conference sponsor.

Focus Groups (in-person and virtual spots available)

\$15,000 Canadian +HST

Schedule a 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 in-person (during the conference) or virtually (after the conference and up to November 30, 2023).

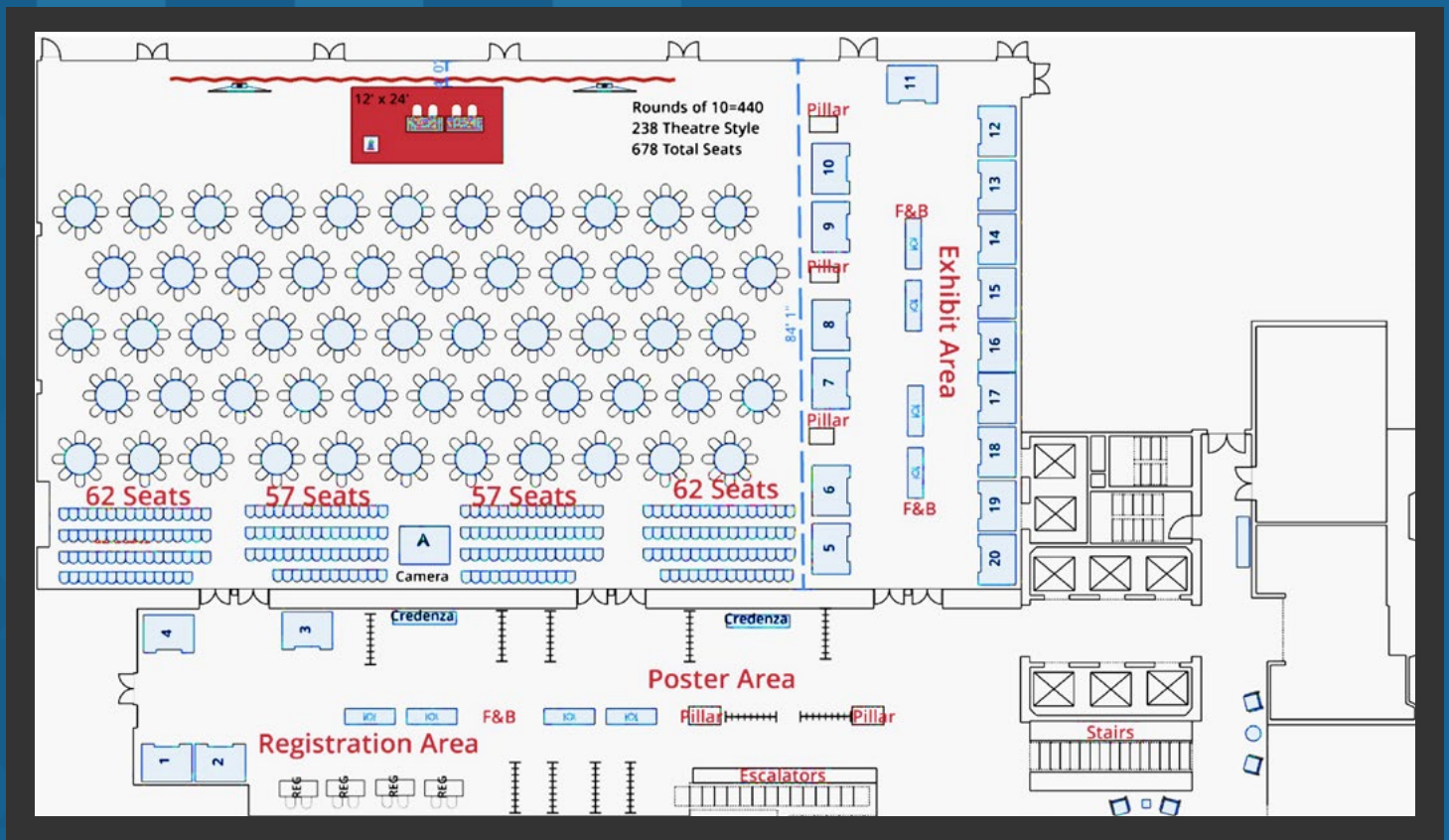
Additional benefits:

- Two (2) complimentary conference registrations
- Acknowledgement and listing with logo on the floorplan as a conference sponsor.

Custom Packages

If you are interested in building a custom package or adding a sponsorship opportunity, which meets your specific needs and budget, to your booth, contact Angie Velarde.

angie.velarde@dietitians.ca



DC National Conference Floor Plan

DC 2023 Order Form for Exhibitors and Sponsors

Standard Booth

Price

Standard Booth (8'x6')

\$6,900 Canadian +HST

**Indicate your preferred booth number*

Option 1 _____ **Option 2** _____ **Option 3** _____

Sponsor Packages

Price

The Elite Sponsorship Package

\$60,000 Canadian +HST

**Indicate your preferred booth number*

Option 1 _____ **Option 2** _____ **Option 3** _____

Premium Plus Sponsorship Package

\$49,000 Canadian +HST

**Indicate your preferred booth number*

Option 1 _____ **Option 2** _____ **Option 3** _____

Premium Sponsorship Package

\$39,000 Canadian +HST

**Indicate your preferred booth number*

Option 1 _____ **Option 2** _____ **Option 3** _____

Conference Sponsorship Package

\$29,000 Canadian +HST

**Indicate your preferred booth number*

Option 1 _____ **Option 2** _____ **Option 3** _____

**first come, first served*

À la Carte Items

Price

New Members Reception Sponsor (one spot available)

\$20,000 Canadian +HST

Technology Sponsor (one spot available)

\$20,000 Canadian +HST

Break Sponsor (one spot available)

\$20,000 Canadian +HST

Conference Bag (six spots available)

\$15,000 Canadian +HST

Focus Groups (in-person and virtual spots available)

\$15,000 Canadian +HST

Sub-total

\$ _____

Add GST (5%)

\$ _____

Add QST (9.975%)

\$ _____

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 acknowledgment.**



Contact **Information**

For all sponsorship and exhibit enquiries please
contact Angie Velarde.

angie.velarde@dietitians.ca