



TEXAS ACADEMY OF NUTRITION AND DIETETICS

2022 ANNUAL CONFERENCE & EXHIBITION

The Texas Academy of Nutrition and Dietetics, an affiliate of the Academy of Nutrition and Dietetics, is a not-for-profit organization of over 4,000 registered dietitian nutritionists, dietetic technicians and students in Texas.

Texas Academy members provide food and nutrition resources for Texans. They are here to help Texans improve and manage their health and make eating an enjoyable and delicious experience.

Marketing through the Texas Academy is an excellent way for your company/business to get information about your products and services to food and nutrition professionals who are not only consumers, but influential with their peers and clients.

MISSION:

To optimize the health of Texans

VISION:

To empower Texas Academy members to be food and nutrition leaders

OUR MEMBERS:

Our members work in a variety of settings such as business and industry, consulting, schools, universities and research centers, hospitals and clinics, public health units, long-term care facilities, pharmaceutical companies and health fitness centers.

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OVERVIEW OF TEXAS ACADEMY ANNUAL CONFERENCE & EXHIBITION

2022 Texas Academy Annual Conference and Exhibition

APRIL 21-23, 2022

GRANT HYATT SAN ANTONIO

Texas Academy and other participants are professionals who make and influence buying decisions. Conference attendees are eager to learn about the latest scientifically based research, products and services they can share with employers, colleagues, clients and consumers.

By participating in our food & nutrition conference, you are putting your company and product in front of your target audience. The TX ACE attendees purchase the products and services that you are selling. Our sponsors and exhibitors get the jump on competitors by not only gaining visibility, but also by communicating one-on-one with members.

Why become a sponsor?

- Create brand awareness
- Drive sales and increase exposure
- Target marketing to ideal audience

4 Sponsorship Packages:

Platinum
Gold
Silver
Bronze

Package descriptions are detailed on the next page.

Custom Packages:

Our Sponsorship Management Coordinator is happy to collaborate and create a custom sponsor package to assist in meeting your company's annual marketing goals.

For more details, contact sponsorship@eatrighttexas.org

2022 TEXAS ACADEMY ANNUAL CONFERENCE AND EXHIBITION SPONSORSHIP PACKAGES

PLATINUM SPONSOR \$10,000

select one:

- TX ACE Opening Session
- TX ACE Closing Session
- TX ACE Cooking Demo
- TX ACE Exhibit Hall Opening Happy Hour Reception + Food

select one:

- TX ACE Bag Insert
- \$500-\$750 Equivalent Sponsorship

also included:

A La Carte Sponsorship Selection of \$3,000 + Premium Exhibit Booth Space

GOLD SPONSOR \$8,000

select one:

- TX ACE Friday Breakfast
- TX ACE Member Empowerment Breakfast
- TX ACE Tote Bag Provider
- TX ACE Official Hotel Room Bag

select one:

- TX ACE Bag Insert
- \$500-\$750 Equivalent Sponsorship

also included:

A La Carte Sponsorship Selection of \$4,000 + Premium Exhibit Booth Space

SILVER SPONSOR \$5,000

select one:

- Concurrent Session Education Sponsor
- TX ACE Tote Bag Provider
- TX ACE Directional Signs Sponsor

select one:

- TX ACE Bag Insert
- \$500-\$750 Equivalent Sponsorship

also included:

A La Carte Sponsorship Selection of \$1,200-\$1,500 + Exhibit Booth Space

BRONZE SPONSOR \$3,000

select one:

- TX ACE Fuel Station Break Friday Morning + Food
- TX ACE Fuel Station Break Friday Afternoon + Food
- TX ACE Fuel Station Break Saturday Morning + Food
- TX ACE Water Station Signage
- TX ACE Lanyard, Pen or Notebook
- TX ACE After Dark Event Dessert Station + Food

select one:

- TX ACE Bag Insert
- \$500-\$750 Equivalent Sponsorship

also included:

A La Carte Sponsorship Selection of \$800 + Exhibit Booth Space

All packages include:

Listing in program materials & promotions and name, logo & link on the Eat Right Texas website for one year. Sponsors with packages will be recognized in emails and newsletters to members prior to the conference. Sponsors will receive a fulfillment report after the conference.

Individual item descriptions are detailed on the following pages.

2022 TEXAS ACADEMY ACE SPONSORSHIP OPPORTUNITY DESCRIPTIONS

The sponsorship opportunities listed may be selected as a part of the sponsor packages or a la carte.

TX ACE Education Opportunities

TX ACE Opening Session (1 available) - \$5,000 + Speaker Honorarium

- The Opening Session will be held on April 21, 2022 late-afternoon. It is a general session and will include all conference attendees. Speakers must submit speaker application.
- Sponsor will be allowed a 5-minute presentation as a part of the speaker's presentation and have signage at the opening session.

TX ACE Closing Session (1 available) - \$7,500 + Speaker Honorarium

- The Closing Session will be held on April 23, 2022 and will be a presentation lunch session. Speakers must submit speaker application.
- Sponsor will be allowed a 5-minute presentation as a part of the speaker's presentation and have signage at the closing session.

TX ACE Cooking Demo (1 available) - \$7,500 + Speaker Honorarium

- The Cooking Demo Session will be the kick-off the exhibit hall time on April 22, 2022. There will be 30-minutes allowed for the cooking demo then attendees can eat lunch and visit exhibits. Speakers must submit speaker application.
- Sponsor will be allowed a 5-minute presentation as a part of the speaker's presentation and will have signage at the cooking demo event as well as at lunch buffet lines.

TX ACE Exhibit Hall Happy Hour Reception (1 available) - \$3,500 + Cost of Food

- The Exhibit Hall Happy Hour will kick off the exhibit hall opening on the evening of April 21, 2022 following the opening session. Sponsor will be responsible for the cost of food.
- Sponsor will be allowed a 5-minute presentation and have signage at the reception.

TX ACE Concurrent Education Sessions - \$3,000 + Speaker's Honorarium

- Concurrent education sessions will be held throughout the conference on Friday and Saturday, April 22-23, 2022. Speakers must submit speaker application.
- Sponsor will be allowed a 3-minute presentation as a part of the speaker's presentation and have signage at the session.

2022 TEXAS ACADEMY ACE SPONSORSHIP OPPORTUNITY DESCRIPTIONS

Hospitality Opportunities

TX ACE Foundation Awards Dinner and After Dark Event Opportunities

- The TX ACE Foundation Awards Dinner is an annual event in conjunction with the Texas Academy Foundation on April 22, 2022. This dinner highlights the Foundation's Student and Intern Sponsorship Winners as well as 2021-2022 Texas Academy Award Winners.
- Dinner Sponsorship (dinner provided by hotel) - Allows sponsor to have table toppers on each table as well as a 3-5 minute presentation at the dinner - \$5,000
- After Dark Event Dessert Station (desserts to be made by hotel) - \$1,500
- After Dark Event Wine Toss Sponsorship - \$1,000
- After Dark Event Promotional Gift Bags for all attendees - \$1,000 plus cost of gift bag

TX ACE Fuel Station Break Friday Morning (1 available) - \$1,000 + Cost of Food

- Fuel Stations are the snack break for attendees. Sponsor will be responsible for the cost of food.
- Sponsor will have signage at the fuel station snack break.

TX ACE Fuel Station Break Friday Afternoon (1 available) - \$1,000 + Cost of Food

- Fuel Stations are the snack break for attendees. Sponsor will be responsible for the cost of food.
- Sponsor will have signage at the fuel station snack break.

TX ACE Fuel Station Break Saturday Morning (1 available) - \$1,000 + Cost of Food

- Fuel Stations are the snack break for attendees. Sponsor will be responsible for the cost of food.
- Sponsor will have signage at the fuel station snack break.

TX ACE Water Station Signage (1 available) - \$1,000

- Sponsor will have signage at all water and hydration stations throughout the conference.

2022 TEXAS ACADEMY ACE SPONSORSHIP OPPORTUNITY DESCRIPTIONS

Hospitality Opportunities

TX ACE Member Empowerment Breakfast (1 available) - \$2,500 + Cost of Food

- The breakfast will be held for all attendees on Saturday morning for the hour leading into the membership empowerment morning session. Sponsor will be responsible for the cost of breakfast.
- Sponsor will be allowed a 5-minute presentation leading into the morning session and have signage at the breakfast buffet line.

TX ACE Friday Breakfast (1 available) - \$1,000 + Cost of Food

- The breakfast will be held for all attendees on Friday morning for the hour before the morning session. Sponsor will be responsible for the cost of breakfast.
- Sponsor will be allowed a 2-minute presentation leading into the morning session and have signage at the breakfast buffet line.

Exhibitor Opportunity

Exhibit booths include one ID sign, one skirted table, two side chairs, two name badges (\$50 for each additional badge) and a waste basket.

Exhibitors can post information in the Texas Academy Conference App including contact information, live links and have access to conference attendees.

Premium Exhibit Booths are located in a premier area at the entrance of the exhibit hall. There are 5 available.

COST OF EXHIBIT BOOTHS:

- Prior to January 1, 2022 - \$850
- January 1, 2022 & after - \$950
- Education - \$250
- Premium Exhibit Booth - Additional \$150 (5 available)
- Exhibitor + Sponsor Highlight - \$2250

2022 TEXAS ACADEMY ACE SPONSORSHIP OPPORTUNITY DESCRIPTIONS

Promotional Opportunities

TX ACE Lanyard Provider

\$1,500

Sponsor will provide branded lanyards for attendee badges. These will be distributed at registration.

1 available

TX ACE Hotel Key Cards

\$1,000 + Cost of Keycard

Sponsor provide logo and messaging to be printed on all hotel room key cards for attendees. Sponsor will be responsible for key card production cost.

1 available

TX ACE Hotel Room Bag

\$2,500

Sponsor will provide a goodie bag full of desired branded products for attendee hotel rooms upon arrival. Texas Academy will work with hotel staff on logistics.

1 available

TX ACE Mobile App Banner

\$500 per day

Sponsor will have mobile app banner ad running for one day of conference. The cost of \$500 is per day of conference.

3 available

TX ACE Directional Signs

\$2,000

Sponsor will be highlighted on all directional and conference schedule signs for all 3 days of the conference.

1 available

TX ACE Tote Bag Provider

\$2,500

Sponsor will provide tote bags for all attendees that will be distributed at registration.

1 available

TX ACE Tote Bag Inserts

\$750

Sponsor will be allowed to put one marketing piece in each attendee tote bag that will be distributed at registration.

Unlimited

TX ACE Official Pen

\$1,000

Sponsor will provide branded pens for all attendee tote bags to be distributed at registration.

1 available

TX ACE Official Notebook

\$1,500

Sponsor will provide branded notebooks for all attendee tote bags, to be distributed at registration.

1 available

2022 TEXAS ACADEMY ACE SPONSORSHIP OPPORTUNITY DESCRIPTIONS

Promotional Opportunities

TX ACE Official Business Card Holder

\$1,500

Sponsor will provide branded business card holders for all attendee tote bags to be distributed at registration.

1 available

TX ACE Official Refillable Water Bottle

\$1,500

Sponsor will provide branded refillable water bottles for all attendee tote bags to be distributed at registration.

1 available

TX ACE Official Refillable Water Bottle + Water Station Signs

\$2,250

Sponsor will provide branded refillable water bottles for all attendee tote bags + exclusive signage at all water stations at discounted rate.

1 available

Educational Opportunities

SPONSOR HIGHLIGHTS

\$1,500

For non-sponsored sessions, the TX ACE conference will offer five "Sponsor Highlights." These are 10-minute presentations before or after a general session, to include all attendees.

The Sponsor Highlights are a branded session and can feature a PowerPoint presentation, discussion of products, invitation to exhibit booth, etc.

5 HIGHLIGHTS AVAILABLE

A la carte sponsorships include:

Listing in program materials and promotions as well as name, logo and website link on the Eat Right Texas website for one year. Sponsors will receive a fulfillment report after the conference.

FOR MORE DETAILS, CONTACT SPONSORSHIP@EATRIGHTTEXAS.ORG

