



TEXAS ACADEMY OF NUTRITION AND DIETETICS

2023-2024 SPONSORSHIP OPPORTUNITIES

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.

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 also 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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SPONSORSHIP OPPORTUNITIES

2024 Texas Academy Annual Conference and Exhibition

EMBASSY SUITES BY HILTON GRAPEVINE (DFW)

THURSDAY, APRIL 4 - SATURDAY, APRIL 6, 2024

Texas Academy and other participants are professionals who make and influence buying decisions. Conference attendees are eager to learn about the latest scientific, evidence-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 Texas Academy Annual Conference and Exhibition (TX ACE) attendees purchase the products and services you sell. 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

Marketing and Advertising

The Texas Academy offers a variety of ways to market and advertise to members outside of events. From sponsored webinars to e-blasts and newsletter mentions, we can help you get the word out about your products, services and company. Texas dietitians, students and interns are not only very involved in state and region events, but they are always interested in and looking for new, innovative ways to enhance their practice and jobs.

Ways to advertise with Us:

- Webinars
- E-blasts
- Newsletter marketing ads

Texas Academy Hybrid Fall Seminar

COLLEGE STATION, TX

SATURDAY, NOVEMBER 4, 2023

The Hybrid Seminar offers our members an opportunity for continuing education and networking. Members will be able to attend the seminar in-person or virtually.

The in-person event will be held in College Station, Texas.

As a sponsor of the seminar, you have the ability to target your message and marketing to our members from across the state of Texas.

2024 TEXAS ACADEMY ANNUAL CONFERENCE AND EXHIBITION SPONSORSHIP PACKAGES

PLATINUM SPONSOR \$8,000

select one:

- Opening Session + Friday Breakfast
- Awards Friday Lunch
- Closing Session + Saturday Lunch

included:

Premium Exhibit Booth Space
Tote Bag Insert

GOLD SPONSOR \$6,000

select one:

- Cooking Demo
- Networking Reception
- Saturday Breakfast

included:

Premium Exhibit Booth Space
Tote Bag Insert

SILVER SPONSOR \$4,000

select one:

- Concurrent Education Session
- Snack Station

included:

Exhibit Booth Space
Tote Bag Insert

BRONZE SPONSOR \$2,000

select one:

- Tote Bag Provider
- Hydration Station Signage
- Sponsor Highlight

included:

Exhibit Booth Space
Tote Bag Insert

Package Perks:

Listing in program materials and promotions as well as name/logo on the [Eat Right Texas website](#) through May 31, 2024. Sponsors with packages will be recognized in emails and newsletters to members prior to the conference.

Individual item descriptions are detailed on the following pages.

2024 TEXAS ACADEMY ACE SPONSORSHIP PACKAGE DESCRIPTIONS

PLATINUM SPONSOR - \$8,000

Select one:

Opening Session + Friday Breakfast (1 available)

- The Opening Session will be held on Friday, April 5, 2024. It is a general session and will include all conference attendees. Speakers must submit speaker application.
- Sponsor will be responsible for the cost of breakfast (\$6,000 will go towards cost of food and sponsor is responsible for any additional cost of breakfast).
- Sponsor will be allowed a 5-minute presentation as a part of the speaker's presentation.
- Sponsor is responsible for speaker honorarium in addition to package fee.

Awards Friday Lunch (1 available)

- The TX ACE Awards Lunch will be held on Friday, April 5, 2024. This lunch will highlight the 2023-2024 Texas Academy Award Winners. These prestigious awards are highly competitive and recognize individuals who have made an outstanding contribution to the dietetics profession.
- Sponsor will be responsible for the cost of the lunch for attendees (\$6,000 will go towards cost of food and sponsor is responsible for any additional cost of lunch).
- Sponsor will be allowed a 5-minute presentation at the lunch.

Closing Session + Saturday Lunch (1 available)

- The Closing Session will be held on Saturday, April 6, 2024 and will be a presentation lunch session. Speakers must submit speaker application.
- Sponsor will be responsible for the cost of the lunch for attendees (\$6,000 will go towards cost of food and sponsor is responsible for any additional cost of lunch).
- Sponsor will be allowed a 5-minute presentation at the lunch.
- Sponsor is responsible for speaker honorarium in addition to package fee.

also included: Premium Exhibit Booth Space & Tote Bag Insert
(value of \$2,300)

2024 TEXAS ACADEMY ACE SPONSORSHIP PACKAGE DESCRIPTIONS

GOLD SPONSOR - \$6,000

Select one:

Cooking Demo (1 available)

- Cooking demo speakers must submit speaker application.
- Sponsor will be allowed a 5-minute presentation as a part of the speaker's presentation.
- Sponsor is responsible for speaker honorarium in addition to package fee.

Networking Reception (1 available)

- The Networking Reception will be held in the evening on Friday, April 5, 2024.
- Sponsor will be responsible for the cost of food (\$4,000 will go towards cost of food and sponsor is responsible for any additional cost of food for networking reception).
- Sponsor will be allowed a 5-minute presentation at the networking reception.

Saturday Breakfast (1 available)

- The breakfast will be held for all attendees on Saturday morning for the hour leading into the morning session.
- Sponsor will be responsible for the cost of breakfast (\$4,000 will go towards cost of food and sponsor is responsible for any additional cost of breakfast).
- Sponsor will be allowed a 5-minute presentation leading into the morning session.

also included: Premium Exhibit Booth Space & Tote Bag Insert
(value of \$2,300)

FOR MORE DETAILS, CONTACT SPONSORSHIP.TEXAS.AND@GMAIL.COM



2024 TEXAS ACADEMY ACE SPONSORSHIP PACKAGE DESCRIPTIONS

SILVER SPONSOR - \$4,000

Select one:

Concurrent Education Sessions

- Concurrent education sessions will be held throughout the conference on Friday, April 5 and Saturday, April 6, 2024. Speakers must submit speaker application.
- Sponsor will be allowed a 3-minute presentation as a part of the speaker's presentation.
- Sponsor is responsible for speaker honorarium in addition to package fee.

Snack Station (multiple available)

- Snack stations will be a snack break for attendees. Cost of food is included as a part of the sponsorship package.

also included: Exhibit Booth Space & Tote Bag Insert
(value of \$2,300)

BRONZE SPONSOR - \$2,000

Select one:

Official Tote Bag Provider (1 available)

- Sponsor will provide tote bags for all attendees that will be distributed at check-in/registration.

Hydration Station Signage (1 available)

- Sponsor will have signage at hydration stations throughout the conference.
- Sponsor will provide and bring signage for hydration stations to the conference.

Sponsor Highlight (5 available)

- Sponsor highlights are a 5-7 minute branded presentation and can feature a PowerPoint presentation or pre-recorded video.

also included: Exhibit Booth Space & Tote Bag Insert
(value of \$2,300)

2024 TEXAS ACADEMY ACE SPONSORSHIP OPPORTUNITY DESCRIPTIONS

Exhibitor Opportunities

EXHIBIT BOOTHS INCLUDE:

- one skirted table
- two chairs
- one waste basket
- two name badges with access to conference (any additional name badges must be purchased as a conference registration on the Texas Academy website.)

COST OF EXHIBIT BOOTHS

Standard Booths:

By December 31, 2023 - \$1,200

January 1, 2024 & after - \$1,500

University or Texas Academy

Member-Owned Booths:

By December 31, 2023 - \$900

January 1, 2024 & after - \$1,100

A la Carte Opportunities

SPONSOR HIGHLIGHTS

\$1,500

For non-sponsored sessions, the TX ACE conference will offer five "Sponsor Highlights." These are 5-7 minute presentations before or after a general session.

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

5 available

CONCURRENT EDUCATION SESSION

\$3,000 + SPEAKER HONORARIUM

Concurrent education sessions will be held throughout the conference on Friday, April 5-Saturday, April 6, 2024.

Speakers must submit speaker application.

Sponsor will be allowed a 3-minute presentation as a part of the speaker's presentation.

2024 TEXAS ACADEMY ACE SPONSORSHIP OPPORTUNITY DESCRIPTIONS

A la Carte Opportunities

Tote Bag Inserts

\$800

Sponsor will be allowed to put one marketing piece in each attendee tote bag. Marketing materials may include flyers, coupons, samples, pens, notebooks, refillable water bottles, etc.

Unlimited

Tote Bag Provider

\$1,200

Sponsor will provide tote bags for all attendees. Tote bags will be distributed at check-in/registration to all conference attendees.

1 available

Water Bottles + Hydration Station Signs

\$1,600

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

1 available

A la carte sponsorships include:

Listing in program materials and promotions as well as name/logo on the [Eat Right Texas website](#) until May 31, 2024.

Custom Packages

Custom packages are available.

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.texas.and@gmail.com

YEAR-ROUND SPONSORSHIP OPPORTUNITIES

Webinars

Webinars are administered as a free member benefit to all Texas Academy members.

Webinars are only educational in nature and must provide a CPEU.

Webinars are planned and coordinated with the Texas Academy Executive Director.

\$1,500 PER WEBINAR

Newsletter Ads

The Texas Academy sends one statewide email newsletter per month. Each region sends one monthly email newsletter to their individual regions highlighting events, jobs and news in that geographic area.

Region newsletter - \$250

State newsletter - \$500

State + one region newsletter - \$750

Company Branded E-Blasts

E-blast sponsors will work with the Texas Academy Executive Director to craft their specific email message.

E-blasts will be sent as a stand-alone email to all members of the Texas Academy.

Our open rate percentage is typically about 50% for e-blasts, which is well above industry averages.

COMPANY BRANDED E-BLAST
TO ENTIRE STATE -\$1,500

COMPANY BRANDED E-BLAST
TO ONE REGION -\$750

YEAR-ROUND SPONSORSHIP OPPORTUNITIES

Social Media Posts for External Events

One social media post about an external event or message on the Texas Academy of Nutrition and Dietetics Facebook, Instagram, and LinkedIn pages.

\$100 PER POST (INDIVIDUAL PAGE)

\$200 (ALL 3 SOCIAL MEDIA PAGES)

Event Advertisement for External Events

FOR PROFIT ORGANIZATIONS

Event with registration fee:
Cost of one registration fee
or minimum of \$100

A link to the external event
will be listed in newsletter.

UNIVERSITY & TEXAS ACADEMY MEMBER-OWNED ORGANIZATIONS

Event with registration fee:
Cost of one registration fee
or minimum of \$40

A link to the external event
will be listed in newsletter.

HYBRID FALL SEMINAR SPONSORSHIP OPPORTUNITIES

Date: NOVEMBER 4, 2023

Location: COLLEGE STATION, TX & VIRTUAL

Breakfast - \$250 + Cost of Food

- Sponsor will be responsible for the cost of food.
- Sponsor will have 5 minutes to address attendees leading into the morning session. Sponsor can feature a pre-recorded video message.

Lunch - \$250 + Cost of Food

- Sponsor will be responsible for the cost of food.
- Sponsor will have 5 minutes to address attendees before lunch starts. Sponsor can feature a pre-recorded video message.

Snack Break - \$100 + Cost of Food

- Sponsor will be responsible for the cost of food and able to network with members during snack break.

Sponsor Highlight - \$250

- Sponsor will have 5-7 minutes to address attendees before or after an education session. Sponsor highlight presentations can feature a pre-recorded video presentation to address virtual and in-person attendees.

Post-event e-blast - \$400

- An e-blast will be sent by the Texas Academy to Hybrid Seminar attendees after the event. This option is available to seminar sponsors as an add-on option.

FOR MORE DETAILS, CONTACT SPONSORSHIP.TEXAS.AND@GMAIL.COM

