



# TEXAS ACADEMY OF NUTRITION AND DIETETICS

2024 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.

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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# OVERVIEW OF TEXAS ACADEMY ANNUAL CONFERENCE & EXHIBITION

## 2024 Texas Academy Annual Conference and Exhibition

APRIL 5-6, 2024

EMBASSY SUITES BY HILTON GRAPEVINE (DFW)

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

### 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](mailto:sponsorship@eatrighttexas.org)*

# 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](mailto: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](mailto:sponsorship.texas.and@gmail.com)