



Shopping for Health 2016 Conference

April 3-6, 2016
Austin, Texas

CONFERENCE SPONSORSHIP OPPORTUNITIES

Reach Supermarket Retail Dietitians with Your Nutrition and Culinary Communication Messages!
Are registered dietitians and consumer affairs advisors at major grocery chains around the country
an ideal target audience for your food or beverage product?

Dietitians and consumer affairs activists reach millions of consumers where it's most effective— at the point of sale. As community influencers and media pros, they take their in-store messages to the greater public through supermarket tours, advertising circulars, store newsletters and web sites, and more. Your product and nutrition information can be a part of that message!

"There are quite a few of these RD meetings popping up now but I think you've managed to bring the right content to the right group. Well done. I certainly can't do them all, but I would make time for your meeting again if invited." –SRD

Premium Sponsor: \$35,000

- One hour presentation/ demonstration to group
- Two full sponsor registrations to attend Shopping for Health
- Item in goody bags
- Two placements in quarterly e-mail newsletter to SRD group
- Content in Online Library for the year
- Featured Banner on Content Library
- Incorporation of products in one or more meals
- Attendee contact info provided

Meal Sponsor: \$24,000

- Incorporation of product into a meal
- 20-30 minute presentation/ demonstration to group
- Item in goody bags
- Two full sponsor registrations to attend Shopping for Health
- One placement in quarterly e-mail newsletter to SRD group
- Content in Online Library for the year
- Featured Banner on Content Library
- Attendee contact info provided

Activity Sponsor: \$18,000

- 15 minute presentation during activity
- Item in goody bags
- One full sponsor registration to attend Shopping for Health
- One placement in quarterly e-mail newsletter to SRD group
- Content in Online Library for the year
- Rectangle Banner on Content Library
- Full attendee contact info provided

Break Sponsor: \$9,500

- Product featured at session break
- Sponsor registration to attend break and one meal event
- Content in Online Library for the year
- Rectangle Banner on Content Library
- Item in goody bags
- Attendee contact info provided

Goody Bag Sponsor: \$3,000

- Item in goody bag



ShoppingforHealth.org

Contact Cindy Stambaugh Director of Sales cindy@shoppingforhealth.org 410-647-5869