



# 2017 Shopping for Health Annual Conference

Nashville, Tennessee  
April 23 – 25, 2017

## Conference Sponsorship Opportunities

Shopping for Health Conferences are exclusive events that cater to a targeted group of 20 – 25 supermarket RDs, in an intimate setting and at an attractive destination. Called “the premier annual meeting for retail dietitians” by the SRDs and sponsors alike, Shopping for Health provides a unique opportunity for networking, presentations, sampling of outstanding food and more.



The Shopping for Health supermarket dietitian conference offers supermarket RDs and consumer affairs advisors a unique way to learn more about the food products they serve, with nutrition information, recipes, and ideas on how to better serve their shoppers. Representatives of sponsoring food companies have the opportunity to present product news and updates, as well as network with the supermarket dietitians who interact directly with shoppers, right at the point of purchase. New data and research on consumer shopping trends also provides valuable insight into coming trends.

“Thank you for making this amazing conference available. Your attention to detail is flawless – Shopping for Health really knows how to make products shine! This is such an important audience and I learned so much about their unique needs and interests from the close interaction we had at the meeting.” – **Conference Sponsor**



[ShoppingforHealth.org](http://ShoppingforHealth.org)

Contact Cindy Stambaugh Director of Sales [cindy@shoppingforhealth.org](mailto:cindy@shoppingforhealth.org) 410-647-5869

# Sponsorship Benefits

## Premium Sponsor: \$35,000

- One hour presentation/demonstration to all conference attendees, OR an exclusive 90 minute dedicate roundtable focus group with all attending supermarket RDs.
- Presentation placed on SFH web site and promoted to more than 550 SRDs in the SFH email database
- Incorporation of product(s) into a meal
- Placement of product Item in conference goody bags
- Two full sponsor registrations to attend entire Shopping for Health conference
- Summary report of conference participation, including photographs
- List of all attending supermarket RDs, with contact information, for continued follow-up
- Two placements in upcoming editions of the SFH e-newsletter
- Banner on Content Library landing page to promote content material
- Content in Online Library for one year

## Meal Sponsor: \$25,000

- 30-minute presentation/demonstration to attendees
- Presentation placed on SFH web site and promoted to more than 550 SRDs in the SFH email database
- Incorporation of product(s) into a meal
- Placement of product Item in conference goody bags
- Two full sponsor registrations to attend entire Shopping for Health conference
- Summary report of conference participation, including photographs
- List of all attending supermarket RDs, with contact information, for continued follow-up
- One placement in upcoming edition of the SFH e-newsletter
- Banner on Content Library landing page to promote content material
- Content in Online Library for one year

## Activity Sponsor: \$18,000

- 20-minute presentation during conference group activity\*
- Presentation placed on SFH web site and promoted to more than 550 SRDs in the SFH email database
- Incorporation of product(s) into activity
- Placement of product item in conference goody bags
- One full sponsor registration to attend entire Shopping for Health conference
- Summary report of conference participation, including photographs
- List of all attending supermarket RDs, with contact information, for continued follow-up
- One placement in upcoming edition of the SFH e-newsletter
- Banner on Content Library landing page to promote content
- Content in Online Library for one year

*\*Note that Powerpoint and other presentation features may not be available*

## Break Sponsor: \$10,000

- 10-minute presentation before or during conference break
- Incorporation of product(s) into break
- Placement of product Item in conference goody bags
- Sponsor registration to attend break and one meal event at the Shopping for Health conference
- Summary report of conference participation, including photographs
- List of all attending supermarket RDs, with contact information, for continued follow-up
- One placement in upcoming edition of the SFH e-newsletter
- Banner on Content Library landing page to promote content
- Content remains in Online Library for one year

## Goody Bag Sponsor: \$3,000

- Product Item in goody bag
- Report of conference participation, including photographs
- List of supermarket chains represented at conference