Shopping for Health

2020 Sponsorship Opportunities

ShoppingforHealth.org
Reach leading Supermarket Dietitians and Nutrition Advisors, representing more than 65 supermarket chains and more than 10,000 individual stores.

Supermarket Registered Dietitians are your direct connection to millions of consumers, right at the point of meal planning – and at the point of sale.

These trusted supermarket representatives seek quality information that encourages healthy eating, while promoting the products on their store shelves. This means providing content that makes it easy for them to produce newsletters in print and online, social media posts, in-store tours and cooking demonstrations, seasonal promotion ideas and much more.

“The SFH conference exceeded my expectations in so many ways. I very much appreciated having the opportunity to meet and talk to the supermarket RDs in such a fun, casual format. I feel like I really got to know them, and already have plans for several follow-up opportunities. The energy from the group was amazing.” – Conference Sponsor

ShoppingforHealth.org

Contact Nancy Tringali Piho, RDN, LD, Director of Shopping for Health. nancy@shoppingforhealth.org 202 699 2407
“While other industry outreach programs present useful information, Shopping for Health does it in a fun and exciting way. I trust your newsletter, and it is designed to provide information that I can really use in my job. Your conferences are distinguished by the fact that you allow real time for networking. Most other conferences have overbooked agendas that make the experience overwhelming and exhausting. I can’t attend every supermarket RD event, but will always make time for Shopping for Health. It’s by far my favorite!” – Supermarket RD

We work with Supermarket Chains Across the U.S. and Canada
HOW WE GIVE YOU EXPOSURE
Unique opportunities designed for food and beverage brands, associations and commodity groups.

e-Newsletter and Content Library Partnership

Showcase your content in our quarterly, opt-in e-newsletter, read by the nation’s top retail dietitians and consumer affairs advisors.

- E-newsletter is distributed quarterly to the approximately 600 supermarket RDs at 65+ grocery chains in the Shopping for Health database. The annual distribution schedule and focus for each issue is below.

<table>
<thead>
<tr>
<th>Newsletter</th>
<th>Focus</th>
<th>Follow up Distribution</th>
</tr>
</thead>
<tbody>
<tr>
<td>February</td>
<td>Spring/Summer</td>
<td>March</td>
</tr>
<tr>
<td>May</td>
<td>Back to School</td>
<td>June</td>
</tr>
<tr>
<td>September</td>
<td>Holidays</td>
<td>October</td>
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<td>November</td>
<td>Winter/Spring</td>
<td>December</td>
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- Each newsletter is sent a second time the following month to reach our busy supermarket RDs, and to best meet content planning schedules.

- Our mailing list is continually edited, augmented and updated.

- The average open rate is 25%.

- Sponsor items are included in the Shopping for Health web site content library for one year.

- Content is showcased throughout the year within the SFH blog and social media networks.

- Feedback reporting includes details on section performance, including specific supermarket chain reads.

NEW

- Guest Blog Opportunities – Submit up to four blog posts (350 – 500 words) to be featured in the Shopping for Health e-newsletter and on Shopping for Health’s social networks.
With your e-Newsletter partnership, you will receive a dedicated partner web page with up to 10 content items within the Shopping for Health web site content library. Your content remains available for a full year for users to search, review and download at any time. In addition, you receive a complementary banner ad on the web site content library landing page within the SFH web site.

“I absolutely love the Retailer Resources! I am always looking for material for our consumer outreach efforts in store, in the community and online. Just at first glance I know we can make use of the materials as we have an in store demo planned with our RDs, and a new web page planned as well.” – Supermarket RD

**SFH Web Site Content Library**

**e-Newsletter and Content Library Partnership**

For specifications, reference the Digital Spec Sheet for complete details pertaining to the e-newsletter, content library, and banner ad. Content should be submitted to nancy@shoppingforhealth.org for review.

**Space Reservation and Content Submission**

**Space Reservation:** 8 weeks prior to insertion date

**Content Submission:** Approximately 4 weeks prior to insertion date to allow for content review/approval

| 1 newsletter* | $3,000 | 2+ newsletters | $5,000 each |

*each e-newsletter includes 10 content items within the SFH web site content library for 12 months
WHAT IS GOOD CONTENT?

Materials in demand include:

- Content for store blog posts
- Social media posts, including shopper contests and other promotion ideas
- Recipes and photographs to give consumers
- Nutrition updates and product background information
- In-Store, radio and TV segment ideas for local media appearances
- Holiday and seasonal promotion ideas
- Nutrition facts, preparation tips
- In-Store point-of-sale promotion ideas such as store

Files can be provided to us as Word documents, PDFs, image files, PowerPoint presentations and videos. Make it easy for dietitians to cut-and-paste your content into their publication or social media outreach!

All content and materials distributed by Shopping for Health must be reviewed and approved by our dietitians prior to distribution to the supermarket RD audience.

Past and Current Content Partners

[Images of various food brands]

ShoppingforHealth.org

Contact Nancy Tringali Piho, RDN, LD, Director of Shopping for Health. nancy@shoppingforhealth.org 202 699 2407
Dedicated Email to Supermarket Registered Dietitians*

Shopping for Health will deliver your content directly to the email inboxes of more than 650 supermarket dietitians.

For email specifications, reference the Digital Spec Sheet.

Email artwork is due 2 weeks in advance of scheduled email date. All content is reviewed by Shopping for Health dietitians prior to distribution.

Dedicated Email $5,000

*Availability is limited.

Interview Supermarket Dietitians

This unique opportunity provides insight on your product, and how retail dietitians perceive and use content provided through the SFH e-newsletter and website.

A representative from Shopping for Health will interview 6-8 supermarket dietitians from 6-8 different supermarket chains, using your specific questions.

The final report* will provide comments and feedback on:

- Overall opinion of the toolkit or other materials provided
- How supermarket RDs have or plan to use the materials
- Additional materials or information they would find beneficial
- Perception of the product, and any shopper feedback and comments

Interview Supermarket Dietitians $5,000

The final report will provide the names of the chains represented but not the names of the dietitians interviewed.

Selling from a Health Platform

Shopping for Health is a proven resource to make your marketing materials available to the unique supermarket dietitian audience. Shopping for Health dietitians can also work with you to create materials for distribution, or edit materials that you may already have.

A Shopping for Health registered dietitian reviews and approves all content before publication, to ensure that materials are appropriate and relevant for the needs of supermarket dietitians.
Webinars

Webinars are a dynamic way to interact directly with many supermarket dietitians at one time. This opportunity allows you to gauge interest on a new product offering, provide nutrition or scientific updates, or even test out a marketing plan. It’s a good way to receive direct, immediate feedback from a targeted group of supermarket RDs. Shopping for Health will develop, promote and manage a one-hour Webinar on the topic that best works for you. We handle all the technical work to make it easy for you and ensure a user-friendly experience for attendees.

Webinar promotion and management includes:

**Promotion**
- 3-4 invitation/reminder emails describing your presentation are sent to our SRD database of more than 650 retail dietitians.
- Personal outreach to dietitians at select chains to encourage participation.
- We’ve had more than 100 SRD participants on some webinars!

**Lots of SRD Interaction**
- We can ask the RDs questions with the invitations to further focus your presentation.
- Webinars can include features such as live polling and document sharing.

**CEU Credits Available**
- If content qualifies, we will manage the certification process so our SRD’s can earn CEU credits for attending – a huge draw.

**Reach More Than Attendees**
- Webinars are posted online for one year after presentation.
- We email all SRDs who did not attend to alert them the recorded webinar is available online.

**Reporting**
- We send a post-event survey to participants.
- Your Final Report includes number of attendees, document downloads, post-event survey results, Q&A session transcription.

**Interactive Webinar**
Interactive Webinars will be informative, resource driven sessions on a nutritional or dietary topic of your choice.

Sample Interactive Webinars:
- “Top 5 Ways to Help Shoppers Navigate the (Name of Your Product) Aisle”
- “Things Shoppers May Not Know About (Your Product)”
- “Debunking Nutrition Myths About (Your Product)”

**Live Streaming Webinars**
Live Streaming Webinars will be filmed in real time and streamed live by Supermarket Registered Dietitians. This package includes a videographer, photographer, food stylist, food cost, and cooking equipment.

Sample Live Streaming Webinars:
- Cooking Demonstration
- Guided Grocery Store Tour
- Meal Kit Creation
- Product Demonstration

Call For Pricing
Conference Sponsorship Opportunities

The Shopping for Health annual conference is an exclusive group of 23-25 supermarket dietitians from chains consisting of 10,000 individual grocery stores in every state, joining representatives of leading food and beverage companies and associations. Called “the premier annual meeting for retail dietitians” by supermarket RDs and sponsors alike, this is an intimate setting at an attractive destination, carefully designed to provide a unique opportunity for building relationships, making presentations, tasting new foods and recipes, and more.

At the Shopping for Health annual conference, 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.

“The Shopping for Health conference is the most enjoyable and beneficial conference I have ever attended. The size of this conference, and the collaborative environment that is encouraged, enables participants to truly learn from sponsors. If given the opportunity, I would definitely make every effort to attend again, as I believe that the information gained and opportunity to collaborate with colleagues, as well as learn from leaders in the food industry, is highly valuable.”

— Supermarket RD

“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
Sponsorship Benefits

**Premium Sponsor: $32,000**
- Ninety-minute presentation/demonstration to all conference attendees, or an exclusive 90-minute dedicated roundtable focus group with all attending supermarket RDs.
- Presentation placed on SFH web site and promoted to more than 600 SRDs in the SFH 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

**Activity Sponsor: $18,000**
- Twenty-minute presentation during conference group activity*, or general session
- Presentation placed on SFH web site and promoted to more than 600 SRDs in the SFH 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

**Meal Sponsor: $23,000**
- Thirty-minute presentation/demonstration to attendees
- Presentation placed on SFH web site and promoted to more than 600 SRDs in the SFH 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 remains in Online Library for one year

**Break Sponsor: $12,000**
- 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 all attending supermarket RDs, with contact information, for continued follow-up