



FNCE® 2022 SPONSORSHIP & ADVERTISING PROSPECTUS

SPONSORSHIP PACKAGES

FNCE® Signature Sponsor

- 45-minute **Expo Theater Event**
 - Cooking Demos and Experiences
 - Educational Briefings
 - Customized Events
 - *During Expo Exclusive hours (booked on a first-come, first-served basis)*
- Choice of:
 - Participation in **Mission Nutrition** FNCE® Mobile App Scavenger Hunt Game
 - Participation in the FNCE® Exhibitor **Welcome Zone** (one timeslot)
- Customizable standard placement in the FNCE® **Digital Event Bag**
- Pre-and Post-FNCE® **Attendee email** communication
- Inclusion in the FNCE® **Product Spotlight**
 - One online product description, digital image, listing within the FNCE® Mobile App, inclusion of product in display case onsite
- Two posts via #FNCE on Academy **social media** platforms
- **Enhanced listing** on the FNCE® Mobile App
- One complimentary full **conference registration**
- **Recognition** touchpoints in numerous FNCE® communications:
 - FNCE® attendee email communications
 - FNCE® Focus daily attendee email
 - FNCE® Digital Event Bag
 - FNCE® website
- Advance selection of 2023 FNCE® booth

\$25,000 exclusive to six exhibitors

FNCE® Premier Sponsor

- 30-minute **Expo Theater Event**
 - Cooking Demos and Experiences
 - Educational Briefings
 - Customized Events
- Customizable standard placement in the FNCE® **Digital Event Bag**
- **Recognition** touchpoints in numerous FNCE® communications:
 - FNCE® attendee email communications
 - FNCE® Focus daily attendee email
 - FNCE® Digital Event Bag
 - FNCE® website
- Advance selection of 2023 FNCE® booth

\$15,000 exclusive to six exhibitors

FNCE® Wellness Sponsor

Offer attendees a fitness class to kick off the day or a yoga/wellness activity to destress during the day!

- Timing and location TBD based on activity
- Opportunity to distribute pre-approved **resources** and/or **sample** products (corkage fees covered by sponsor)
- Customizable standard placement in the FNCE® **Digital Event Bag**
- **Recognition** touchpoints in numerous FNCE® communications:
 - FNCE® attendee email communications
 - FNCE® Focus daily attendee email
 - FNCE® Digital Event Bag
 - FNCE® website

\$8,000 any fees for speaker, speaker registration and supporting materials not included

FNCE® Product Showcase

Demo your innovative products and services in the Expo Hall to influential nutrition professionals and generate attendee booth traffic!

- 20-minute **Product Demo/Presentation**
 - o Customizable standard placement in the FNCE® **Digital Event Bag**
 - o Inclusion in the FNCE® **Product Spotlight**
 - One online product description, digital image and listing within the FNCE® Mobile App, inclusion of product in display case onsite
- **Recognition** touchpoints in numerous FNCE® communications:
 - o FNCE® attendee email communications
 - o FNCE® Focus daily attendee email
 - o FNCE® Digital Event Bag
 - o FNCE® website

\$5,000

EDUCATE AND ENGAGE

FNCE® Exhibitor Welcome Zone

Greet attendees, sample products and increase your brand visibility outside the Expo Hall with a tabletop exhibit in the Welcome Zone on Sunday, October 9, 2022. Stationed in a high-traffic area, your company and products will be prominently featured before and/or after Expo hours.

Morning timeslot **\$4,000**

Afternoon timeslot **\$3,000**

Both timeslots **\$6,000**

maximum of 10 exhibitors per timeslot

FNCE® Mission Nutrition Mobile App Scavenger Hunt Game

Drive traffic to your booth and engage in meaningful FNCE® attendee interactions with the **Mission Nutrition** interactive Mobile App game! Attendees will be directed to visit your booth, scan a QR code and answer a question that YOU create. Attendees will have a list of all participating exhibitors, accessible within the Mobile App, and will earn points for each question they answer correctly for a chance to win prizes.

\$3,500

Academy Spokesperson Briefing

The Academy's network of national [Spokespeople](#) serve as the media's trusted source for accurate, timely and science-based food and nutrition information. Located in the top 25 media markets across the nation, they are the news media's best resource for expert commentary, story ideas and background on the full range of food and nutrition topics.

- One-hour briefing: 45-minute science-based, non-commercial presentation plus 15 minutes Q&A
 - o Scheduled on Saturday, October 8, 2022
- Pre-briefing survey including five sponsor questions
- Pre-approved sponsor resources sent electronically to Briefing attendees or distributed onsite
- Attendee evaluation including one pre-approved custom question from sponsor

\$15,000

INFORM AND ADVERTISE

FNCE® Digital Event Bag

Promote your company, brand, research, products and services to FNCE® attendees before, during and after the conference through the FNCE® **Digital Event Bag**! This virtual promotion allows you to directly reach the entire FNCE® audience. Customize your message and direct access links to maximize your FNCE® influence with attendees and drive traffic to your booth or website – a perfect opportunity to promote any giveaways, coupons, booth activities, toolkits, new product initiatives and more.

2021 stats: 27,000 Views, 61.2% attendee visit rate

Featured Placement (maximum of six) \$2,000

Standard Placement \$1,000

FNCE® Focus

Daily email sent to all attendees during the four-day conference, dedicated exclusively to Expo Hall hours, events and booth activities. Stand apart from other exhibitors and drive traffic to your booth by advertising your booth promotions, resources and activities.

Four issues:

Saturday, October 8 | Sunday, October 9 | Monday, October 10 | Tuesday, October 11

FNCE® Focus 2021 average open rate: 56%

Advertising Options:

Banner Ad (image and/or logo, short description and link to company website)

\$1,500 one per issue

Featured Booth Promotion (image, description and link to company website)

\$1,500 one per issue

Premium Booth Promotion (description and link to company website)

\$1,250 four per issue

Standard Booth Promotion (description)

\$1,000 four per issue

To learn more, contact Daun Longshore, dlongshore@eatright.org
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