

2026

Dietitians in Business and Communications

a dietetic practice group of the
eat right. Academy of Nutrition
and Dietetics

Dietitians in Business & Communications

PROSPECTUS FOR SPONSORSHIP OPPORTUNITIES

Where
Nutrition
Expertise
Meets
Business
Influence



Learn more about DBC at dbcdpg.org or follow us on social media @dpgdpg



ABOUT DBC

Connect with 625+ dietitians shaping decisions across food, retail, health, media, and innovation.

Dietitians in Business and Communications (DBC) is a practice group of the Academy of Nutrition and Dietetics (AND) representing registered dietitians working at the intersection of healthcare, food, marketing, media, and industry.

Our members influence purchasing decisions, product innovation, brand strategy, corporate wellness, communications, and consumer trust.

OUR MEMBERS AT A GLANCE

THE DBC AUDIENCE:

- 625+ Registered Dietitians
- Decision-makers across healthcare, food service, business & industry, retail & communications
- Brand collaborators & content creators
- Entrepreneurs & executive leaders
- Highly engaged professional community

Business Development Director, dbc@eatright.org

Note: All events, content, and agreements are subject to Academy approval.

DIETITIANS IN BUSINESS & COMMUNICATIONS 2026-2027 SPONSORSHIP OPPORTUNITIES

MEET THE DBC NETWORK

The Dietitians in Business and Communications (DBC) network represent 625+ registered dietitians working across corporate, healthcare, media, academia, consulting, and entrepreneurial sectors.

Notably, over one-third of DBC members bring 26+ years of professional experience, representing senior-level insight and long-standing industry influence.

DBC members possess leadership, communication, marketing, and consultative skills to help your organization expand its reach and grow your business.

Partnering with DBC provides an additional avenue to get your product story out to key audiences.

Professional Representation Across Key Sectors

Business and Industry – 37%

Clinical Nutrition and Long-Term Care – 19%

Consultant – 10%

Communications – 10%

Community and Public Health Nutrition – 5%

Student – 4%

Education – 5%

Management and Executive Leadership – 4%

Entrepreneurial and Self-employed – 2%

Informatics – <1%

Research – 1%

Other Specialized Roles – 2%

Years in Practice

- Student to 5 years 18%
- 6 to 10 years 12%
- 11 to 20 years 26%
- 21 to 30 years 19%
- 31+ years 25%

DIETITIANS IN BUSINESS & COMMUNICATIONS 2026 - 2027 SPONSORSHIP OPPORTUNITIES

STRATEGIC ENGAGEMENT OPPORTUNITIES

Annual Sponsorship

Year-Round Visibility

Establish consistent brand presence within DBC's professional community through year-round visibility and engagement opportunities.

Includes:

- DBC Website Sponsorship Page
- DBC Year-End Highlights
- *Business Insights* Virtual Newsletter Magazine; Published 2x/year; includes 2 full page ads
- 1 dedicated blast email
- 1 *Take 5* Newsletter feature
- DBC FNCE® Reception at Ambassador Level (must be FNCE Exhibitor)

Non-Member Rate: \$5,000 | DBC Member Company Rate: \$4,000



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Promotional eBlast

- Customized, dedicated email to all DBC members
- Up to 750 words with two hyperlinks and one graphic

Non-Member Rate: \$1,000 |
DBC Member Company Rate: \$750

**Bundle 2+ for 10% off*



DBC Take 5 E-Newsletter

Take 5 E-Newsletter

- Inclusion in DBC monthly e-newsletter to all DBC members
- Up to 250 words with one hyperlink and one graphic
- Average Open Rate: 67.5%
- Average Click Rate: 8.3%

Non-Member Rate: \$500 |
DBC Member Company Rate: \$350

**Bundle 2+ for 10% off*

Business Insights Newsletter

- Twice yearly virtual publication
- Company to provide graphic with text (image specs will be provided)
- Average Open Rate: 63%
- Click Rate: 15%

Non-Member Rates:

- \$1,000 for full page ad
- \$750 for half page ad

DBC Member Company Rates:

- \$750 for full page ad
- \$500 for half page ad



DBC Business Insights Newsletter

***Note: Individual brand promotion offerings cannot offer CPE opportunities.*

DIETITIANS IN BUSINESS & COMMUNICATIONS 2026 - 2027 SPONSORSHIP OPPORTUNITIES

Educational Webinar

Thought Leadership & Strategic Visibility

Position your organization as a trusted voice within a highly engaged network of business-focused dietitians through an evidence-based, non-promotional educational experience.

Collaborate with the DBC Education Team to develop a timely, relevant topic that supports professional growth while aligning with your brand's expertise and priorities. Educational content must remain peer-reviewed, evidence-based, and non-advertorial, reinforcing credibility and trust among attendees. Sponsors may also sponsor a pre-scheduled DBC webinar.

Brand Promotion Includes:

- One dedicated promotional eBlast
- Inclusion in 1 Member Take 5 eNewsletter
- Social media promotion prior to the event
- Audience Insight: one post-event attendee survey (up to 10 custom questions) distributed to attendees who opt in to follow-up communication

Engagement Metrics:

- On average 96 RDs register, we typically see 50-200 registrants depending on the topic
- On average about 50% of registrants attend live

Non-Member Rate: \$2,000 | DBC Member Company Rate: \$1,500

Compliance & Accreditation

If webinar is approved for Continuing Professional Education (CPE) credit, CDR guidelines will be followed to preserve educational integrity:

» Sponsor acknowledgment included on disclosure slide only
» No product-specific promotion within educational content
» References permitted within scientific citations only

» CPE communications cannot include non-CPE marketing messaging
» Post-event evaluation provided to attendees who opt into sponsor communication



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PAST EXAMPLES

Recent Examples:

Solopreneur to Entrepreneur: The 5 Steps to Think Bigger and Scale Your Business

93 Registered, 43 attended live

Spreading the Word: Why Nutrition Science Communication & Dissemination Matters

198 Registered, 105 Attended Live

The BEASTIE Framework: Building Ethical & Sustainable AI Practices

154 Registered, 55 Attended Live



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FNCE SPONSORSHIP OPPORTUNITIES

Our Vision

A world where DBC members have the necessary business skills to guide food and nutrition related decisions in global businesses and industries.

Our Mission

To advance DBC members as strategic and innovative business and communication leaders.



Learn more about DBC at DBCdpg.org or follow us on social media @dbc_dpg

DIETITIANS IN BUSINESS & COMMUNICATIONS 2026 FNCE SPONSORSHIP OPPORTUNITIES

FNCE® 2026

The Academy of Nutrition and Dietetics is hosting the Food & Nutrition Conference & Expo™ FNCE® 2026 in San Antonio, Texas from October 24-27, 2026.

If you are a FNCE® exhibitor and seeking additional opportunities to reach attendees, we hope you will partner with DBC at FNCE® 2026!



DBC Networking Event

Sunday, October 25 at 7:00 PM

Grand Hyatt San Antonio River Walk

The DBC Reception at FNCE® brings all DBC members, sponsors, and guests together for networking while showcasing your company.

DIETITIANS IN BUSINESS & COMMUNICATIONS 2026 FNCE SPONSORSHIP OPPORTUNITIES

FNCE® 2026

Ambassador Level

Non-Member Rate: \$1,500 | DBC Member Company Rate: \$1,000

- 1 Complimentary ticket to DBC networking event
- Recognition on promotional materials prior to the event
- Special recognition during the event by the Event Moderator
- 5-10 minutes to present to attendees
- Company logo promoted inside the event room and on virtual presentation
- Table at the event for the dissemination of materials and samples

President Level

Non-Member Rate: \$2,500 | DBC Member Company Rate: \$2,000

- Everything in Ambassador, plus:
 - 1 Dedicated Promotional eBlast
 - 2 Complimentary tickets to networking event

Diplomat Level

Non-Member Rate: \$3,500 | DBC Member Company Rate: \$3,000

- Everything in President Level, plus:
 - 1 Full page advertisement in Business Insights Newsletter, 2x per year

**All sponsors must be FNCE® exhibitors. For more information, visit <https://www.eatrightpro.org/events/fnce/expo/for-exhibitors>*



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