

2026-27 Industry Sponsorship Opportunities

Reach Influential Leaders in Diabetes & Nutrition

Established in 1979, the **Diabetes Dietetic Practice Group (DDPG)**, is the largest professional dietetic practice group of the Academy of Nutrition and Dietetics.

DDPG membership is primarily made up of registered dietitian nutritionists (RDNs) who specialize in quality diabetes care and education for people with diabetes and their families, and for those at risk of developing diabetes.

Why DDPG?

- Our members are on the front lines of patient care, reaching consumers impacted by diabetes on a daily basis.
- Our members strive to stay on the cutting edge of diabetes research, and are seeking the latest science-based information about diabetes products, services and programs.
- Sponsorship of a DDPG publication, event or other activity enables sponsors to build awareness of their company and to share their message with leaders in diabetes care and nutrition.
- We develop customized, mutually beneficial sponsorship packages to help sponsors meet their goals while supporting the education and practice of our members.

Our 2026-27 prospectus offers many exciting opportunities for industry sponsors to reach our **4,000 members**.

With over 100,000 credentialed practitioners, the Academy of Nutrition and Dietetics is the nation's largest organization of food and nutrition professionals.

DDPG Mission

Optimizing the prevention and management of diabetes through person-centered care, including nutrition and collaborative partnerships.

Our Vision

A world where all people affected by diabetes thrive.

Work with Us

We invite organizations and companies whose business practices align with our mission and vision to work with us in a sponsorship capacity.

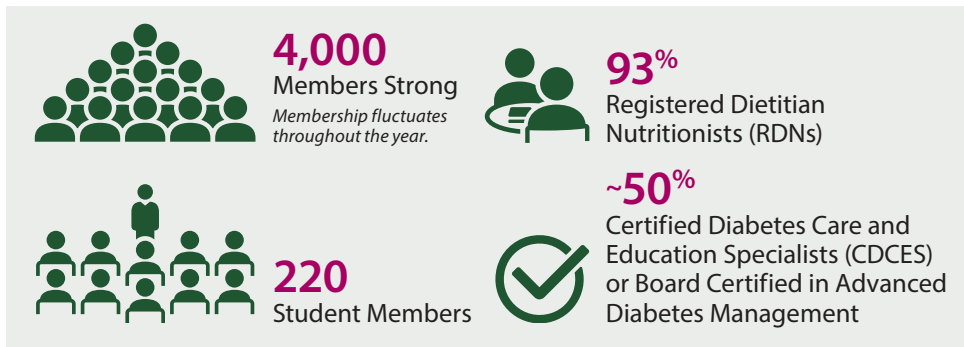
For more information, please contact

**Cassie Verdi, Manager,
DDPG Corporate Relations,
at cverdi@eatright.org.**

DDPG Membership Profile

We are...

A trusted voice for persons with diabetes when it comes to nutrition, physical activity, self-management, technology, and day-to-day diabetes care and prevention.



Source: Fall 2025 DDPG Membership Survey.

Sponsorship At-a-Glance

Engage with DDPG members through a wide variety of activities. Additional sponsorship details can be found on the following pages.

Sponsorship	Investment
Cutting Edge Nutrition and Diabetes Care Exclusive Sponsorship	\$16,000
Cutting Edge Nutrition and Diabetes Care Insert	\$8,000
NewsFLASH Headline Sponsorships	\$6,500
Advertisements (full-, half- and quarter-page)	Varies by size
Zoom Coffee Breaks	\$4,500
ADCES RDN Reception	\$3,500
FNCE® Events	\$1,500-\$5,000
Various Awards	\$2,000-5,000
Dedicated Eblasts	\$3,750
Dedicated Eblast with Survey	\$5,500
Monthly E-update Feature	\$2,500

We work in a variety of settings, influencing patient care and organizational decisions across the U.S. and globally:

- Academia
- Clinical: Inpatient and Outpatient
- Emerging Technologies
- Foodservice & Restaurants
- Healthcare Facilities
- Media & Communications
- Private Practice
- Public Health Agencies
- Regulatory Bodies
- Research
- And More

According to the latest DDPG Member Survey:

80% directly interact with patients or clients

70% of respondents said that patients or clients frequently ask them about products and services

Nearly 7 out of 10 believe patients or clients follow their advice closely

75% find recipes helpful to share with patients or clients

Nearly **1 out of 3** hold a leadership position within their company or organization

For more information, please contact Cassie Verdi, Manager, DDPG Corporate Relations, at cverdi@eatright.org.

Menu of Sponsorship Opportunities

Publications

DDPG's highly-coveted publications are consistently ranked a **top membership benefit**. Each issue is sent to all DDPG members, dietetic internship directors, nutrition faculty and other DPG leaders.

Distribution: 4,200 nutrition professionals per issue

Cutting Edge Nutrition and Diabetes Care (CENDC)

Distributed in print and digital format. *CENDC* is published three times per year and is a peer-reviewed publication featuring current topics in diabetes management. Each issue focuses on one broad theme and provides continuing education units to readers.

Upcoming Themes:

- Fall 2026 — *Diabetes and Cancer*
- Winter 2027 — *Diabetes in the Pediatric Population*
- Spring 2027 — *Beyond Clinic Walls: Food Environments, Policy, and Diabetes Across the Lifespan*

NewsFLASH

Distributed in digital format only. *NewsFLASH* is published three times per year and provides members with timely information on diabetes care and research, as well as important DDPG updates.

2024 | Volume 2 | Issue 3
A Peer-Reviewed Publication

Diabetes
a dietetic practice group of the
**Academy of Nutrition
and Dietetics**
Experts in Diabetes Care
and Education

**Cutting Edge Nutrition
and Diabetes Care**

Diabetes Dietetic Practice Group

Artificial Intelligence and Diabetes Care

4 The Evolving Role of the RDN as Augmented Intelligence Advances: Building a Bridge to Optimal Diabetes-Cardiovascular Care
Rachel Stahl Salzman, MS, RDN, CDN, CDCEs
Division of Endocrinology, Diabetes & Metabolism
Weill Cornell Medicine
New York, NY

10 Transforming Nutrition Care and Education: The Role of Artificial Intelligence

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29 Artificial Intelligence in Diabetes Care: Clinical Practice and Research

Message from the Theme Editor:
Rachel Stahl Salzman, MS, RDN, CDN, CDCEs
Division of Endocrinology, Diabetes & Metabolism
Weill Cornell Medicine
New York, NY

Artificial Intelligence (AI) is rapidly transforming healthcare, and diabetes care is at the forefront of this exciting evolution. As Registered Dietitian Nutritionists (RDNs), we play a critical role in empowering people with diabetes (PWD) to achieve optimal health outcomes and in leading initiatives that incorporate AI into our practice. I am thrilled to serve as Theme Editor for this issue dedicated to how AI can be a valuable tool in our RDN toolkit that enhances our ability to personalize diabetes care and ultimately improves the lives of those we serve.

In this issue, we've included a series of articles authored by experts in AI, digital health, research, and diabetes management. We explore the multifaceted applications of AI within diabetes care, including the latest AI technologies available to RDNs, how AI can be leveraged in population health models and nutrition research, and recommendations for ensuring responsible and ethical use of AI. We have also included an article on the potential of AI to enhance screening for diabetes-related complications with an in-depth look at the potential of AI to detect diabetic retinopathy. All of these articles offer practical strategies and resources that enable RDNs to readily adopt as they consider applying AI in different care settings.

Janice MacLeod, MA, RD, CDCEs, FADACES sets the stage for our issue in *The Evolving Role of the RDN as Augmented Intelligence Advances: Building a Bridge to Optimal Diabetes-Cardiovascular Care*. The author discusses how AI-powered technologies, including continuous glucose monitoring, smart insulin delivery tools, and digital health applications, are revolutionizing diabetes self-management. She explores AI's potential to transform healthcare delivery, moving from

Commercial support has been provided by Abbott Diabetes Care.

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A Peer-Reviewed Publication

Diabetes
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Experts in Diabetes Care
and Education

newsFLASH

Diabetes Dietetic Practice Group

MESSAGE FROM THE CHAIR
Anna Parker, DCN, RDN, CDCEs, FAND

The Diabetes Dietetic Practice Group (DDPG) continues to be active in providing services for our members. Our latest webinars include *The Evolving Role of the RDN as AI Advances in Diabetes-Cardiovascular Health: Research, Writing, and Publication 101: Yes, You Can Be an Author!* and *Beat the Heat-Cooling Chronic Inflammation to Improve Metabolic Health*. Thank you to the Webinar Team and the Print Communications Team who continue to provide us with continuing education opportunities and up-to-date information. All the webinars and publications are archived on the DDPG website, so please be sure to check them out!

We will have the 2025 DDPG Virtual Symposium on February 21-22, 2025, on *High Tech, High Touch Diabetes Care*. Topics include a medication update with a focus on weight loss medications, health therapy and numeracy, the role of the RDN as AI advances, cardiovascular kidney metabolic syndrome, and motivational interviewing and coaching skills. Eight continuing professional education credits (CEs) will be offered, and there will also be a virtual product showcase. The Symposium Committee has been busy planning this event for months, and it is sure to be a great success. *Please be sure to register soon.*

Dietitians play an important role in the care of people with diabetes (PWD), and the continued growth of our profession and the DDPG. Thank you for making a difference. We need to continue to advocate both for our profession and PWD. Our recent webinar, *Research, Writing and Publication 101: Yes, You Can Be an Author!* inspires us to write and publish. It is important to find a journal that aligns with your topic and check submission guidelines—yes, you can publish!

Submitting an article is a process, but persistence is key. It is also a humbling experience, and the feedback received only makes an article stronger. Once published, consider sharing your work with academic networks to broaden your audience. If you have thought about publishing but did not know where to begin, this recorded webinar will be a great tool to help you achieve your goal. Also, please consider reaching out to the *Cutting Edge Nutrition and Diabetes Care* Editorial Team; the contact information is included in the directory in this *newsFLASH* issue. Encourage each of you to write and publish!

FEATURED STORIES

- 1 Message from the Chair
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Sponsorship Opportunities

CENDC — exclusive sponsorship of one issue: \$16,000

Includes opportunity to supply a sponsored insert up to two pages (double-sided) in length, logo recognition on back cover, no competing ads and a feature in DDPG's monthly E-update with sponsor recognition.

CENDC — 1-page Insert: \$8,000

Provide a 1-page (double-sided) educational handout or tear-out insert featuring your products, messaging and/or research.

NewsFLASH — headline sponsorship of one issue: \$6,500

Includes opportunity to supply a two-page ad or product spotlight in publication with opportunity to link directly to the company's website. Also includes recognition in dedicated eblast announcing issue to DDPG members.

Advertising (pricing is the same for both publications):

- Full Page Ad: **\$5,000**
- ½ Page Ad: **\$3,500**
- ¼ Page Ad: **\$2,000**

All sponsors are recognized on the DDPG website. They are also invited to and recognized at the DDPG Awards Ceremony and Membership Reception held during the Academy's Food & Nutrition Conference & Expo® (FNCE®).

All content within sponsored materials is subject to DDPG and Academy review and approval.

For more information,
please contact
**Cassie Verdi, Manager,
DDPG Corporate Relations,
at cverdi@eatright.org.**

Menu of Sponsorship Opportunities

Events

DDPG events offer valuable time with our leadership or membership.

Virtual Focus Group or Roundtable

Engage with DDPG members in a small group setting via a virtual platform. Use this one-hour session with diabetes experts to gain expert insights, test messaging, elicit feedback on your products/services and more.

Investment: \$5,000

- Session date, objectives, desired participant profile, discussion questions and participant incentive must be approved by DDPG/the Academy.
- Includes up to 12 participants per session.
- Sponsor creates discussion guide and visuals.
- DDPG distributes invitation and provides sponsor a list of potential participants/assists in securing final participants.
- DDPG hosts and manages technology platform during live session.
- Sponsor provides and distributes incentive (not included in price above).
- Recording provided post-session.
- Results from sessions may only be used for internal purposes.

Note, virtual focus group/roundtable may be scalable to your budget.

2027 Spring Leadership Retreat

This annual, three-day meeting is a gathering of DDPG incoming and outgoing leaders to evaluate DDPG activities from the previous year and plan future strategies to support DDPG's mission and vision. Reach some of DDPG's most influential members at this event with your insights, messaging and research!

At this event, we offer opportunities to host the group on an excursion, meal sponsorships, group discussions, sampling opportunities and snack breaks. For more information on sponsorship, donations and speaking opportunities at this event, reach out to Cassie Verdi at cverdi@eatright.org.



For more information,
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Menu of Sponsorship Opportunities

Events (continued)

Zoom Coffee Breaks

Host a DDPG virtual coffee break (30 minutes in length) — perfect for sponsors looking to demo a relevant product, share research, host a Q&A session and/or educate DDPG members about their offerings. CPEU not offered.

Average attendance: 140 RDNs

Investment: \$4,500

- 30-minutes of engagement with DDPG members from across the U.S. via Zoom (technology managed by DDPG).
- Sponsor discussion guide, slides, etc., for the Coffee Break must be reviewed and approved by DDPG.
- Recording available on DiabetesDPG.org post-event and promoted via DDPG channels.
- Promotion across DDPG channels the month prior to the Coffee Break.
- Recording of Zoom Coffee Break provided along with questions asked during the session. Information is for sponsor's internal use only.
- Opportunity to receive emails of attendees who opt in at registration.

RDN Reception at the 2026 Association of Diabetes Care and Education Specialists (ADCES) Annual Conference

Support our RDN event for those attending the ADCES Annual Conference in August. Event scheduled for Friday, August 7 (evening) at the headquarter hotel in Columbus, Ohio.

Expected attendance: 75-100 RDNs

Investment: \$3,500

- Tabletop display manned by sponsor and opportunity for giveaways.
- 2 sponsor representatives onsite.
- 5 minutes podium time (presentation topic and high-level talking points must be approved by DDPG prior to the event).
- Recognition in event promotions and materials, as appropriate.



For more information,
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Menu of Sponsorship Opportunities

FNCE® 2026 Events

FNCE® Stretch & Refresh Series

The Academy and Diabetes DPG, the Academy's largest practice group, are teaming up to host a 'mini-series' of wellness events in the FNCE® exhibit hall. The events will encompass a free strength or stretch break (incorporating yoga, Pilates, meditation, and/or light strength/stretching exercises with bands), followed by an optional snack break.*

Expected attendance: Up to 60 FNCE® attendees per session

Dates: Sunday, October 25 and Monday, October 26, 2026
(during expo hours)

Event Sponsor: \$6,000 (2 available)

- Host a wellness-focused stretch, strength or yoga event
- 2, 20-minute sessions included, with activity being sponsor's choice
- Sponsor provides instructor and covers all expenses including travel, lodging, conference registration and wellness activity materials (i.e. yoga mat, resistance bands).
- Academy provides water station and audio support
- Sponsor tabletop provided for giveaways and snack distribution
- Multi-channel promotions to across FNCE® and DDPG channels

*Sponsor responsible for sampling arrangements with the convention center and all associated costs, if applicable.

DDPG Fall Leadership Meeting

Engage with DDPG's leadership team during your time at FNCE®. Share product information and samples, new research or insights, or obtain feedback on your resources and products.

Expected attendance: ~20 DDPG leaders

Breakfast or lunch sponsorship: \$4,000

- 20-minute presentation to leaders, distribution of samples/educational materials, recognition in event agenda and 2 sponsor representatives onsite.

Snack sponsorship: \$1,500



- Distribution of samples/educational materials, 1 sponsor representative onsite and company talking points delivered by DDPG's Chair.

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FNCE® 2026

Food & Nutrition Conference & Expo®

San Antonio, TX | October 24-27

DDPG's Member Reception at FNCE® 2026

This highly-anticipated event will be the largest in-person gathering of DDPG members in 2026. It is an excellent opportunity to engage and network with diabetes nutrition experts during FNCE®.

Expected attendance: 100+ DDPG members

Date: Sunday, October 25 (early evening)

Reception Sponsorship: \$5,000 (3 available)

- 3 invitations to DDPG's reception.
- Sponsor may host a table at DDPG reception to distribute materials, promote booth activities and network with DDPG members on-site.
- Opportunity to place a piece of swag or small sample at each attendee table setting.
- DDPG Chair recognition of sponsor during the event.
- Recognition of Sponsor's reception support in event invitations, promotions and materials.

Swag Bag: \$3,500 (1 available)

- Provide a bag with pre-approved samples and/or giveaways as attendees enter the event.
- 2 invitations to DDPG's reception.
- DDPG Chair recognition of sponsor during the event.

For more information,
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Menu of Sponsorship Opportunities

Diabetes-Friendly Recipe Contest

Host a recipe contest for DDPG members, challenging them to create a diabetes-friendly recipe featuring one of your products. Contests encourage DDPG members to test and experiment with your products in the kitchen.

Sponsor retains ownership rights to all recipe submissions.

Expected submission range: 40-70 recipes

Investment: \$12,500, does not include cost for prizes

- Sponsor works with DDPG on the contest theme, timeline, judging criteria and rules.
- DDPG hosts a contest landing page on the DDPG website with all contest information and submission instructions.
- DDPG contest promotion across DDPG communication channels.
- DDPG and sponsor work together to test final recipes and select winning recipes.
- Recipe analysis of winning recipes.
- Sponsor funds and distributes prizes directly to contest winners.
- Winners and winning recipes are featured in an issue of *NewsFLASH* with sponsor recognition.
- Winners announced via various other channels and remain listed, with full recipes, on the DDPG website.



Educational Webinars



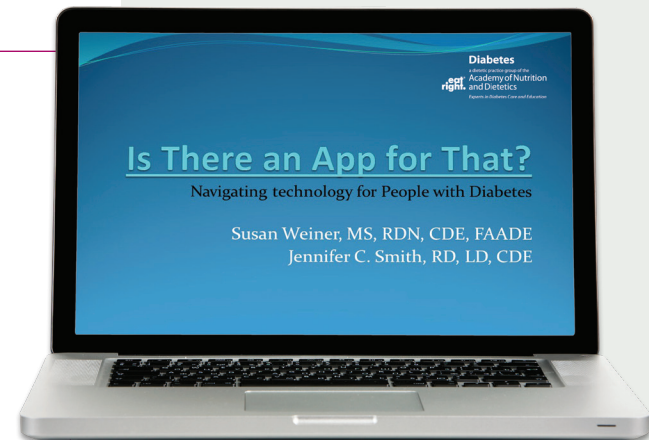
DDPG's monthly, one-hour webinars are currently our #1 member benefit! Webinars are developed to provide members with free continuing education credits on science-based topics, new research and consumer trends.

Expected attendance: 300-500+ participants for live event.

Investment: \$6,000, does not include speaker fees

- Webinar topic, speaker and content must meet Academy guidelines and approval.
- Promotion of webinar across DDPG communication channels with logo recognition in all promotions.
- Webinar recording available on DiabetesDPG.org for three years from live event, capturing additional viewers.
- DDPG maintains content control and manages speaker agreement.
- DDPG provides technology and platform to execute webinar.
- DDPG handles application for continuing education credit. Sponsor must comply with CDR CPEU Guidelines.
- Sponsor support is recognized at onset of webinar with required language from CDR.

DDPG also offers a limited number of non-CPEU webinars for interested sponsors. Contact Cassie Verdi at cverdi@eatright.org for more information.



**For more information,
please contact
Cassie Verdi, Manager,
DDPG Corporate Relations,
at cverdi@eatright.org.**


Menu of Sponsorship Opportunities

Awards & Stipends

Support the recognition of esteemed leaders in the field of diabetes and nutrition through our awards program, or support the educational endeavors and career development of our members through our stipends.

All award/stipend support includes recognition touch points throughout the year (*estimated reach of each touch point in italics*):

- On-slide and verbal recognition when awardee is announced. (*100+ DDPG members*)
- Recognition in an issue of *NewsFLASH*. (*5,000 nutrition professionals*)
- Recognition on the DDPG website announcing winners and on DDPG homepage rotating carousel. (*Average 5,700 pageviews per month*)

Award/Stipend	Investment	Details
Distinguished Service Award	\$5,000	Recognize an individual who has demonstrated leadership and service as a member of DDPG and who has worked toward the promotion of dietetics professionals in diabetes care. Bonus: sponsor receives half-page <i>NewsFLASH</i> ad
Excellence in Practice Award 	\$3,000	Recognizes a member who has made significant contributions to the practice of diabetes education and medical nutrition therapy, as well as demonstrated integration of food and culinary into educational methods. Bonus: sponsor receives (1) e-update feature
Diabetes Innovator of the Year Award	\$3,000	Recognizes a DDPG member with less than 5 years of experience in the diabetes field who has demonstrated innovation in diabetes care and nutrition management.
Educational Stipends	\$3,000	Four stipends are awarded to assist DDPG members in attending a virtual educational program related to prediabetes, diabetes education or treatment.
Speaker Stipends	\$3,000	Six stipends are awarded to support members delivering diabetes-related nutrition education nationally and internationally. This encourages presentations in underserved communities and also presentations to healthcare professionals.
Rising Student Leader Award	\$2,000	Recognizes a student or intern who demonstrates leadership, volunteer or work experience in the field of diabetes.



Award Recipient Spotlight

Lorena Drago
MS, RDN, CDN, CDCES

Previous Excellence in Practice Award Winner

“Winning DDPG’s Diabetes Educator of the Year Award was a transformative experience for me. This award validated the hard work and dedication that I have put into nutrition and diabetes education.

Beyond the personal satisfaction, this award has also opened doors and provided opportunities to collaborate with other experts in the field. It has provided a platform to promote awareness about diabetes and its impact on individuals and communities.

Awards play a crucial role in recognizing excellence and driving innovation. Sponsors who fund these awards provide critical support for RDNs working to improve the lives of people living with diabetes. Without such recognition and support, it would be difficult to sustain the momentum needed to make meaningful contributions in diabetes prevention, management, and in certain circumstances, remission.”

For more information, please contact
Cassie Verdi, Manager,
DDPG Corporate Relations,
at cverdi@eatright.org.

Menu of Sponsorship Opportunities

E-Communications

DDPG members depend on e-communications for the latest in diabetes care and DDPG activities.

Distribution of all e-communications: ~4,000 DDPG members

Average Open Rate: 58.7%

Average Click Rate: 9.1%

Average Forward Rate: 33.9%



Dedicated eblast

Stand-alone eblast sent to all DDPG members featuring sponsor's news updates, research, new products, upcoming events and/or links to more information.

Investment:

- 1 eblast – **\$3,750**
- 2 eblasts – **\$7,000**

Dedicated eblast with Survey

Survey DDPG members for expert feedback and insights related to your products or services. Sponsor creates eblast with link to their survey with up to 10 questions. All content subject to review and approval from DDPG/the Academy. Results must be shared with the Academy/DDPG and are for sponsor's internal use only.

Investment: \$5,500

Monthly E-update

Monthly e-news sent to all DDPG members to inform them of upcoming events and relevant activities. Sponsor has the opportunity to share news, educational handouts or other content within this already-scheduled eblast.

Investment: \$2,500

- Includes section title, up to 100 words of subtext, one (1) graphic, sponsor logo and one (1) hyperlink to your company's health and nutrition webpage.

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Advanced Insulin Management: Using Insulin-to-Carb Ratios and Correction Factors

If you are using background and meal-time insulin therapy (long-acting insulin + rapid-acting insulin or on an insulin pump), you may benefit from using an insulin-to-carbohydrate ratio and a blood glucose correction factor to determine your meal-time insulin dose. Learning to adjust your insulin dose to the amount of food you eat provides flexibility with eating. It requires a good understanding of your medicines and carbohydrate or "carb" counting.

WHAT IS AN INSULIN CORRECTION FACTOR?
The insulin correction factor (sometimes called an insulin sensitivity factor) is used to calculate the amount of insulin you need to bring your blood glucose into target range. This adjusts or corrects a blood glucose level that may be higher or lower than desired before a meal.

The correction dose is added to, or subtracted from, the pre-meal insulin dose. For example, some people might take 1 unit if blood glucose is 50 mg/dl higher than the target, and others might take 1 unit for every 25 mg/dl higher than the target. Your health care provider will help you determine your insulin correction factor as you begin working with this.

TARGET BLOOD GLUCOSE RANGE
Your health care provider should give you individualized guidelines for what your blood glucose range should be for safety and good health.

Example pre-meal target range:*
70-130 mg/dl

Example post-meal target range:*
Less than 180 mg/dl (two hours after first bite)

*American Diabetes Association

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Lifestyle Habits to Reverse Prediabetes

WHAT IS PREDIABETES?
A person who is diagnosed with prediabetes has a blood sugar level that is higher than normal, but not high enough to be diagnosed with type 2 diabetes.

HOW PREDIABETES HAPPENS
When a person eats a meal with carbohydrate, the body's pancreas naturally makes a hormone called insulin to lower the amount of sugar (glucose) in the blood. In people with prediabetes, the pancreas does not make enough insulin or the body's cells do not respond well to the insulin (this is called insulin resistance).

WHY AM I AT RISK?
Knowing your risk factors for prediabetes helps you become more aware of the areas you can focus on to reduce your risk of developing type 2 diabetes.

- 45 years of age or older
- History of gestational diabetes
- Overweight or obese with one or more of these risk factors:
 - Physically active less than 3 days each week
 - High blood pressure
 - Low HDL (good cholesterol) and/or high triglycerides (type of fat in the blood)
 - Parent or sibling with diabetes
 - High-risk groups based on race or ethnicity, such as African American, Latino, Native American, Asian American or Pacific Islander
 - History of cardiovascular (heart) disease
 - Women who have polycystic ovarian syndrome (PCOS)

Educational Handouts

Members look to DDPG's website for quality educational handouts to use with clients, another leading member benefit according to our recent DDPG membership survey. Have your educational handout featured for printing and use by our members in the Handouts section of our website for two years.

Investment: Varies, contact DDPG's Corporate Relations Manager

- All handouts are reviewed by DDPG experts and approved by DDPG before posting on the DDPG website.
- Includes promotion of handout across DDPG channels the year after posting.

**For more information,
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