

June 2026-May 2027

# Prospectus

**Dietitians in  
Integrative and  
Functional  
Medicine®**

a dietetic practice group of the  
 Academy of Nutrition  
and Dietetics

## **Unlock the Future of Nutrition: Partner with DIFM to Elevate Integrative and Functional Nutrition Practice**

We invite you to join us on a mission to transform the future of nutrition. The Dietitians in Integrative and Functional Medicine (DIFM) are passionate about advancing the field of integrative and functional nutrition and elevating the practice of Registered Dietitian Nutritionists (RDNs) through education, innovation, and community. Your sponsorship enables us to provide cutting-edge educational opportunities, meaningful engagement, and vital resources that support our members and the clients they serve.

When you partner with DIFM, you align with a respected community of over 3,200 professionals committed to a root-cause, holistic, and patient-centered approach to care. Help us empower nutrition leaders—and grow your brand among them.

Together, we can advance the profession and improve the health and well-being of individuals and communities around the world.

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## **About DIFM:**

### **The Leaders in Integrative and Functional Nutrition**

DIFM is the second-largest Dietetic Practice Group within the Academy of Nutrition and Dietetics. With 3,200+ members, we represent a forward-thinking community of RDNs practicing in clinical settings, private practices, wellness centers, physician offices, and academic institutions. Our members:

- Utilize functional lab testing, targeted supplementation, and whole-food approaches.
- Are trusted influencers—authors, speakers, educators, and social media voices.
- Collaborate closely with MDs, NDs, and other healthcare providers.
- Guide patients using evidence-informed strategies that combine Medical Nutrition Therapy with lifestyle interventions.

**MISSION:** To empower members to be leaders in integrative and functional nutrition.

**VISION:** Optimal health and healing for all with integrative and functional nutrition.

## Annual Sponsorship Packages

Become an Educational Partner recognized throughout the year across DIFM events, communications, and digital platforms. Packages include significant savings and high-value engagement.

### **GOLD** – \$25,000

- (\$3,500 in savings)
- Full-page ad in 3 newsletters
- 3 dedicated e-blasts to members
- 2 Educational Webinars
- 1 Lunch and Learn Session

### **SILVER** – \$15,000

- (\$3,000 in savings)
- Half-page ad in 3 newsletters
- 2 dedicated e-blasts
- 1 Educational Webinar
- 1 Lunch and Learn Session

### **BRONZE** – \$10,000

- (\$500 in savings)
- Quarter-page ad in 3 newsletters
- 1 dedicated e-blast
- Sponsor of DIFM Student Happy Hour
- Spring Leadership Retreat: Sponsored Speaker Opportunity

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## A La Carte Sponsorship Opportunities

### **Webinar – \$4,000**

Engage members through a CPE-eligible live webinar on a cutting-edge topic. Includes promotion via e-blasts and social media. (Limit 2 per sponsor/year). CPE-eligible webinars are subject to CDR guidelines regarding marketing and commercial bias.

### **Lunch and Learn – \$4,000**

Sponsor a 1-hour, non-CPE session for live member interaction. Highlight your offerings through demos, research, or discussion. Includes promotion and follow-up engagement.

### **Mind-Body Activity – \$3,500**

Host a virtual wellness session (yoga, meditation, fitness) featuring your brand. You plan the event with DIFM support; we provide tech hosting and promotion.

### **DIFM Student Happy Hour – \$2,500**

Speak directly to students and early-career RDNs during this interactive session. Includes 5-minute sponsor presentation, three slides, and full promotional support.

**Newsletter Ads** – *The IntegrativeRDN* Newsletter reaches 3,200+ members three times/year.

- Full Page: \$3,500
- Half Page: \$2,000
- Quarter Page: \$1,500

### **E-blast to Members – \$2,000**

Send a dedicated email to our 3,200+ members. Includes copy, graphic/logo, and up to 3 links. Enjoy high open rates (>60%). Great for launches and event promos.

### **Spring Leadership Retreat: Sponsored Speaker – \$1,500**

Support a strategic retreat attended by ten key DIFM leaders. Includes speaking opportunity and product placement.

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## **FNCE® 2026 Sponsorship Opportunities\***

As the premier annual event hosted by the Academy of Nutrition and Dietetics, FNCE® (Food & Nutrition Conference & Expo), offers an unparalleled opportunity to connect with thousands of food, nutrition, and health professionals from across the country and around the globe.

### **Partner with DIFM at FNCE® to:**

- Increase your visibility among influential integrative and functional nutrition professionals.
- Showcase your brand during DIFM-hosted networking events, education sessions, or giveaways.
- Connect directly with members who attend FNCE® to learn, engage, and discover new tools for practice.

### **FNCE® October 23-27, 2026 San Antonio, TX Opportunities Include:**

- DIFM Member Reception Event Sponsorship – \$5,000
  - Includes brand signage, booth to network with members and share materials, logo on promotions, and social media shoutouts.
- FNCE® Giveaway Sponsor – \$3,000
  - Provide branded swag, samples, or materials included in DIFM event gift bags. Includes mention in event promotions and social media.
- DIFM Leadership Meeting – \$1,500
  - 30-minute speaking opportunity at the FNCE® Leadership meeting with 10-15 DIFM leaders/participants. This includes the opportunity to provide products.

Let us help you make a meaningful impression at FNCE® with our highly engaged community of integrative and functional RDNs.

*\*Sponsor must be an Academy-approved FNCE® Exhibitor*

*\*Food and beverage items provided at FNCE® events are subject to a corkage fee*

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## Let's Collaborate

We are excited to partner with organizations that share our values and vision. Whether you're launching a new product, expanding your reach, or leading a mission-driven campaign—DIFM is the ideal community to grow with.

For sponsorship inquiries or custom packages, please reach out:

Revenue Advancement Chair:

Val Warner, MS, RD, CSSD, CPT

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Revenue Advancement Associate:

Stephanie Fiorito, PhD, RDN, LDN, IFMCP

[stephanie@atelier8zurich.com](mailto:stephanie@atelier8zurich.com)



## Sponsorship & Advertising Guidelines

DIFM sponsorship and advertising opportunities are governed by the Academy of Nutrition and Dietetics' guiding principles for corporate sponsorship. All sponsors are expected to adhere to the following:

- **Content Integrity:** Sponsorship does not influence DIFM educational content, member communications, or organizational positions. DIFM retains full editorial control over all programming and publications.
- **CPE content standards:** CPE-eligible webinars and educational sessions must comply with Commission on Dietetic Registration (CDR) guidelines and be free of commercial bias or promotional messaging.
- **Brand standards:** Sponsor logos and materials must meet Academy and DIFM brand guidelines. DIFM reserves the right to approve all sponsor-provided content before distribution.
- **Food & beverage:** Food and beverage items provided at FNCE® events are subject to a corkage fee per Academy policy.
- **FNCE® exhibitor requirement:** Sponsors participating in FNCE® opportunities must be Academy-approved FNCE® exhibitors.
- **Full guidelines:** For complete Academy sponsorship and advertising principles, visit [eatrightpro.org/advertising-and-sponsorship](https://eatrightpro.org/advertising-and-sponsorship).