

**eat right.** Academy of Nutrition  
and Dietetics

# FNCE® 2026

Food & Nutrition Conference & Expo®

San Antonio, TX | October 24-27



## FNCE® 2026 Sponsorship and Branding Prospectus

**Powerful Connections.  
Infinite Possibilities.**



# Food & Nutrition Conference & Expo®

Each fall, the Academy of Nutrition and Dietetics sponsors the world's largest meeting of food and nutrition experts — RDNs, NDTRs, researchers, policymakers, health care providers and industry leaders attend FNCE® to address key issues affecting the health of all Americans. World-renowned nutrition and health experts explore the latest advances in medical nutrition therapy, health care technology, nutrition services access and opportunity, and much more.

Whether you're seeking high-visibility name recognition, innovative ways to drive booth traffic, or opportunities to align your brand with key conference content and events, we offer a variety of sponsorship options to meet your goals. Engage with attendees, showcase your products, and create lasting impressions — our sponsorship packages are designed to boost your presence, spark meaningful conversations, and ensure your company stands out.

**Don't miss the chance** to elevate your presence beyond your booth and connect with food and nutrition experts and decision-makers.





“With a background in medical science and food science, the FNCE® audience is a joy to interact with. They are well informed and bring a passion to their profession. Their concerns for patients as well as scientific accuracy is a testament to the entire field.”

– 2025 FNCE® Exhibitor

“Our sponsorship led to incredible booth traffic...we are eager to start planning for 2026.” – 2025 FNCE® Exhibitor

# Table of Contents

All sponsorships  
and advertisements  
are reserved for FNCE®  
2026 exhibitors.

 Academy of Nutrition  
and Dietetics

## FNCE® 2026

Food & Nutrition Conference & Expo®

San Antonio, TX | October 24-27

### SPONSORSHIPS

#### Sponsorships Overview

- Signature Sponsor
- Expo Briefing Sponsor
- Culinary Sponsor
- Wellness Activity Sponsor
- Innovation Preview Sponsor
- Tea Talk Sponsor

#### Event Sponsorships

- First-Time Attendee Reception
- Breakfast Bar
- Refresh + Connect Break
- Academy Spokesperson Briefing
- FNCE® Wellness Challenge
- Attendee Welcome Party

### FOUNDATION SPONSORSHIPS

#### Foundation Sponsorships Overview

- Pre-FNCE® Nutrition Symposia
- Puppy Petting Corral
- Breakfast Session
- Virtual 5K Run/Walk
- Donor Lounge
- Donor Reception
- Silent Auction

### ADVERTISING

#### Advertising Overview

- FNCE® Focus
- FNCE® Digital Event Bag
- FNCE® Product Showcase

### BRANDING

#### Branding Overview

- Room Drops HQ Hotel
- Hotel Key Cards HQ Hotel
- Branded Water Bottles
- Convention Center Signage
- FNCE® Mobile App Banner Ad

#### Looking to expand your reach beyond FNCE®?

Explore advertising and sponsorship opportunities to elevate your brand.

To learn more, contact the corporate relations team at [corporaterelations@eatright.org](mailto:corporaterelations@eatright.org).



# Sponsorships

## Signature Sponsor Package

The FNCE® Signature Sponsor package provides premium benefits tailored to enhance your engagement with attendees before, during, and after the conference. This top-tier package includes an Expo Hall Theater event and MUCH MORE! [MORE DETAILS >](#)

## Expo Briefing Sponsor

Share your latest research, emerging trends, and science-based insights with FNCE® attendees eager to gain valuable knowledge and practical applications they can share with their clients and patients. [MORE DETAILS >](#)

## Culinary Sponsor

Engage FNCE® attendees by creating a culinary experience they won't forget! Share new recipes, products, demonstrate cooking techniques, provide nutrition tips, trends and practical applications. [MORE DETAILS >](#)

## Wellness Activity Sponsor

Offer FNCE® attendees the opportunity to relax and stretch or revitalize with energizing exercises, right in the heart of the Expo Hall! [MORE DETAILS >](#)

## Tea Talk Sponsor

Spill the Tea with attendees as you chat about any range of wellness topics. [MORE DETAILS >](#)

## Innovation Preview Sponsor

Share your latest technology, product or service to FNCE® attendees through a brief presentation, product demo, or taste test. [MORE DETAILS >](#)

## Event Sponsors

**First-Time Attendee Reception**  
[MORE DETAILS >](#)

**Breakfast Bar - SOLD**  
[MORE DETAILS >](#)

**Refresh + Connect Break**  
[MORE DETAILS >](#)

**Academy Spokesperson Briefing**  
[MORE DETAILS >](#)

**FNCE® Wellness Challenge**  
[MORE DETAILS >](#)

**Attendee Welcome Party**  
[MORE DETAILS >](#)

**All sponsorships and advertisements are reserved for FNCE® 2026 exhibitors.**

Please note that sponsorships DO NOT include: Speaker travel arrangements and reimbursements; Speaker registrations for FNCE® 2026. All speakers need to register for FNCE® and have a badge to access the Expo Hall.

# Sponsorships

## SIGNATURE SPONSOR PACKAGE • \$30,000

The FNCE® Signature Sponsor\* package provides premium benefits tailored to enhance your engagement with attendees before, during, and after the conference.

**Choose one (1) 30-minute\*\* Expo Hall event: Expo Briefing, Culinary Demo, or Wellness Activity**

### FNCE® Expo Hall stages:

- **Expo Learning Theater** – Seating for 100. The Expo Briefing allows sponsors to share new research, emerging trends and the latest information on a variety of science-based topics with FNCE® attendees eager to gain valuable knowledge and practical applications they can share with their clients and patients.
- **Expo Culinary & Innovation Pavilion** – Seating for 100. Engage FNCE® attendees by creating a culinary experience they won't forget! Share new recipes and products, demonstrate cooking techniques, and provide nutrition tips, trends and practical applications.
- **Expo Wellness Studio** – Seating for 60. Offer FNCE® attendees the opportunity to relax and stretch or revitalize with energizing exercises, right in the heart of the Expo Hall!

### Additional Sponsorship Benefits

- Opportunity to distribute pre-approved handouts and/or sample during Expo Hall Event\*\*\*
- FNCE® Digital Event Bag – standard advertising placement
- Pre or post FNCE® Attendee email
- Display table at FNCE® Welcome Party
- Inclusion in the FNCE® Product Showcase
- Expo Event Audience List
- Three attendee full conference badges
- San Antonio Convention Center Branding Opportunities
- Expo Event promotion and sponsor recognition

**To Learn More:** Contact the corporate relations team at [corporaterelations@eatright.org](mailto:corporaterelations@eatright.org)

\* Limited to 6 sponsors

\*\* Unopposed timeslots are limited and booked on a first come first serve basis

\*\*\*Sponsor responsible for sampling arrangements with the Convention Center and all associated costs



# Sponsorships

## To Learn More:

Contact the corporate relations team at [corporaterelations@eatright.org](mailto:corporaterelations@eatright.org)

## EXPO BRIEFING SPONSOR PACKAGE • \$10,000-\$15,000

Share your latest research, emerging trends, and science-based insights with FNCE® attendees eager to gain valuable knowledge and practical applications they can share with their clients and patients.

### Location: Expo Learning Theater

#### \$15,000 sponsor package; 30-minute briefing

- Scheduled during unopposed Expo hours on Sunday and Monday *(timeslots are limited and booked on a first-come, first-served basis)*
- Seating for 100
- Opportunity to distribute pre-approved handouts
- FNCE® Digital Event Bag – standard advertising placement
- Briefing promotion and sponsor recognition
- One attendee full conference badge

#### \$10,000 sponsor package; 30-minute briefing

- Scheduled on Sunday afternoon, Monday morning or afternoon *(booked on a first-come, first-served basis)*
- Seating for 100
- Opportunity to distribute pre-approved handouts
- Briefing promotion and sponsor recognition



# Sponsorships

## To Learn More:

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[corporaterelations@eatright.org](mailto:corporaterelations@eatright.org)

## CULINARY SPONSOR PACKAGE • \$10,000-\$15,000

Engage FNCE® attendees by creating a culinary experience they won't forget! Share new recipes and products, demonstrate cooking techniques, and provide nutrition tips, trends and practical applications.

### Location: Expo Culinary & Innovation Pavilion

#### \$15,000 sponsor package; 30-minute demo

- Scheduled during unopposed Expo hours on Sunday  
(timeslots are limited, booked on a first-come, first-served basis)
- Seating for 100
- Opportunity to distribute pre-approved handouts
- Opportunity to sample\*
- FNCE® Digital Event Bag – standard advertising placement
- Inclusion in the FNCE® Product Showcase
- Culinary demo promotion and sponsor recognition
- One attendee full conference badge

#### \$10,000 sponsor package; 30-minute demo

- Scheduled on Sunday afternoon (booked on a first-come, first-served basis)
- Seating for 100
- Opportunity to distribute pre-approved handouts
- Opportunity to sample\*
- Culinary demo promotion and sponsor recognition

\*Sponsor responsible for sampling arrangements with the Convention Center and all associated costs





# Sponsorships

## WELLNESS ACTIVITY SPONSOR PACKAGE • \$10,000

Offer FNCE® attendees the opportunity to relax and stretch or revitalize with energizing exercises, right in the heart of the Expo Hall!

**Location: Expo Wellness Studio**

**Host a wellness/fitness activity** (*Yoga, Stretching, Resistance bands, etc.*)

- Space for 60 mats/participants
- 30-minute time slot
  - Sponsor provides instructor and covers all expenses including travel, lodging, conference registration and wellness activity materials (i.e. yoga mat, resistance bands)
- Opportunity to sample and distribute pre-approved handouts\*
- FNCE® Digital Event Bag – standard advertising placement

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\*Sponsor responsible for sampling arrangements with the Convention Center and all associated costs



# Sponsorships

## INNOVATION PREVIEW SPONSOR PACKAGE • \$7,500

Share your latest innovation—whether that be a new technology, product or service—with FNCE® attendees. Take them through a brief presentation, product demo or a taste testing.

**Location: Expo Culinary & Innovation Pavilion**

### Innovation Preview: Monday

- 15-minute presentation or demo to share new technology, product or service
- Seating for 100
- Opportunity to distribute pre-approved handouts
- Opportunity to sample\*
- Innovation preview promotion and sponsor recognition

**To Learn More:** Contact the corporate relations team at [corporaterelations@eatright.org](mailto:corporaterelations@eatright.org)

\*Sponsor responsible for sampling arrangements with the Convention Center and all associated costs



# Sponsorships

## TEA TALK SPONSOR PACKAGE • \$5,000

Take the opportunity to Spill the Tea with attendees as you chat about any range of wellness topics.

### Location: Expo Stage

- 15-minute talk
- No visual/power point presentation
- Seating for 60+
- Opportunity to distribute pre-approved handouts
- Opportunity to sample\*
- Tea Talk promotion and sponsor recognition

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\*Sponsor responsible for sampling arrangements with the Convention Center and all associated costs





# Sponsorships

## FIRST-TIME ATTENDEE RECEPTION • \$7,500

Extend a warm welcome and make a significant impression on first-time FNCE® attendees! This reception offers newcomers a place to network, enjoy refreshments, make plans, and feel more connected. **In 2025, there were more than 2,000 first-time attendees.** Showcase your commitment to supporting newcomers while elevating your brand awareness in a relaxed environment.

**Date: Saturday, October 24, 2026, mid-afternoon prior to Opening Session**

**Location: San Antonio Convention Center, Reception space**

**Exclusive to two exhibitors**

- Welcome table and opportunity to distribute swag bags, giveaways and samples\*
- Four invitations to reception
- Opportunity to incorporate product into the reception menu\*
- Recognition touchpoints in numerous FNCE® communications including on invitation and other event communication channels

**To Learn More:** Contact the corporate relations team at [corporaterelations@eatright.org](mailto:corporaterelations@eatright.org)

\*Sponsor responsible for sampling arrangements with the Convention Center and all associated costs



# Event Sponsorships

## BREAKFAST BAR • \$7,500-\$40,000

Rise and Shine – be a welcomed first encounter for attendees by sponsoring the FNCE® Breakfast Bar. This sponsorship offers sponsors a high-traffic, relaxed environment to connect with attendees by providing breakfast items to fuel them for a full day of learning. With visibility before the Expo Hall opens, it creates a lasting impression on attendees who will appreciate the complimentary energy boost to start their day.

**Date:** Sunday and Monday

**Location:** Dedicated space outside the Convention Center Hall

- Opportunity to distribute swag bags
- Sponsor to provide breakfast items
- Recognition touchpoints in numerous FNCE® communications

**To Learn More:** Contact the corporate relations team at [corporaterelations@eatright.org](mailto:corporaterelations@eatright.org)

\*Sponsor responsible for sampling arrangements with the Convention Center and all associated costs



# Event Sponsorships

**REFRESH + CONNECT BREAK • \$7,500** (1 day), **\$12,000** (2 days) or **\$25,000** (exclusive sponsor for both days)

Position your brand at the center of attendee engagement by sponsoring a scheduled Refresh + Connect Break. This high-traffic moment provides visibility as participants recharge, connect with peers, and continue meaningful discussions.

**Date: Sunday and Monday**

**Location: Dedicated space outside Expo Hall entrance**

- Opportunity to distribute swag bags, resources
- Sponsor to provide food or beverage items
- Recognition touchpoints in numerous FNCE® communications

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\*Sponsor responsible for sampling arrangements with the Convention Center and all associated costs



# Event Sponsorships

## ACADEMY SPOKESPERSON BRIEFING • \$20,000

### WHO ARE the Academy's Spokespeople?

The Academy's network of national Academy Spokespeople serve as the media's trusted source for accurate, timely and science-based food and nutrition information. All are registered dietitian nutritionists and are among the Academy's most visible and accomplished members. They are the news media's best resource for expert commentary, story ideas and background on the full range of food and nutrition topics. Academy Spokespeople excel in translating nutrition science into information consumers can easily understand.

**IMPACT:**  
**Academy  
Spokespeople**

**Generated**  
**3,500+**  
**MEDIA MENTIONS**

**Reaching**  
**44.6 Billion**  
**TOTAL AUDIENCE**

From June 1, 2024 to May 31, 2025

### Two Sponsorship Packages Available

- One-hour briefing: 45-minute science-based, non-commercial presentation\* plus 15 minutes Q&A
- Scheduled on Saturday, October 24, 2026
- Pre-briefing survey including five sponsor questions (results for internal use only)
- Pre-approved sponsor resources sent electronically to attendees or distributed onsite
- Attendee briefing evaluation including one pre-approved custom question from sponsor
- Opportunity for one sponsor to provide lunch. Sponsor to cover all costs and make arrangements with the Convention Center.

\*Content should be centered around hot topics or trends, new and emerging research, or timely and relevant science-based nutrition information

**To Learn More:** Contact the corporate relations team at [corporaterelations@eatright.org](mailto:corporaterelations@eatright.org)

# Event Sponsorships

## FNCE® WELLNESS CHALLENGE SPONSORSHIP • \$9,000 (per sponsor)

(Only two spots remaining!)

Join FNCE®'s newest and highly appreciated attendee experience. The Wellness Challenge is a fun, interactive way to keep attendees moving while putting your brand in the spotlight. Participants earn points for steps taken during the event—and Bonus Points by visiting sponsor booths and scanning a QR code using the Challenge app.

### Why Join as a Sponsor?

- **Guaranteed Booth Traffic** – Your booth becomes a must-visit destination for highly competitive attendees chasing key bonus points.
- **Boost Brand Visibility** – Your logo and messaging featured on:
  - Challenge webpage & mobile app
  - Multiple Attendee emails
  - Onsite signage & live leaderboard
- **Engage Attendees** – Customize your QR interaction—simple scan, quick question, or creative engagement.
- **Add Excitement** – Contribute a prize for winners to generate buzz and goodwill.

“I just wanted to send a big thank you to you and everyone who made this possible! I truly appreciate the opportunity to participate in the FNCE® Wellness Challenge.”

**FNCE® 2025 attendee and participant**

### To Learn More:

Contact the corporate relations team at [corporaterelations@eatright.org](mailto:corporaterelations@eatright.org)

# Event Sponsorships

## ATTENDEE WELCOME PARTY

The Academy is hosting a Welcome Party for all FNCE® attendees immediately following the Opening Keynote Session. Attendees will enjoy lively festivities along with opportunities to reconnect with colleagues or meet new ones. This exciting kickoff event is free to all conference attendees, thanks to the generous support of our sponsors.

**Saturday, October 24, 2026**  
**Immediately following the Opening Keynote Session**

**Location: San Antonio Convention Center**  
**Estimated Attendance: Up to 2,500**

Sponsorship opportunities for the Welcome Party are currently being finalized. Details, availability, and pricing available upon request.

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**To Learn More:** Contact the corporate relations team at [corporaterelations@eatright.org](mailto:corporaterelations@eatright.org)







# Foundation Sponsorships

The Academy of Nutrition and Dietetics Foundation hosts several popular and highly visible events at the Academy Food & Nutrition Conference & Expo®. They are promoted to more than 100,000 food and nutrition professionals through a variety of digital and print mediums both pre- and post-meeting, as well as offering additional touch points throughout the conference. Come join us in San Antonio!

## Pre-FNCE® Nutrition Symposia

These 90-minute events offer sponsors the exclusive opportunity to engage with credentialed food and nutrition practitioners through a science-based symposium on trending topics. [MORE DETAILS >](#)

## Puppy Petting Corral

A unique and heartwarming sponsorship opportunity! Sponsors will love being associated with something that boosts attendee engagement, reduces stress, and creates shareable moments. [MORE DETAILS >](#)

## Breakfast Session

This one-hour breakfast event offers sponsors the exclusive opportunity to share new research with FNCE® attendees including practical applications that can be incorporated into practice. [MORE DETAILS >](#)

## Virtual 5K Run/Walk

The Academy Foundation Virtual 5K Run/Walk allows attendees to complete this race

throughout the conference on their own time and terms—indoor or outdoor, morning or evening. [MORE DETAILS >](#)

## Donor Lounge

The Donor Lounge is an exclusive space where Foundation supporters can relax, connect, and engage with champions of the nutrition and dietetics profession. Sponsoring the Academy Foundation donor lounge highlights your organization's. [MORE DETAILS >](#)

## Donor Reception

The Academy Foundation's Donor Reception celebrates donors, volunteers and Academy and Foundation leaders. [MORE DETAILS >](#)

## Silent Auction

Throughout the week of the conference, select items displayed at the Foundation booth and conducted with a virtual app for 24/ bidding. [MORE DETAILS >](#)

# Foundation Sponsorships

## PRE-FNCE® NUTRITION SYMPOSIA • \$35,000

These 90-minute events offer sponsors the exclusive opportunity to engage with credentialed food and nutrition practitioners through a science-based symposium on trending topics. These can include new research and insights or a training session on highly sought-after topics such as leadership or communications. Attendees are charged a \$10 donation to the Foundation to attend the session.

**Two 90-minute sessions available** (time slots TBD)  
**Saturday, October 24, 2026**

### Recognition Includes:

- Exclusive sponsorship of a noncommercial 90-minute session to present new research and science-based nutrition information, per Academy review and approval
- Live Q&A
- Standard attendee evaluation
- Standard audiovisual package
- Recognition on FNCE® registration page
- Invitation for four individuals to attend the Foundation Donor Reception during FNCE®
- Foundation supporter sign for your exhibitor booth
- Recognition on FNCE® event webpage and event promotion included in pre-FNCE® attendee newsletter
- Mention of support in Foundation section of Eat Right Weekly all-member e-newsletter
- Sponsor recognition on [Corporate and Foundation Support](#) page at [eatrightfoundation.org](http://eatrightfoundation.org)
- Recognition in Foundation Donor Report on website
- Fulfillment report

### Sponsorship Investment: \$35,000

Plus, all speaker expenses including conference registration, travel, hotel, and honorarium.

Additional **\$10,000** investment option to add live streaming component.

### To Learn More:

Contact Susie Burns at [sburns@eatright.org](mailto:sburns@eatright.org)

# Foundation Sponsorships

**To Learn More:** Contact  
Susie Burns at [sburns@eatright.org](mailto:sburns@eatright.org)

## PUPPY PETTING CORRAL • \$15,000-\$20,000

**Sponsorship investment (per organization): \$15,000**

**Title sponsorship investment\*: \$20,000**

Back by popular demand, adorable puppies from a local shelter will be available to snuggle and adopt. This unique and heartwarming sponsorship offering was rated among the highest by 2025 FNCE® attendees. Sponsors will love being associated with something that boosts attendee engagement, reduces stress, and creates shareable moments. Attendees are charged a \$10 donation for five minutes of snuggle time.

**Two 2-hour session during the conference**

### **Sponsor Benefits Include:**

- Company name on Puppy Corral signage that could include exhibit hall booth number and QR code that links to company/product information, coupons per Academy review and approval
- Sponsor recognition as title sponsor on FNCE® registration page\*
- Opportunity for branded sponsor giveaway per Academy review and approval.
- Invitation for three individuals to attend the Foundation Donor Reception during FNCE®
- Foundation supporter sign for your exhibitor booth
- Recognition on FNCE® event webpage and in event promotion included in pre-FNCE® attendee newsletter
- Mention of support in Foundation section of Eat Right Weekly all-member e-newsletter
- Sponsor recognition on [Corporate and Foundation Support](#) page at [eatrightfoundation.org](http://eatrightfoundation.org)
- Recognition in Foundation Donor Report
- Fulfillment report





# Foundation Sponsorships

## BREAKFAST SESSION • \$15,000

This one-hour breakfast event offers sponsors the exclusive opportunity to share new research with FNCE® attendees including practical applications that can be incorporated into practice. Attendees are charged a \$10 donation to the Foundation to attend the session.

**Monday, October 26, 2026, 6:45 – 7:45 am**

### Sponsor Benefits Include:

- Exclusive sponsorship of noncommercial one hour session to present new research and science-based nutrition information, per Academy review and approval
- Live Q&A
- Standard attendee evaluation
- Standard audiovisual package
- Sponsor recognition on FNCE® registration page
- Invitation for three individuals to attend the Foundation Donor Reception during FNCE®
- Foundation supporter sign for your exhibitor booth.
- Recognition on FNCE® event webpage and in event promotion included in pre-FNCE® attendee newsletter
- Mention of support in Foundation section of Eat Right Weekly all-member e-newsletter.
- Sponsor recognition on [Corporate and Foundation Support](#) page at [eatrightfoundation.org](http://eatrightfoundation.org).
- Sponsor recognition in Foundation Donor Report
- Fulfillment report

### Sponsorship Investment: \$15,000

Plus, all expenses related to the breakfast including food, service fee, and taxes\* and speaker expenses including conference registration, travel, hotel, and honorarium

### To Learn More:

Contact Susie Burns at [sburns@eatright.org](mailto:sburns@eatright.org)

# Foundation Sponsorships

**To Learn More:** Contact  
Susie Burns at [sburns@eatright.org](mailto:sburns@eatright.org)

## VIRTUAL 5K RUN/WALK • \$10,000-\$15,000

**Sponsorship investment (per organization): \$10,000**

**Title sponsorship investment\*: \$15,000**

The Academy Foundation Virtual 5K Run/Walk allows attendees to complete this race throughout the conference on their own time and terms — indoor or outdoor, morning or evening. These challenges are designed to motivate attendees to move more, while also providing an opportunity to support the Academy Foundation.

**5K – At attendee's leisure throughout conference**

### **Sponsor Benefits Include:**

- Company logo on 5K Run/Walk virtual event t-shirt
- Sponsor recognition as title sponsor on FNCE® registration page\*
- Invitation for two individuals to attend the Foundation Donor Reception during FNCE®
- Foundation supporter sign for your exhibitor booth
- Recognition on FNCE® event webpage and in event promotion included in pre-FNCE® attendee newsletter
- Mention of support in Foundation section of Eat Right Weekly all-member e-newsletter.
- Sponsor recognition on [Corporate and Foundation Support](#) page at [eatrightfoundation.org](http://eatrightfoundation.org)
- Sponsor recognition in Foundation Donor Report
- Fulfillment report



# Foundation Sponsorships

**To Learn More:** Contact  
Susie Burns at [sburns@eatright.org](mailto:sburns@eatright.org)

## DONOR LOUNGE • \$10,000

The Donor Lounge is an exclusive space where Foundation supporters can relax, connect, and engage with champions of the nutrition and dietetics profession. Sponsoring the Academy Foundation donor lounge highlights your organization's commitment to the Foundation's mission while offering direct access to an influential audience of donors, volunteers, and industry professionals. Gain elevated brand visibility through prominent recognition and align your organization with leadership, impact, and innovation in the profession.

### Specific hours throughout the conference

#### Sponsor Benefits Include:

- Sponsorship listed in donor emails with donor lounge details
- Signage (provided by Foundation) in lounge
- Opportunity for literature in donor lounge per Academy review and approval
- Invitation for two representatives to attend the event
- Foundation supporter sign for your exhibitor booth
- Sponsor recognition on [Corporate and Foundation Support](#) page at [eatrightfoundation.org](http://eatrightfoundation.org)
- Fulfillment report

# Foundation Sponsorships

**To Learn More:** Contact  
Susie Burns at [sburns@eatright.org](mailto:sburns@eatright.org)

## DONOR RECEPTION • \$5,000

The Academy Foundation's Donor Reception celebrates donors, volunteers and Academy and Foundation leaders. The event provides a fantastic opportunity for attendees to network, socialize and celebrate the Foundation's success and important work.

**Monday, October 26, 2026, 4:45 – 6:30 pm**

### **Sponsor Benefits Include:**

- Sponsorship listed in Donor Reception invitation
- Signage (provided by Foundation) at event
- Invitation for two representatives to attend the event
- Foundation supporter sign for your exhibitor booth
- Sponsor recognition on [Corporate and Foundation Support](#) page at [eatrightfoundation.org](http://eatrightfoundation.org)
- Fulfillment report



# Foundation Sponsorships

## SILENT AUCTION • \$5,000

One of the Foundation's most popular events during the conference is the silent auction. Select items will be displayed at Foundation booth and all bidding is conducted on a virtual app for 24/7 mobile bidding. This event offers great exposure. In addition to sponsorship, exhibitors are encouraged to donate an item (minimum value \$150) for the auction.

**Throughout the week of the conference, select items displayed at the Foundation booth and conducted with a virtual app for 24/ bidding**

### Sponsor Benefits Include:

- Sponsorship listed on virtual auction platform
- Signage (provided by Foundation) at event
- Invitation for two representatives to attend the Foundation Donor Reception during FNCE®
- Foundation supporter sign for your exhibitor booth
- Sponsor recognition on [Corporate and Foundation Support](#) page at [eatrightfoundation.org](http://eatrightfoundation.org)
- Fulfillment report

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**To Learn More:** Contact Susie Burns at [sburns@eatright.org](mailto:sburns@eatright.org)





## Expo Learning Theater

FNCE 2025  
Food & Nutrition Conference & Expo  
Nashville, TN | October 10-12

# Advertising

### **FNCE® Focus**

Attendees look for the FNCE® Focus email each morning of the conference to plan their visits to the Expo Hall! Make sure your booth is featured on their must-see list. And extend your message with an advertisement in the post-FNCE® Focus recap edition.

**MORE DETAILS >**

### **FNCE® Digital Event Bag**

Attendees eagerly anticipate the highly popular FNCE® Digital Event Bag each year! It is the perfect, affordable tool to build a network of RDNs and drive traffic to your booth by promoting booth activities, giveaways, toolkits and more! Your advertisement is sent (3) times to all FNCE® attendees before, during and after the conference.

**MORE DETAILS >**

### **FNCE® Product Showcase**

Shine a spotlight on your products and services and stand above the competition in the FNCE® Product Showcase.

**MORE DETAILS >**

**Looking to expand your reach beyond FNCE®?**

[Explore advertising and sponsorship opportunities](#) to elevate your brand.

# Advertising

## FNCE® FOCUS • \$1,250-\$1,500

Take advantage of this exclusive opportunity to differentiate yourself from other exhibitors. FNCE® Focus is a direct way to advertise your booth promotions, resources and activities during the conference to all attendees. Extend your message with an advertisement in the post-FNCE® Focus recap.

### Banner Ad – \$1,500

- One placement per issue
- 570 pixels x 70 pixels
- May include company logo, short description and link to company website

Sample: Banner Ad



Sample: Featured Ad



Sample: Standard Ad



### Five Issues:

Saturday, October 24 | Sunday, October 25

Monday, October 26 | Tuesday, October 27

Friday, November 6 (Post-FNCE® Recap)

### FNCE® FOCUS

**63%** AVERAGE  
OPEN RATE

### To Learn More:

Contact the corporate relations team at [corporaterelations@eatright.org](mailto:corporaterelations@eatright.org)

# Advertising

## FNCE® DIGITAL EVENT BAG • \$1,500-\$2,000

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 messaging and direct access links to maximize your FNCE® influence with attendees and drive traffic to your booth—a perfect opportunity to promote any giveaways, coupons, booth activities, toolkits, new product initiatives and more!

- Bag link sent directly to all FNCE® attendees three (3) times
- First send pre-FNCE® previewing exhibitors and events; second send timed immediately ahead of Expo opening on Sunday; third send on close of Expo on Tuesday
- Overall bag metrics, plus individual placement interactions

### Featured Placement *(Maximum of six)* – \$2,000

- Top placements in bag

### Standard Placement – \$1,500

- Positioned under Featured Placements

### 2023-2025 Digital Event Bag

**+44%** AVERAGE ATTENDEE  
VISIT RATE

**+33%** AVERAGE  
ENGAGEMENT RATE



**To Learn More:** Contact the corporate relations team at [corporaterelations@eatright.org](mailto:corporaterelations@eatright.org)



# Advertising

## **FNCE® PRODUCT SHOWCASE • \$1,500** (For one product)

Shine a spotlight on your products and services and stand above the competition in the FNCE® Product Showcase.

### **Sponsorship Benefits**

- Listing on FNCE® website
- Listing on FNCE® mobile app
- Dedicated space in an onsite display case in a high-traffic area outside the Expo Hall



**To Learn More:** Contact the corporate relations team at [corporaterelations@eatright.org](mailto:corporaterelations@eatright.org)

# Branding

## Hotel Room Drops

Promote your company, brand, research or products to FNCE® attendees.

[MORE DETAILS >](#)

## Hotel Key Cards

Repeat exposure opportunity to put your advertisement, QR code and/or logo into the hands of every attendee staying at the headquarter hotel.

[MORE DETAILS >](#)

## Branded Water Bottles - SOLD

Highly visible opportunity to put your brand logo on 5,000 FNCE® 2026 water bottles.

[MORE DETAILS >](#)

## Convention Center Signage

[MORE DETAILS >](#)

## FNCE® Mobile App Banner Ad

Gain valuable exposure on the FNCE® mobile app! Your banner ad will rotate at the top of the Expo page.

[MORE DETAILS >](#)

# Branding

## **HOTEL ROOM DROPS HEADQUARTER HOTEL • \$10,000** (Up to 2 sponsors)

Gain a competitive advantage by having your educational resources, non-perishable products or premium items delivered directly to FNCE® attendee rooms on a peak day of the conference. Attendees will have time to focus on your product in the quiet comfort of their hotel room.

- If more than one item is to be delivered, all items must be collated and bagged prior to delivery.
- Recognition touchpoints in numerous FNCE® communications.
- Sponsor to cover all handling costs directly with hotel.

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## HOTEL KEY CARDS HEADQUARTER HOTEL • \$10,000

Place your Company/Brand information and booth # directly into the hands of attendees staying at the Headquarter Hotel. Enjoy the repeat exposure this unique opportunity brings!

- Flexibility to add a QR code. This is an excellent opportunity to include additional sponsor information.
- Opportunity to brand both sides of the key

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# Branding

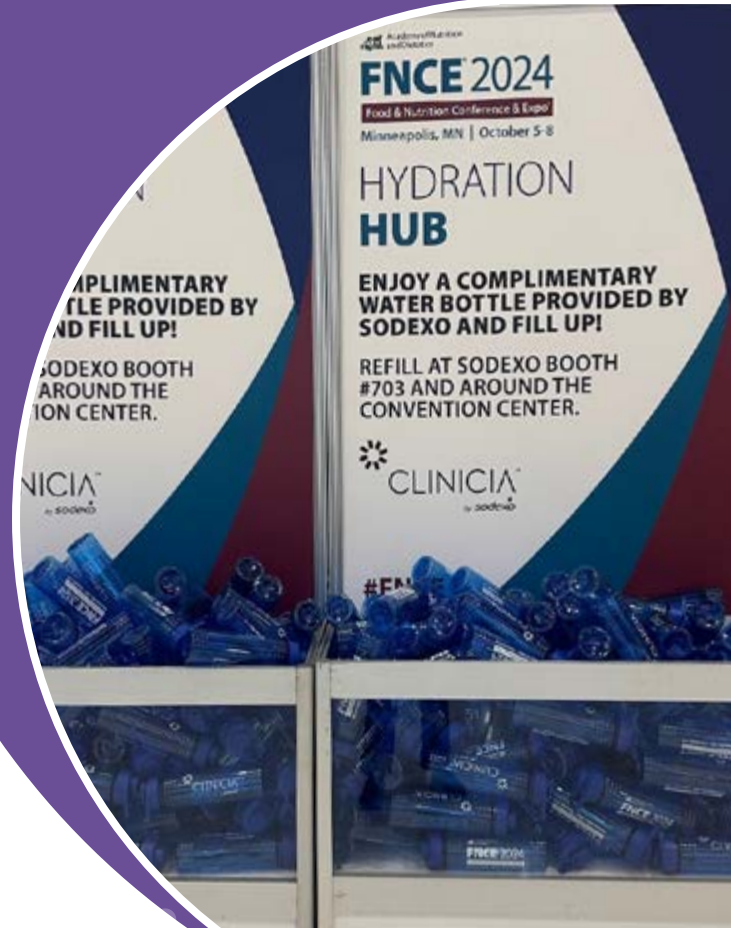
## BRANDED WATER BOTTLES • \$20,000

Highly visible opportunity to put your brand logo on FNC® 2026 water bottles.

### Exclusive to One Exhibitor

- Recognition signage at hydration stations
- Option to add a bubbler to your booth to refresh attendee water bottles
- Standard placement in FNC® Digital Event Bag

**To Learn More:** Contact the corporate relations team at [corporaterelations@eatright.org](mailto:corporaterelations@eatright.org)



## CONVENTION CENTER SIGNAGE

High-visibility branding opportunities are available throughout the convention center, including signage and escalator clings.

Details, availability, and pricing available upon request.

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# Branding

## FNCE® MOBILE APP BANNER AD • \$6,000

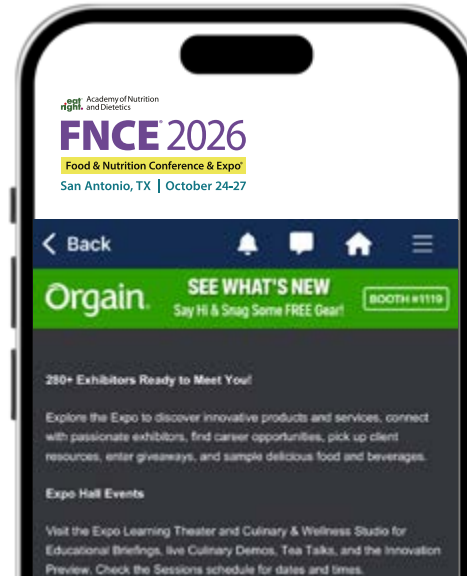
Gain valuable exposure on the FNCE® Mobile App!  
Your banner ad will rotate at the top of the Expo page as attendees navigate the Expo Hall using the app.

### Exclusive to one exhibitor per day

- Available Saturday, Sunday, Monday and Tuesday
- Advertise your booth location
- Advertise your Expo Event
- Hyperlink to URL

### 2025 Analytics

**9,541** AVERAGE EXPO  
PAGE CLICKS



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