

Pediatric Nutrition

a dietetic practice group of the
Academy of Nutrition and Dietetics

Who You are Supporting

The Pediatric Nutrition Practice Group (PNPG) is a dietetic practice group of the Academy of Nutrition and Dietetics (Academy). We are an active group of approximately 2000 practitioners who provide nutrition services for the pediatric population in a wide variety of settings.

Our members include registered dietitians (RDs), dietetic technicians, registered (DTRs), and other Academy members who recognize the vital role of good nutrition in the growth and development of infants, children and adolescents. PNPG activities focus on education, research, networking, and service.

PNPG Supporter Philosophy

PNPG is committed to featuring companies from a variety of products and services relevant to the practice of pediatric nutrition. PNPG is committed to the use of evidence-based research and practice whenever possible. All supporter opportunities are contingent upon approval from PNPG and the Academy of Nutrition and Dietetics. Supporter opportunities must align with national pediatric standards & practices supported by the Academy and its partnering organizations.

Packages Available

Platinum: \$10,000

- Full page ad, three electronic newsletters
- Three eblasts to 2K+ members
- Display table at PNPG Award & Networking Reception at FNCE
- Logo on PNPG website for 12 months and recognition at “PNPG on the road” events

Gold: \$7,500

- Half page ad, three electronic newsletters
- Two eblasts to 2K+ members
- Display table at PNPG Award & Networking Reception at FNCE
- Logo on PNPG website for 9 months and recognition at “PNPG on the road” events

Silver: \$5,000

- Quarter page ad, three electronic newsletters
- One eblast to 2K+ members
- Logo on PNPG website for 6 months

Bronze: \$2,500

- Banner ad, three electronic newsletters
- One eblast to 2K+ members
- Logo on PNPG website for 3 months

A la Carte Options Available

Academy of Nutrition and Dietetics Food & Nutrition Conference & Expo™ (FNCE®) *Note: To participate as a sponsor at PNPG FNCE® events, you must be a FNCE® exhibitor. Agreements must be finalized by August 31, 2025. FNCE® will be held in Nashville, TN, October 11-14*

PNPG Award and Networking Reception -- \$4000

- Open to all members of PNPG
- Supportership includes a 5-minute speaking opportunity at the event (in addition to signage, handouts, and product sampling for live events, in the event room)
- Anticipated attendance of 75-100 members

Fall Executive Committee Meeting -- \$2000

- 20–30 minutes to showcase/present a product and share information in person or virtually
- Interact with PNPG's key leadership team
- Anticipated attendance of 18-25

FNCE® Executive Committee dinner or team building event- cost of meal or event

- Host a meal or team building event with PNPG's key leadership team
- Anticipated attendance of 18-25

PNPG Annual Spring Meeting

This meeting is typically held in March or April. Agreements must be finalized by the start date of the meeting.

Spring Executive Committee Meeting -- \$2000

- 20–30 minutes to showcase/present a product and share information in person or virtually
- Interact with PNPG's key leadership team
- Anticipated attendance of 18-25

Building Block for Life (BBFL) Newsletter

Building Block for Life is a newsletter publication of peer-reviewed articles and continuing education focusing on infant, child, and/or adolescent nutrition-related themes. The BBFL Newsletter is cited as one of the most preferred benefits for PNPG members in annual membership surveys. Each issue is distributed electronically to all members. In addition, issues are archived on the PNPG website.

PNPG offers a variety of advertising opportunities for supporters to share their product information, educational opportunities, and other information of interest to members:

One full-page PDF ad - \$2000

One-half page PDF ad - \$1250

One-quarter page PDF ad - \$750

All advertisements are subject to PNPG and Academy approval.

Supported content mentioning infant formula will contain the following disclaimer,

"PNPG supports human milk feeding. Information about infant formula is presented in the spirit of knowledge sharing for individuals involved in the infant formula selection process for children who are unable to receive sufficient quantities of human milk as their sole source of nutrition."

PNPG will only accept support opportunities for infant formula if that infant formula meets FDA requirements for and can be labeled as infant formula in the United States.

E-Blasts

Monthly Member Update Opportunity: -- \$500

Logo, company name, 100-word company advertisement, and a statement that the company is a supporter will be included in a scheduled PNPG member communication. E-blasts will be permanently archived in the member area of the website. Limit three e-blasts per year per sponsor. E-blast placement location is subject to PNPG and Academy approval.

Dedicated E-blast Opportunity: -- \$1200

Dedicated company e-blast includes logo, company name, and 200-word company advertisement. E-blasts will be permanently archived in the member area of the website. Limit three dedicated e-blasts per year per sponsor.

Dedicated E-blast Survey Opportunity: -- \$2000

Dedicated company e-blast includes logo, company name, 200-word company advertisement plus one click-through link to supporter's survey (no more than eight questions), receipt of open/read rate, and click-through rate. E-blasts will be permanently archived in the member area of the website. Limit one company stand-alone e-blast survey per year per supporter. All surveys will be reviewed and pre-approved by the Academy.. Survey results are for internal use only and not for marketing purposes.

All E-blast content is subject to PNPG and Academy approval.

PNPG does not send echo emails for e-blasts containing supported content. Supported content mentioning infant formula will contain the following disclaimer,

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Please contact pnpgsponsorship@gmail.com for more information and to arrange your sponsorship opportunity!