

Management in Food and Nutrition Systems

a dietetic practice group of the
 Academy of Nutrition
and Dietetics

2023 – 2024 Sponsorship Opportunities

Members of the Management in Food and Nutrition Systems (MFNS) Dietetic Practice Group are key leaders and decision makers on institutional and retail menus, raw products, equipment, supplies, etc., working primarily in hospitals as Foodservice Directors or in other leadership roles in food management and systems. Our 2021 member survey¹ provides further information regarding work location and involvement in purchasing decisions.

Work location:

37.5%	Hospitals
29.7%	Schools/universities
20.3%	Long-term care/Rehab/Senior Living
12.5%	Other

73.5% of our members make or recommend purchasing decisions.

¹ 2021 MFNS member survey

As of January 2024, MFNS has 716 active members in the above-mentioned practice areas.

You are invited to collaborate with MFNS through several sponsorship and advertising opportunities. We can customize a level of participation that creates a winning package with the right level and mix of sponsorship to meet your organization's needs.

Sponsorship opportunities include:

- Educational webinars
- Advertising in the MFNS newsletter
- Informational/advertorial eblasts to all members
- Special opportunities, including meeting with the Executive Committee or other networking opportunities
- Specifically tailored activities that meet your individual needs

Or, are you interested in a donation to support MFNS? You have an option to donate without a letter of agreement with payment by credit card or check. Let us know if you would prefer this option.

For more information regarding sponsorship, please contact MFNS:

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Get Involved in Exciting Opportunities with our Dietetic Practice Group

Planning Ahead?

 Academy of Nutrition
and Dietetics

FNCE[®] 2024

Food & Nutrition Conference & Expo[®]

Minneapolis, MN | October 5-8

Executive Committee Presentation – tentatively Saturday, October 5, 2024, 1:30-2:30 PM

- 30-45 minutes to showcase/present product via food samples or beverages (subject to possible additional venue corkage fees) and informational presentation during the Executive Committee meeting
- 30-45 minutes to conduct a Focus Group with the Executive Committee on a variety of topics (e.g. products, innovations, leadership)
- Interact with key influential leaders and decision-makers in the food and nutrition management community
- Fee: \$1,000

Member Meetup Event – tentatively Sunday, October 6, 2024, 5:00-6:30 PM

- Opportunity to have a sponsor table, share information, and network with MFNS members.
- Fee: \$500

Sponsored Focus Group/Advertorial Virtual Session

Interested in presenting your product/service information to MFNS DPG members? Consider these opportunities!



Executive Committee Virtual Focus Group

- 30-45 minutes to showcase your product(s) and/or service(s) via an electronic platform on a mutually agreeable day/time
- Interact and direct the conversation with key influential leaders and decision makers in the food and nutrition management arenas
- Opportunity to send a follow-up survey to participants
- Fee: \$750

MFNS DPG Member Virtual Focus Group

- 45-60 minutes to showcase your product(s) and/or service(s) via an electronic platform on a mutually agreeable day/time
- Interact and direct the conversation with MFNS DPG members invited to participate (up to 100)
- Opportunity to send a follow-up survey to participants
- Fee: \$1000

Advertising Opportunities

Sponsored Eblast

An Eblast is a stand-alone message to all MFNS members.

- Eblasts are archived on our website for 3-4 months
- Sponsorship of the Eblast includes up to 750 words plus 3 images and 4 hyperlinks
- Metrics will be provided two weeks after the Eblast
- Open/read-rates for our Eblasts average 39-45%
- Fee: \$1,000 with one repeat of the same message for additional \$500 and a third repeat for additional \$200

The Market-Link Newsletter

The digital *Market-Link* newsletter reaches all MFNS members with timely articles and resources on nutrition, food systems management, leadership, and advocacy. It also provides practice group news and other information of interest to our members.

- Sponsor is responsible for providing artwork in a camera-ready format (subject to MFNS and Academy approval)
- Newsletters are permanently archived on the MFNS website and available to members at any time
- Four quarterly newsletters are planned for June 2023-May 2024
- Advertising Fee: \$500 – ¼ page ad, \$800 – ½ page ad, \$1,250 – full page ad
- Digital Insert Fee: \$1,500 for a double-sided, one-page insert that is posted with the newsletter



Market-Link

Spring 2023

A publication of the Management in Food and Nutrition Systems DPG

Management
in Food
and Nutrition
Systems
a domestic practice group of the
Academy of Nutrition
and Dietetics

MFNS Spring 2023 *Market-Link* Newsletter Available!

MFNS is pleased to release the Spring 2023 newsletter.
Download your copy [here](#).

Website – Logo/Resource Links

Place your logo on our website with a click-through link to the web page of your choice (subject to Academy/MFNS approval). You can also place one direct link to a PDF document and add up to 100 words with the posting. The posting is for one year.

- Fee: \$1,000

Advertisements, sponsored Eblasts, and inserts are subject to Academy/MFNS review & approval.

Educational Opportunities

Webinars – Individual Topics



MFNS Members rank webinars as the most popular benefit of MFNS! Work with the MFNS DPG regarding content and speaker of your choice (subject to MFNS DPG and Academy of Nutrition and Dietetics Center for Lifelong Learning review and approval). This is a great way to showcase specific research, new practice applications, and/or service outcomes. Our hour-long webinars are promoted to all members via the website, Eblast, social media, and event calendar.

- Your name and logo are included in the promotion, as well as on the beginning and ending slides
- Slides are part of the recording, which is posted on the website for at least two years
- Depending on the topic, we can work with you to provide a post-webinar self-study option
- Fee: \$2,000 (plus any fee that you may pay a speaker)

Webinars – General Support

Provide support to a scheduled webinar. Our webinars are promoted to all MFNS members via the website, Eblast, social media, and event calendar.

- Your name and logo will be a part of this promotion, as well as on the beginning and ending slides
- The slides are part of the recording, which is posted on the website for at least one year
- Fee: \$1,000

Sponsorship Guidelines

MFNS DPG works with food, equipment, and supply companies and other organizations to develop opportunities that deliver credible, science-based food, nutrition, and health messages to consumers and to Academy of Nutrition and Dietetics members. The MFNS DPG is the leading practice group of the Academy to provide leadership, management, and career development expertise to registered dietitian nutritionist (RDNs).

MFNS sponsors are limited to those who promote products and services that support the advancement of the food, nutrition, and culinary professions. MFNS is in alignment with the Academy's sponsorship approval requirements which include:

- The sponsor's vision and mission align with the Academy's Vision, Mission, and Strategic Goals.
- The sponsor's product portfolio is broadly aligned with the Academy's Vision: Optimizing health through food and nutrition.
- The sponsor relationship and sponsor product portfolio are broadly aligned with official Academy positions.
- All aspects of the sponsorship (such as research, consumer messaging or professional education for members) align with the Academy's Scientific Integrity Principles.
- The Academy does not endorse any company, brand or company products, nor does the Academy's name or logo appear on any product. Such endorsement is neither actual nor implied.
- The Academy maintains final editorial control and approval of all content in materials bearing the Academy name or logo.
- There is clear separation of Academy messages and content from brand information or promotion.

All opportunities developed will be reviewed in detail for conformance with sound evidence-based science and with MFNS member needs and the Academy's positions, policies, and philosophies.

Academy/MFNS maintains editorial control and final approval of all materials associated with sponsored programs and materials.

Sponsors making product statements of properties, performance, nutrient values, beneficial results, etc., should be such that they can be verified by adequate data available in well-accepted, peer-reviewed literature, which is subject to Academy/MFNS approval.