

2020-2021

Sponsorship & Advertising Prospectus

Thank you for your interest in partnering with the Asian Americans and Pacific Islanders (AAPI MIG) Member Interest Group (MIG) of the Academy of Nutrition and Dietetics. We have several unique and exciting opportunities that reach members in meaningful ways. Opportunities can also be customized for a level of participation that meets your communication goals and objectives.

Visit our website at <https://www.aapimig.org/home> to learn more about us. For any questions regarding our sponsorship opportunities, please contact: AAPI@eatright.org

About the Asian Americans and Pacific Islanders Community

The AAPI MIG is a community of members interested in networking and enhancing the nutrition and well-being for those of Asian or Pacific Islander descent. AAPI MIG empowers its members to foster the development and improvement of food, nutrition and health care through education, leadership and professional development.

AAPI MIG supports multiple communities and brings together those interested in increasing cross-cultural awareness, competency, networking and reducing health disparities of their communities. Membership is inclusive of those who identify as an Asian American or Pacific Islander, or who otherwise have an interest in increasing cultural and ethnicity competency skills.

Our unique and diverse profile of members are and have been employed in a variety of healthcare and wellness settings including but not limited to hospitals, assisted living and long-term care facilities, as well as government agencies, community nutrition programs, consulting and private practice and university and corporate settings.

The AAPI MIG has 400 plus members. Our membership community spans registered dietitian nutritionist (RDN) influencers, decision makers, new and seasoned professionals. Members come together to share career resources, trends in the profession and how to promote diversity.

Sponsorship Opportunities

Education*

Educational Webinar – Your Topic

Collaborate with AAPI MIG regarding content and speaker (subject to AAPI MIG/Academy review and approval). This is a great way to showcase new specific research or educational components that are target-right for our members. Webinar content and learning objectives need to be submitted 6 - 8 weeks prior to webinar date for Continuing Education review and approval process.

- Our webinars are promoted to all members via e-blast announcement, as well as to non-members via the website and social media. Your company name and logo will be a part of this promotion.
- Your company name and logo will be recognized at the start and end of the webinar presentation.
- Webinar recording will be posted on the AAPI MIG website for at least three years and is eligible for CPEU (Continuing Professional Education Units), leading to additional views.
- **Sponsorship Fee:** \$1,500 (plus any fees/costs the sponsor directly pays to the speaker)

Educational Webinar – General Sponsorship

Support AAPI MIG regularly scheduled educational webinars with your general sponsorship.

- AAPI MIG webinars are promoted to all members via the website, e-blast and social media and include your company name and logo.
- Your company name and logo will be recognized at the start and end of the webinar presentation.
- Webinar recording will be posted on the AAPI MIG website for at least three years and is eligible for CPEU, leading to additional views.
- **Sponsorship Fee:** \$1,000

Sponsored Recipe Contest

You will have the opportunity to sponsor a recipe contest that can feature one of your products or educational components.

- Promotion of contest and final recipe in 2 e-blasts to include company name, logo, hyperlink and a statement that the company is a sponsor.
- Final recipe (reviewed/approved by Academy) will be posted on AAPI MIG website with sponsor name and logo.
- **Sponsorship Fee:** \$2,000

***Note:** Educational content (including slides) will be thoroughly vetted by the Academy/AAPI MIG. The Academy maintains full control over the planning, content and implementation of all educational programs. The Academy prohibits presentations that have as their purpose or effect promotion and/or advertising. Presentations designed primarily as describing commercially marketed programs, publications or products will not be accepted or tolerated. To this end, sponsors are prohibited from engaging in scripting or targeting commercial or promotional points for specific emphasis, or other actions designed to infuse the overall content of the program with commercial or promotional messages. Statements made should not be viewed as, or considered representative of, any formal position taken on any product, subject, or issue by the Academy.

Advertising Opportunities

E-updates

AAPI MIG sends regularly scheduled monthly e-update to all AAPI MIG members.

- Sponsorship of the e-update includes up to 2 graphics, 3 hyperlinks and 150 words. Subject to AAPI MIG/Academy review and approval.
- **Sponsorship Fee:** \$500 for one e-update; \$850 for two e-updates

Sponsored E-blast

Stand-alone sponsored message to all AAPI MIG members.

- Sponsorship of the e-blast includes up to 750 words plus 3 graphics and 4 hyperlinks. Metrics will be provided 2 weeks after the e-blast. Subject to AAPI MIG/Academy review and approval.
- **Sponsorship Fee:** \$2,000 for one e-blast

Website – Logo/Resource Links

Your logo will be placed on the AAPI MIG website with a click-through link to the web page of your choice (subject to AAPI MIG/Academy approval). You can also place one direct link to a PDF document/resource. The posting is for one year.

- **Sponsorship Fee:** \$1,000

FNCE® (Academy of Nutrition and Dietetics Food & Nutrition Conference & Expo™) Sponsorship Opportunities

One of the largest food and nutrition conferences in the country, FNCE® attracts a wide audience of food and nutrition professionals. Attendees look for the latest information by selecting from over 100 educational sessions and an expo/exhibit that features hundreds of companies.

FNCE® 2020 is scheduled for October 17-20 at the Indiana Convention Center, Indianapolis, Indiana.

AAPI MIG Member Reception*

During FNCE®, AAPI MIG will host a Member Reception for current and potential members. Date/Location TBD.

- Sponsor will have the opportunity to provide an informational presentation (15 minutes) and showcase/present product via food/beverage samples/handouts within the reception room. Subject to AAPI MIG/Academy approval. (Sponsor is responsible for any corkage fees to the venue and shipping/storage costs of products.)
- Interact with key influential leaders and decision makers in the nutrition community.
- Sponsor name acknowledged in any email announcements by AAPI MIG.
- **Sponsorship Fee:** \$3,000

***Note:** Final participation terms and conditions are subject to review by the Academy of Nutrition and Dietetics. Participation as a FNCE® sponsor is limited to Academy FNCE® exhibitors. **2020 FNCE® sponsorship agreements must be finalized by August 31, 2020.**

Sponsorship & Advertising Guidelines

AAPI MIG works with food companies and other organizations to develop opportunities that deliver credible, science-based food, nutrition and health messages to consumers and to Academy members.

AAPI MIG sponsors are limited to those who promote products and services that support the advancement of the food, nutrition and culinary profession. AAPI MIG 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.
- AAPI MIG member information, including but not limited to email address, phone number (cell, work, home etc.), information related to place of work and information related to place of residence, is not subject for sale to the sponsor party at any time.

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