

Sponsorship and Advertising Information June 2025 – May 2026

Reach an Influential Group of Registered Dietitian Nutritionists (RDNs) and Nutrition and Dietetic Technicians, Registered (NDTRs) leading practice in post-acute and long-term care, private practice, industry, corrections, and transitional care.

Dietetics in Health Care Communities' (DHCC) approximately 1,500-member strong group of Registered Dietitian Nutritionists and Nutrition and Dietetic Technicians, Registered, are decision makers and key influencers. Practice areas include:

C – Suite Executives
Corporate and National Directors
Local and Regional Consultants
In -House Dietitian Nutritionists and Food Service Directors
Acute, Post-Acute, Long Term Health Care
Home Care and Hospice
Corrections and Community Programs

DHCC sponsorship and advertising opportunities include:

- *Hosting and/or participating in special events highlighting your products, messaging, and services*
- *Branded advertising in our Connections newsletter, member eblasts and on our website*
- *Lectures, seminars, webinars, and experiential learning activities centered on food, nutrition, and member interest*
- *DHCC Executive Committee and/or general membership focus group and/or presentation*

All opportunities include:

- Deliverable metrics provided
- Opportunity to connect directly with the audience
- Logo and content placement on our website
- Recognition in the DHCC annual report
- Optional opportunity to build your subscriber/mail list

For more information, please contact DHCC:

Sponsorship/Business Development Chair: Cindy Dunivent, MS, RD, LD

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DHCC Executive Director:

Barbara J. Pyper, MS, RD, FAND

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Join Us In Nashville

eat right Academy of Nutrition and Dietetics
FNCE 2025
Food & Nutrition Conference & Expo
Nashville, TN | October 11-14

**Dietetics in
Health Care
Communities**
a dietetic practice group of the
eat right Academy of Nutrition
and Dietetics



We are thrilled to be in Nashville! If you are a Food & Nutrition Conference & Expo™ (FNCE®) exhibitor, we'd love to have you support our events.

Note: FNCE event supporters must be FNCE® exhibitors. Agreements must be finalized by 8/31/2025.

DHCC Executive Committee Meeting

Saturday, October 11

1:00 – 2:30 p.m.

Your opportunity to meet with key DHCC leaders!

- Up to 12 leaders
- 30-minute focus-group, discussion, or presentation
- Acknowledgement in our Winter 2025 newsletter (including logo and hyperlink)

Fee: \$ 750 (up to 5 available)

DHCC Member Reception

Sunday, October 12

6:30 – 9:00 p.m.

We anticipate 80-100 attendees at this event. Supporters will have a table to share information and complimentary registration to the event for 2 staff.

Your support will be acknowledged:

- Pre-event promotion
- During the event
- In the post-FNCE® e-update (sent to all members)
- Logo on our website through May 2026 with a click-through link
- Acknowledgement in our Winter 2026 newsletter (including logo and hyperlink)

Fee: \$ 1,000 (up to 5 available)

Member Special Event

DHCC's 2026 Virtual Symposium

January 22 and 29, 2026

DHCC will hold its fifth virtual symposium in January 2026.

Held on two dates, these 2.5-hour sessions provide in-depth information to our members.

We anticipate almost 300 registrants.

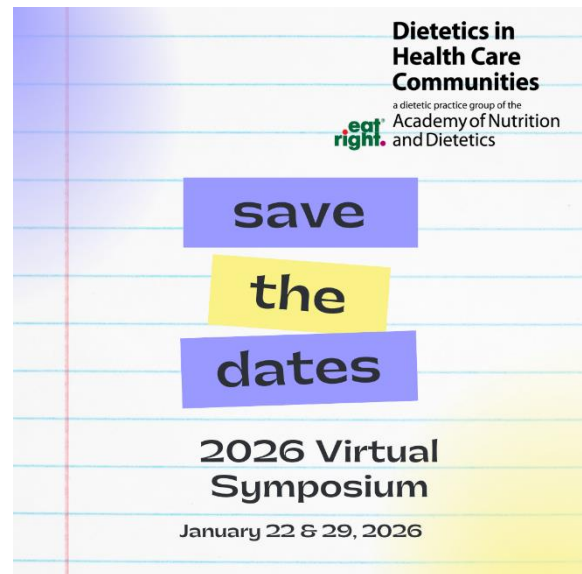
Your support includes registration for up to four (4) participants.

Support for the virtual symposium does not include a speaking opportunity.

Your support will be acknowledged:

- In advance publicity
- In a post-session email to all attendees who opt-in to receive promotional information
- Logo on our website through May 2026
- Acknowledgement in the 2025-2026 annual report

Fee: \$500 (up to 4 available)



Member Communications and Advertising Opportunities

E-blast advertising message: Advertisers may send a stand-alone e-blast message through DHCC (up to 750 words, 4 hyperlinks and 3 graphics), subject to DHCC/Academy review. The eblast is sent to all members and is archived on our website for one year.

Metrics available two weeks post eblast launch.

Fee: \$ 2,000

E-updates

Your message is part of our monthly e-news (or other DHCC-driven eblast). Content reaches all DHCC members. The e-update includes up to 1 graphic, 2 hyperlinks links and 150 words.

Fee: \$500 for one e-update; \$1,350 for 3 e-updates



CONNECTIONS NEWSLETTER



Connections, our electronic newsletter, reaches our entire membership with timely articles on the practice of dietetics in health care communities.

Advertising Opportunities

We offer full, half or quarter page ads or inserts— either color or black-and-white reproducible materials with educational messaging. Advertiser is responsible for developing content and design of the electronic insert (subject to DHCC and Academy approval). The insert is also posted in the members section of our website. Inserts must be reviewed and approved by DHCC and the Academy at least one month prior to publication date.

Advertising costs:

Full page, electronic - \$ 1,000

Half page, electronic - \$ 500

One fourth page, electronic - \$ 250

DHCC welcomes a “bundled” package of advertising at a 10% discount.

Member Communications and Advertising Opportunities (continued)

Member Product Mailing

DHCC welcomes the opportunity to send product samples and/or information to all geographic groups, subject to DHCC/Academy review. Product samples and up to three handouts are sent in bulk to the DHCC office for mailing. You can include information on providing product feedback or requesting additional samples (this includes a post-mailing email and survey, subject to review). Ideal for new product launches to get your brand in front of influential Registered Dietitian Nutritionists who are decision-makers in post-acute long-term care.

- Fee: To be determined, based on weight and size of materials to be mailed and number of recipients.
Estimated cost is \$25 –\$50 per recipient.

Focus Group/ Virtual Session

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



Executive Committee Virtual Focus Group

- 30 minutes to showcase your product(s) and/or service(s) via an electronic platform on a mutually agreeable day/time
- Interact with key influential leaders and decision makers in the food and nutrition management arenas
- Interactive discussion and conversation during the session
- Opportunity to send a follow-up survey to participants (up to 7 pre-approved questions)

Fee: \$750

DHCC DPG Member Virtual Presentation

- 45 minutes to showcase your product(s) and/or service(s) via an electronic platform on a mutually agreeable day/time
- Present to DHCC DPG members invited to participate (up to 100)
- Interactive discussion (via Q and A and/or polling) during the session
- Opportunity to send a follow-up survey to participants (up to 7 pre-approved questions)

Fee: \$1,000

Member Professional Development Opportunities

DHCC offers two different ways to support our one-hour, on-line educational webinars.



Option 1: General support to a DHCC-planned webinar.

**Note all aspects of this type of sponsorship are subject to compliance with the Commission on Dietetic Registration's professional development guidelines. Logos, branded, and marketed content are limited to informational content and cannot be promotional.*

- Sponsor name included in all pre-event email promotions.
- Notes/slides posted in the Members Only section of our website.
- One additional handout, provided by the sponsor (subject to review/approval by DHCC/Academy) and made available after the webinar to those participants that opt in to receive promotional information.
- Recorded education event posted in the Members Only section of our website and available for CPEU for 3 years.

Fee: \$1,000.00

Option 2: An opportunity for sponsors to work with DHCC regarding educational content and speaker selection while DHCC fully manages the logistics.

Sponsor benefits include:

- Recommend speakers for the webinar.
- Sponsor name included in advance email promotions.
- Sponsor name in the education event calendar listing.
- Notes/slides posted in the Members Only section of our website.
- One additional handout, provided by the sponsor (subject to review/approval by DHCC/Academy) made available to those participants that opt in to receive promotional material.
- Recorded education event posted in the Members Only section of our website and available for CPEU for up to 3 years.

Fee: \$2,500, plus speaker fee

Sponsorship and Advertising Guidelines

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

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

- The supporter's vision and mission align with the Academy's Vision, Mission, and Strategic Goals.
- The supporter's product portfolio is broadly aligned with the Academy's Vision: *A world where all people thrive through the transformative power of food and nutrition.*
- All aspects (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.
- The Academy maintains final editorial control and approval of all content in programs/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 DHCC member needs and the Academy's positions, policies, and philosophies.

Supporters 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/DHCC approval.

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