Reach Influential Leaders in Sports Nutrition

With 5,550 members, SCAN is the largest dietetic practice group of the Academy of Nutrition and Dietetics. Our members are registered dietitian nutritionists (RDNs) with nutrition expertise in the areas of:

- Sports
- Physical activity
- Cardiovascular Health
- Wellness

Why Choose SCAN?

Scope
Reach professionals working in the fastest growing nutrition markets.

Collaboration
Our members are highly engaged with our sponsors’ and are seeking the latest science-based information about, products and programs and services.

Action
Our members are proactive, productive and forward thinking. Beyond experts in their areas of practice, our membership includes nationally and internationally recognized innovators, scientists, leaders and educators.

Numbers
Membership has grown faster than all other DPGs and we are the largest DPG in the Academy.

Our 2019-2020 prospectus offers many exciting opportunities for industry sponsors to reach our members.

Work with Us
We invite organizations and companies whose business practices align with our mission and vision to work with us in a sponsorship capacity.

SCAN Mission
Optimize health and human performance through the integration of nutrition with sports, physical activity, cardiovascular health, and well-being.

SCAN Vision
A world where all people perform to their potential powered by nutrition and physical activity.

With over 100,000 credentialed practitioners, the Academy of Nutrition and Dietetics is the nation’s largest organization of food and nutrition professionals.

www.scandpg.org

For more information, contact info@scandpg.org.
We are...

A dietetic practice group dedicated to nutrition for sports, human performance, cardiovascular health and wellness.

We hold to a set of essential beliefs that form the basis of our mission and vision and are manifested through the principles of excellence, integrity, and credibility that are evident in all our endeavors. These beliefs are embodied in the relationships we build and maintain with our constituents as we fulfill our responsibility to them.

We work with clients in a variety of settings:

- Sports Teams and Athletes of all Ages and Caliber
- Worksite and Community Wellness Programs
- Public Relations and Marketing
- Weight Management Programs
- Cardiac and Pulmonary Rehabilitation
- Outpatient Clinical Care and Research
- University, Academia and Student Wellness
- Private Practice

SCAN members value the integration of three practice areas to provide comprehensive evidence-based medical nutrition therapy to improve the health of those we serve.

We collaborate with entities that share our commitment to using the best science and healthful eating practices to guide the public in making sound nutrition choices. Using our collective resources, we empower people to take charge of their health, reduce the risk of preventable illness, and maximize performance. We maintain the highest standards of ethical behavior as set forth by the Academy of Nutrition and Dietetics.

For more information, contact info@scandpg.org.
SCAN Symposium Sponsorship

Platinum
$20,000

Choose 1:
• Awards Banquet Speaker
• Opening Evening Reception

Included with Chosen Option:
• Gold Level +
• Present to SCAN Leadership (2 available)
• Dedicated E-Blast

Gold
$10,000

Symposium Education Session

Includes:
• Silver Level +
• Social Media Posting
• Half-page ad in “SCAN Connection” Newsletter
• Half-page ad in Symposium Digital Program

Silver
$5,000

Choose 1:
• Networking Break
• Poster Session
• Focus Group Session: Influence the Influencer

Included with Chosen Option:
• Exhibit Tabletop Space*
• Half-page Ad in Symposium Digital Program

Bronze
$3,500

Fitness/Physical Activity/Movement Session

Includes:
• Exhibit Tabletop Space*

Individual item descriptions are shown on following page.

Each Sponsorship Level Includes: Listing in Digital Program Materials & Promotions, Name, Logo and Link on SCAN Website for one year, Listing in Current Year’s Annual Report, Symposium Registration for one. Additional registrations offered at 20% member discount rate.

Customizable packages available at the <$3,500 level for start-up companies and whole food organizations (limited availability).

*For exhibit tabletop space only, see Symposium A La Carte Sponsorship Opportunities.
Symposium Sponsorship Package Descriptions

Platinum Level Option *(Choose 1)*

**Awards Banquet Speaker:** Program placements depend on Symposium schedule. Sponsored sessions are developed in cooperation with SCAN, with final acceptance subject to Symposium Committee approval according to the same evaluation criteria used for other sessions. *Sponsors should NOT submit session proposals via the Symposium RFP process.* Sponsor assumes costs for speaker honorarium, travel, lodging and subsistence, exclusive of sponsorship to SCAN. One (1) CPE provided to attendees.

**SCAN Reception:** Sponsor is provided 5 minutes for welcome remarks.

*At this level:* Standard food and beverage service is determined by SCAN and included in sponsorship. Sponsor to assume all additional costs associated with culinary demos, menu additions and any special or non-standard food, ingredient, preparation, or service requests made by Sponsor, including all costs associated with shipping & handling and providing product to the hotel.

---

Gold Level Option

**Educational Session:** Sponsored session are developed in cooperation with SCAN, with final acceptance subject to Symposium Committee approval according to the same evaluation criteria used for other sessions. *Sponsors should NOT submit session proposals via the Symposium RFP process.* Sponsor assumes costs for speaker honorarium, travel, lodging and subsistence, exclusive of sponsorship to SCAN. One (1) CPE provided to attendees. If food is desired, sponsor assumes all costs related to provision of food during session, product or beverage including additional costs associated with culinary demos, menu additions and any special or non-standard food, ingredient, preparation, or service requests made by Sponsor, including all costs associated with shipping & handling and providing product to the hotel.

---

Silver Level Options *(Choose 1)*

**Networking Break:** 30-minute morning/afternoon breaks are available. Slots available are limited. Sponsor to assume all additional costs associated with any special or non-standard food, ingredient, preparation, or service requests made by Sponsor, including all costs associated with shipping & handling and providing product to the hotel.

**Poster Session:** SCAN’s Poster Session draws 10-20 professional, graduate and undergraduate posters each year. Posters are placed in the exhibit hall or lobby for view and CPE earned by all attendees. Sponsor will be recognized in email and social media promotion of poster abstract submissions (subject to date of Agreement execution), signage at poster session, and announcement of award recipients at Awards Banquet.

**Focus Group/Think-Tank:** Developed with Symposium Committee. Up to 20 participants (additional participants at additional cost). One 60-minute session. Scheduled at discretion of Symposium Committee. Limited availability.

---

Bronze Level Options

**Health & Fitness Activity:** Morning run, yoga or other activity for an estimated 30-50 attendees. Activity leader costs and product samples (optional) are sponsor responsibility.
Symposium Sponsorship
Package Item Descriptions

**Symposium Exhibit Tabletop Space**
One (1) table-top exhibitor space. Bronze, Silver, Gold & Platinum. For Exhibit Space Only, see A La Carte opportunities.

**Social Media Postings**
Two (2) “thank you for your support” postings each on SCAN’s Facebook, Twitter and Instagram accounts. “Thank you” posting content cannot promote sponsor product/service. Gold & Platinum.

**Ad in Symposium Digital Program**
One (1) ad in the Digital Program Book. Half-page ad for Silver and Gold level or full-page ad for Platinum level. Silver, Gold & Platinum.

**Dedicated E-blast**
One (1) e-blast sent to all SCAN members (ranges from 5000 – 6000). Sponsored e-blasts are only distributed on the 3rd Wednesday of each month. Platinum Only.

**Listing in Program Materials and Promotions**
Inclusion in materials subject to date sponsorship executed and production schedule.

**Name, Logo and Link on SCAN Website**
Posting on the Sponsor tab of the Symposium webpage and main Sponsor tab of SCAN website from contract execution date through fiscal year end (May 31). All Symposium sponsorships over $3,500 will receive this benefit.

**Half-page ad in the SCAN Connection Newsletter**
One (1) half-page ad included in one edition of the SCAN Connection Newsletter produced six times per year and distributed electronically to all members.

Symposium A La Carte
Sponsorship Opportunities

**Exhibit Space Only**
One (1) exhibitor tabletop space (draped table, signage). Space dimensions determined by SCAN and expo service company. $1,200

**Focus Group: Influence the Influencer**
$2,500 for 20 people

**Product Display Table**
Placed near registration for companies/organizations to place product. Attendees will be informed of the table at registration and have the option to take samples. $700 per distinct product. Sponsor covers all product related shipping and handling costs including charges incurred at event site.

**Charging Station**
Provide a charging station for attendee use showcasing your company logo. Cost to be determined.

**Ad in SCAN Symposium Digital Program**
¼ page: $450, ½ page: $750, full page: $1,050; Sponsor provides all content 3 weeks prior to Symposium.
Year-Round Sponsorship Opportunities

SCAN Digital Evidence-Based Publications

**SCAN’s Pulse**
24-page, electronically distributed, evidence-based, and peer-reviewed publication. Provides authoritative nutrition information for everyday reference. Published 4 times per year (Fall, Winter, Spring, Summer). Archived and available to members via SCAN website.

**Advertisement or Educational Content**
- 4-page ($5,000) sponsor-developed, SCAN-approved, evidence-based educational resource added to the end of one issue of SCAN’s Pulse.
- 1-Page ($2,000) or 2-Page ($3,500) advertisement collated into one issue of SCAN’s Pulse at Editor’s discretion.
- Print copies distributed at Symposium and FNCE®
- May include embedded hyperlinks to sponsor website.

**SCAN Connection**
Electronically-distributed, evidence-based publication. Provides practice-oriented nutrition information for everyday reference. Each of SCAN’s subunits (Sports Performance, Cardiovascular Health, Wellness & Wellbeing) contribute to 4 theme-based yearly issues. Read by SCAN members and key health organizations ranging from between 5000–6000. Archived and available to members via SCAN website.

**Advertisement or Educational Handout**
- Quarter-page ad: $500 1-Page: $2,000
  Half-page ad: $1,000 2-Page: $3,500
- Print copies distributed at Symposium and FNCE®
- May include embedded links to sponsor website
- Newsletter Themes are available to interested sponsors.

---

We live in a world where antibiotics, antibacterial hand soap, toothpaste, and cleaning supplies are all commonly used products. Until recently, bacteria and other microorganisms have merely been considered “germs” that are dirty or make us sick, but with the expansion of gene sequencing techniques and omics-based technologies, we have identified trillions of microorganisms residing within and on us, and our understanding of how they affect our physiology and health is just beginning to develop.

**Why Care About the Gut Microbiome?**
The group of microorganisms residing in our gastrointestinal tract—the “gut microbiome”— has been the most well-studied group to date, although physiological and health effects of the oral, skin, and vaginal microbiomes are also under investigation. Early reports implicated the gut microbiome in a wide range of gut-related conditions and disorders; however, we have since learned that the gut microbiome also affects distant tissues and organ systems. This occurs because these microorganisms produce metabolites and other signaling molecules that are able to enter into the host circulation and consequently interact with host tissues and organs. It has been fairly well-established that the brain and nervous system are affected by the gut microbiome, as some of these metabolites and signaling molecules are precursors to neurotransmitters and can influence the activity of the vagus nerve. In addition, host immune cells lining the intestinal wall interact extensively with microbes, affecting each other’s function reciprocally through the release of inflammatory cytokines and other signaling molecules.
Other Year-Round Sponsorship Opportunities

Webinar: $5,000*
- Content developed by Sponsor, subject to SCAN expert review.
  Sponsor logo posted with webinar online with hyperlink to Sponsor website. One (1) hour of self-study e-learning (Continuing education credits good for 3 years). On-demand viewing for anyone 24/7/365.
- First 30 days free to all SCAN members, $15 to non-members.
- After 30 days, member rate of $10 and non-member rate of $15
- Average viewership in first 30 days = 800

E-blast: $3,500
- Dedicated e-blast sent to all SCAN Members (between 5000-6000)
- Average open rate is ABOVE Industry Average = 33%
- Average click rate is ABOVE Industry Average = 5%
  Health and Fitness Industry (23.55% / 3.13%)
  Medical, Dental, Healthcare Industry (23.31% / 2.72%)
Note: E-blast recipients must have images enabled for tracking data used in the campaign report; therefore, actual open rates are higher than reported.

Social Media Postings: $500
Not sold individually. Purchased as an add-on item. Sponsor thank you/acknowledgement message posted on SCAN’s social media outlets
Note: Academy/SCAN policy does not permit promotional social media messaging for any service, campaign or product that was not developed by the Academy/SCAN.

Educational Backgrounder for Practitioner or Client/Student Handout: $5,000*
- Sponsor developed, evidence-based content, subject to SCAN expert review, suitable for printing as educational handout. Includes hyperlinks to sponsor website.
- Annual total download of all SCAN educational materials
- Featured in one of our weekly e-blasts
- Available free to members and for $3.95 to non-members on SCAN website for one year.

For more information, contact info@scandpg.org.
Customizable Options

**Symposium or FNCE® Workshop**
- Developed collaboratively with Sponsor and SCAN leadership.
- All planning and costs covered by sponsor, exclusive of sponsorship to SCAN.

**Survey our Members: The Experts**
- Opportunity to survey our SCAN Executive Committee or entire SCAN membership.
- Subject to SCAN/Academy approval.
- Results are for internal use only.

**Apparel (limited availability)**
Add your logo to SCAN apparel provided or sold to SCAN Members.

**Sponsor-Designed Contest**
A custom-tailored contest for SCAN’s membership.

**Can be related to Symposium, SCAN events at FNCE® or something for the entire membership**
- Example: ‘tips contest’ incorporating your food or product into the diet.
- Great opportunity to leverage sponsor visibility to benefit SCAN members and sponsor.

Sponsorship Guidelines

**Food & Nutrition Conference & Expo™ FNCE® Guidelines**

*Per Academy guidelines, companies must exhibit at FNCE® to be eligible to sponsor a MIG/DPG event at FNCE® 2020. CLICK HERE to learn more about exhibitor opportunities.*

**SCAN Reception:** Reception is planned by SCAN to include food and one drink for each attendee. Sponsor to assume all additional costs associated with any culinary demos, special or non-standard food, ingredient, preparation, or service requests made by Sponsor, including all costs associated with shipping & handling and providing product to the hotel.

**Education and Physical Activity/Movement Sessions:** Food/beverage service is not included with or required for these sessions. Breakfast or lunch hour session will be better attended with food. If food/beverage catering is desired, by sponsor, sponsor covers all site-specific arrangements and is financially responsible for food/beverage costs, as well as speaker/activity leader expenses and honorarium, exclusive of sponsorship to SCAN. FNCE® contracts must be finalized by August 31, 2020.

**Educational Content Guidelines**
Educational content (including slides) will be thoroughly vetted by the Academy and SCAN. 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.

For more information, contact info@scandpg.org.
Academy of Nutrition and Dietetics Food & Nutrition Conference & Expo™ (FNCE®)

Each year SCAN has a strong and consistent presence at FNCE® and offers the following sponsorship opportunities:

**SCAN Reception: $10,000**
- 5-minute welcome address by Sponsor
- Attendance free for SCAN members; Non-members pay a small fee; Pre-registration required; Onsite registration and payment will be available, as space allows
- Recognition in promotional materials, and logo added to website for 1 year

**SCAN Education Session: $7,000***
- 50-minute presentation, developed by sponsor with SCAN expert review, one (1) hour CPE
- Recognition in promotional materials and logo added to website for 1 year
- Attendance free for SCAN members; Non-members pay a small fee; Pre-registration required; Onsite registration and payment will be available, as space allows

**SCAN Morning Physical Activity/Movement Session: $3,500***
- 5-minute welcome address by Sponsor
- Recognition in Promotional Materials and Logo added to website for 1 year
- Attendance free for SCAN members; Non-members pay a small fee; Pre-registration required; Onsite registration and payment will be available, as space allows

**SCAN Reception:** Reception is planned by SCAN to include food and one drink for each attendee. Sponsor to assume all additional costs associated with any culinary demos, special or non-standard food, ingredient, preparation, or service requests made by Sponsor, including all costs associated with shipping & handling and providing product to the hotel.

***Education and Physical Activity/Movement Sessions:** Food/beverage service is not included with or required for these sessions. Breakfast or lunch hour session will be better attended with food. If food/beverage catering is desired, by sponsor, sponsor covers all site-specific arrangements and is financially responsible for food/beverage costs, as well as speaker/activity leader expenses and honorarium, exclusive of sponsorship to SCAN. FNCE® contracts must be finalized by August 31, 2020.