Reach Influential Leaders in Sports Nutrition

With 6,000 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 and Human Performance  • 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 2020-2021 prospectus offers many exciting opportunities for industry sponsors to reach our members.
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
- Cardiac and Pulmonary Rehabilitation
- Outpatient Clinical Care and Research
- University, Academia and Student Wellness
- Public Relations and Marketing
- Worksite and Community Wellness Programs
- Weight Management Programs
- 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.
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.

SCAN is monitoring the current environment of COVID-19 and the impact it may have on the SCAN Symposium. Plans are underway for the event to take place in Boston, March 2021. In the event travel and safety restrictions limit the ability to host the event, SCAN will transition the event to a virtual conference. Sponsorship packages may be adjusted for virtual opportunities.
Symposium Sponsorship Package Descriptions

**Platinum Level Option (Choose 1)**

**Lunch 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.

**Opening 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.

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**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. 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.

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**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.

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**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). 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.

**Advertisement included in a SCAN Member Update E-blast**
Two (2) graphics, 3 links and 150 words for inclusion in a scheduled Member Update. Member Updates are sent to members weekly or bi-weekly throughout the year.

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**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.

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37TH ANNUAL SCAN SYMPOSIUM
REVOLUTIONIZING PERFORMANCE NUTRITION
MARCH 6-8, 2021
BOSTON, MA
Targeting the Aging Gut Microbiome to Improve Cardiovascular Function

by Abigail Casso, BA and Vienna Brunt, PhD

We live in a world where antibiotics, antibacterial hand soap, toothpaste, and dietary supplements are all commonly used products. Until recently, bacteria and other microorganisms have 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 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 include precursors to neurotransmitters and can directly influence neurotransmission of the vagus nerve in the brain and peripheral autonomic nerve activation.

Importantly, these trillions of microbes are an extremely dynamic group, the composition of which is constantly varying. In disease-associated states such as diabetes and obesity, there is a more extreme and adverse shift in the microbial composition termed “gut dysbiosis.” What is considered “dysbiotic” can vary across conditions, but in general gut dysbiosis is characterized by increased production of gut-derived metabolites and pro-inflammatory signaling factors that are able to enter into the host circulation and consequently interact with host tissues and organs.

For more information, contact info@scandpg.org.

Webinar: $5,000*

- One (1) 60 minute, CPE webinar hosted live and recorded for viewing (up to 3 years).

- Content developed by Sponsor, subject to SCAN expert review. Sponsor name/logo promoted with the webinar and recognition provided during the event. On-demand viewing for anyone 24/7/365.

- Free to all SCAN members, $24 for Academy members and “Friends” of SCAN.

- Average viewership for live attendance range from 500-800; Average views for recorded webinars 100.
Year-Round Sponsorship Opportunities

**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/acknowledgment 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.

*Note: E-blast recipients must have images enabled for tracking data used in the campaign report; therefore, actual open rates are higher than reported.*

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

**Symposium or Webinar 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

**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.