

2025-26 Industry Sponsorship Opportunities

Reach Influential Leaders in Diabetes & Nutrition

Established in 1979, the **Diabetes Dietetic Practice Group (DDPG)**, is the largest professional dietetic practice group of the Academy of Nutrition and Dietetics.

DDPG membership is primarily made up of registered dietitian nutritionists (RDNs) who specialize in quality diabetes care and education for people with diabetes and their families, and for those at risk of developing diabetes.

Why DDPG?

- Our members are on the front lines of patient care, reaching consumers impacted by diabetes on a daily basis.
- Our members strive to stay on the cutting edge of diabetes research, and are seeking the latest science-based information about diabetes products, services and programs.
- Sponsorship of a DDPG publication, event or other activity enables sponsors to build awareness of their company and to share their message with leaders in diabetes care and nutrition.
- We develop customized, mutually beneficial sponsorship packages to help sponsors meet their goals while supporting the education and practice of our members.

Our 2025-26 prospectus offers many exciting opportunities for industry sponsors to reach our **4,350 members**.

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

DDPG Mission

Optimizing the prevention and management of diabetes through person-centered care, including nutrition and collaborative partnerships.

Our Vision

A world where all people affected by diabetes thrive.

Work with Us

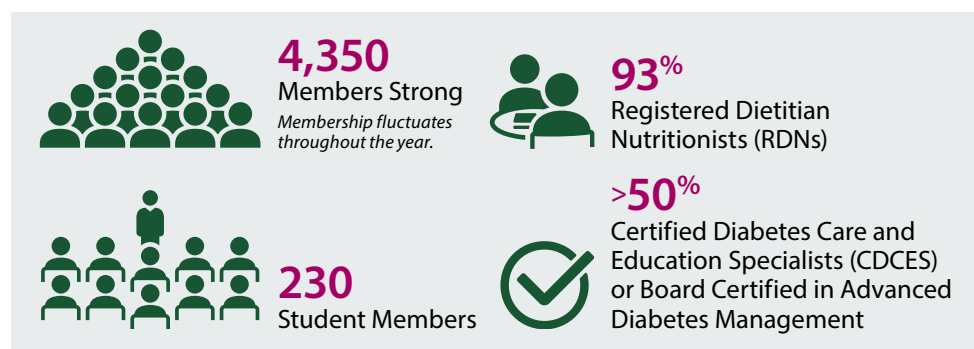
We invite organizations and companies whose business practices align with our mission and vision to work with us in a sponsorship capacity.

For more information, please contact
Cassie Verdi, Manager,
DDPG Corporate Relations,
at cverdi@eatright.org.

DDPG Membership Profile

We are...

A trusted voice for persons with diabetes when it comes to nutrition, physical activity, self-management, technology, and day-to-day diabetes care and prevention.



Source: Fall 2023 DDPG Membership Survey.

Sponsorship At-a-Glance

Engage with DDPG members through a wide variety of activities. Additional sponsorship details can be found on the following pages.

Sponsorship

Investment

Publication Sponsorships (p. 3)

Cutting Edge Nutrition and Diabetes Care Exclusive Sponsorship	\$16,000
Cutting Edge Nutrition and Diabetes Care Insert	\$8,000
NewsFLASH Headline Sponsorships	\$7,500
Advertisements (full-, half- and quarter-page)	Varies by size

Virtual Focus Groups (p. 4)

\$6,000

Miscellaneous Events (p. 5-6)

Zoom Coffee Breaks	\$4,500
ADCES RDN Reception	\$3,000
FNCE® Events	\$1,500-\$5,000

Recipe Contest (p. 7)

\$12,500

Educational Webinars (p. 7)

\$6,000

Award & Stipend Sponsorships (p. 8)

Various Awards	\$2,000-5,000
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E-Communications (p. 9)

Dedicated Eblasts	\$3,750
Dedicated Eblast with Survey	\$5,000
Monthly E-update Feature	\$2,000

Educational Handouts (p. 9)

Varies by size

We work in a variety of settings, influencing patient care and organizational decisions across the U.S. and globally:

- Academia
- Emerging Technologies
- Foodservice & Restaurants
- Healthcare Facilities
- Media & Communications
- Private Practice
- Public Health Agencies
- Regulatory Bodies
- Research
- And More

According to the latest DDPG Member Survey:

87% directly interact with patients or clients

78% of respondents said that patients or clients frequently ask them about products and services

Nearly 4 out of 5 believe patients or clients follow their advice closely

83% find recipes helpful to share with patients or clients

Nearly **30%** hold a leadership position within their company or organization

For more information, please contact
Cassie Verdi, Manager,
DDPG Corporate Relations,
at cverdi@eatright.org.

Menu of Sponsorship Opportunities

Publications

DDPG's highly-coveted publications are consistently ranked a **top membership benefit**. Each issue is sent to all DDPG members, dietetic internship directors, nutrition faculty and other DPG leaders.

Distribution: ~5,100 per issue

Cutting Edge Nutrition and Diabetes Care (CENDC)

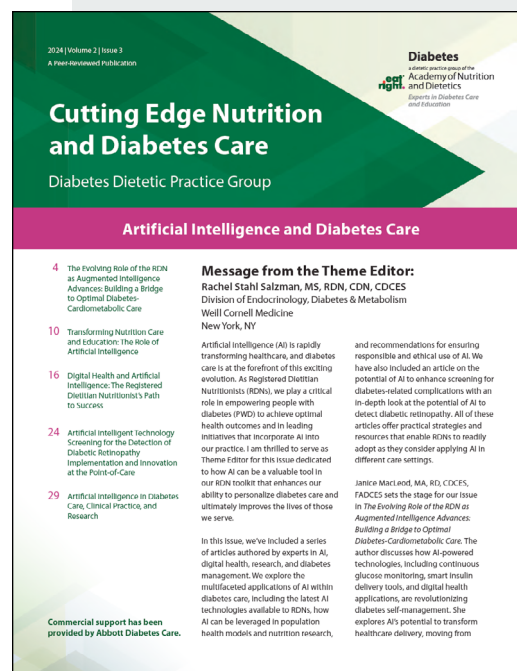
Distributed in print and available in digital format. *CENDC* is published three times per year and is a peer-reviewed journal featuring current topics in diabetes management. Each issue focuses on one broad theme and provides continuing education units to readers.

Upcoming Themes:

- Fall 2025 — Women's Health
- Winter 2026 — Weight Management
- Spring 2026 — Integrative/Functional Medicine

NewsFLASH

Distributed in digital format only. *NewsFLASH* is published three times per year and provides members with timely information on diabetes care and research, as well as important DDPG updates.



Sponsorship Opportunities

CENDC — exclusive sponsorship of one issue: \$16,000

Includes opportunity to supply a sponsored insert up to two pages (double-sided) in length, logo recognition on back cover, no competing ads and a feature in DDPG's monthly E-update with sponsor recognition.

CENDC — 1-page Insert: \$8,000

Provide a 1-page (double-sided) educational handout or tear-out insert featuring your products, messaging and/or research.

NewsFLASH — headline sponsorship of one issue: \$7,500

Includes opportunity to supply a two-page spread or product spotlight in publication with opportunity to link directly to the company's website. Also includes recognition in dedicated eblast announcing issue to DDPG members.

Advertising (pricing is the same for both publications):

- Full Page Ad: **\$5,000**
- ½ Page Ad: **\$3,500**
- ¼ Page Ad: **\$2,000**

All sponsors are recognized on the DDPG website. They are also invited to and recognized at the DDPG Awards Ceremony and Membership Reception held during the Academy's Food & Nutrition Conference & Expo® (FNCE®).

All content within sponsored materials is subject to DDPG and Academy review and approval.

**For more information,
please contact
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DDPG Corporate Relations,
at cverdi@eatright.org.**

Menu of Sponsorship Opportunities

Events

DDPG events offer valuable time with our leadership or membership.

Virtual Focus Groups

Engage with DDPG members in a small group setting via a virtual platform. Use this one-hour session with diabetes experts to gain insight into the diabetes audience, test messaging, elicit feedback on your products/services and more.

Investment: \$6,000

- Focus group date, objectives, desired participant profile, discussion questions and participant incentive must be approved by DDPG/the Academy.
- Includes up to 12 participants per focus group.
- Sponsor creates discussion guide and visuals.
- DDPG distributes invitation and provides sponsor a list of potential participants/assists in securing final participants.
- DDPG hosts and manages technology platform during live focus group.
- Sponsor provides and distributes incentive (not included in price above).
- Recording provided post-focus group.
- Results from focus groups may only be used for internal purposes.

2026 Spring Leadership Retreat

This annual, three-day meeting is a gathering of DDPG incoming and outgoing leaders to evaluate DDPG activities from the previous year and plan future strategies to support DDPG's mission and vision. Reach some of DDPG's most influential members at this event with your insights, messaging and research!

For more information on this event and opportunities for sponsorship, reach out to Cassie Verdi at cverdi@eatright.org.



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Menu of Sponsorship Opportunities

Events (continued)

Zoom Coffee Breaks

Host a DDPG virtual coffee break (30 minutes in length) — perfect for sponsors looking to demo a relevant product, share research, host a Q&A session and/or educate DDPG members about their offerings. CPEU not offered.

Average attendance: 140 RDNs

Investment: \$4,500

- 30-minutes of engagement with DDPG members from across the U.S. via Zoom (technology managed by DDPG).
- Sponsor discussion guide, slides, etc., for the Coffee Break must be reviewed and approved by DDPG.
- Recording available on DiabetesDPG.org post-event and promoted via DDPG channels.
- Promotion across DDPG channels the month prior to the Coffee Break.
- Recording of Zoom Coffee Break provided along with questions asked during the session. Information is for sponsor's internal use only.
- Opportunity to receive emails of attendees who opt in at registration.

RDN Reception at the 2025 Association of Diabetes Care and Education Specialists (ADCES) Annual Conference

Support our RDN event for those attending the ADCES Annual Conference in August. Event scheduled for Friday, August 8 (evening) at the Sheraton Phoenix Downtown.

Expected attendance: 75-100 RDNs

Investment: \$3,000 (3 available)

- Tabletop display manned by sponsor and opportunity for giveaways.
- 2 sponsor representatives onsite.
- 5 minutes podium time (presentation topic and high-level talking points must be approved by DDPG prior to the event).
- Recognition in event promotions and materials, as appropriate.



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Menu of Sponsorship Opportunities

FNCE® 2025 Events

Sunrise Stretch & Social (Joint Event with CV-Well DPG and DDPG)

Two Academy practice groups team up each year to bring this unique event to FNCE®-goers. An RDN expert leads attendees through a light activity and brief speakers, followed by networking and a nutritious breakfast to fuel their morning.

Expected attendance: 100 CV-Well & DDPG members

Date: Sunday, October 12 (early morning)

Swag Bag: \$3,500 (1 available)

- Provide attendees with a branded swag bag of wellness-related contents. Cost of shipping, handling and contents are covered by the sponsor in addition to the cost above.
- Tabletop display for additional materials plus two sponsor representatives.
- Recognition on event materials and communications, as appropriate.

Breakfast Sponsor: \$4,000 (2 available)

- Opportunity to integrate company product into breakfast menu (as possible within FNCE® guidelines). Corkage fees to be covered by the sponsor.
- Tabletop display for additional materials plus two sponsor representatives.
- 2 minutes podium time.
- Recognition on event materials and communications, as appropriate.

Activity Sponsor: \$4,000 (1 available)

- Lead a light stretching and/or strength activity (20 minutes) for attendees.
- Sponsor provides instructor and covers all related expenses and equipment needed for the activity. Activity plan and instructor must be approved by DPGs.
- Tabletop display for additional materials plus two sponsor representatives.
- Recognition on event materials and communications, as appropriate.

DDPG Fall Leadership Meeting

Engage with DDPG's leadership team during your time at FNCE®. Share product information and samples, new research or insights, or obtain feedback on your resources and products.

Expected attendance: ~15 DDPG leaders

Breakfast or lunch sponsorship: \$4,000

- 20 minutes podium time, distribution of samples/educational materials, recognition in event agenda and 2 sponsor representatives onsite.

Snack sponsorship: \$1,500

- Distribution of samples/educational materials, 1 sponsor representative onsite and company talking points delivered by DDPG's Chair.

 Academy of Nutrition and Dietetics

FNCE® 2025

Food & Nutrition Conference & Expo®

Nashville, TN | October 11-14

DDPG's Member Reception & Awards Ceremony at FNCE® 2025

This highly-anticipated event will be the largest in-person gathering of DDPG members in 2025. It is an excellent opportunity to engage and network with diabetes nutrition experts during FNCE®.

Expected attendance: 100+ DDPG members

Date: Sunday, October 12 (early evening)

Reception Sponsorship: \$5,000 (3 available)

- 3 invitations to DDPG's reception.
- Sponsor may host a table at DDPG reception to distribute materials, promote booth activities and network with DDPG members on-site.
- Opportunity to place a piece of swag or small sample at each attendee table setting.
- DDPG Chair recognition of sponsor during the event.
- Recognition of Sponsor's reception support in event invitations, promotions and materials.

Swag Bag: \$3,500 (1 available)

- Provide a bag with pre-approved samples and/or giveaways as attendees enter the event.
- 2 invitations to DDPG's reception.
- DDPG Chair recognition of sponsor during the event.

For more information, please contact
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Menu of Sponsorship Opportunities

Diabetes-Friendly Recipe Contest

Host a recipe contest for DDPG members, challenging them to create a diabetes-friendly recipe featuring one of your products. Contests encourage DDPG members to test and experiment with your products in the kitchen.

Sponsor retains ownership rights to all recipe submissions.

Expected submission range: 50-90 recipes

Investment: \$12,500, does not include cost for prizes

- Sponsor works with DDPG on the contest theme, timeline, judging criteria and rules.
- DDPG hosts a contest landing page on the DDPG website with all contest information and submission instructions.
- DDPG contest promotion across DDPG communication channels.
- DDPG and sponsor work together to test final recipes and select winning recipes.
- Recipe analysis of winning recipes.
- Sponsor funds and distributes prizes directly to contest winners.
- Winners and winning recipes are featured in an issue of *NewsFLASH* with sponsor recognition.
- Winners announced via various other channels and remain listed, with full recipes, on the DDPG website.



Educational Webinars

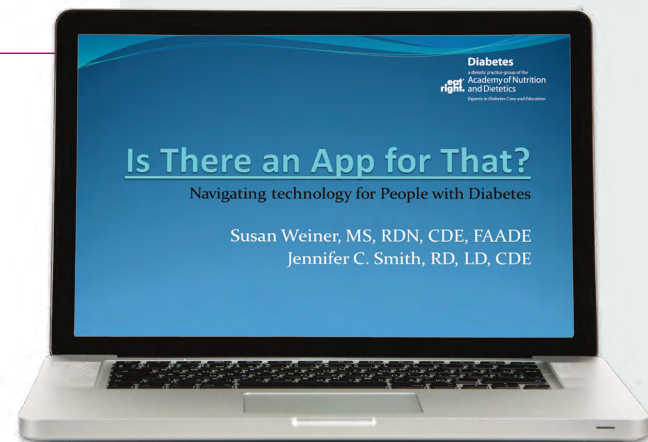
DDPG's monthly, one-hour webinars are currently our #1 member benefit! Webinars are developed to provide members with free continuing education credits on science-based topics, new research and consumer trends.

Expected attendance: 200-450 participants for live event

Investment: \$6,000, does not include speaker fees

- Webinar topic, speaker and content must meet Academy guidelines and approval.
- Promotion of webinar across DDPG communication channels with logo recognition in all promotions.
- Webinar recording available on DiabetesDPG.org for two years from live event, capturing additional viewers.
- DDPG maintains content control and manages speaker agreement.
- DDPG provides technology and platform to execute webinar.
- DDPG handles application for continuing education credit.
- Sponsor support is recognized at onset and conclusion of webinar.
- Sponsor eblast sent to all (opt-in) registrants after live event.

DDPG also offers a limited number of non-CPEU webinars for interested sponsors. Contact Cassie Verdi at cverdi@eatright.org for more information.



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Menu of Sponsorship Opportunities

Awards & Stipends

Support the recognition of esteemed leaders in the field of diabetes and nutrition through our awards program, or support the educational endeavors and career development of our members through our stipends.

All award/stipend support includes recognition touch points throughout the year (***estimated reach of each touch point in italics***):

- On-slide and verbal recognition when awardee is announced. (***100+ DDPG members***)
- Recognition in an issue of *NewsFLASH*. (***5,300 nutrition professionals***)
- Recognition on the DDPG website announcing winners and on DDPG homepage rotating carousel. (***Average 5,700 pageviews per month***)

Award/Stipend	Investment	Details
Distinguished Service Award	\$5,000	Recognize an individual who has demonstrated leadership and service as a member of DDPG and who has worked toward the promotion of dietetics professionals in diabetes care. Bonus: sponsor receives half-page <i>NewsFLASH</i> ad
Excellence in Practice Award 	\$3,000	Recognizes a member who has made significant contributions to the practice of diabetes education and medical nutrition therapy, as well as demonstrated integration of food and culinary into educational methods. Bonus: sponsor receives (1) e-update feature
Diabetes Innovator of the Year Award	\$3,000	Recognizes a DDPG member with less than 5 years of experience in the diabetes field who has demonstrated innovation in diabetes care and nutrition management.
Educational Stipends	\$3,000	Four stipends are awarded to assist DDPG members in attending a virtual educational program related to prediabetes, diabetes education or treatment.
Speaker Stipends	\$3,000	Six stipends are awarded to support members delivering diabetes-related nutrition education nationally and internationally. This encourages presentations in underserved communities and also presentations to healthcare professionals.
Rising Student Leader Award	\$2,000	Recognizes a student or intern who demonstrates leadership, volunteer or work experience in the field of diabetes.



Award Recipient Spotlight

Lorena Drago
MS, RDN, CDN, CDCES

Previous Excellence in Practice Award Winner

"Winning DDPG's Excellence in Practice Award was a transformative experience for me. This award validated the hard work and dedication that I have put into nutrition and diabetes education.

Beyond the personal satisfaction, this award has also opened doors and provided opportunities to collaborate with other experts in the field. It has provided a platform to promote awareness about diabetes and its impact on individuals and communities.

Awards play a crucial role in recognizing excellence and driving innovation. Sponsors who fund these awards provide critical support for RDNs working to improve the lives of people living with diabetes. Without such recognition and support, it would be difficult to sustain the momentum needed to make meaningful contributions in diabetes prevention, management, and in certain circumstances, remission."

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Menu of Sponsorship Opportunities

E-Communications

DDPG members depend on e-communications for the latest in diabetes care and DDPG activities.

Distribution of all e-communications: ~4,500 DDPG members

Average Open Rate: 55.4%

Average Click Rate: 8.4%

Average Forward Rate: 29.0%

Dedicated eblast

Stand-alone eblast sent to all DDPG members featuring sponsor's news updates, research, new products, upcoming events and/or links to more information.

Investment:

- 1 eblast – **\$3,750**
- 2 ebcasts – **\$7,000**

Dedicated eblast with Survey

Survey DDPG members for expert feedback and insights related to your products or services. Sponsor creates eblast with link to their survey with up to 10 questions. All content subject to review and approval from DDPG/ the Academy. Results must be shared with the Academy/DDPG and are for sponsor's internal use only.

Investment: \$5,000

Monthly E-update

Monthly e-news sent to all DDPG members to inform them of upcoming events and relevant activities. Sponsor has the opportunity to share news, educational handouts or other content within this already-scheduled eblast.

Investment: \$2,000

- Includes section title, up to 100 words of subtext, one (1) graphic, sponsor logo and one (1) hyperlink to your company's health and nutrition webpage.

Diabetes
a clinical practice group of the
eat right. Academy of Nutrition and Dietetics
Experts in Diabetes Care and Education

Advanced Insulin Management: Using Insulin-to-Carb Ratios and Correction Factors

If you are using background and meal-time insulin therapy (long-acting insulin + rapid-acting insulin or on an insulin pump), you may benefit from using an insulin-to-carbohydrate ratio and a blood glucose correction factor to determine your meal-time insulin dose. Learning to adjust your insulin dose to the amount of food you eat provides flexibility with eating. It requires a good understanding of your medicines and carbohydrate or "carb" counting.

WHAT IS AN INSULIN CORRECTION FACTOR?

The insulin correction factor (sometimes called an insulin sensitivity factor) is used to calculate the amount of insulin you need to bring your blood glucose into target range. This adjusts or corrects a blood glucose level that may be higher or lower than desired before a meal.

The correction dose is added to, or subtracted from, the pre-meal insulin dose. For example, some people might take 1 unit if blood glucose is 50 mg/dl higher than the target, and others might take 1 unit for every 25 mg/dl higher than the target. Your health care provider will help you determine your insulin correction factor as you begin working with this.

TARGET BLOOD GLUCOSE RANGE

Your health care provider should give you individualized guidelines for what your blood glucose range should be for safety and good health.

Example pre-meal target range*
70-130 mg/dl

Example post-meal target range*
Less than 180 mg/dl (two hours after first bite)

*American Diabetes Association

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Lifestyle Habits to Reverse Prediabetes

WHAT IS PREDIABETES?

A person who is diagnosed with prediabetes has a blood sugar level that is higher than normal, but not high enough to be diagnosed with type 2 diabetes.

HOW PREDIABETES HAPPENS

When a person eats a meal with carbohydrate, the body's pancreas naturally makes a hormone called insulin to lower the amount of sugar (glucose) in the blood. In people with prediabetes, the pancreas does not make enough insulin or the body's cells do not respond well to the insulin (this is called insulin resistance).

WHY AM I AT RISK?

Knowing your risk factors for prediabetes helps you become more aware of the areas you can focus on to reduce your risk of developing type 2 diabetes.

- 45 years of age or older
- History of gestational diabetes
- Overweight or obese with one or more of these risk factors:
 - Physically active less than 3 days each week
 - High blood pressure
 - Low HDL (good cholesterol) and/or high triglycerides (type of fat in the blood)
 - Parent or sibling with diabetes
 - High-risk groups based on race or ethnicity, such as African American, Latino, Native American, Asian American or Pacific Islander
 - History of cardiovascular (heart) disease
 - Women who have polycystic ovarian syndrome (PCOS)



Educational Handouts

Members look to DDPG's website for quality educational handouts to use with clients, another leading member benefit according to our recent DDPG membership survey. Have your educational handout featured for printing and use by our members in the Handouts section of our website for two years.

Investment: Varies, contact DDPG's Corporate Relations Manager

- All handouts are reviewed by DDPG experts and approved by DDPG before posting on the DDPG website.
- Includes promotion of handout across DDPG channels the year after posting.

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