

2023 ANNUAL PARTNERSHIP PROSPECTUS

The California Academy of Nutrition and Dietetics

The California Academy of Nutrition and Dietetics (California Academy) is a not-for-profit professional membership association of approximately 6,500 registered dietitian/registered dietitian nutritionists (RD/RDNs), nutrition dietetic technicians registered (NDTRs), dietetic interns, undergraduate and graduate students. **Our Mission** is to empower California dietetic professionals to be science and evidence-based food and nutrition experts, who demonstrate inclusivity in leadership and practice.

Our vision is to optimize California's health through food, nutrition, cultural understanding, and health equity. We partner on several projects annually to bring the latest information to our membership and the more than 12,000 Registered Dietitians/Registered Dietitian Nutritionists in California, as well as students, faculty, and our allied health partners/providers.

Any company or organization that wishes to partner with us must agree to the terms outlined in our sponsorship policy. The California Academy reserves the right to review all proposed advertising copy and to refuse to accept any copy that does not conform with the California Academy mission or philosophy. Advertising does not represent an endorsement of the advertiser, product, or service.

In addition to conference-specific sponsorships, the California Academy is now offering a new annual partnership option, which includes all aspects of the conference-specific sponsorship. Sponsors may still become involved with just the specific items within the prospectus; however, the annual partnership provides a more robust, value-added opportunity throughout the entire year.

California Academy Sponsorship Policy

To collaborate with the California Academy, please use the guidelines below to determine if your company or organization is in alignment with our vision, mission, and values.

Integrity

- Sponsor's vision and mission should align with the California Academy's vision, mission, and strategic goals.
- Sponsor's research, consumer messaging and professional member education align with the California Academy's Scientific Integrity Principles which are synonymous with the Academy of Nutrition and Dietetics.
- Sponsor utilizes updated, accurate, and evidence-based research in their respected practice area or field of study.
- Sponsor presents a balanced view, based on research, of a controversial issue in which the sponsor has a stake.
- Sponsor is encouraged to have environmentally responsible/sustainable business methods and practices. *Sponsor will be asked for a short 2-3 sentence company description that highlights these business methods and practices. This will be linked*

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directly to the sponsor's logo on the California Academy website.

- Sponsor is responsible, as agreed, for all direct and indirect costs associated with the project.

Healthful Food and Nutrition Products and Services

- Food and beverage items strive to meet/parallel recommendations outlined in the 2020-2025 Dietary Guidelines for Americans and USDA MY Plate. <https://www.myplate.gov/>
- Educational campaigns and marketing material provide evidence-based research information and are aligned with the 2020-2025 Dietary Guidelines for Americans. <https://www.dietaryguidelines.gov/>
- Marketing strategies targeted to children should meet the [*Recommendations for Responsible Food Marketing to Children*](#) by *Healthy Eating Research*, a national program of the Robert WoodJohnson Foundation, 2015. http://healthyeatingresearch.org/wp-content/uploads/2015/01/HER_Food-Marketing-Recomm_1-2015.pdf
- Products to show at the conference match California Academy guidelines, as per the above guidelines.

Transparency

- The California Academy promotes transparency by selecting sponsors that embrace science-based, sustainable, and ethical practices.
- The sponsors collaborate with registered dietitians and NDTRs as the experts in the field when appropriate.
- The California Academy maintains final editorial control and approval of all content in materials or digital material messaging bearing the California Academy name or logo. The Vice President of Communications and the Communications Council will assist the Executive Director to assure all materials meet standards.
- All California Academy Sponsors and Affiliate viewpoints are their own and do not represent the views and opinions of the CA Academy.
- All CA Academy messaging and content is the CA Academy's own, and it does not represent views or opinions of its affiliates or its sponsors.
- Names of sponsors will be disclosed on printed and electronic forms of communication such as www.dietitian.org or in the WHOVA app.
- The CA Academy does not endorse any company, brand, or company products, nor does the CA Academy's name or logo appear on any product. Such endorsement is neither actual nor implied.
- Sponsor of a speaker, e.g., annual conference, webinar, etc., must meet sponsorship guidelines and will be disclosed in any presentation slides as applicable to participants.

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Sponsor Opportunities Overview

We offer many ways companies and organizations can partner with us throughout the year, to provide our members with enhanced opportunities, including:

- Annual Partnership Prospectus
- Conference-Specific Activities
 - Educational Sessions - Speakers
 - Networking Sessions
 - Exhibiting
- Electronic Advertising
 - Career opportunities on www.dietitian.org
 - Sponsored Eblasts
 - Classified advertising
- Sponsoring Educational Webinars for continuing professional education

Annual Conference Activities

Thursday, April 27 to Saturday, April 29, 2023

Westin Hotel in Long Beach, California

“Talking the Lead on Practice, Research, Outreach, and Sustainability”

The California Academy of Nutrition and Dietetics Annual Conference (CANDAC) is California’s premier conference for food and nutrition professionals. The annual event attracts an audience of nearly 600 professionals throughout California. The program provides education sessions focused on practical application of research, insights into emerging research and trends, exposure to new products and services, awards, and recognition for members from various practice areas, special sessions for students, and networking opportunities—all essential for advancing careers.

Sponsoring Education Sessions at the Annual Conference - \$500

Networking Sessions -\$1,500

Exhibiting – Please see chart on page 5

The following Annual Conference-Specific and Annual Partnership Prospectus Table summarizes these opportunities.

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ANNUAL CONFERENCE SPECIFIC & ANNUAL PARTNERSHIP BENEFITS	SPONSORSHIP LEVEL			
	DIAMOND \$35K	GOLD \$25K	SILVER \$15K	BRONZE \$5K
ANNUAL CONFERENCE-SPECIFIC ACTIVITY BENEFITS				
Welcome Address – Keynote Session	1	No	No	No
Complimentary Conference Registrations	6	4	3	2
Access to Attendee contact information – expires in one year *** only per attendee consent	Yes	Yes	No	No
Expo Exhibitor In-Person Booth	Yes	Yes	Yes	Yes
Expo WHOVA Virtual Exhibitor Booth	Yes	Yes	Yes	Yes
WHOVA App – Login Page Logo Rotating on Banner	Yes	Yes	Yes	Yes
WHOVA App Notifications During Live Sessions	4	3	2	1
Opportunity to Provide Committee-Approved Keynote/General Session Speaker	Yes	No	No	No
Opportunity to Provide a Committee-Approved Breakout Session	Yes	Yes	No	No
Opportunity to Incorporate Your Product and/or Product Information into Sessions	1	1	No	No
Scavenger Hunt/BINGO throughout conference	1	1	1	1
Opportunity to provide a donation for the scavenger hunt	2	1	1	1
Conference Data Analytics	Yes	Yes	Yes	Yes
Provide BINGO Square	Yes	Yes	Yes	Yes

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ANNUAL PARTNERSHIP BENEFITS – INCLUDES ALL CONFERENCE-SPECIFIC CRITERIA ABOVE				
Website Sponsor page/recognition/logo link on website all year www.dietitian.org	Yes	Yes	Yes	No
Website Banner Logo Recognition all year	Yes	No	No	No
Schedule a virtual Q & A Focus Group – Membership Benefits	2	1	No	No
Recognition as RD Spotlight	4	2	No	No
Provide Resource Tool Kits for website	1	1	1	1
Recognition on social media via Facebook, LinkedIn, Twitter, Instagram	4	3	2	1
One brochure, up to 4 video links/product images hyperlinked	Yes	Yes	No	No
Sponsored Eblast – includes metrics	4	3	2	1
Sponsor a Webinar	2	1	No	No
Career opportunity complimentary posting, plus one email highlight per posting	4	3	2	1
Website analytics	2	1	No	No

***If you wish to be a conference-specific sponsor only, please contact the [Executive Director](#) to discuss potential options.

[Click here to complete the application to become a 2023 CA Academy Annual Partner or CANDAC23 Sponsor/Exhibitor.](#)

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Exhibits at the California Academy Annual Conference

The California Academy welcomes companies, organizations, and individuals who wish to exhibit at our annual conference. All exhibitors receive virtual exhibit space via the app and website during and after the virtual and in-person events. The WHOVA app will be used for the in-person April conference and will remain available to registered attendees through December 2022.

Type	Size	Description	Cost
Booth	10 ft x 10 ft	Throughout Expo floor	\$1,000
Corner Booth	10 ft x 10 ft	More foot traffic on corners	\$1,100
Premium Booth	10 ft x 10 ft	Front and center to activities	\$1,200
Nonprofit Booth	10 ft x 10 ft	Throughout Expo floor	\$ 750
First Year Business Booth	10 ft x 10 ft	Throughout Expo floor	\$ 750
Virtual Booth	N/A	In WHOVA app only – not attending in-person event	\$ 900

If the Conference is a hybrid conference, with both in-person and virtual events, the virtual booth will be included with the in-person price. The exhibitor, however, will be solely responsible for organizing and setting up the virtual information per the WHOVA app as described below.

Virtual Exhibitors have the option to set up booths via a personal link on our WHOVA App. You can upload pre-recorded videos, etc.

If you wish to have a live stream session, you will be required to coordinate with the CA Academy on the time, content, etc. This will be an additional fee.

For special packages, please contact the CA Academy Executive Director at Ca_academy@dietitian.org.

[Apply for your sponsorship or exhibitor opportunity here.](#)

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Electronic Advertising

Career Opportunities/Website Job Listing

To post career opportunities for registered dietitians/ registered dietitian nutritionists (RD/RDNs) and nutrition dietetic technicians registered (DTR/NDTRs) must provide all content for the job listing. The \$200, 8-week listing will be posted on the website and featured once in an email. For \$1,100, companies can also opt for a continuous 1-year posting, which will be featured in an email to all members 6 time it is posted.

Sponsored Eblast/Company Specific Content

To provide sponsored Eblast content must provide HTML-ready content, including body copy, hyperlinks to external content, graphics, and photos. If you wish to supply content (e.g., product information sheet) please provide a link to an external site. Please note that the subject line of the Eblast will be transparent and reflect the sponsored nature of the content (e.g., ADVERTISEMENT or SPONSORED CONTENT from Company X).

Classified Advertising

Companies and organizations that wish to post electronic classified advertising must provide all content for advertisement, which must be less than 50 words.

Electronic Advertising Fees

Electronic Advertising Information	Location	Frequency	Frequency
Career Opportunities/Job Listing Website Advertising	Website/Email	8 weeks \$200	Annual \$1,100
Sponsored Eblast/Company-Specific Content Advertising This does not include website posting.	Email	Once/Year \$1,800	Twice/Year \$2,675
Classified advertising verbiage/link < 50 words	Website/Email	8 weeks \$200	N/A

Electronic Advertising Specifics

Payment can be made via PayPal or arrange to be invoiced. For questions contact carrie@dietitian.org

All content included in the Eblast, including linked content, must be reviewed, and approved by the California Academy, which could take up to two weeks.

Please provide company logo as a PNG image with a maximum size of 336 pixels (3.5 inches) x 336 pixels (3.5 inches). Attachments can NOT be included with the Eblast.

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Educational Webinar Sponsors - \$4,000

The California Academy Webinar Education Program provides continuing education opportunities for our members. Webinars are offered throughout the year. Depending on the topic, date and time of the webinar, a live webinar may attract 400-500 registrants. An additional 50-100 members may also view the webinar recording on demand.

According to the Commission on Dietetic Registration (CDR), the credentialing body for nutrition professionals, webinars must be educational and based on peer-reviewed research. The webinar content cannot be commercial, or it will not qualify for continuing education credits.

Companies and organizations that wish to sponsor a webinar must agree to the following:

- The sponsor will identify, contract with, and pay all the speaker fees/honorarium.
- The speaker must be a credentialed and recognized expert in their field.
- The content must be educational—not commercial.
- The sponsor and speaker will work with the California Academy Executive Director and designated Executive Board (EB) Member to select the webinar date and time.
- The speaker will agree to allow 10-15 minutes for questions and answers, whether or not there is one speaker, or a speaker panel and the webinar is 1, 1½ or 2 hours in length.
- The sponsor and speaker will agree to submit final slides 1 week prior to the scheduled webinar date and time.
- The California Academy Executive Director and designated EB member will review the slides to determine if the sponsor and speaker have followed guidelines to ensure content is educational and not commercial in nature.
- The California Academy Executive Director and designated EB member will submit the webinar content to the Commission on Dietetic Registration for pre-approval of continuing professional education (CPE) credits.
- The California Academy will promote the webinar to all members via member eblasts, social media, and www.dietitian.org.
- When feasible, and with the speaker(s)' permission, the California Academy will record the webinar and make the recording available to members for up to one-year after the date of the live recording.
- Please direct all webinar sponsorship inquiries to Ca_academy@dietitian.org.

Ready to sponsor a session? [Click here to apply](#).