



CALIFORNIA ACADEMY
OF NUTRITION & DIETETICS

eat right. an affiliate of the
Academy of Nutrition and Dietetics

California Academy of Nutrition and Dietetics

2024 Annual Conference

SPONSOR PROSPECTUS



Join us as we celebrate our 100th anniversary!

April 25-27th, 2024

Hilton San Francisco Union Square
333 O'Farrell St., San Francisco, CA 94102

I. About California Academy of Nutrition and Dietetics

The California Academy of Nutrition and Dietetics (California Academy) is a non-profit 501c (6) membership association that is a state affiliate of the [Academy of Nutrition and Dietetics](#), the world’s largest organization of nutrition and dietetics practitioners.

Vision

Optimize Californian’s health through food, nutrition, cultural understanding, and health equity.

Mission

Empower California dietetic professionals to be science and evidence-based food and nutrition experts who demonstrate inclusivity in leadership and practice.

California Academy members include Registered Dietitian Nutritionists (RDNs), Nutrition and Dietetics Technicians Registered (NDTRs), dietetic interns, and graduate and undergraduate students studying nutrition and dietetics.

Registered Dietitian Nutritionists: By the Numbers



110,554
RDNs are
registered in
the U.S.¹



More than 1 in 10
(10.4%) RDNs live in
California¹ - the highest
number of dietitians
compared to any other
state in the U.S.

All RDNs and NDTRs must earn continuing professional education units (CPEUs) to maintain their professional credentials. The CPEUs provided at the CA Academy Annual Conference is one of the main reasons why this is the *must-attend* dietetic professional event of the year!

1. Commission on Dietetic Registration. Registry Statistics: Registered Dietitian (RD) and Registered Dietitian Nutritionist (RDN) as of September 4, 2023. Available <https://www.cdnet.org/registry-statistics?id=5655&actionxm=All>. Accessed September 17, 2023.



II. About the California Academy Annual Conference (#CANDAC)

Each year the California Academy brings together a diverse group of 500-750 credentialed nutrition professionals, dietetic interns, and students for a three-day conference focused on continuing professional education, networking, career development, and learning about the latest products, services, research findings, and more from conference sponsors and exhibitors.

III. California Academy Sponsorship Policy

The California Academy welcomes the opportunity to collaborate with companies, organizations, and individuals who align with our mission and vision. We strive to work with entities that not only support our organization but also our individual members by employing them or providing internship opportunities.

The California Academy Sponsorship Policy guides our decision-making process while working with outside entities on programs and initiatives that provide benefits for our members. We encourage potential sponsors and exhibitors that align with the following values and indicators to join us at our 2024 Annual Conference. Our policy includes three core values: nutrition, health, and sustainability; integrity; and transparency. See details below.

Nutrition, Health & Sustainability

- The sponsor's food and beverage recommendations align with the latest version of the [Dietary Guidelines for Americans](#).
- The sponsor's products and services are based on evidence-based research that aligns with the [Academy of Nutrition and Dietetics Position Papers](#) on complex issues related to nutrition, health, and sustainability.

Integrity

- The sponsor's vision and mission align with the California Academy's vision and mission.
- The sponsor's product or ingredient claims adhere to [United States Department of Agriculture \(USDA\)](#), [Food and Drug Administration \(FDA\)](#), and [Federal Trade Commission \(FTC\)](#), and guidelines for food and supplement marketing.
- The sponsor adheres to the [Commission on Dietetic Registration \(CDR\) Continuing Professional Education Units \(CPEU\) Prior Approval Program Provider Policy Manual](#).



Integrity, cont'd

- The sponsor adheres to [FTC guidelines](#) when marketing to children and adolescents.

Transparency

- All sponsored relationships and programs are clearly disclosed to California Academy members.

IV. Sponsor Opportunities

The California Academy is offering a wide variety of options for sponsors to share information, insights, and inspiration with our 2024 conference attendees. Companies and organizations may sponsor general sessions, breakout sessions, meals, breaks, and receptions as well as purchase exhibit booths.

Entities that are interested in sponsoring education sessions must submit proposals to be reviewed and approved by the California Academy Annual Conference Planning Committee prior to being accepted. Speakers of sponsored education sessions must disclose all financial relationships to the audience at the beginning of their presentation.

Sponsors of education sessions must agree to adhere to all CDR marketing and disclosure policies. See section 7.1 of the [CDR CPEU Prior Approval Program Provider Policy Manual](#) for specific details.

Any education materials that are part of CPEU content (such as PowerPoint slides, abstracts, handouts, fact sheets, evaluation mechanisms, or disclosure information) **must not contain any logos, trade names, or product group messages or images, from any colleges, universities, health systems, foundations, nonprofits, or corporations.**

If you are uncertain if you are meeting our sponsorship guidelines and policy, please reach out to the California Academy Sponsorship Chair Vicky Flaig, MEd, RDN at sec_treas@dietitian.org for assistance.



SPONSOR OPPORTUNITIES FOR CANDAC24

SPONSOR OPPORTUNITY	BENEFITS	FEE
Opening Keynote <i>Exclusive sponsorship opportunity.</i>	<ul style="list-style-type: none"> • Session open to all attendees. • Sponsor featured in the conference app. • Two conference registrations. • Complimentary 10' x 10' exhibit booth. 	\$10,000
Closing Keynote <i>Exclusive sponsorship opportunity.</i>	<ul style="list-style-type: none"> • Session open to all attendees. • Sponsor featured in the conference app. • Two conference registrations. • Complimentary 10' x 10' exhibit booth. 	\$10,000
Friday General Session <i>Exclusive sponsorship opportunity.</i>	<ul style="list-style-type: none"> • Session open to all attendees. • Sponsor featured in the conference app. • Two conference registrations. • Complimentary 10' x 10' exhibit booth. 	\$10,000
Saturday General Session <i>Exclusive sponsorship opportunity.</i>	<ul style="list-style-type: none"> • Session open to all attendees. • Sponsor featured in the conference app. • Two conference registrations. • Complimentary 10' x 10' exhibit booth. 	\$10,000
Breakfast Sponsor, Day 1 <i>Limited to two sponsors.</i>	<ul style="list-style-type: none"> • Sponsor ingredient/product included in the breakfast menu. • Sponsor featured in the conference app. • One conference registration. • Complimentary 10' x 10' exhibit booth. 	\$5,000
Breakfast Sponsor, Day 2 <i>Limited to two sponsors.</i>	<ul style="list-style-type: none"> • Sponsor ingredient/product included in the breakfast menu. • Sponsor featured in the conference app. • One conference registration. • Complimentary 10' x 10' exhibit booth. 	\$5,000
Breakfast Sponsor, Day 3 <i>Limited to two sponsors.</i>	<ul style="list-style-type: none"> • Sponsor ingredient/product included in the breakfast menu. • Sponsor featured in the conference app. • One conference registration. • Complimentary 10' x 10' exhibit booth. 	\$5,000



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Morning Break, Day 1 <i>Exclusive sponsorship opportunity.</i>	<ul style="list-style-type: none"> • Sponsor ingredient/product included in the breakfast menu. • Sponsor featured in the conference app. • One conference registration. 	\$3,000
Morning Break, Day 2 <i>Exclusive sponsorship opportunity.</i>	<ul style="list-style-type: none"> • Sponsor ingredient/product included in the breakfast menu. • Sponsor featured in the conference app. • One conference registration. 	\$3,000
Awards Luncheon Sponsor, Day 1 <i>Exclusive sponsorship opportunity.</i>	<ul style="list-style-type: none"> • Sponsor ingredient/product included in the lunch menu. • Sponsor may make welcome remarks (3 minutes). • Sponsor featured in the conference app. • Two conference registrations. • Complimentary 10' x 10' exhibit booth. 	\$10,000
Lunch Sponsor, Day 2 <i>Exclusive sponsorship opportunity.</i>	<ul style="list-style-type: none"> • Sponsor ingredient/product included in the lunch menu. • Sponsor may make welcome remarks (3 minutes). • Sponsor featured in the conference app. • Two conference registrations. • Complimentary 10' x 10' exhibit booth. 	\$10,000
Lunch Sponsor, Day 3 <i>Exclusive sponsorship opportunity.</i>	<ul style="list-style-type: none"> • Sponsor ingredient/product included in the lunch menu. • Sponsor may make welcome remarks (3 minutes). • Sponsor featured in the conference app. • Two conference registrations. • Complimentary 10' x 10' exhibit booth. 	\$10,000



SPONSOR OPPORTUNITIES FOR CANDAC24

SPONSOR OPPORTUNITY	BENEFITS	FEE
Reception Sponsor, Day 1 <i>Limited to two sponsors, takes place in the Expo Hall</i>	<ul style="list-style-type: none"> • Sponsor ingredient/product included in the reception menu. • Sponsor featured in the conference app. • One conference registration. • Complimentary 10' x 10' exhibit booth. 	\$5,000
Reception Sponsor, Day 2 <i>Limited to two sponsors, takes place in the Expo Hall</i>	<ul style="list-style-type: none"> • Sponsor ingredient/product included in the reception menu. • Sponsor featured in the conference app. • One conference registration. • Complimentary 10' x 10' exhibit booth. 	\$5,000
Student Reception Sponsor <i>Exclusive sponsorship opportunity.</i>	<ul style="list-style-type: none"> • Sponsor ingredient/product included in the reception menu. • Sponsor featured in the conference app. • One conference registration. 	\$2,500
Sponsor Item Room Drop <i>Limited to three sponsors</i>	<ul style="list-style-type: none"> • Product placed in member room prior to conference. 	\$1,000
Room Key Sponsor	<ul style="list-style-type: none"> • Increase brand awareness, have your logo featured on room keys! 	\$1,500



V. Exhibit at the California Academy Annual Conference

The California Academy welcomes companies, organizations, and individuals who wish to exhibit at our annual conference. All exhibitors also receive virtual exhibit space via the conference app, which allows the sponsor to share research findings, product information, job listings, service pricing, and more. PDFs and pre-recorded videos can be shared on the app. See exhibit pricing below.

Type	Size	Description	Fee
Standard 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	\$500
Virtual Booth	N/A	In the conference app only - not at in-person event	\$900
Member Booth <i>See details below.</i>	10 ft. x 10 ft.	Throughout Expo floor	\$250

Exhibit Schedule

Schedule	Date	Time
Exhibit Setup	Thursday, April 25	TBD
Expo Hall Open	Thursday, April 25	5:30-8:30PM
	Friday, April 26	5:00-7:00PM

VI. Special Member Opportunities

Members of the California Academy who are registered for the conference and want to promote products or services can reserve a booth at the annual conference for the **members-only rate of \$250**. This special pricing only applies to members who are self-employed, independent contractors, or who own a small nutrition-related business with five or fewer employees. This does not apply to members who work for larger for-profit or non-profit entities.

Dietetic Practice Groups (DPGs) and Member Interest Groups (MIGs) are also eligible for the **members-only rate of \$250** if they wish to have a booth used for member recruitment, engagement, or networking purposes.



VII. Sponsor Letter of Agreement

To secure your preferred sponsor opportunity or the best booth placement, please follow these steps:

1. Send an email to Vicky Flaig, California Academy Secretary/Treasurer at sec_treas@dietitian.org indicating what sponsor opportunity/ies or booth type you want.
2. Vicky will confirm the availability of your request and provide your Sponsor Letter of Agreement (LOA) and/or your Exhibitor Contract.
3. Once your LOA or Exhibitor Contract is signed, an invoice will be sent to you via email.
4. **Payments are due within 30 days of the date on your invoice.** If payment is not received within 30 days, the sponsor opportunity or booth selection will be forfeited.

VIII. Contact Information

For questions about **sponsorships or exhibits**, please contact:

Vicky Flaig, MEd, RDN

California Academy Secretary/Treasurer

sec_treas@dietitian.org

(916) 717-3959 / cell

For questions about **education sessions**, please contact:

Sangeeta Shrivastava, PhD, RDN

California Academy President- Elect

pres_elect@dietitian.org

(818) 770-6299 / cell