

THE FNCE[®] EXPERIENCE 2021 FNCE[®] SPONSORSHIP & ADVERTISING PROSPECTUS

Take advantage of numerous attendee engagement opportunities to extend your presence beyond your virtual booth.

360 ATTENDEE ENGAGEMENT

FNCE[®] Signature Sponsor Package

- Exhibit booth with multiple content delivery options
 - Custom booth background
 - “Welcome” video/image
 - About Us/ Valuable Resource Tabs for: Product information, white papers/documents, recipes, coupons, special offers/prizes, video links, subscribe/ join our mailing list, request samples, chat with us and more
 - 1:1 and group chats
 - 1:1 video chats
 - Booth metrics report
 - Premier logo placement in virtual Expo Hall lobby
 - Booth personnel registrations
 - Three complimentary full conference registrations
 - Pre-and Post-FNCE[®] Attendee email communication
 - Standard Placement in the FNCE[®] Digital Event Bag
 - Two posts via #FNCE on Academy social media platforms
 - **Select either:**
 - 45-minute pre-recorded Expo Briefing *science-based presentation*
 - During Expo exclusive hours, in the Expo Hall Theater (booked on a first-come, first-served basis)
 - Available On-Demand
 - 45-minute pre-recorded Demo or Tour *Such as a cooking class, product demo, farm tour, etc.*
 - During Expo exclusive hours, in the Expo Theater (booked on a first-come, first-served basis)
 - Available On-Demand
 - *Food & Nutrition Magazine* FNCE[®] Digital Edition: Full-page advertisement
 - Recognition touchpoints
 - Advance selection of 2022 FNCE[®] booth
- \$25,000**
exclusive to ten exhibitors

EDUCATE

Attendees value FNCE® for the access to trending topics and new information.

Pre-FNCE® Nutrition Symposium Sponsor Package

Saturday, October 16, 2021

60-minute science-based presentation in the Education Theater to share new research and information on emerging consumer/nutrition trends including live Q&A

- Attendees earn one CPEU
- Attendee Evaluation
- Available On-Demand
- Inclusion in the FNCE® Product Spotlight
- Standard Placement in the FNCE® Digital Event Bag
- Two posts via #FNCE on Academy social media platforms
- *Food & Nutrition Magazine* FNCE® Digital Edition: Full-page advertisement
- Recognition touchpoints
- Premier Logo/Booth Placement in Expo Hall Lobby
- Advance selection of 2022 FNCE® booth

\$25,000 plus speaker(s) fees
limited availability

Academy Spokesperson Briefing

45-minute science-based, non-commercial briefing to the Academy's network of national Spokespeople

- Five sponsor survey questions sent to attendees pre-briefing, to refine sponsor presentation content. Results for sponsor's internal use only.
- Pre-approved sponsor resources sent electronically pre-briefing
- Post-briefing attendee evaluation including one custom sponsor question

\$12,000



Expo Theater Events

Attendees enjoy informative and fun learning experiences in the Expo Theater and voted it a favorite destination at FNCE® 2020!

These pre-recorded events are available **on-demand** to attendees **during and after** the conference.

Events may include:

- Culinary Demos, Cooking Classes and Experiences
- Educational Briefings
- Virtual Farm and Behind-the-Scenes Tours
- Fitness and Wellness Classes
- Product Showcase Demos
- and more!

Expo Theater Event Sponsorship benefits:

- Attendee report for **lead generation**
- Available **on-demand** during and after the conference
- Customizable standard placement in the **FNCE® Digital Event Bag**
- Expo Theater **promotion to attendees** in numerous FNCE® communications, pre- during and post-show:
 - FNCE® attendee email communications
 - FNCE® Focus daily attendee email
 - FNCE® Digital Event Bag
 - FNCE® Website

30-minute events: **\$8,000**

10-minute product showcase demos: **\$3,000**

ENGAGE

FNCE® attendees enjoy networking while having fun!

Lunch & Learn with the Academy's network of national Spokespeople

Saturday, October 16, 2021

Virtual networking lunch, culinary demo and interactive breakout groups

Co-Sponsors: (up to three) **\$7,000**

- Pre-approved sponsor resources sent electronically pre-lunch

Host Sponsor: (one) **\$10,000**

- 15-minute culinary demo to kick off lunch
- Opportunity to include samples/products (non-perishable) in a pre-lunch goodie box mailing

FNCE® 2021 Trivia Game

At FNCE® 2020, thousands of attendees participated in the Trivia Game! Attendees answer trivia questions for a chance to win great prizes. A live leaderboard creates buzz and competition!

- Sponsor recognition on Trivia Game page throughout the duration of the conference
- Trivia Game promotion in FNCE® communication vehicles
- Optional Opportunity to submit prize: (\$25 minimum value)

\$1,250 exclusive to 12 exhibitors

Foundation Virtual 5K Run/Walk

At attendees' leisure throughout the conference

Encourage FNCE® attendees to take a break from their computers and get some physical activity throughout the conference

\$10,000

Foundation No Show Gala

Monday, October 18, 2021

The No Show Foundation Gala offers Academy members and individuals an opportunity to donate any amount to support this event or purchase a VIP ticket. New this year, are corporate opportunities as well. Opportunities to engage with various Academy leaders, students and other members via zoom tables are available including:

- Corporate Table Sponsor: **\$7,500**
- Corporate Student Table Sponsor: **\$5,000**
- Individual VIP ticket: **\$1,500**

For more information on Foundation events, contact Susie Burns at 312-899-4752 or sburns@eatright.org

INFORM

Get and stay connected with FNCE® attendees through a variety of digital communication channels.

FNCE® Product Spotlight

- Listing on FNCE® website and in virtual Expo Hall
- Recognition touchpoints

\$1,500

FNCE® Digital Event Bag

Online platform to share virtual booth activities/ events, incentives and resources with attendees

SOLD OUT Featured Placement (maximum of 6) **\$1,200**

- Standard Placement **\$800**

Food & Nutrition Magazine FNCE® Digital Edition

- Full-page advertisement **\$1,500**
- Half-page advertisement **\$800**

Pre or Post FNCE® Attendee Email

Confirmed FNCE® 2021 exhibitors may purchase a pre-show or post-show attendee email deployment. Reservations are made on a first-come, first-served basis and are limited to two per day. Contact InFocus Marketing: Phone 800.708.5478 or sales@infocusmarketing.com

FNCE® Focus

Daily event email promoting exclusive expo hours and booth activities

- Banner Ad
One per issue **\$1,500**

SOLD OUT Featured Booth Promotion
One per issue **\$1,500**

- Premium booth promotion
Three per issue **\$1,250** each
- Standard booth promotion
Three per issue **\$1,000** each