

2011 – 2012 SPONSORSHIP PROSPECTUS

Dietitians in Business and Communications (DBC) Dietetic Practice Group of the American Dietetic Association is a specialized group of highly networked Registered Dietitians who influence both consumer and corporate purchasing decisions. In addition to the rigorous training to earn the highly respected registered dietitian (RD) credential, our members also have a unique skill set that allows them to communicate and share their knowledge of food and nutrition in ways that increase your brand awareness, web traffic, and sales.

We **educate** consumers and health professionals, **advise** supermarkets and companies, **lead** sales and marketing at top food and beverage companies, and **shape** public opinion on key health issues through media appearances, articles, and digital and social media.

We have a menu of options available to reach these important **influencers** including in-person events, webinars, the DBC website and e-communications. Comments received from our sponsors include:

Our company is a strong supporter of DBC. The membership represents a strategic audience for the communication of our company's new innovative products and solutions.

I have found the networking with others in similar professions educational. I have gained access to many mentors that share insight and ideas that I can take back and apply to my own company and position. It has also given me a finger on the pulse of what peers and customers are working on and what is important to them.

DBC has allowed our company's products to get a louder voice. We were able to partner with other vendors and end users to bring a value to a specific market segment and ultimately increase the market share for my company.

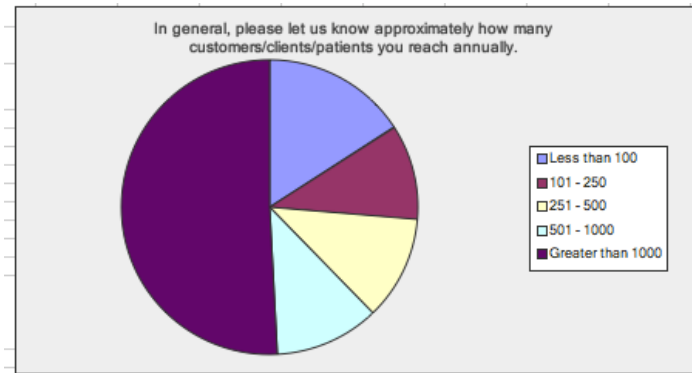
ABOUT OUR MEMBERSHIP

Our member market segments include (over 1200 members for 2010/2011):

Healthcare Foodservice (40%) Educators (54%) Business and industry (30%)
Media/Public Relations (37%) Marketing/Sales (54%) Clinicians (20%)

More than 50% of DBC's membership reaches over 1000 consumers each year¹. They include:

- Food and beverage directors of hospitals, restaurants and other food service organizations
- Media personalities and health writers
- Educators for the public, business and health professionals
- Public relations executives
- Sales and Marketing specialists
- Business consultants



REACHING OUR MEMBERSHIP

Our membership is in a unique position to communicate your products' benefits to the people you need to reach most. But our members need to know more about you. We need to know about your company and the products and services you offer. What are the benefits? Why in a competitive marketplace should they choose your products or services?

Opportunities for reaching our members include:

- Sponsored networking events (highlighting your products and services)
- Branded advertising on our website and in our member e-communications
- Advertorials in our newsletter
- Educational events, including online webinars and Regional Connects.
- We will work with you to develop a customized package of activities that will best serve your needs.



facebook

Your contributions as our partner present a unique opportunity to reach our members, while adding value to our membership benefits. In return, we increase your brand awareness, web traffic, and sales.

LinkedIn

We invite you to become a part of DBC's ongoing or upcoming activities:

- DBC networking event at ADA's Food & Nutrition Conference & Expo (FNCE) 2011 in San Diego, CA
- Student stipend fund FNCE
- Networking events at national and regional levels
- Mentoring relationships
- Educational webinars
- Monthly and quarterly membership communications via the website, newsletter and listserv

¹ DBC Member Survey (June 2010)

SPONSORSHIP LEVELS AND BENEFITS:

Benefits	Sponsorship Level				
	President \$5,000	Ambassador \$3,000	Diplomat \$2,000	Leader \$1,000	Patron \$500
Complimentary tickets to the DBC FNCE networking reception	6	4	3	2	1
Mini Marketing Display at DBC Reception	✓	✓	✓		
Recognition from the podium at DBC events & in the newsletter	✓	✓	✓	✓	✓
DBC student stipend program sponsor credit (number of students)	4	3	2	1	
Website link & company recognition in DBC Dimensions newsletter	✓(home page)	✓(home page)	✓	✓	✓
One Spotlight article in DBC Dimensions newsletter (subject to DBC/ADA approval)	✓	✓	✓		
Logo featured on front page of Dimensions with a direct link to your site (all issues)	✓	✓			
E-Update mini-article (subject to DBC/ADA approval)	✓	✓	✓	✓	
DBC Friends' individual membership (1 year) & online directory listings	✓ (4)	✓ (3)	✓ (2)	✓ (1)	✓ (1)
Regional Meeting Sponsorship	2	1	1		
Sponsored newsletter inserts.	1 at no charge				
Webinar sponsorship	No charge	No charge			

OTHER SPONSORSHIP OPPORTUNITIES

Educational webinar. Your topic and speaker, subject to DBC/ADA approval on a mutually agreeable date.

\$500 – Diplomat level
\$2000 – Patron Level

\$1500 – Leader level
\$3000 – stand alone benefit

Regional meetings. Your topic and speaker, subject to DBC/ADA approval on a mutually agreeable date.

\$100 – President level (in addition to 2)
\$500 – Diplomat level (in addition to 1)

\$250 – Ambassador level (in addition to 1)
\$1000 – Leader level

Newsletter insert

\$250 – Ambassador level
\$1500 – Leader level

\$500 – Diplomat level
\$2500 – stand alone sponsorship

DBC EVENTS

American Dietetic Association Food & Nutrition Conference & Expo (FNCE) San Diego, September 24 – 27, 2011



FNCE is the largest annual food and nutrition conference in the country. FNCE 2011 will draw close to 10,000 participants. It receives significant media coverage from the major networks and major publications.

DBC Networking Reception

Saturday, September 24 from 6:30 p.m. to 9:00 p.m.

This is one of DBC's premier events, featuring an opportunity for you to mingle with our membership. Our Executive Committee and DBC Members (anticipated at over 150) will be in attendance for you and your company representatives to meet and greet the leaders of DBC over food and drink. Acknowledgement of your sponsorship of DBC for 2011-12 is made during this event and you will also have the opportunity to have a table to share information with our attendees (subject to ADA/DBC approval).

The 2011 event is being held in San Diego's renown, "Old Town," at the Casa Guadalajara Restaurant and Cantina. This spectacular Mexican restaurant is a welcoming landmark for Old Town, capturing the Spirit of Mexico at its best. The ambiance of Casa Guadalajara is reminiscent of a gracious hacienda deep in Mexico.

Student Stipends

Through the DBC Student Stipend Program, dietetic students will receive a registration stipend to attend ADA's Food & Nutrition Conference & Expo sponsored by your company. Four stipends are awards for the \$5000 level sponsorship, three for the \$3000 level sponsorship, two for the \$2000 level, and one for the \$1000 level. DBC works with and through the American Dietetic Association Foundation to award these student stipends and the Foundation notifies students of their stipend sponsor – a great way to connect with our future leaders.

Educational Webinar Opportunities:

DBC offers several online educational sessions throughout the year, enabling members to enhance their business and communication skills. These one-hour forums are a great way for you to reach DBC members. Sponsors will receive recognition in all advertisements of the webinar and will be recognized at the beginning and the conclusion of the webinar program. We also welcome the opportunity to feature a topic, speaker or speakers from your company. Webinars are recorded and available to members on our website.

Advertising Opportunities:

Dimensions Newsletter:

Dimensions is the quarterly newsletter that reaches our entire membership. It contains articles on timely topics for our members, and also is the vehicle that DBC uses to communicate news about our practice group. DBC offers opportunities each year for sponsored inserts that will allow you to directly deliver information about your product or services to our members.

e-Updates & DBC Web site:

The bimonthly e-newsletter is distributed to our membership, offering news briefs and member information. A direct link from your company's logo to your Web site will be provided. You may also provide a brief article of 200 words or less. The DBC website, www.dbconline.org, receives 7,000 views per month. The public space sections can be viewed by anyone visiting the DBC Web site.

Regional Networking Meetings/Regional Connects:

DBC hosts networking meetings for our members throughout the United States. These meetings provide ongoing opportunities for our members and potential members to network. Average attendance at these events ranges from 10 to 25. If you would like the opportunity to focus your marketing efforts in a particular region or market, sponsorship of our regional networking events is a great solution for you. Locations can vary annually, or sponsors can suggest a location from which they can support regional activities. President, Ambassador, and Diplomat level sponsorships include being featured at meeting(s).

Please contact DBC's Sponsorship Chair:

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