



[Date]

Dear Sponsor/Exhibitor:

The Missouri Academy of Nutrition and Dietetics (MOAND) and the Kansas Academy of Nutrition and Dietetics (KSAND), would like to invite your company or organization to showcase your products or services at our 2018 Joint Annual Conference held on **April 5-7, 2018** at the Marriott Kansas City in Overland Park, KS. MOAND & KSAND have over 2100 members, which include registered dietitians, dietetic technician's registered, retired, and student members. Our members represent a wide range of practice areas and interests that include: clinical nutrition, foodservice management, public health, sports nutrition, diabetes, heart and kidney disease, weight management, education, research, and a variety of other nutrition areas.

Because of your support our organizations are able to offer our member's exceptional continuing education credits, student scholarships, professional stipends to promote health and nutrition throughout the state of Missouri & Kansas, and many other benefits.

Our Conference this year will feature nationally known speakers and provide opportunities for over 400 dietetic professionals to network with peers, businesses and other organizations. The MOAND & KSAND joint conference provides you the opportunity to network and familiarize your product(s), face-to-face, to your customers and potential customers, at one meeting. The exhibit portion of the conference will be held throughout Friday and will have exclusive exhibit hall times with no opposing sessions, to ensure that you have the utmost attention from our members. **We will be offering a scavenger hunt game again this year to draw attendees into the exhibit hall for more one-on-one exposure.**

You can choose an option for participation that meets your needs. These options include purchasing exhibit space for display of your products or services, sponsoring a speaker, or sponsoring meals and breaks. We will also hold a "silent auction", if you would like to donate a gift basket or auction item to promote your business and benefit the KSAND Foundation and MOAND. Please refer to the enclosed form for more information on the various options.

Detailed exhibitor information, including set-up and breakdown times will be sent to you after receiving your application. The applications and sponsorship form is attached. **Please fill out the form and submit by February 5, 2018.**

Please call or e-mail Carrie Mark, MOAND Executive Director; at (816) 895-2216 or directormoand@gmail.com should you have any questions, or would like to create a sponsorship package to accommodate your needs. We appreciate your support of the profession of dietetics and look forward to seeing you in Overland Park this spring!

Sincerely,

Carrie Mark, MA, RDN, LD
Executive Director
Missouri Academy of Nutrition and Dietetics

Abby Heidari, RDN, LD
Executive Director
Kansas Academy of Nutrition and Dietetics

KSAND/MOAND Sponsorship & Advertising Opportunities

These benefits are available to all sponsors with a MONETARY sponsorship at each level listed below. All sponsors will be listed in the conference program & on www.eatrightks.org & www.eatrightmissouri.org
(size of advertising determined by level of sponsorship)

Platinum Sponsor: \$1500	Gold Sponsor: \$1000	Silver Sponsor: \$750
<ol style="list-style-type: none"> 1. Exhibitor booth in the Exhibit Hall (one 6-ft draped table & 1 chair). 2 booth attendees maximum. 2. Full page advertisement in online conference program 3. Website Link from www.eatrightks.org and www.eatrightmissouri.org with company logo when paid in full 4. Two Free Conference Registrations 5. Submission of full page ad in the 2018 Summer <i>KSAND Communicator & MOAND Advocate</i> (due by April 30, 2018). 6. Conference attendee postal list 	<ol style="list-style-type: none"> 1. Exhibitor booth in the Exhibit Hall (one 6-ft draped table & 1 chair). 2 booth attendees maximum. 2. Half page advertisement in online conference program 3. Website Link from www.eatrightks.org and www.eatrightmissouri.org with company logo when paid in full 4. One Free Conference Registration 5. Submission of half page ad in the 2018 Summer <i>KSAND Communicator & MOAND Advocate</i> (due by April 30, 2018). 6. Conference attendee postal list 	<ol style="list-style-type: none"> 1. Exhibitor booth in the Exhibit Hall (one 6-ft draped table & 1 chair). 2 booth attendees maximum. 2. Quarter page color advertisement in online conference program 3. One Free Conference Registration 4. Submission of quarter page ad in the 2018 Summer <i>KSAND Communicator & MOAND Advocate</i> (due by April 30, 2018). 5. Conference attendee postal list
For Profit Exhibitor: \$400	Non Profit Exhibitor: \$200	
<ol style="list-style-type: none"> 1. Exhibitor booth in the Exhibit Hall (one 6-ft draped table, 1 chair & 1 complimentary lunch). 2 booth attendees maximum. 	<ol style="list-style-type: none"> 1. Exhibitor booth in the Exhibit Hall (one 6-ft draped table, 1 chair & 1 complimentary lunch). 2 booth attendees maximum. 2. Non Profit tax ID required 	
Additional Advertising Opportunity: \$150		
<p>All Annual Conference sponsors and exhibitors have the opportunity to take advantage of an Additional Advertising Opportunity: have your marketing piece included in the conference tote bags given to all attendees.</p> <ul style="list-style-type: none"> • Reach all attendees with your information • One single piece – up to twelve pages • Up to 8.5"x11" (You supply the copies. 500 will be required by March 15) 		
Donation Opportunities		
<p>Swag Bag Donations: FREE! We accept non-perishable food items or free product coupons (no flyers with coupons). 500 count.</p>	<p>Silent Auction Donations Donate a gift basket or item for our annual Silent Auction. All proceeds benefit the MOAND Annual Scholarships & the KSAND Foundation.</p>	

Meal Sponsor Opportunities on the next page →→→

Meal Sponsor Opportunities

All meal sponsors will receive all Platinum benefits as well as all benefits listed under the meal you will be sponsoring.
Company logo will be printed on the conference program.

<p>Networking Event: Two available \$4,000 each</p> <ul style="list-style-type: none"> • Menu selection with approval • Printed menu with company logo displayed throughout the event space • Ability to provide 1 educational webinar publicized to full KSAND & MOAND membership. Link to recorded webinar may be posted to the KSAND & MOAND website for 1 year (March '18 – Feb. '19) • 6 educational social media posts on KSAND & MOAND platform. Sponsor provides content and designates which platform • 1 ad in monthly E-Blast for 4 months 	<p>Friday Lunch: Two available \$6,000 each</p> <ul style="list-style-type: none"> • Menu selection with approval • Two printed menus on each table with company logo • Company logo with recorded 60 second PSA will be projected in the room prior to the luncheon ceremony • Ability to provide 1 educational webinar publicized to full KSAND & MOAND membership. Link to recorded webinar may be posted to the KSAND & MOAND website for 1 year (March '18 – Feb. '19) • 8 educational social media posts on KSAND & MOAND platform. Sponsor provides content and designates which platform • 1 ad in monthly E-Blast for 6 months 	
<p>Friday Breakfast: Two available \$3,000 each</p> <ul style="list-style-type: none"> • Menu selection with approval • Printed menu with company logo displayed throughout the event space • Company logo with recorded 60 second PSA will be projected in the room prior to the luncheon ceremony • Ability to provide 1 educational webinar publicized to full KSAND & MOAND membership. Link to recorded webinar may be posted to the KSAND & MOAND website for 1 year (March '18 – Feb. '19) • 4 educational social media posts on KSAND & MOAND platform. Sponsor provides content and designates which platform • 1 ad in monthly E-Blast for 2 months 	<p>Friday Afternoon Break: Two available at \$2000</p> <ul style="list-style-type: none"> • Menu selection with approval • Printed menu with company logo displayed throughout the event space • 2 educational social media posts on KSAND & MOAND platform. Sponsor provides content and designates which platform • 1 ad in monthly E-Blast for 1 month 	<p>Saturday Breakfast: Two available \$3,000 each</p> <ul style="list-style-type: none"> • Menu selection with approval • Printed menu with company logo displayed throughout the event space • Company logo with recorded 60 second PSA will be projected in the room prior to the luncheon ceremony • Ability to provide 1 educational webinar publicized to full KSAND & MOAND membership. Link to recorded webinar may be posted to the KSAND & MOAND website for 1 year (March '18 – Feb. '19) • 4 educational social media posts on KSAND & MOAND platform. Sponsor provides content and designates which platform • 1 ad in monthly E-Blast for 2 months

Make all checks payable to:

(Due by March 1, 2018)

Missouri Academy of Nutrition and Dietetics

(Tax ID 23-7132442)

23620 W 93rd Terrace

Lenexa, KS 66227

Return 3 page agreement form to:

(Due by February 5, 2018)

Carrie Mark at directormoand@gmail.com or

Missouri Academy of Nutrition and Dietetics

Attn: Carrie Mark

23620 W. 93rd Terrace

Lenexa, KS 66227

Donations:

(Must be **received** by March 15, 2018)

Ship to: Missouri Academy of Nutrition and Dietetics

Attn: Carrie Mark

23620 W 93rd Terrace

Lenexa, KS 66227

Artwork:

(Due by March 1, 2018)

Send artwork in JPEG (300dpi) or high resolution format

to directormoand@gmail.com

Questions/Concerns:

Carrie Mark, MA, RDN, LD, Executive Director

directormoand@gmail.com

Office: 816-895-2216

Please See Three Page Agreement Form Below



2018 KSAND/MOAND Joint Annual Conference & Exhibits Sponsorship Agreement

Purpose and Terms of Agreement:

The purpose of this agreement is to describe the nature and scope of the Sponsor activities and the level of participation provided by the Sponsor for the Missouri Academy of Nutrition and Dietetics (MOAND) & Kansas Academy of Nutrition and Dietetics joint conference event scheduled on April 5-7, 2018 in Overland Park, KS. Agreement shall be governed by and construed in accordance with the laws of the State of Missouri and the State of Kansas.

- The Sponsor grants permission to KSAND & MOAND to use trademarks and logos of the Sponsor on printed material and/or the KSAND & MOAND website for Event.
- Sponsorship activities do not include use of the name, logo, endorsement or signature of the KSAND or MOAND and/or KSAND or MOAND members in any form of publicity or advertising beyond the scope of the Agreement.
- MOAND & KSAND agree to associate the Sponsor at the level and under the terms described below.
- KSAND & MOAND reserve the right to evaluate all meal sponsor webinars, social media posts and recorded PSA's and to refuse to accept any copy or image that doesn't conform to KSAND/MOAND policy or philosophy.
- Sponsor agrees to pay MOAND the agreed upon amount for sponsorship as summarized at the end of this Agreement.
- Payment to MOAND is due thirty (30) days upon completion and signing of this Agreement or no later than March 1, 2018.
- This Agreement shall extend until the end of the conference event and upon receipt by MOAND of the promised funds.
- Check-in is required at the Registration Desk for exhibit booth assignment, instructions and the required name badge(s).

Hotel Lodging: Lodging reservations should be made with the Marriott Kansas City Overland Park, 10800 Metcalf Ave., Overland Park, KS 66210-2320. Reservation Dept: 913-451-8000. To obtain the group discount, please inform the clerk that you are part of the KSAND & MOAND Conference. The cut-off date for the group discount is March 15, 2018, at 6:00 p.m. Reservations after this date will be on a space and rate available basis.

This agreement exists by and between the Missouri Academy of Nutrition and Dietetics (MOAND), the Kansas Academy of Nutrition and Dietetics (KSAND), and

Financial Sponsorship (Please Choose One)

Benefits are available to all sponsors with a monetary sponsorship valued at each level listed below. All sponsors will be listed in the conference program and on www.eatrightmissouri.org & www.eatrightks.org conference pages (size of advertising is determined by level of sponsorship). **Advertising copy/artwork and payment to be received by March 1, 2018.**

Platinum Level \$1500:

Gold Level \$1000:

Silver Level \$750:

Exhibitor \$400: \$200 Non-Profit Exhibitor: Tax ID #:

Additional Advertising Opportunity \$150:

Meal/Snack Sponsor: List which meal/snack:

Silent Auction Donation: Value of Donation:

Description of Silent Auction Donation:

I plan on hosting an exhibit booth: YES NO

Please list products or items to be exhibited

Will you offer food Samples?

- NO, we will not offer food samples
- YES, we will offer food samples
- Food samples will be pre-packaged
- Food samples will be un-packaged ready to serve?
- Food samples will need to be prepared by hotel/conference center (additional fee will apply)

Exhibit Needs:

Electricity

Wi-Fi

Other

Business Name: (How business will appear on conference material)

Contact Person:

Name:

E-mail:

Phone #:

Business Address:

City:

State:

Zip:

Name of Representatives who will be manning the booth:

Representative #1

Representative #2

None

Additional Meal Reservations (Please list quantity)

Two Complimentary Lunches are included with all levels of sponsorship and one complimentary lunch is included with exhibitor (Additional meals can be purchased for \$30 each)?

1 exhibitor complimentary meal

2 sponsorship complimentary meals

1 Additional Meal

2 Additional Meals

No meals will be needed

Do you need a vegetarian meal?

Please select which complimentary or additional meals

Vegetarian Meal #1 Meal #2

Please note that the lunch meal will be gluten-free and nut-free. Due to the size of the conference, we are not able to accommodate additional restrictions.

Signature and Payment Method

Total Payment is due 30 days from completion of this form or no later than 3/1/2018.

Mail all checks payable to:

Missouri Academy of Nutrition and Dietetics
23620 W 93rd Terr.
Lenexa, KS 66227

Financial Sponsorship Level: \$

Additional Meal Purchase: \$ (\$30.00 per additional meal)

Total Amount Due: \$

My ELECTRONIC SIGNATURE signifies complete approval of this Agreement and the use of this electronic document.

Representative Signature

Date

Please save a copy for your records and return a copy

via e-mail to Carrie Mark at directormoand@gmail.com by February 5, 2018.