



Dear Sponsor/Exhibitor

The Missouri Academy of Nutrition and Dietetics (MOAND) would like to invite your company or organization to showcase your products or services at our 2020 Annual Conference held on **April 17, 2020** at the Courtyard by Marriott in Columbia, MO. MOAND has over 1,400 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 organization is able to offer our member's exceptional continuing education credits, student scholarships, professional stipends to promote health and nutrition throughout the state of Missouri and many other benefits.

Our Conference this year will feature nationally known speakers and provide opportunities for more than 200 dietetic professionals to network with peers, businesses and other organizations. The MOAND 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.

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 meals and breaks, or purchasing additional advertisement space. 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 MOAND student scholarship fund. 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 April 1, 2020.**

Please contact Carrie Kiley, MOAND Executive Director at [info.moand@gmail.com](mailto:info.moand@gmail.com) should you have any questions, or if you 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 Columbia this spring!

Sincerely,

Carrie Kiley, MBA  
Executive Director  
Missouri Academy of Nutrition and Dietetics

## 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 the MOAND website [www.eatrightmissouri.org](http://www.eatrightmissouri.org)  
(size of advertising determined by level of sponsorship)

<b>Platinum Sponsor: \$1500</b>	<b>Gold Sponsor: \$1000</b>	<b>Silver Sponsor: \$750</b>
<ol style="list-style-type: none"> <li>1. Exhibitor booth in the Exhibit Hall (one 6-ft draped table &amp; 1 chair). 2 booth attendees maximum.</li> <li>2. Full page advertisement in online conference program</li> <li>3. Website Link from <a href="http://www.eatrightmissouri.org">www.eatrightmissouri.org</a> <b>when paid in full</b></li> <li>4. Two Free Conference Registrations</li> <li>5. Submission of full page ad in the May MOAND Monthly E-Newsletter (due by April 30, 2019).</li> <li>6. One dedicated eblast to MOAND members (completed by May 31, 2020)</li> </ol>	<ol style="list-style-type: none"> <li>1. Exhibitor booth in the Exhibit Hall (one 6-ft draped table &amp; 1 chair). 2 booth attendees maximum.</li> <li>2. Half page advertisement in online conference program</li> <li>3. Website Link from <a href="http://www.eatrightmissouri.org">www.eatrightmissouri.org</a> <b>when paid in full</b></li> <li>4. One Free Conference Registration</li> <li>5. Submission of half page ad in the May MOAND Monthly E-Newsletter (due by April 30, 2019).</li> <li>6. One dedicated eblast to MOAND members (completed by May 31, 2020)</li> </ol>	<ol style="list-style-type: none"> <li>1. Exhibitor booth in the Exhibit Hall (one 6-ft draped table &amp; 1 chair). 2 booth attendees maximum.</li> <li>2. Quarter page color advertisement in online conference program</li> <li>3. One Free Conference Registration</li> <li>4. Submission of quarter page ad in the May MOAND Monthly E-Newsletter (due by April 30, 2020).</li> </ol>
<b>For Profit Exhibitor: \$300</b>	<b>Non-Profit Exhibitor: \$150</b>	
<ol style="list-style-type: none"> <li>1. Exhibitor booth in the Exhibit Hall (one 6-ft draped table, 1 chair &amp; 1 complimentary lunch). 2 booth attendees maximum.</li> </ol>	<ol style="list-style-type: none"> <li>1. Exhibitor booth in the Exhibit Hall (one 6-ft draped table, 1 chair &amp; 1 complimentary lunch). 2 booth attendees maximum.</li> <li>2. Non-Profit tax ID required</li> </ol>	
<b>Additional Advertising Opportunity: \$150</b>		
<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"> <li>• Reach all attendees with your information</li> <li>• One single piece – up to twelve pages</li> <li>• Up to 8.5"x11" (You supply the copies. <b>300 will be required by March 11, 2019</b>)</li> </ul>		
<b>Donation Opportunities</b>		
<p><b>Swag Bag Donations: FREE!</b> We accept non-perishable food items or free product coupons (no flyers with coupons). 250 count.</p>	<p><b>Silent Auction Donations</b> Donate a gift basket or item for our annual Silent Auction. All proceeds benefit the MOAND Annual Scholarship Fund.</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.

### Networking Event: One available \$2,000 each

- Menu selection with approval
- Printed menu with company logo displayed throughout the event space
- Ability to provide 1 educational webinar publicized to full MOAND membership. Link to recorded webinar may be posted to the MOAND website for 1 year (May 2020 – April 2021)
- 6 educational social media posts on MOAND platform. Sponsor provides content and designates which platform
- 1 ad in monthly E-Blast for 4 months. Sponsor decides which months they want to advertise.

### Friday Breakfast: One available \$2,500 each

- 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 MOAND membership. Link to recorded webinar may be posted to the MOAND website for 1 year (May '19 – April '20)
- 4 educational social media posts on MOAND platform. Sponsor provides content and designates which platform  
1 ad in monthly E-Blast for 2 months. Sponsor decides which months they want to advertise.

### Friday Afternoon Break: Two available at \$1,000 each

- Menu selection with approval
- Printed menu with company logo displayed throughout the event space
- 2 educational social media posts on MOAND platform. Sponsor provides content and designates which platform  
1 ad in monthly E-Blast for 1 month. Sponsor decides which months they want to advertise.

#### Make all checks payable to:

Missouri Academy of Nutrition and Dietetics  
(Tax ID 23-7132442)

#### Return 3-page agreement form to:

(Due by April 1, 2020)

Carrie Kiley at [info.moand@gmail.com](mailto:info.moand@gmail.com) or  
Missouri Academy of Nutrition and Dietetics  
Attn: Carrie Kiley  
120 S Riverside Plaza, Suite 2190  
Chicago, IL 60606

#### Donations:

(Must be **received** by March 15, 2020)

Ship to: Missouri Academy of Nutrition and Dietetics  
Attn:

#### Artwork:

(Due by March 1, 2019)

Send artwork in JPEG (300dpi) or high-resolution format  
to [info.moand@gmail.com](mailto:info.moand@gmail.com)

**Please See Three Page Agreement Form Below**



## 2020 MOAND Annual Conference & Exhibits

### Sponsorship Agreement

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#### 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) conference event scheduled on April 17, 2020 in Columbia, MO. Agreement shall be governed by and construed in accordance with the laws of the State of Missouri.

- The Sponsor grants permission to MOAND to use trademarks and logos of the Sponsor on printed material and/or the MOAND website for event.
- Sponsorship activities do not include use of the name, logo, endorsement or signature of the MOAND members in any form of publicity or advertising beyond the scope of the Agreement.
- MOAND agrees to associate the Sponsor at the level and under the terms described below.
- MOAND reserves 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 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 April 15, 2020.
- 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 Courtyard by Marriott – Columbia (3301 Lemone Industrial Blvd, Columbia, MO 65201). Call 573-443-8000 for reservations. To obtain the group discount, please inform the clerk that you are part of the MOAND Annual Conference. The cut-off date for the group discount is March 20, 2020, at 6:00 p.m. Reservations after this date will be on a space and rate available basis.

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**This agreement exists by and between the Missouri Academy of Nutrition and Dietetics (MOAND), 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](http://www.eatrightmissouri.org) conference pages (size of advertising is determined by level of sponsorship).

**Advertising copy/artwork and payment to be received by March 1, 2020.**

Platinum Level \$1500:

Gold Level \$1000:

Silver Level \$750:

Exhibitor \$300:  \$150 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:

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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
- Other

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

**Contact Person for Sponsorship/Exhibitor Correspondence:**

**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.

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## Signature and Payment Method

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**Total Payment is due 30 days from completion of this form or no later than 4/15/2020.**

**Mail all checks payable to:**

Missouri Academy of Nutrition and Dietetics  
Attn: Carrie Kiley  
120 S Riverside Plaza, Suite 2190

**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 Kiley at [info.moand@gmail.com](mailto:info.moand@gmail.com) by April 1, 2020.**