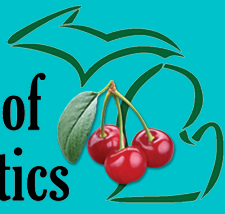


Michigan Academy of Nutrition and Dietetics



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

MIAND VIRTUAL SPRING CONFERENCE MAY 13 & 14, 2021

**SPONSOR AND EXHIBITOR OPPORTUNITIES:
BEFORE, DURING, AND AFTER THE CONFERENCE**

DUE TO COVID-19 MIAND IS OFFERING A VIRTUAL CONFERENCE!

While we cannot meet face-to-face this coming year, it is possible to reach far more members! You have important services and messages to offer our attendees!

As trusted health professionals, Registered Dietitian Nutritionists are in contact with thousands of consumers in need of food recommendations, meal planning advice, products, and services to meet their wellness goals.

RDNs practice in clinical, retail, business and industry, private practice, food service and educational settings. If conference attendees know more about your products and services they can provide promotion to their patients and clients.

ADDITIONAL ROI

No travel expenses and no printing costs - a great savings with digital handouts. Your only expense is to choose which level works best for you.

We hope you will accept our request and opportunity to develop a mutually beneficial relationship with our attendees.

CONTACT US AND REGISTER

MiAND Executive Director,
Susanne Consiglio, RDN

Office: 586.774.7447

Email: mda.execdir@sbcglobal.net

Website: www.eatrightmich.org

See the application to register as a sponsor or exhibitor.

OPPORTUNITIES **BEFORE** THE CONFERENCE

Conference Brochure - Including sponsor and exhibitor information reaching over 5,000 nutrition professionals!

Sponsor/Exhibitor Listing - Will be posted on MiAND website.

Attendees click once on your logo to access your content - no extra clicks needed to find you. Attendees can view your company profile, a 1 - 2 minute video, up to 5 digital educational resource materials in PDF format, and your contact information / website link.

You will receive a list of attendee names, their area of practice and email address.

By providing MiAND with one fun or informative question and answer that can be found within your sponsor/exhibitor listing, attendees who correctly answer the questions will be entered into prize drawings **before, during, and after** the conference.

VIRTUAL OPPORTUNITIES **DURING** THE CONFERENCE

Exhibit Break - Two dedicated opportunities to meet virtually with attendees:

**Thursday, May 13, 2021 (4:45 pm - 5:15 pm) and
Friday, May 14, 2021 (9:00 am - 9:30 am)**

MiAND has set aside two times for attendees to visit your company's or organization's virtual booth on MiAND's website. Along with your contact information, you have the option to include a link (from your own video or text chat service) so that you can speak with attendees during these dedicated times.

VIRTUAL OPPORTUNITIES **AFTER** THE CONFERENCE

MiAND will encourage attendees to visit Sponsors and Exhibitors on MiAND's website after the conference.

Your Sponsor/Exhibitor information will be available on MiAND's website through June 30, 2021. Our site is visited not only by attendees, but by all members and non-members who are not able to attend the conference. Top Sponsors will have a listing on MiAND homepage for six months from March 1, through August 31, 2021.

Social media marketing opportunities available after the conference

See the **Virtual Solutions Sponsor and Exhibitor Opportunities** showcasing Brand Awareness Opportunities!