

*Save the Dates!
Sponsor and Exhibitor Information
enclosed! Be a part of the
MiAND Spring Conference*



2023 Michigan Academy of Nutrition and Dietetics (MiAND) Spring Conference

MAY 4 & 5, 2023

**SHERATON ANN ARBOR HOTEL
AND CONFERENCE CENTER**



TOP TEN REASONS TO BECOME A SPONSOR OR EXHIBITOR AT THE 2023 MiAND SPRING CONFERENCE



1. Reach over 4000 Nutrition Professionals
2. Introduce your products and services to a diverse group of attendees - clinical, community, long term care, retail, food service, business & industry, private practice, and education
3. Logo recognition in conference brochure and MiAND newsletters (March – June editions)
4. In-person, dedicated exhibitor time with attendees
5. Virtual Exhibit Hall (VEH) - additional **six months** marketing opportunity to October 31, 2023, for both sponsors and exhibitors
6. VEH – includes a link to your website, 1-2 minute video, and up to 5 digital educational resources
7. **Sponsorship levels** (platinum, silver or bronze) include a complimentary exhibitor table in prime location – top sponsor has first choice of preferred exhibitor table location
8. Sponsorship levels include complimentary conference attendee registration(s) depending on the level chosen
9. Sponsorship levels include social media messaging
10. All sponsors and exhibitors receive list of attendee names, their area of practice, and email address prior to the conference

Feedback from our sponsors

"Exhibiting at the MiAND conference allowed us to connect with Registered Dietitians from many different work environments including healthcare, education and retail. We learned about their priorities and how they promote health and wellness to their clients and consumers to better understand how we can support their efforts and partner together on educational resources and programming. Our sponsorship was a definite win-win!"

The Michigan Bean Commission

**Michigan Academy of
Nutrition and Dietetics**



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

Sponsorship and exhibitor opportunities, see next page.

The United Dairy Industry of Michigan is proud to be a platinum sponsor of the MiAND conference. "It is an amazing space to truly connect and engage Registered Dietitians and future health professionals. We get a glimpse into their passions while we contribute dairy education materials and provide support. This is an invaluable time to educate RDN's on dairy nutrition through the life cycle and share the sustainability efforts that Michigan's Dairy Farmers are committed to."

Retailers across the globe have established health and wellbeing as a corporate pillar. Dietitians are a driving force in integrating healthy living into consumers lives. Learning about new products and services is imperative for the success of both the retailers and consumers.



Sponsorship Levels

Platinum \$4000

Your choice of exhibitor table location in the exhibit hall

Six-month logo display on MiAND home page (May – October)

Three social media promotions: 2 before and 1 after the conference

Three complimentary conference registrations

Silver sponsorship \$2000

Your exhibitor table will be in prime location in the exhibit hall

Four-month logo display on MiAND home page (May – August)

Two social media promotions: 1 before and 1 after the conference

Two complimentary conference registrations

Bronze sponsorship \$1000

Your exhibitor table will be in prime location in the exhibit hall

Two-month logo display on MiAND home page (May/June)

One social media promotion before the conference

One complimentary conference registration

Speaker sponsorship \$750

Your exhibitor table will be in prime location in the exhibit hall

One-month logo display on MiAND home page (May)

One social media promotion

Exhibitor \$550

Non-Profit Exhibitor \$250

All sponsors and exhibitors receive:

Dedicated in person exhibit time during conference, 05/05/2023

Virtual exhibitor hall (VEH) – Six months marketing, through 10/31/2023

Company logo in conference brochure

MiAND Newsletter promotion



If you are interested in sponsoring a speaker
please contact
Susanne Consiglio, RDN
mda.execdir@sbcglobal.net

Schedule of Events



Thursday, May 4, 2023

12:00 pm – 1:00 pm

Attendee check in, receive badge and bag

1:00 pm – 5:45 pm

Speaker presentations

5:45 – 6:15 pm

MiAND Awards and Prizes

Friday, May 5, 2023

7:00 am – 8:00 am

Breakfast

8:00 am – 10:00 am

Speaker presentations

10:00 am – 12:30 pm

Exhibits – in the Michigan Ballroom

10:30 am – 12:30 pm

Virtual and Live Poster Session

11:45 – 12:30 pm

Lunch

12:30 – 4:00 pm

Speaker presentations



MiAND is now accepting sponsor and exhibitor applications

Registration:

You can conveniently register online,
pay by credit card, or PayPal, or
have an invoice emailed to you and pay by check.

Click on our website link to view this information,
complete application, and payment information.

<https://eatrightmich.org/conference-sponsors/>

For more information contact:

Susanne Consiglio, RDN
Executive Director,
MiAND

Mda.execdir@sbcglobal.net

586.774.7447

