

## Industry Sponsorship 2011-2012

The Diabetes Care and Education Practice Group (DCE) is a specialty practice group of the American Dietetic Association, representing over 6,400 Registered Dietitians (RDs) and Dietetic Technicians Registered (DTRs) who work in the field of Medical Nutrition Therapy and Diabetes Self Management Training.

### **Our MISSION**

DCE members are the most valued authorities on nutrition and diabetes prevention, education, and management.

### **Our VISION**

DCE members lead the future of nutrition and diabetes prevention, education, and management.

### **Strategic Priority Areas**

- Sustain and grow a high level of satisfaction and retention among members
- Advance DCE's unique position as the authority in nutrition and diabetes prevention, education and management

### **2010-2011 Strategic Goals**

- Use electronic technology to engage new and existing members
- Promote and support member professional development
- Maintain a high value of membership
- Promote and maintain DCE image system
- Develop domestic and global alliance and stakeholder relationships
- Promote and support evidence-based practice and research

We offer membership benefits to aid these professionals in advancing their careers in the field. These areas are:

Member Communications and Tools  
Professional Development

Awards and Honors  
Networking Events

## SPONSORSHIP OPPORTUNITIES

### MEMBER COMMUNICATIONS: \$8,000 - \$18,000

#### Professional Publications: “On the Cutting Edge” & “Newsflash”

- Rated by DCE members as the #1 member benefit
- 3 issues/year of each newsletter — 6 total

#### Newsletter Sponsorship Levels Opportunities:

\$18,000.00 (Hard copy and on line posting)

\$ 8,000.00 (On line only)

- Inclusion of one 1 or 2 sided educational, reproducible loose insert, up to 4 pages in length
- Logo placement on the mailing page
- Sponsor logo hyperlinked to sponsor website for one year after publication

#### DCE Web Site: \$5,000 - \$15,000

DCE maintains a state-of-the-art Web site for members. Utilized by our members to access resources and CPE credits, and network with other members. Quick links include:

- Awards & Stipends
- CPEU Assessment Center
- Current Research
- Member Directory
- Member Market Site
- Archived *communications*
- Upcoming and Previously Recorded Webinars
- Resources Including Streaming Videos
- Mentoring Program
- Student Section

Expanded sponsor information opportunities are available in the sponsor section of the Web site. Expanded sponsor information includes a sponsor description (up to 100 words, approved by DCE/ADA) and a hyperlinked logo, which invites members to view your company’s website.

- Gold: \$15,000 for 12 months posting with banner with hyperlink to company’s website
- Silver: \$7,500 for 4 months posting with banner and hyperlink to company’s website
- Bronze: \$5,000 for 1 month posting of banner and hyperlink to the company’s website

**DCE eNews Update:** \$1,000 per mailing; \$1,500 for two mailings

Sponsorship opportunities are offered for single or multiple electronic mailings. DCE sends brief, electronic messages to all members monthly to inform them of breaking news, upcoming events, and leadership opportunities. Sponsors may link to their event information and/or resources via a “Sponsored by” logo and hyperlink content placed at the bottom of the electronic mailing.

### **REPRODUCIBLE EDUCATIONAL HANDOUTS: \$3,000 - \$8,500**

One-page, double-sided handouts to be used in client education:

- \$8,500 for production and mailing to members included
- \$5,000 for production and PDF only (disseminated electronically) — no insert or mailing
- \$3,000 Additional for translation into a second language with PDF only (disseminated electronically)

### **PROFESSIONAL DEVELOPMENT**

**Webinars:** \$8,000

DCE’s professional development team offers one to two hour webinars to aid our members in staying current with the prevention and treatment of diabetes and its complications. Webinars are offered throughout the year featuring experts on a variety of diabetes related topics.

Each event attracts 1,000+ participants and is priced according to the type of technology used and the anticipated audience size.

### **AWARDS AND HONORS AT ADA FNCE SAN DIEGO, September 2011: \$2,000 - \$5,000**

<b>AWARD</b>	<b>AMOUNT</b>	<b>RECOGNITION</b>
Publications Award	\$3,000	Recognize a DCE member who has published a research article demonstrating the effectiveness of diabetes medical nutrition therapy (MNT) or a review article related to diabetes MNT.
Legislative Activity Award	\$2,000	2 scholarships to attend Public Policy Workshop. Awarded to encourage, increase and promote legislative activity by DCE membership. <b>Award presented at the ADA Public Policy Workshop, Washington DC, 2011</b>

Distinguished Service Award	\$5,000	Awarded to recognize an individual who has demonstrated leadership and service as a member of DCE and who has worked toward the promotion of dietetics professionals involved in diabetes care and the diabetes community.
Diabetes Educator of the Year Award	\$5,000	Awarded to recognize an individual who has made significant contributions to the practice of diabetes education and medical nutrition therapy, as well as demonstrated the integration of food and the culinary experience into educational teaching methods.
Educational Stipend Awards	\$2,600	Four \$650 stipends are awarded by random drawing to assist four DCE members in attending an education program related to prediabetes, diabetes education or treatment.
Speaker Stipend Awards	\$3,000	Five \$500 stipends are awarded to support the availability of diabetes-related nutrition education opportunities nationally and internationally. This award encourages presentations in under-served communities, and provides support to organizations for qualified DCE members to present diabetes medical nutrition therapy topics at educational meetings. This award showcases DCE members.

## NETWORKING EVENTS

Sponsors will enhance their visibility to DCE members based on the event selected. Some benefits and opportunities may include:

- Blast email to full membership publicizing the event
- Recognition from the podium for your sponsorship and an opportunity to address members
- Recognition on signage at the conference event room
- Opportunity to network with targeted professionals
- Acknowledgement in newsletters, Annual Report, and Web site

## Networking Receptions

DCE provides networking opportunities for DCE members and sponsors at national diabetes related meetings and the Food and Nutrition Conference and Expo (FNCE).

## Focus Group

Reach key thought leaders and influencers of the 6,400 DCE members face-to-face , to identify attitudes, perceptions and trends of diabetes related topics that will impact your industry.

## Executive Committee Strategic Planning & DCE Leadership Meetings-Meal Sponsorship

Sponsorship of the food functions at meetings provides your company the opportunity to network and present your message to DCE leaders.

## Executive Committee Suite Sponsorship

Sponsorship of DCE suite for one or more days. This includes a product display, signage in the suite with a 15-20 minute presentation to key thought leaders and influencers.

## Awards Breakfast

This prestigious event is by invitation only. It was established to recognize and honor DCE award recipients, DCE volunteers and our industry sponsors. Attendees will include DCE leadership, ADA staff partners, industry sponsors and other invited guests.

## Summary of Opportunities

Function/Project	Activity(Reach)	Amount
<b>Communicaton: Newsletters (Print)</b>	OTCE & Newsflash each (6,500+)	\$18,000
<b>Communication: Newsletters (Electronic)</b>	OTCE & Newsflash each (6,500+)	\$8,000
<b>Communication: DCE Web Site</b>	Gold for 12 mon. (~210,000/mon)	\$15,000
	Silver for 4 mon.(~210,000/mon)	\$7,000
	Bronze for 1 mon.(~210,000/mon)	\$5,000
<b>Communication: DCE eNews Updates</b>	Electronic mailings (6,500+)	\$1,500 for 2 \$1,000 for 1
<b>Communication: Reproducible Handouts</b>	Client Education (~9000/mon.)	\$8,500 -\$3,000
<b>Professional Development: Webinars</b>	Webinars (up to 1,000 live and recorded for on demand)	\$8,000
<b>Networking Opportunities</b>		

<b>DCE Leadership Training Retreat</b>  <b>April 19 – April 22, 2012</b> <b>Chicago, IL</b>	Reception (25)	\$1,500
	Dinner(25)	\$3,500
	Lunch(25)	\$2,000
	Breakfast(25)	\$1,500
	Continental Breakfast(25)	\$1,000
	Break	\$500
	Business Suite	\$5,000
	Focus group (15-25)	\$5,000 -\$9000+ \$50 honorarium/ participant
<b>Food &amp; Nutrition Conference &amp; Expo (FNCE)</b>  <b>DCE Executive Committee Meetings</b> <b>DCE Leadership Meeting</b>  <b>Sept 24-27<sup>th</sup>, 2011</b> <b>San Diego CA</b>	Executive Committee Strategic Planning Meeting(15-25)	\$1,500
	Joint DCE/WM Membership Reception (450)	\$8,000/sponsor
	Dinner(25)	\$3,500
	Lunch(25)	\$2,000
	Membership Breakfast(75)	\$3,000
	Continental Breakfast(25)	\$1,000
	Break(25)	\$500
	Business Suite	\$5,000
	Focus Group (15-30)	\$5,000-\$9000 + \$50 honorarium/ participant
	AWARDS Breakfast (100)	\$10,000 (single Sponsor)

## CONTACT INFORMATION

### **DCE Industry Relations Chair 2011-2012**

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### **DCE Chair 2011-2012**

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### **DCE Chair Elect 2011-2012**

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