The ASPEN 2020 Nutrition Science & Practice Conference (ASPEN20) brings together clinical nutrition leaders from all over the world. Our mission is to provide healthcare professionals with the latest in clinical nutrition research, education, and products.

The conference features a comprehensive educational and scientific program as well as the largest exhibition of nutrition support stakeholders. Attendees value interacting with industry representatives to learn about their latest products and services, as well as attend their sponsored educational sessions.

ASPEN is excited to present this year’s extensive selection of sponsorship opportunities. These opportunities will greatly increase your company’s visibility amongst top clinical nutrition professionals. In addition to helping you meet your marketing goals and bring awareness to your brand, conference sponsorship allows you to connect with more than 1,900 potential clients and many valuable leads in one place.

ABOUT ASPEN
ASPEN, the American Society for Parenteral and Enteral Nutrition, is dedicated to improving patient care by advancing the science and practice of clinical nutrition and metabolism. With more than 6,500 members, ASPEN is an interdisciplinary community of health professionals from around the world specializing in every facet of clinical nutrition: clinical practice, research and education.

The ASPEN 2020 Nutrition Science & Practice Conference (ASPEN20) will showcase the latest in cutting-edge research, education, and product innovations for healthcare professionals looking to improve their knowledge and skills to enhance patient care.
ASPEN has expanded its sponsorship opportunities which means more opportunities for you to highlight your company. If these options do not meet your needs, please contact us to discuss your ideas.

POPULAR OPPORTUNITIES

MOBILE APP
Exclusive Opportunity: $25,000
As the sole guide for all conference information, the app will be extensively utilized by attendees. In 2019, the app was used by more than 96% of attendees.

This go-to app will provide the latest information about ASPEN20. Attendees will download and use it before and during the conference to plan their program and connect with colleagues. The app allows attendees to receive real-time updates, including event schedules, speaker information and room changes. Sponsorship includes:

• Sponsor recognition/corporate logo on the splash page
• Rotating banner ad at the bottom of the dashboard (up to three ads)
• Enhanced exhibitor listing in the app—with logo and expanded company description
• Signage in the registration area advertising app and acknowledging sponsorship
• Acknowledgement in the “Know Before You Go” e-mail and Conference Pocket Guide

REGISTRATION KIOSKS
Exclusive Opportunity: 4 branded kiosks with branded screen above, $10,000
The first stop for all attendees will be the ASPEN self-service registration kiosks in the headquarters hotel and Convention Center. This streamlined registration process offers you the opportunity to raise brand awareness starting at the point of arrival.

EXPO PRESENTATION RADIOS
Exclusive Opportunity: $20,000
Your company logo will be displayed on these radios provided at the theaters. The radios allow for the creation of individual radio stations at the Central Stage and the Rapid Fire Research Presentation Theaters. Attendees use these radios to tune into the presentations at each of those locations, thereby minimizing sound interference within the exhibit hall and optimizing attendee experience.

NEW OPPORTUNITIES

BRANDED ABSTRACT USB
Exclusive Opportunity: $10,000
USB drives will be branded with your company logo and include all ASPEN20 abstracts pre-loaded. Sponsor may distribute the flash drives from their exhibit booth to attendees. Availability and acknowledgment will be included in the ASPEN20 mobile app and Conference Pocket Guide.

BRANDED PHOTO BOOTH:
Exclusive Opportunity: $8,500
Provide attendees a location to take branded photos for social media and other sharing platforms. Price includes co-branded backdrop, props and selfie-sticks so attendees can take pictures at their leisure.

MARKETING COMMUNICATION

TOTE BAG INSERTS
$5,000 per one page insert
One of the highest visibility sponsorships offered! An insert is included in each attendee’s official tote bag. Sponsor is responsible for the full cost of production and shipping as well as delivery to the ASPEN office no later than 30 days prior to the conference.

HOTEL DOOR DROPS
Price varies per property. Contact ASPEN for pricing.
Deliver your customized advertisement to hotel guest rooms on either Saturday, Sunday, Monday or Tuesday. The sponsor is responsible for the cost of production and shipping to hotel.

(continued on next page)
PRE-SHOW MAILING LIST RENTALS
$600 (physical mailing addresses only)
$1,500 (E-blast)
Send your message directly to each attendee prior to the beginning of the conference. E-blasts are designed by the sponsor and submitted to ASPEN in HTML format ready for deployment. If the sponsor chooses to send a physical mail piece, the physical address mailing list will be provided to the sponsor in Excel for one-time use.

PUSH NOTIFICATIONS
$500 each
Have your messages pushed to conference attendees through the ASPEN20 mobile app. Notifications are limited to 30 words and may contain website links.

BRAND AWARENESS OPPORTUNITIES

BADGE LANYARDS
Exclusive Opportunity: $17,000
Your company logo will be prominently worn by all attendees as it is required for entrance to all conference activities. This popular item will be co-branded with the ASPEN logo. Fee includes design, production and distribution.

CONFERENCE POCKET GUIDE ADVERTISEMENT
Exclusive Opportunity: $10,000
This handy reference will provide maps, a brief schedule at a glance and WIFI information. The sponsor-designed, 4-color advertisement will be printed on the outside back cover. Guide will be provided to all attendees.

HOTEL KEY CARDS
Exclusive Opportunity: $17,500
Put your message directly in the hands of attendees! Hotel key cards capture attention and provide maximum exposure for your brand. Hotel key cards will be distributed to all attendees staying at the official conference hotels. Sponsor submits artwork to ASPEN. Fee includes printing and distribution.

CONFERENCE TOTE BAGS
Exclusive Opportunity: $15,000
Have your company or product logo prominently displayed along side the ASPEN logo on the official conference tote bag. This highly utilized bag will give your brand repeated visibility throughout the conference. Price includes design, production and distribution.

WIFI ACCESS
Exclusive Opportunity: $20,000
This sponsorship opportunity associates your brand with every attendee using WIFI in the Convention Center. Your company name and logo will appear on all signage advertising the WIFI information and on the WIFI sign-in page. There’s also the option of using your company or brand name as the network password. WIFI will be needed by all attendees using the Conference Mobile App—the only guide for conference information.

EXHIBIT HALL LUNCH AND LUNCH BOX SPONSOR
Single Day: $12,000 | Both Days: $20,000
Don’t pass up this opportunity for your corporate logo to be visible throughout the exhibit hall where all the attendees will gather for two networking lunches. Table tent cards will be branded with your company’s logo. NEW THIS YEAR – lunch can be served in the form of a reusable lunch box, which will be branded with your company logo.

• Company logo on signage prominently displayed at all stations where refreshment stations are located
• Sponsoring company may provide napkins with company name and logo (sponsor is responsible for associated costs and coordination)
• Push notification through the app informing attendees of sponsored beverage break

(continued on next page)
CONFERENCE SPONSORSHIP OPPORTUNITIES

MORNING BEVERAGE/COFFEE BREAKS
Single Day: $3,500 | All Three Days: $10,000
Beverage breaks are offered during morning break times in-between educational sessions on Sunday, Monday, and Tuesday. Take advantage of the opportunity to sponsor a popular morning break for attendees to relax and mingle. Breaks will be served in the exhibit hall on Sunday and Monday and in a central area near educational sessions on Tuesday.

• Company logo on signage prominently displayed at all stations where refreshment stations are located
• Sponsoring company may provide napkins with company name and logo (sponsor is responsible for associated costs and coordination)
• Push notification through the app informing attendees of sponsored beverage break

EXPO AISLE SIGN LOGOS
Exclusive Opportunity: $10,000
Above every aisle on the Expo floor hangs a location sign that helps attendees find their way around the show floor. You will have the exclusive rights to have your company name, logo and booth number displayed on both sides of eight (8) highly visible 4’x8’ signs. All production costs are included in this sponsorship.

CONVENTION CENTER BRANDING
Price Varies by Location and Size
Custom branding will be placed in the main walkway of the Convention Center. Sponsor is responsible for artwork design. Price includes production and installation. Contact ASPEN for branding options.

EDUCATION/LEARNING OPPORTUNITIES
CORPORATE SYMPOSIUM
Corporate Symposia are strongly valued by our attendees. Average attendance is 200-350 per event. Take advantage of this captivated audience by hosting an independently managed session on a relevant clinical nutrition topic.

• One (1) waived meeting room rental fee at the headquarters hotel
• One-time use of the pre-registered attendee physical mailing list (must be pre-approved)
• One (1) complimentary tote bag insert and sign near the main registration area (sponsor is responsible for printing and shipping costs)
• Listing of program in one (1) ASPEN designed promotional e-mail
• Listing of your symposium in the mobile app and website
• Option to post enduring content on ASPEN website for reduced fee with social media push*

TIMESLOTS AVAILABLE

<table>
<thead>
<tr>
<th>Day</th>
<th>Time</th>
<th>Fee</th>
</tr>
</thead>
<tbody>
<tr>
<td>Saturday</td>
<td>1:30 PM – 3:30 PM</td>
<td>NEW</td>
</tr>
<tr>
<td></td>
<td>$20,000</td>
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<tr>
<td>Saturday</td>
<td>7:30 PM – 9:30 PM</td>
<td></td>
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<tr>
<td></td>
<td>$22,500</td>
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</tr>
<tr>
<td>Sunday</td>
<td>6:00 AM – 7:30 AM</td>
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<tr>
<td></td>
<td>$30,000</td>
<td></td>
</tr>
<tr>
<td>Sunday</td>
<td>7:00 PM – 9:00 PM</td>
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<tr>
<td></td>
<td>$25,000</td>
<td></td>
</tr>
<tr>
<td>Monday</td>
<td>6:00 AM – 7:30 AM</td>
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<tr>
<td></td>
<td>$30,000</td>
<td></td>
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<tr>
<td>Monday</td>
<td>7:00 PM – 9:00 PM</td>
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<tr>
<td></td>
<td>$25,000</td>
<td></td>
</tr>
<tr>
<td>Tuesday</td>
<td>6:00 AM – 7:30 AM</td>
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<tr>
<td></td>
<td>$25,000</td>
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</tr>
</tbody>
</table>

*Contact ASPEN for details and pricing

(continued on next page)
SYMPOSIUM VIRTUAL BROADCAST OPTION
$10,000
This Corporate Symposium add-on option gives you the ability to broadcast your live symposium to clinicians unable to attend the conference in person. Sponsors manage registration for this virtual session independently and participation is open to all non-ASPEN attendees regardless of membership status. This all-inclusive fee includes:

• Video equipment and labor for the live stream
• Wired Internet connection
• Listing of your virtual symposium on the ASPEN conference website
• One promotional e-mail to ASPEN members unable to attend the conference (approximately 5,000 clinicians)
• Ownership of the video file of the symposium for posting on your website as you choose
• All fees associated with registration are the responsibility of the sponsor

ADDITIONAL INFORMATIONAL SESSION
Exclusive Opportunity: $12,500
Sponsorship of this presentation includes complimentary use of an education session room, lunch and standard AV. Due to the exhibit hall being closed and no lunch is provided on Tuesday, sponsorship of this 11:30-12:15pm timeslot provides lunch to all attendees and gives you space to host a 45-minute informational presentation to anyone who may not have had a chance to visit your exhibit booth.

CENTRAL STAGE PRESENTATION
$12,500–$18,000
Central Stage Presentations are well attended with 200+ participants. They are highly appreciated and provide a great opportunity to promote a topic relevant to your product offering or focused area in clinical nutrition.

• Company logo on Central Stage Presentation Schedule located in front of Central stage
• Listing of your session in the mobile app and website
• NEW THIS YEAR! Theater seating for 250
• Audio visual package to include LCD projector, two screens, podium/microphone, sound system and onsite technical support
• NEW THIS YEAR! The Central Stage area will be contained within a hardwall structure to contain volume

SUNDAY, MARCH 29, 2020

| Presentation #1 | 9:30 AM – 10:15 AM | $18,000 (non-compete timeslot) |
| Presentation #2 | 10:45 AM – 11:30 AM | $12,500 (compete timeslot with 10:30 AM – 12:30 PM sessions) |
| Presentation #3 | 12:45 PM – 1:30 PM | $18,000 (non-compete timeslot) |

MONDAY, MARCH 30, 2020

| Presentation #4 | 10:15 AM – 11:00 AM | $12,500 (compete timeslot with 10:30 AM – 12:30 PM sessions) |
| Presentation #5 | 11:30 AM – 12:15 PM | $12,500 (compete timeslot with 10:30 AM – 12:30 PM sessions) |
| Presentation #6 | 12:45 PM – 1:30 PM | $18,000 (non-compete timeslot) |

(continued on next page)
PRE-CONFERENCE COURSES
$10,000–$15,000
ASPEN offers 6 pre-conference courses each year on the
day prior to the official conference opening. These courses
will be open for sponsorship as of early fall 2019. Please
contact valeriem@nutritioncare.org if interested.
• Logo recognition on the session signage outside the
  meeting room
• List of session attendees’ contact information post-
  conference
• Up to three (3) complimentary registrations for the
  supported course
• Acknowledgment in the mobile app and website
• Acknowledgment of sponsorship at course
• Option to have welcome table outside meeting room

EDUCATION SESSIONS
$5,000 per session
Education sessions are those held during the regular
conference and run concurrently with 1-5 other sessions
at any given time. They each attract 100-300 attendees.
These sessions will be open for support as of early fall
2019. Support includes:
• Logo recognition on the session signage outside the
  meeting room
• Acknowledgment in the mobile app and conference
  website
• Acknowledgment by the moderator prior to the start of
  the session

GENERAL SESSIONS
$10,000 per session
General Sessions are the key sessions of the conference
with nothing competing against them and are attended
by most registrants. They kick-off the conference with the
President’s Address on Saturday and includes the Keynote
Address and two prominent research programs honoring
nutrition support forefathers, Drs. Dudrick and Rhoads.
• General Sessions are held Saturday afternoon and the
  mornings of Sunday, Monday and Tuesday.
• Company logo on the General Session grand entrance
  unit
• Company name and logo projected on General Session
  video screens
• Acknowledgment of your company by session moderator
• Five (5) members of company’s team may attend
  your sponsored session regardless of conference
  registration status
• Acknowledgment in the mobile app and website

ASPEN PRACTICE AND SPECIALTY SECTION
COMMUNITY FORUMS
Sections provide attendees the opportunity to network and
discuss hot topics with colleagues interested in the same
specialty or practice area. Your sponsorship allows you to
network with and learn from these attendees in a practice
area of interest to your business.
Medical Practice Section ........................................... $10,000
Dietetics Practice Section ........................................... $10,000
Nutrition Support Nurses Practice Section ...................... $8,500
Pharmacy Practice Section ......................................... $8,500
Critical Care Section ................................................ $10,000
Pediatrics Section .................................................... $8,500
Pediatric Intestinal Failure Section ................................ $8,500
Neonatal Section ..................................................... $8,500
Oncology Section .................................................... $8,500
Students/New Practitioners Section ................................. $5,000
Drug-Nutrient Interactions Section ................................. $5,000
Home and Alternate Site Care Section ............................ $5,000
Ibero-Latin American Section (ILAS) ......................... $5,000
International Clinical Nutrition Section (ICNS) .............. $5,000

Sponsorship includes:
• Logo recognition on the session signage outside the
  meeting room
• Acknowledgment in the mobile app, website and by
  section chair
• Welcome table outside meeting space to display
  promotional materials
• Option to deliver opening welcome remarks
• Food and beverage served inside meeting room.
  Sponsors of an evening meeting can opt to add a hosted
  beer & wine bar for an additional fee.
• List of forum attendees’ contact information post-
  conference
The following sponsorship tiers can be reached by total spending on the opportunities listed on the previous pages.

<table>
<thead>
<tr>
<th>BENEFIT</th>
<th>PLATINUM $85,000+</th>
<th>GOLD $65,000+</th>
<th>SILVER $45,000+</th>
<th>BRONZE $25,000+</th>
</tr>
</thead>
<tbody>
<tr>
<td>Special recognition at the Opening General Session</td>
<td>⚫</td>
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<tr>
<td>Four (4) additional complimentary full conference registrations</td>
<td>⚫</td>
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<tr>
<td>Inclusion in the official Expo Gameboard</td>
<td>⚫</td>
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<tr>
<td>One (1) waived meeting room rental fee (up to 12 hour rental)</td>
<td>⚫</td>
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<tr>
<td>One (1) complimentary full conference pre-registration mailing list (physical addresses only)</td>
<td>⚫</td>
<td>⚫</td>
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<tr>
<td>Two invitations to the President’s Reception on Sunday night</td>
<td>⚫</td>
<td>⚫</td>
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<tr>
<td>Two (2) complimentary full conference registrations</td>
<td>⚫</td>
<td>⚫</td>
<td>⚫</td>
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<tr>
<td>Banner in registration area highlighting your logo and level of sponsorship</td>
<td>⚫</td>
<td>⚫</td>
<td>⚫</td>
<td>⚫</td>
</tr>
<tr>
<td>Acknowledgement on the conference website</td>
<td>⚫</td>
<td>⚫</td>
<td>⚫</td>
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<tr>
<td>Recognition in J PEN and N CP post-conference “Thank you” ads</td>
<td>⚫</td>
<td>⚫</td>
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<tr>
<td>Sponsor Badge Ribbons for company representatives</td>
<td>⚫</td>
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</table>

**Priority Points Earned**

<table>
<thead>
<tr>
<th></th>
<th>PLATINUM</th>
<th>GOLD</th>
<th>SILVER</th>
<th>BRONZE</th>
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</thead>
<tbody>
<tr>
<td><strong>Priority Points Earned</strong></td>
<td><strong>8</strong></td>
<td><strong>6</strong></td>
<td><strong>4</strong></td>
<td><strong>2</strong></td>
</tr>
</tbody>
</table>

*Priority Points earned from ASPEN20 will be used to choose the order of selection for booth space and sponsorship selection at ASPEN21. Right of first refusal provided to previous sponsors through July 30, 2019.*
# Conference Sponsorship Commitment Form

My Company will be a sponsor of the following items at the ASPEN20.

## Sponsorship Selections or Use the Following Worksheet

<table>
<thead>
<tr>
<th>Item</th>
<th>Price $</th>
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<tbody>
<tr>
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</tbody>
</table>

## Sponsorship Company Information

<table>
<thead>
<tr>
<th>Company Name</th>
<th>Company Address</th>
<th>City, State, Zip</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
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</tbody>
</table>

## Sponsorship Company Information

<table>
<thead>
<tr>
<th>Name</th>
<th>Title</th>
<th>Phone</th>
<th>Email</th>
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</thead>
<tbody>
<tr>
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</tbody>
</table>

## Payment Information

A 10% deposit is due at application signing. Sponsorship items are considered available items to all companies until deposit is received. No refunds due to cancellation will be granted. Sponsor is obligated to pay in full no later than January 20, 2020, whichever comes first.

For wire transfers (international companies must add $35 fee):

- Aspen
- Wells Fargo Bank
- Silver Spring, MD 20910
- Account # 2-00000-170-7753
- Routing # 121000248
- SWIFT Code = PNBPUS33 (international only)
- Transit ABA # 0550-032-01

## Name and Signature of Authorized Signer

<table>
<thead>
<tr>
<th>Signature</th>
<th>Date</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
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</tr>
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</table>

<table>
<thead>
<tr>
<th>Printed Name</th>
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<tbody>
<tr>
<td></td>
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</tbody>
</table>

Please e-mail this form to: Valerie Mickiewicz at valeriem@nutritioncare.org

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ASPN 2020 Nutrition Science & Practice Conference
## Sponsorship Opportunities Worksheet

### Brand Awareness

<table>
<thead>
<tr>
<th>ITEM</th>
<th>PRICE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Mobile App*</td>
<td>$25,000</td>
</tr>
<tr>
<td>Badge Lanyards*</td>
<td>$17,000</td>
</tr>
<tr>
<td>Expo Presentation Radios*</td>
<td>$20,000</td>
</tr>
<tr>
<td>Conference Pocket Guide Advertisement*</td>
<td>$10,000</td>
</tr>
<tr>
<td>Registration Kiosks*</td>
<td>$10,000</td>
</tr>
<tr>
<td>Branded Abstract USB*</td>
<td>$10,000</td>
</tr>
<tr>
<td>Branded Photo Booth*</td>
<td>$7,500</td>
</tr>
<tr>
<td>Hotel Key Cards*</td>
<td>$17,500</td>
</tr>
<tr>
<td>Conference Tote Bags*</td>
<td>$15,000</td>
</tr>
<tr>
<td>WIFI Access*</td>
<td>$15,000</td>
</tr>
<tr>
<td>Exhibit Hall Lunch</td>
<td>$20,000 – $30,000</td>
</tr>
<tr>
<td>Morning Beverage/Coffee Breaks</td>
<td>$3,500 – $10,000</td>
</tr>
<tr>
<td>Expo Aisle Signs*</td>
<td>$10,000</td>
</tr>
<tr>
<td>Convention Center Branding</td>
<td>Varies</td>
</tr>
</tbody>
</table>

### Marketing Communication

<table>
<thead>
<tr>
<th>ITEM</th>
<th>PRICE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Tote bag inserts</td>
<td>$5,000</td>
</tr>
<tr>
<td>Hotel Door Drops</td>
<td>Varies</td>
</tr>
<tr>
<td>Pre-Show Mailing List Rentals</td>
<td>$600 – $1,500</td>
</tr>
<tr>
<td>Push Notifications</td>
<td>$500</td>
</tr>
</tbody>
</table>

### Education/Learning Opportunities

<table>
<thead>
<tr>
<th>ITEM</th>
<th>PRICE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Education Sessions</td>
<td>$5,000</td>
</tr>
<tr>
<td>Corporate Symposium</td>
<td>$20,000 – $30,000</td>
</tr>
<tr>
<td>Central Stage Presentation</td>
<td>$12,000 – $20,000</td>
</tr>
<tr>
<td>Pre-Conference Courses</td>
<td>$10,000 – $15,000</td>
</tr>
<tr>
<td>General Sessions</td>
<td>$10,000</td>
</tr>
<tr>
<td>Section Community Forums</td>
<td>$5,000 – $10,000</td>
</tr>
</tbody>
</table>

For details on exhibit opportunities, see the Exhibitor Prospectus.

Questions? Contact Valerie Mickiewicz at valeriem@nutritioncare.org or 301-920-9155.

*Exclusive sponsorship opportunities.