ASPEN 2021
NUTRITION
SCIENCE &
PRACTICE
CONFERENCE

SPONSORSHIP AND EXHIBIT PROSPECTUS
FOR VIRTUAL CONFERENCE
MARCH 20-23, 2021
Clinical nutrition leaders and healthcare professionals from around the globe attend the ASPEN 2021 Nutrition Science & Practice Conference (ASPEN21) to learn the latest in research, patient care, and product innovation. They are the decision-makers, practitioners, and researchers that have been so challenging for you to reach this year.

ASPEN21 will employ advanced conferencing technology to deliver a highly interactive virtual event that will allow you to educate and interact through formal education, product demonstrations, interactive Q&A in real time, as well as hold informal chats and disseminate product collateral.

ASPEN is excited to offer an extensive selection of virtual sponsorship opportunities to reach this focused and receptive audience. ASPEN21 is a prime opportunity to increase your company’s visibility among the top clinical nutrition professionals with the flexibility and convenience of a virtual showcase.

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 6,000 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 2021 Nutrition Science & Practice Conference (ASPEN21) 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.
## EXHIBIT PACKAGES

### BASIC TIER: $3,000
- Branded booth page
- Option to upload product collateral
- Subscribe button for mail list
- Branded banner on booth page
- Chat function not available
- Detailed metrics (with contact information)
- 1 free conference registration
- Unlimited staff
- 1 point available toward gamification prizes

### ENHANCED TIER: $10,000
- Branded booth page
- Option to upload product collateral
- Subscribe button for mail list
- Branded banner or Embedded video on booth page
- 1:1 and group chat function
- Detailed metrics (with contact information)
- 2 free conference registrations
- Unlimited staff
- 5 points available toward gamification prizes

### PREMIUM TIER: $20,000
- Branded booth page
- Option to upload product collateral
- Subscribe button for mail list
- Branded banner or Embedded video on booth page
- 1:1 and group chat function and Zoom room
- Detailed metrics (with contact information)
- 4 free conference registrations
- Unlimited staff
- 10 points available toward gamification prizes
- 3D can be linked to this profile (cannot be embedded)
- Complimentary ad on event page menu
- Logo listed on exhibitor page, not just company name
- Logo banner included in main lobby of event
- Ability to host an interactive Roundtable or Product Showcase in your booth*
- Priority booth selection for ASPEN2022

*These presentations are not listed in the ASPEN program but will be accessed and promoted only within your booth space or by purchasing promotional options.
CONFERENCE SPONSORSHIP OPPORTUNITIES

EDUCATIONAL OPPORTUNITIES

CORPORATE SATELLITE SYMPOSIUM

Corporate Symposia are strongly valued by attendees because they enhance and expand the education content of the conference. Take advantage of this captivated audience by hosting an independently-managed session on a relevant clinical nutrition topic.

Package includes:
- Listing of symposium in the full ASPEN conference program
- Email sent to all ASPEN21 registrants (designed by sponsor, deployed by ASPEN)
- Walkthrough/rehearsal with Digitell 1 hour prior to symposium
- Recording may live in ASPEN’s eLearning Center for 1 year
- Detailed list of attendees after the event

*Anything beyond this package will result in additional fees*

Timeslots available:
- Saturday, March 20, 2021: 4:15 – 5:45 PM (2 slots - $30,000 each)
- Sunday, March 21, 2021: 1:00 – 2:30 PM (2 slots - $30,000 each)
- 6:00 – 7:30 PM (2 slots - $25,000 each)
- Monday, March 22, 2021: 6:00 – 7:30 PM (2 slots - $25,000 each)

Additional options available:
- Video feed: $1,000
- Option to post enduring content on ASPEN website with social media push: $8,000
- Additional promotion – see marketing opportunities on page 8

CENTRAL STAGE PRESENTATIONS

Central Stage presentations provide a great opportunity to highlight a key area of research, product or other relevant clinical nutrition learnings to attendees. No continuing education credit may be provided. Options:
- 45-minute presentation: $12,500
- 30-minute presentation: $10,000

Central Stage presentations will be held at the same time as ASPEN’s breakout sessions in the following timeslots. Only one Central Stage presentation will occur at a time.
- Sunday, March 21, 2021: 10:15 AM – 11:45 AM, 4:30 PM – 6:00 PM
- Monday, March 22, 2021: 1:45 PM – 3:15 PM, 4:30 PM – 6:00 PM
- Tuesday, March 23, 2021: 10:30 AM – 12:00 PM, 1:30 PM – 3:00 PM, 3:15 PM – 4:45 PM

Central Stage presentations will be listed in the full ASPEN program. For additional promotional opportunities see marketing opportunities on page 8.
**CONFERENCE SPONSORSHIP OPPORTUNITIES**

**ZOOM ROOMS**

Zoom rooms can be sponsored for a collaborative learning experience. These rooms are topic specific and can accommodate up to 100 participants. Options offered include (but are not limited to):

- **ASPEN Rhoads Research Foundation Break Room:** $2,500
  - Up to an hour of interactive discussion with prior grant winner recipients learning about their research and impact upon their career. Provides an opportunity to talk with foundation leaders and learn about grant opportunities. Participants will likely be young researchers interested in learning how to apply for a grant, past grant recipients, and others in the research community with interest in the foundation.

- **In the Patient’s Voice – a 3-part series of patient/consumers sharing their EN/PN experiences:** $1,500 each or 3 for $4,000
  - Consumer/Patient/Public Speaker
  - Consumer as an Advocate
  - Clinician/Patient/Consumer

- **Extended Session Q&A with the speakers:** $3,500 each
  (Listed in ASPEN program and acknowledged by moderator during session)
  - Pandemic Session (S40)
  - What Do I Do with This Kid? Challenging Cases in Pediatric Nutrition (M41)
  - Consulting the Experts to Manage Challenging Cases (M42)
  - Gastrointestinal Dysfunction in Pediatric Critical Care – Updates in Pathophysiology, Diagnostic and Therapeutic Strategies (T23)
  - Enterally Feeding the Unstable Critically Ill Patient (T31)
  - Comprehensive Treatment of Chronic Critically Ill Patients (T40)
  - Recap of Physicians’ Preconference Course

- **Company sponsored Zoom Rooms on your topic of choice:** $3,500

**POSTER SESSION SPONSORSHIP**

$15,000 - Exclusive sponsorship

Sponsored Poster sessions allow ASPEN to provide an interactive space for attendees to exchange ideas and allow participants to interact with researchers. Posters will be available for 1-year post conference and made available to all ASPEN members, in addition to conference attendees. Includes sponsor logo recognition.

**CHAT ROOMS**

$1,000 each

Chat rooms are a great way to network with participants in a text-based discussion. There is no limit to the number of participants and messages are visible to all participants. Sponsor may choose topic of chat discussion. Chats are listed in the event page menu as a chat room category and are not listed individually. Additional sponsor marketing is encouraged.
CONFERENCE SPONSORSHIP OPPORTUNITIES

SUPPORT OF ASPEN ACCREDITED PROGRAMMING

EDUCATION SESSIONS

$3,000-5,000 each

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. General Sessions may attract up to 1,000 attendees. Please see official program for list of sessions available. Benefits include:

• Logo recognition in session advertising
• Acknowledgment by the moderator prior to the start of the session

PRECONFERENCE COURSES

$5,000 each

Benefits include logo recognition in session advertising and acknowledgment by the moderator prior to the start of the session. Courses available for sponsorship include:

• Physicians’ Course: Comprehensive Nutritional Therapy: Tactical Approaches in 2021 (PHY-2021)
• Nutrition Support Fundamentals Course (NSFC-2021)
• Parenteral Nutrition Order Writing Workshop (PNW-2021)
• Nutrition Support for the Practicing Pediatric Clinician (NPPC-2021)
• Research Workshop: Novel Nutritional Biomarkers (RW-2021)
• Select GI Disease States and Nutritional Implications (PG1-2021)
### ASPEN SECTION FORUMS

**$2,500 - $5,000 each**

Sections provide attendees the opportunity to network and discuss hot topics with colleagues interested in the same specialty or practice area. Sponsorship gets your logo and brand in front of your target audience. Please contact ASPEN for section specifics, pricing and availability.

### SOCIAL WALL

**$7,500 - Exclusive sponsorship**

Background branding for the social media hub includes sponsor logo and branding. Members will use this hub to share photos, network and converse fun thoughts with one another outside of the learning experience.

### EXERCISE/BREAKS/HAPPY HOUR

**$2,500 each**

Support participant networking by bringing a fun activity to ASPEN21. Activities will be run on a Zoom link. Sponsor is responsible for recruiting expert, fitness instructor or entertainment. Fee includes listing in the conference program and broadcast fees.

### CLOSED CAPTIONING

Sponsor can choose specific sessions. Includes recognition by the session moderator.

- Basic AI captioning: **$500 per session**
- Human captioning: **$1,500 per session** (allows for precise medical language interpretation)
- Spanish Translation captioning: **$2,000 per regular session or $3,500 for a General Session**

### VIDEO LINK FOR A SESSION

**$1,000 each**

Bring a session alive by bringing the speaker's face to the session. Recognition at session and on sponsor recognition page. Does not include General Sessions.

### VIRTUAL PLATFORM TOUR SPONSORSHIP

**$10,000 - Exclusive sponsorship**

Sponsor a short video that introduces all participants to the ASPEN21 Virtual platform and provides suggestions on how to optimize their ASPEN21 learning and networking experience. Video will be branded with your logo.
CONFERENCE SPONSORSHIP OPPORTUNITIES

ADVERTISING AND PROMOTIONAL OPPORTUNITIES

DIGITAL CONFERENCE ADVERTISEMENTS

- Conference Website: $15,000 - Exclusive sponsorship
  » Includes 300x250 pixel ad (designed by sponsor)
  » Starts November 1st and ends at the end of the conference
- Event Page Program: $5,000
  » Runs during the 5 days of the conference
- Preliminary program, half page, $5,000
  » Listed on the conference website as a PDF
  » Available from November through conference
- Ad in conference lobby sidebar menu: $1,500/day or $6,000 for 5 days

REGISTRATION CONFIRMATION EMAIL SIDE BANNER AD

$10,000 - Exclusive sponsorship

Ad is included in 2 emails: The first is the initial confirmation email and the second includes the conference access instructions shared a few days prior to beginning of the conference.

PRE- AND POST- SHOW MAIL LIST RENTALS

- Physical mailing list: $750
- Eblast: $2,000

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.

Notes: Sponsorship options are available for non-exhibitors with a 10% surcharge on the total package price. All Sponsors will be acknowledged on a “Sponsor Recognition” page.
CONFERENCE SPONSORSHIP COMMITMENT FORM

My company will be a sponsor of the following items at the ASPEN21.

SPONSORSHIP SELECTIONS OR USE THE FOLLOWING WORKSHEET

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TOTAL $

SPONSORSHIP COMPANY INFORMATION

COMPANY NAME
COMPANY ADDRESS
CITY, STATE, ZIP

NAME
TITLE
PHONE
EMAIL

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 90 days after signing or February 26, 2021, whichever comes first.

CHECKS MAY BE MAILED TO
ASPEN
ATTN: ASPEN21 SPONSORSHIP
8401 COLESVILLE RD, STE. 510
SILVER SPRING, MD 20910

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

SIGNATURE
DATE

PRINTED NAME

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