



**ASPEN 2022  
NUTRITION  
SCIENCE &  
PRACTICE  
CONFERENCE**

**SPONSORSHIP AND EXHIBIT PROSPECTUS  
FOR HYBRID CONFERENCE**

**MARCH 26-29, 2022  
SEATTLE, WASHINGTON**

# ASPEN 2022— A HYBRID CONFERENCE



## ASPEN 2022 NUTRITION SCIENCE & PRACTICE CONFERENCE

Clinical nutrition leaders and healthcare professionals from around the globe attend the ASPEN 2022 Nutrition Science & Practice Conference (ASPEN22) 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.

ASPEN22 will be held in a hybrid format. The most successful virtual offerings from ASPEN21 will be retained, including numerous breakout sessions, virtual abstracts and networking opportunities, while offering the full features of our traditional in-person meeting. Sponsors can take advantage of face-to-face interactions while also gaining exposure with virtual attendees.

ASPEN is excited to offer an extensive selection of sponsorship opportunities to reach this focused and receptive audience. ASPEN22 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 while interacting with professionals in person.

***ASPEN continues to monitor the impact of the pandemic and will provide updates as soon as available.***

## 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 almost 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 2022 Nutrition Science & Practice Conference (ASPEN22) 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.

# WHY SHOULD I EXHIBIT?

## ASPEN EXPO: BRINGING TOGETHER SCIENCE, PRODUCTS AND EXPERTS

### PROMOTE BRAND AWARENESS, SHOWCASE PRODUCT INNOVATION, NETWORK WITH OPINION LEADERS

The ASPEN Expo is the largest exhibition of clinical nutrition stakeholders. It's where industry leaders gather to:

- Connect with key decision makers in clinical nutrition
- Highlight their latest therapies, technologies, products and services
- Interact with nutrition support professionals from around the world

Don't miss this unique opportunity. **Reserve your booth space today!**



### BENEFITS OF EXHIBITING AT ASPEN22

- Six and one half (6 1/2) hours of unopposed exhibit hours to showcase your products and innovation, drive brand awareness and network with experts
- Education and promotional activities in the exhibit hall to ensure high traffic
- Networking lunches in the exhibit hall for all attendees
- Excellent sponsorship options to drive brand awareness, and show your company's commitment to nutrition support

## ASPEN22 EXPO HOURS\*

**SATURDAY, MARCH 26**  
(Opening Reception)  
5:45PM-7:30 PM

**SUNDAY, MARCH 27**  
9:15AM-2:00PM

**MONDAY, MARCH 28**  
10:00AM- 2:30PM

**TUESDAY, MARCH 29**  
Expo CLOSED

*\*Hours subject to change*

# BOOTH DETAILS

## BOOTH PRICING

<b>INLINE</b> (per sq. ft., 100 sq. ft. minimum)	<b>CORNER</b> (each)	<b>ISLAND</b> (per sq. ft., 400 sq. ft. minimum)	<b>NON-PROFIT*</b> (per sq. ft., 100 sq. ft. inline ONLY)
<b>\$30</b>	<b>\$300</b>	<b>\$33</b>	<b>\$20</b>

\*Non-profit must submit proof of 501(c)3 or 501(c)6 status. May purchase 10'x10' plus a corner fee.

## STANDARD BOOTH AMENITIES

- Each linear booth consists of 8' fabric backdrop and 3' fabric divider drape
- Standard booth ID sign with your company name and booth number
- Aisle carpet throughout the exhibit hall (booth carpet not included)
- General exhibit hall cleaning
- Opening Night Reception
- Networking coffee breaks
- Security
- Company description (up to 50 words)
- All exhibit booths 10'x20' and larger receive complimentary basic virtual showcase listing for virtual attendees.

**Not included:** All furniture, accessories, electrical requirements, carpeting, and cleaning for the exhibit space are the responsibility of the exhibitor.

## COMPLIMENTARY BADGES

- One (1) full registration for each 100 sq. ft. reserved
- Three (3) Expo-only badges for each 100 sq. ft. reserved
- Exhibiting companies may purchase additional Expo-only badges for \$150 each—up to a maximum of 5 per company
- Expo-only badge holders are allowed access to exhibit hall, pre- and post-official exhibit hours, and General Sessions

## EXHIBIT BOOTH RESERVATION

**Floorplan will be available online in October 2021.**

Don't miss the opportunity to participate in the largest gathering of multidisciplinary clinical nutrition experts!

All measurements shown on the floor plan are approximate. ASPEN reserves the right to make modifications as may be deemed necessary, making equitable adjustments with any exhibitors thereby affected. ASPEN also reserves the right to adjust the floor plan to meet the needs of the exhibition.

For more information, please contact Valerie Mickiewicz at [ValerieM@nutritioncare.org](mailto:ValerieM@nutritioncare.org).



# BOOTH DETAILS

## BEFORE YOU SUBMIT YOUR APPLICATION

Please read the online exhibit rules and regulations prior to submitting a signed contract. Full rules and regulations can be found at [www.nutritioncare.org/conference](http://www.nutritioncare.org/conference). Partial applications will not be accepted. All applications must include 50% down payment.

Please complete the online application and submit with a 50% deposit.

## DEPOSITS AND PAYMENTS

Exhibitor applications submitted prior to November 19, 2021 must include a 50% deposit. The remaining 50% deposit is due 30 days after the application is submitted or by November 19, 2021—whichever is later. Applications submitted after November 1, 2021 must include full payment.

Cancellations made before November 18, 2021 will forfeit 50% of the total booth fee and will be charged a \$200 processing fee. There will be no refunds after November 18, 2021.

ASPEN will enforce the payment schedule. All monies must be received prior to exhibiting. Onsite exhibitor reservation is not available.

### Checks are payable to: ASPEN

Attn: ASPEN Expo  
8401 Colesville Rd., Ste. 510 Silver Spring, MD 20910  
Tax ID# 52-1161382

### 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 = PNBPU33 (international only)  
Transit ABA # 0550-032-01

## TERMS AND CONDITIONS

ASPEN requires all exhibitors to feature a product or service applicable to the field of nutrition. ASPEN reserves the right to reject or remove any company that falsifies information on their application. ASPEN reserves the right to reject any sponsor, exhibitor or exhibit for any reason, which need not be disclosed to the party submitting the request.

Acceptance as an exhibitor does not mean the product or service exhibited is approved or endorsed by ASPEN. The exhibiting company shall not state or imply such approval or endorsement, before, during or after the meeting.

By applying for exhibit space, the exhibiting company understands that its application is subject to review by ASPEN. ASPEN will review all applications and, if approved, shall assign companies exhibit space (if available) consistent with show eligibility requirements, policies, and at the discretion of ASPEN.

## IMPORTANT DATES

### NOVEMBER 19, 2021

100% balance of booth payment due

### DECEMBER 2021

Exhibitor service kit available

### FEBRUARY 11, 2022

Deadline for company descriptions

### FEBRUARY 21, 2022

First day to request pre-show mailing list

### MARCH 25-26, 2022

Exhibitor move-in and installation

### MARCH 26-28, 2022

Expo open

### MARCH 28, 2022

Exhibit tear-down at 2:30 PM

### APRIL 29, 2022

Final day to request post-show mailing list

# CONFERENCE SPONSORSHIP OPPORTUNITIES

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.

## IN-PERSON OPPORTUNITIES

### REGISTRATION KIOSKS

**Exclusive Opportunity: 3 branded kiosks with branded screen above, \$10,000**

The first stop for all attendees will be the ASPEN self-service registration kiosks in the Convention Center. This streamlined registration process offers you the opportunity to raise brand awareness starting at the point of arrival.

### POSTER SESSION EXPERIENCE SPONSORSHIP

**Exclusive Opportunity: \$20,000**

Sponsored poster sessions allow ASPEN to provide an interactive research learning experience to all in person and virtual attendees and allow participants to share their research. Posters will be available to all attendees for 1 year post conference and made available to all ASPEN members after the conference. Sponsor will be acknowledged with signage with the physical poster presentations in person and on the online/virtual platform.

### 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.



### 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.

### SCHEDULE AT A GLANCE ADVERTISEMENT (TIME SENSITIVE)

- Inside panel ad - \$10,000
- Back panel - \$12,500

This physical mail piece will be sent to the full ASPEN domestic database in November 2021.

# 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)

## EXPO SIGN LOGOS

**Exclusive Opportunity: \$10,000**

Every aisle on the Expo floor has 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 the 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 such as window and floor clings, signage structures, etc.

## REGISTRATION CONFIRMATION EMAIL SIDE BANNER AD

**\$12,500: 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. Sponsors are limited to TWO (2) eblasts per company.

# CONFERENCE SPONSORSHIP OPPORTUNITIES

## 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 eblast (designed by sponsor and deployed by ASPEN)
- Listing of program in one (1) ASPEN designed promotional e-mail
- Listing of your symposium on the website
- Option to post enduring content on ASPEN website for reduced fee with email and social media push\*

TIMESLOTS AVAILABLE		
Saturday March 26	1:30 PM – 3:30 PM	\$20,000
Saturday March 26	7:30 PM – 9:30 PM	\$22,500
Sunday March 27	6:00 AM – 7:30 AM	\$30,000
Sunday March 27	7:00 PM – 9:00 PM	\$25,000
Monday March 28	6:00 AM – 7:30 AM	\$30,000
Monday March 28	7:00 PM – 9:00 PM	\$25,000
Tuesday March 29	6:00 AM – 7:30 AM	\$25,000

\*Contact ASPEN for details and pricing



### SYMPOSIUM VIRTUAL BROADCAST OPTION

**\$12,500**

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 conference attendees and all non-conference 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 and virtual conference platform
- One promotional e-mail to ASPEN database (roughly 45,000 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



# CONFERENCE SPONSORSHIP OPPORTUNITIES

## CENTRAL STAGE PRESENTATION

**\$12,500–\$18,000**

Central Stage Presentations are well attended with 150+ 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 website
- Audio visual package to include LCD projector, two screens, podium/microphone, sound system and onsite technical support

### SUNDAY, MARCH 27, 2022

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

### MONDAY, MARCH 28, 2022

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



## ADDITIONAL INFORMATIONAL SESSION

**Exclusive Opportunity: \$12,500**

Sponsorship of this presentation includes complimentary use of an education session room and standard AV. Sponsorship of this Tuesday, 11:30-12:15pm timeslot gives you space to host a 45-minute informational presentation to anyone who may not have had a chance to visit your exhibit booth.

# CONFERENCE SPONSORSHIP OPPORTUNITIES

## SUPPORT OF ASPEN ACCREDITED PROGRAMMING

### EDUCATION SESSIONS

- In-person only breakout session: **\$3,500**
- Hybrid (in-person and virtual) breakout session: **\$5,000**
- General Session: **\$10,000**

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-\$10,000 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 2022 (PHY-2022)
- Nutrition Support for the Practicing Pediatric Clinician (NPPC-2022) (VIRTUAL ONLY)
- Research Workshop: Probiotics – Are We Ready for Them? (RW- 2022) (VIRTUAL ONLY)
- Select GI Disease States and Nutritional Implications (PG1-2022) (VIRTUAL ONLY)

## BRAND AWARENESS, ADVERTISING, AND PROMOTIONAL OPPORTUNITIES

### ASPEN SECTION FORUMS

**\$5,000-\$10,000 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.

### YOGA BREAK

**\$2,500 each**

Support participant networking by bringing a fun activity to ASPEN22. Activities will be run on a Zoom link for both virtual and in-person attendees. Fee includes listing in the conference program and broadcast and instructor fees.



# ADDITIONAL VIRTUAL SPONSORSHIP OPPORTUNITIES

## 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.

## DIGITAL CONFERENCE ADVERTISEMENTS

- Conference Website: **\$15,000 – Exclusive sponsorship**
  - » Includes 300x250 pixel ad (designed by sponsor)
  - » Starts November and runs through the end of the conference
- Preliminary program ½ panel ad: **\$5,000**
  - » Listed on the conference website as a PDF
  - » Available from November through conference
- Conference Platform Ads:
  - » Top banner page ad: **\$7,500**
  - » Tab ad: **\$1,500** per day or **\$5,000** for full conference duration



## TRAVEL GRANTS

One of the primary areas of focus within ASPEN is to invest in the future of nutrition support by providing education and training to early career professionals and others that would not normally be able to attend ASPEN. By sponsoring a travel grant, you make it possible to foster the future of clinical nutrition professionals and add promising contacts to your network.

ASPEN is seeking support for the following travel grants:

- Pharmacy Resident Grants - \$1,500 per resident
- Homecare RD/RN Grants - \$1,000+

Please contact us to set up a grant outside this list.

# SPONSORSHIP TIERS

The following sponsorship tiers can be reached by total spending on the opportunities listed on the previous pages.

BENEFIT	PLATINUM \$85,000+	GOLD \$65,000+	SILVER \$45,000+	BRONZE \$25,000+
Special recognition at the Opening General Session	●			
Four (4) additional complimentary full conference registrations	●			
Inclusion in the official Expo Gameboard	●			
One (1) waived meeting room rental fee (up to 12 hour rental)	●			
One (1) complimentary full conference pre-registration mailing list (physical addresses only)	●	●		
Two invitations to the President's Reception on Sunday night	●	●		
Two (2) complimentary full conference registrations	●	●	●	
Banner in registration area highlighting your logo and level of sponsorship	●	●	●	●
Acknowledgement on the conference website	●	●	●	●
Recognition in <i>JPEN</i> and <i>NCP</i> post-conference "Thank you" ads	●	●	●	●
Sponsor Badge Ribbons for company representatives	●	●	●	●
<b>Priority Points Earned</b>	<b>8</b>	<b>6</b>	<b>4</b>	<b>2</b>

Priority Points earned from ASPEN22 will be used to choose the order of selection for booth space and sponsorship selection at ASPEN23. Right of first refusal provided to previous sponsors through October 29, 2021.



# CONFERENCE SPONSORSHIP COMMITMENT FORM

My company will be a sponsor of the following items at the ASPEN22.

## SPONSORSHIP SELECTIONS OR USE THE FOLLOWING WORKSHEET

ITEM	PRICE \$
ITEM	PRICE \$
ITEM	PRICE \$
ITEM	PRICE \$
ITEM	PRICE \$
ITEM	PRICE \$
ITEM	PRICE \$
ITEM	PRICE \$
ITEM	PRICE \$
<b>TOTAL \$</b>	

## SPONSORSHIP COMPANY INFORMATION

COMPANY NAME
COMPANY ADDRESS
CITY, STATE, ZIP

## SPONSORSHIP COMPANY INFORMATION

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 25, 2022, whichever comes first.

### CHECKS MAY BE MAILED TO

ASPEN  
 ATTN: ASPEN22 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 = PNBUS33 (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](mailto:valeriem@nutritioncare.org)