

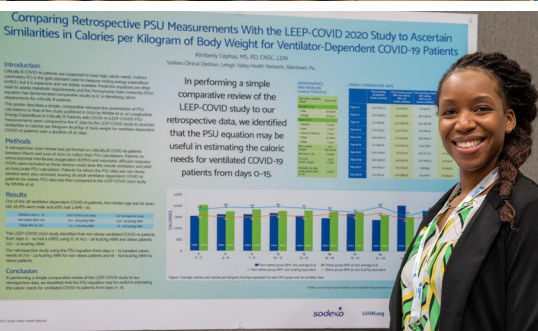


SPONSORSHIP AND EXHIBIT PROSPECTUS

SATURDAY-TUESDAY, MARCH 2-5, 2024
TAMPA, FLORIDA • TAMPA CONVENTION CENTER



ASPEN24



ASPEN 2024 NUTRITION SCIENCE & PRACTICE CONFERENCE

Clinical nutrition leaders and healthcare professionals from around the globe attend the ASPEN 2024 Nutrition Science & Practice Conference (ASPEN24) 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 since 2020.

ASPEN24 will be held primarily in person with breakout sessions, networking opportunities, an extensive exhibit hall, section meetings, and corporate sponsored sessions. .

ASPEN is excited to offer an extensive selection of sponsorship opportunities to reach this focused and receptive audience. ASPEN24 is a prime opportunity to increase your company's visibility among the top clinical nutrition professionals.

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 including clinical practice, research and education.

The ASPEN 2024 Nutrition Science & Practice Conference (ASPEN24) 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 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 ASPEN24

- 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
- Excellent sponsorship options to drive brand awareness, and show your company's commitment to nutrition support

ASPEN24 EXPO HOURS*

SATURDAY, MARCH 2
(Opening Reception)
5:15-6:45PM

SUNDAY, MARCH 3
9:15AM-2:00PM

MONDAY, MARCH 4
10:00AM- 2:30PM

TUESDAY, MARCH 5
Expo CLOSED

*Hours subject to change

BOOTH DETAILS

BOOTH PRICING

| INLINE (per sq. ft., 100 sq. ft. minimum) | CORNER (each) | ISLAND (per sq. ft., 400 sq. ft. minimum) | NON-PROFIT* (per sq. ft., 100 sq. ft. inline ONLY) |
|---|------------------|---|--|
| \$32 | \$350 | \$35 | \$20 |

*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 lunches
- Security
- Company description (up to 50 words) in conference mobile app

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 \$200 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 by May 2023.

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.



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. Partial applications will not be accepted. All applications must include 50% down payment.

Please complete the online application (Click to view online reservation portal) and submit with a 50% deposit.

Deposits and Payments

Exhibitor applications submitted prior to December 11, 2023 must include a 50% deposit. The remaining deposit is due 30 days from the date of application. All applications submitted after December 11, 2023 must include full payment.

Cancellations made before December 20, 2023 will forfeit 50% of the total booth fee. No refunds will be processed after this date.

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 = PNBUS33 (international only)

Transit ABA # 0550-032-01

IMPORTANT DATES

EARLY DECEMBER 2023

Exhibitor service kit available

DECEMBER 11, 2023

100% balance of booth payment due

FEBRUARY 5, 2024

First day to request pre-show mailing list

FEBRUARY 9, 2024

Deadline for company descriptions

MARCH 1-2, 2024

Exhibitor move-in and installation

MARCH 2-4, 2024

Expo open

MARCH 4, 2024

Exhibit tear-down at 2:30 PM

MARCH 19, 2024

Final day to request post-show mailing list

Terms and Conditions

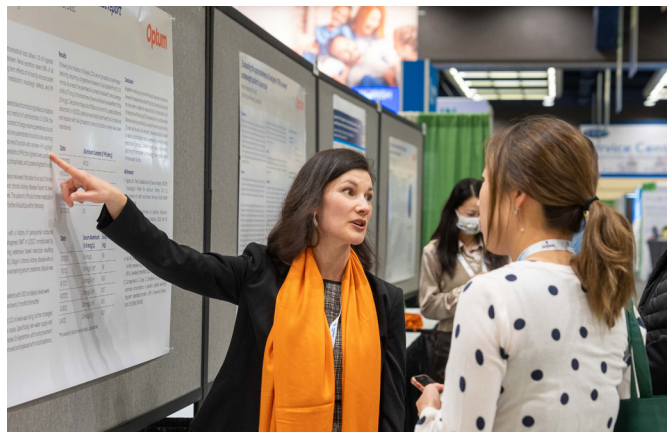
ASPEN requires all exhibitors to feature a product or service applicable to the field of nutrition. ASPEN reserves the right to reject or remove any company that falsifies information on their application. ASPEN reserves the right to reject any sponsor, exhibitor or exhibit for any reason, which need 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.

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.



Poster Session Sponsorship

Exclusive Opportunity: \$10,000

Sponsored Poster sessions allow ASPEN to provide an interactive research learning experience to attendees and allow participants to share their research. Includes sponsor logo recognition. Sponsor will be acknowledged with signage at the physical poster presentations in person.

Badge Lanyards

Exclusive Opportunity: \$20,000

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 Onsite Guide Advertisement

Exclusive Opportunity: \$12,500



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.

Headshot Lounge

Exclusive Opportunity: \$15,000

Opportunity includes photographer and backdrop from from 10:30am-3:00pm, March 3-5, 2024. Sponsor will be recognized in signage at the lounge and in email communications to attendees when headshots are provided post-event. Sponsor receives contact list of each attendee that utilizes the headshot lounge.

Conference Premier (Schedule At A Glance) Advertisement

- Back panel - **\$15,000**
- Inside panel ad - **\$10,000**

Must commit by July 31, 2023. This physical mail piece will be sent to the full ASPEN domestic database (30,000 domestic recipients) in fall 2023.

Digital Conference Advertisements

- Conference Website: **\$20,000 – Exclusive sponsorship**
 - » Includes 300x250 pixel ad (designed by sponsor)
 - » Starts November and runs through the end of the conference
- Virtual Conference Platform Ads:
 - » Top banner page ad: **\$5,000**
(Top visited pages: Sessions and Schedules, My Itinerary, Faculty, Poster Session)
 - » Tab ad: **\$1,500** per day or **\$5,000** for full conference duration





Hotel Key Cards

Exclusive Opportunity: \$20,000

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.

WIFI Access

Exclusive Opportunity: \$25,000

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.

Morning Beverage/Coffee Breaks

Single Day: \$4,000 | 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 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 can 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, staircase branding, etc.

Registration Confirmation Email Side Banner Ad

Exclusive Opportunity: \$15,000

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. Commitment by September 1, 2023 is recommended for maximum visibility.

Attendee Mail List Rentals

- Physical address mailing list: **\$750** (emails NOT included)
- Pre-show Eblast: **\$2,000**
- Post-show Eblast: **\$2,500**

Send your message directly to each attendee by renting a physical address mail list or an eblast.

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. Email addresses are NOT provided to the sponsor.

E-blasts are designed by the sponsor and submitted to ASPEN in HTML format ready for deployment. Sponsors are limited to TWO (2) eblasts per company.

Mobile App

Exclusive Opportunity: \$25,000

As the sole guide for all conference information, the app will be extensively utilized by attendees. The app was used by more than 96% of attendees during the last fully in person conference. This go-to app will provide the latest information about ASPEN24. 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
- Banner ad at the bottom of the dashboard
- Enhanced exhibitor listing in the app—with logo and expanded company description
- Signage in the registration area advertising app and acknowledging sponsorship
- Acknowledgment in the "Know Before You Go" e-mail and Conference Onsite Guide

EDUCATION/LEARNING OPPORTUNITIES

Corporate Symposium

\$20,000–\$30,000

Corporate Symposia are strongly valued by our attendees. Average attendance is 200-250 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
- 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

TIMESLOTS AVAILABLE

| | | |
|-------------------|---------------------|-----------------|
| Saturday, March 2 | 11:00 AM – 12:30 PM | \$22,500 |
| Saturday, March 2 | 7:30 PM – 9:00 PM | \$20,000 |
| Sunday, March 3 | 6:00 AM – 7:30 AM | \$30,000 |
| Sunday, March 3 | 7:30 PM – 9:00 PM | \$25,000 |
| Monday, March 4 | 6:00 AM – 7:30 AM | \$30,000 |
| Monday, March 4 | 7:30 PM – 9:00 PM | \$25,000 |
| Tuesday, March 5 | 6:00 AM – 7:30 AM | \$25,000 |



Symposium Virtual Broadcast Add-On

Audio & Slides - \$12,500

Video Stream - \$16,000

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-conference attendees regardless of membership status. This fee includes:

- Audio and/or video equipment and labor for the live stream
- 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
- Registration assistance for the virtual broadcast provided by ASPEN

Additional Information Session

Exclusive Opportunity: \$15,000

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



Innovation Theaters (formerly Central Stage Presentations)

\$12,500–\$18,000

Innovation Theaters 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 Innovation Theater schedule located in front of the staging area
- Listing of your session in the mobile app and website
- Audio visual package to include LCD projector, two screens, podium/microphone, sound system and onsite technical support

Sunday, March 3, 2024

| | | |
|-----------------|---------------------|---|
| Presentation #1 | 9:30 AM – 10:15 AM | \$18,000 (non-compete timeslot) |
| Presentation #2 | 11:30 AM – 12:15 PM | \$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 4, 2024

| | | |
|-----------------|---------------------|---|
| Presentation #4 | 9:45 AM – 10:30 AM | \$18,000 |
| 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) |

SUPPORT OF ASPEN ACCREDITED PROGRAMMING

Accredited Education Sessions

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

General Sessions may attract up to 1,000 attendees. General Sessions include: President's Address, Keynote Address, Dudrick Symposium, Premier Paper Session/Vars Competition.

ASPEN Accredited 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. Please see official program for list of sessions available.

Benefits include:

- Logo recognition in session advertising
- Text recognition on sessions signage
- 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. Preconference courses take place Friday and/or Saturday morning prior to the beginning of the main conference. Separate registration fee required. Courses available for sponsorship include:

- Physicians' Course: Comprehensive Nutritional Therapy: Tactical Approaches in 2024 (hybrid, non-exclusive)
- Nutrition Support for the Practicing Pediatric Clinician
- Post-Graduate Courses

ASPEN Section Forums

\$3,500–\$10,000

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.

Practice Sections

- Medical: **\$10,000**
- Dietetics: **\$10,000**
- Pharmacy: **\$8,500**
- Nurses: **\$7,500**

Specialty Sections

- Critical Care: **\$7,500**
- Neonatal: **\$10,000**
- Pediatric: **\$10,000**
- Oncology: **\$5,000**
- Pediatric Intestinal Failure: **\$8,500**
- Drug-Nutrient Interaction: **\$5,000**
- Home and Alternate Site Care: **\$5,000**
- Ibero-Latin American (ILAS): **\$5,000**
- International Clinical Nutrition (ICNS): **\$5,000**
- International Clinical Ethics (I.C. Ethics): **\$3,500**



ATTENDEE SUPPORT

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. Must commit by August 31, 2023.

ASPEN is seeking support for the following travel grants:

- Pharmacy Resident Grants: **\$1,500 per resident**
- Specialty Practice Grants: **\$1,500+**
- Neonatal Fellow Grant: **\$2,000+**

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

Group Registration

Sponsor a group of clinicians to attend ASPEN24. Prices are standardized regardless of membership status and discipline. Minimum of 40 clinicians is required to receive the discounted rate:

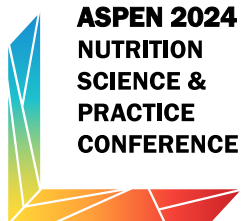
- \$500 per clinician for the virtual conference
- \$600 per clinician for the in-person conference

SPONSORSHIP TIERS

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

| BENEFIT | PLATINUM \$95,000+ | GOLD \$70,000+ | SILVER \$45,000+ | BRONZE \$25,000+ |
|---|-----------------------|-------------------|---------------------|---------------------|
| Special recognition at the Opening General Session | ● | | | |
| Four (4) additional complimentary full conference registrations | ● | | | |
| One (1) waived meeting room rental fee (up to 12 hour rental) | ● | | | |
| Inclusion in the official Expo Gameboard | ● | | | |
| 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 | ● | ● | ● | ● |
| Priority Points Earned | 9 | 6 | 4 | 2 |

Right of first refusal provided to previous sponsors through September 25, 2023.



CONFERENCE SPONSORSHIP COMMITMENT FORM

My company will be a sponsor of the following items at the ASPEN24.

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 \$ | |
| | | TOTAL \$ | |

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 2, 2024, whichever comes first.

CHECKS MAY BE MAILED TO

ASPEN
ATTN: ASPEN24 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 = PNBPU33 (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