



**SOUTH CAROLINA ACADEMY OF
NUTRITION & DIETETICS**

2021-2022

Sponsor and Exhibitor Packet



WHY SUPPORT SCAND?

Maximize your investments in South Carolina.

The South Carolina Academy of Nutrition & Dietetics is THE professional arm for nutrition and dietetics professionals in the state of South Carolina. With an audience of over 1000 dietitians throughout the state and a steady membership of approximately 700 nutrition professionals, we look forward to partnering with sponsors and exhibitors in line with our mission to positively impact the health and well-being of South Carolinians through food and nutrition. We have a vision of South Carolina as a state where all people thrive through the transformative power of food and nutrition, and we invite you to partner with us if your organization shares our principles in:

- Having a state-wide impact in eliminating all forms of malnutrition and food insecurity
- Collaborating to solve our state's food and nutrition challenges
- Expanding work force capacity and capability of food and nutrition professionals
- Focusing on state-wide improvements across the food well-being and health care sectors
- Achieving the highest level of integrity and commitment to excellence among dietetic professionals

SCAND will host its Annual Meeting this spring on April 1, 2022 with the theme **Onward and Upward Resilient RD**, to discuss and debate new and emerging topics in the world of food and nutrition. We hope to feature your company or organization, and what you have to offer to dietitians from across the state. As an Annual Meeting exhibitor and/or sponsor, you can:

- **Showcase your company's products and/or services to dietitians and decision makers**
- **Build connections with existing and potential customers**
- **Receive a contact list of registered Annual Meeting attendees**
- **Support and grow your loyal customer base**

In addition to the Annual Meeting, there are many other value added opportunities to showcase your organization to SCAND members. Check out all the ways to increase the visibility of your company and brand at the Annual Meeting, and beyond throughout the year.

We look forward to partnering with you!

All the best,

Katie Bryant

2021-2022 SCAND President

Kimberely McClain

2021-2022 SCAND Sponsorship Chair

Adrienne Graham

SCAND Executive Director

Annual Meeting Sponsor and Exhibitor Packages

As a sponsor or exhibitor of our SCAND Annual Meeting, your organization gains statewide exposure while expressing support of the activities of SCAND and will positively impact the health and well-being of South Carolinians through food and nutrition. The Annual Meeting provides you with the unique opportunity to engage with SCAND members and enhance the content and quality of learning opportunities that the Annual Meeting provides our SCAND Members. **These packages also offer year-round promotional opportunities.**

Premiere (One per year) Valued at \$10,650

Package Cost \$4,000

Annual Meeting

Be the exclusive sponsor of the 2022 SCAND Awards Session and give a five minute presentation highlighting your organization's products and services during the awards	\$3,000
Keynote Session with branded slides and personalized introduction	\$1,500 plus cost of speaker
Exhibit booth at the Annual Meeting	\$800
Two Annual Meeting Registrations for Full Meeting	\$200
Full Page Color Ad In Annual Meeting Program	\$300
Product Placement (your product/ad included in attendee bags)	\$300
Verbal recognition throughout the event	\$250

Education / Events

Webinar Sponsorship (your choice to provide the speaker or be matched with one of our speakers on a date TBD)	\$500
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Communications

SCAND Website - logo and link	\$750
Quarterly Newsletters - full page ad in four editions	\$1,200
Facebook Ad - quarterly post + 3 postings prior to the Annual Meeting	\$1,750
Career Center Posting (unlimited)	\$100+

Annual Meeting Sponsor and Exhibitor Packages

Gold (Two per year) Valued at \$8,800

Package Cost \$2,000

Annual Meeting

Give a two minute presentation highlighting your organization's products and services between speakers

\$2,000

Educational Session with branded slides and personalized introduction

\$1,300 plus cost of speaker

Exhibit Booth at the Annual Meeting

\$800

Two Annual Meeting Registrations for Full Meeting

\$200

Full Page Color Ad In Annual Meeting Program

\$300

Product Placement (your product/ad in attendee bags)

\$300

Verbal recognition in closing credits

\$250

Education / Events

Webinar Sponsorship (your choice to provide the speaker or be matched with one of our speakers on a date TBD)

\$500

Communications

SCAND Website - logo and link

\$750

Quarterly Newsletters - half page ad in four editions

\$800

Facebook Ad - quarterly post + 2 postings prior to the Annual Meeting

\$1,500

Career Center Posting (unlimited)

\$100+

Silver (Four per year) Valued at \$5,450

Package Cost \$1,000

Annual Meeting

Exhibit Booth at the Annual Meeting

\$800

One Annual Meeting Registration for Full Meeting

\$100

Half- Page Color Ad in Annual Meeting Program

\$200

Product Placement (your product/ad in attendee bags)

\$300

Verbal recognition in closing credits

\$250

Communications

SCAND Website - logo and link

\$750

Quarterly Newsletters - half-page ad in four editions

\$600

Facebook Ad - quarterly post + 1 posting prior to the Annual Meeting

\$1,250

Career Center Posting (two per year)

\$200

Annual Meeting Sponsor and Exhibitor Packages

Bronze (unlimited) Valued at \$2,700

Package Cost \$600

Annual Meeting

Exhibit booth at the Annual Meeting	\$800
One Annual Meeting Registration for Full Meeting	\$100
Color Logo in the Annual Meeting Program	\$100
Product Placement (your product/ad in attendee bags)	\$300

Communications

SCAND Website - logo and link	\$750
Quarterly Newsletters - logo in four editions	\$300
Facebook Ad - one post prior to the Annual Meeting	\$250
Career Center Posting	\$100

Non-Profit (unlimited) Valued at \$2,700

Package Cost \$400

Annual Meeting

Exhibit booth at the Annual Meeting	\$800
One Annual Meeting Registration for Full Meeting	\$100
Color Logo in the Annual Meeting Program	\$100
Product Placement (your product/ad in attendee bags)	\$300

Communications

SCAND Website - logo and link	\$750
Quarterly Newsletters - logo in four editions	\$300
Facebook Ad - one post prior to the Annual Meeting	\$250
Career Center Posting	\$100

Annual Meeting Sponsor and Exhibitor Opportunities

A La Carte

The opportunities listed below do not offer any other benefits of the meeting. For high value package offerings please refer to the Annual Meeting Sponsor and Exhibitor Packages on the previous pages.

We are also accepting items for our silent auction/raffle! 100% of proceeds benefit the Academy of Nutrition and Dietetics and Amy Joye Foundations. Sponsors of auction items will be acknowledged on our auction page.

Item	Price
Product Placement (your product/ad in attendee bags)	\$300
Sponsored Wear and Share—brand a wearable item and we will distribute to all attendee at the Annual Meeting and post on social media	\$500
VIP Pre or Post Event (Cooking class? Live-product demo? We look forward to hearing your creative ideas!)	\$1500
Additional Annual Meeting Registration for Package Sponsors	\$100
Color Logo in the Annual Meeting Program	\$100
Half-Page Color Ad in Annual Meeting Program	\$400
Full Page Color Ad In Annual Meeting Program	\$500

Questions?

Or have your own idea to partner with SCAND? We will work with you to find the best option for your organization.

Please contact: Kimberly McClain
Sponsorship Chair
kimberelymclain1@gmail.com
803-422-0491

Adrienne Graham
Executive Director
eatrightsc@capconsc.com
803-255-7223

Year-round Promotional Opportunities A La Carte

The opportunities listed below do not offer any other benefits. For high value package offerings that include access to our Annual Meeting, please refer to the Sponsor and Exhibitor Packages on the previous pages.

SCAND Policy Day : \$1000

This includes your logo as sponsor of the event on the website and communications and five minutes to introduce your organization at the event.

Webinar: \$500

Your organization may sponsor a webinar organized by SCAND or we will promote a webinar organized by your company or partners.

SCAND Website (logo and link):

Your logo with a hyperlink will rotate on all pages and will be featured on the home page.

One month	\$150
Six months	\$500
One year	\$750

Quarterly Newsletter

This electronic newsletter, *The Palmetto Leaf*, is sent to all SCAND members quarterly and is archived in a members-only section of the website. It highlights member accomplishments, district and state events, professional interests, and select sponsors. You provide camera ready ad. Cost per newsletter:

Full Page	\$300
Half Page	\$200
Quarter Page	\$150
Logo	\$100

Facebook Posting \$250

You provide content and graphic(s).

Dedicated E-blast \$500

SCAND will send an e-blast to all members with your company's logo and organizational message. This may be sent on a day of your choosing in most cases. Please limit the ad to 500 words. Images and hyperlinks may be included. SCAND's Executive Board has final approval of content.

Career Center Posting \$100

Cost is per post on the website. Each career center post is also emailed to all members.

2021-2022 SCAND SPONSOR AND EXHIBITOR AGREEMENT

Please complete and sign this agreement. Final deadline to be included as an sponsor / exhibitor at the 2022 Annual Meeting is March 11, 2022.

PLEASE circle your level:

Premiere	Gold	Silver	Bronze	Nonprofit
\$4,000	\$2,000	\$1000	\$600	\$400

A La Carte

- ☐ Annual Meeting Product Placement, \$300
- ☐ Sponsored Wear and Share, \$500
- ☐ VIP Pre or Post Event, \$1500
- ☐ Additional Annual Meeting Registrations, \$100 each
- ☐ Ad in Annual Meeting Program, Full - \$500, Half - \$400, Logo - \$100
- ☐ SCAND Policy Day, \$1000
- ☐ Webinar, \$500
- ☐ SCAND Website, One Month - \$150, Six months - \$500, One year - \$750
- ☐ Quarterly Newsletter, Full Page - \$300, 1/2 Page - \$200, 1/4 Page - \$150, Logo - \$100
- ☐ Facebook Posting, \$250
- ☐ Dedicated E-blast, \$500
- ☐ Career Center Posting, \$100

Total Due: _____

Organization: _____

Contact Name/Title: _____

Email: _____

Phone: _____

Address: _____

Name/Email of person (s) attending Annual Meeting:

2021-2022 SCAND SPONSOR AND EXHIBITOR AGREEMENT

(CONTINUED)

Organization:

Website (include brief summary for our website if applicable):

SCAND RULES AND REGULATIONS

GOVERNING 2022 ANNUAL MEETING EXHIBITORS

April 1, 2022

Date: April 1, 2022

Location: Columbia Metropolitan Convention Center
1101 Lincoln Street, Columbia, SC 29201

Exhibits Hours:	Booth Setup	Friday April 1, 2022	7:00 - 8:00 a.m.
	Exhibit Hours	Friday, April 1, 2022	8:00 a.m. – 4:00 p.m.

All exhibits should be completely set up by 8 a.m., Friday, April 1, 2022. Access and set-up hours will be in your confirmed exhibitor confirmation letter. No dismantling or packing of exhibits may begin prior to 3:00 p.m. on **Friday, April 1, 2022**.

Description of Space: Booths are one 6' draped table (per booth); 2 chairs; vendor ID signage; wastebasket; and complimentary internet.

Booth Assignment: Priority assignments may be given for Premiere, Gold and Silver sponsors, exhibitors with multiple booths, previous SCAND exhibitors, and date application/payment received. Early registration is encouraged. All applications must be accompanied by full payment. No cancellation refunds will be issued after February 15, 2022.

Shipping Instructions: The Columbia Metropolitan Convention Center has limited storage space. Specific instructions will be shared in the exhibitor information packet prior to the event.

Available Extras: Additional tables, power or equipment should be requested prior to the Annual Meeting. Further information on ordering will be in your confirmed exhibitor confirmation packet. Any two or more adjacent booths may be rented to provide a double or larger booth.

Subletting Exhibits Space: No exhibit space may be sublet without written permission from the SCAND Executive Director.

Liability: The South Carolina Academy of Nutrition & Dietetics and the Columbia Metropolitan Convention Center will not be responsible for the safety of exhibits from theft, fire, or other causes, although the exhibits area will be closed when not open to registrants. The exhibitor assumes responsibility for injury or damage to persons or property occurring within the exhibits space assigned to each exhibitor in accordance with the terms of this agreement.

Care of Building & Equipment: Exhibitors or their agents shall not injure or deface the walls and floors of the building or the booths. If any damage occurs, the exhibitor is liable to the Columbia Metropolitan Convention Center. Signs must be free standing or attached to table covers.

Character of Exhibits: The Executive Director and Sponsorship Chair reserve the right to decline any exhibit or part of an exhibit if it is not deemed to be in line with the mission and/or values of SCAND.

Listing in the Program: To be listed in the official Annual Meeting program, exhibitors must be registered before February 15, 2022.

Nature of Contractual Agreement: The provisions set forth in this document shall be binding upon exhibitors who make application, pay fees and are assigned space. No refunds will be issued after February 15, 2022.



Credit Card Authorization Form

Date: _____

Name: _____

Organization Name: _____

E-mail address (for receipt): _____

Purpose of Purchase: _____

Credit card Information

☐ Visa ☐ MasterCard ☐ American Express

Amount to charge: _____

Card Number: _____

Expiration Date: _____ Security Code: _____

Name of the card holder: _____

Billing address: _____

Signature: _____

A 3% CC convenience fee will be added to all transactions.

Send credit card payment form to:

SCAND

P. O. Box 1763, Columbia, SC 29202

Tel: (803) 255-7223 Fax: (803) 252-0589

eatrightsc@capconsc.com