

Illinois Dietetic Association, Inc.

Marketing Opportunities 2011-2012

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Index :

| | |
|------------------------------------------------|---------|
| Sponsorship Levels | Page 2 |
| Hosting an Exhibit at the Spring Assembly | Page 3 |
| Assembly Conference Sessions | Page 6 |
| Sponsoring Meals at the Assembly | Page 7 |
| Tote Bags for the Assembly | Page 9 |
| Advertisement in Assembly <i>Program Guide</i> | Page 10 |
| Cash Donations as Sponsorship of Assembly | Page 11 |
| Product Donations for Assembly | Page 12 |
| Opportunities for Marketing on the Website | Page 13 |
| Sponsorship of Association Mailings | Page 16 |
| Advertising Regulations | Page 18 |
| Fall Exhibitor Application Form | Page 21 |
| Spring Exhibitor Application Form | Page 22 |

MEMORANDUM

To: Advertisers

From: Illinois Dietetic Association

Re: 2011-12 Marketing Opportunities

The Illinois Dietetic Association (IDA) invites you to market your products or services as an exhibitor, advertiser, or sponsor of the association activities. Three-thousand nutrition professionals are members of the IDA, and work in all areas of food and nutrition services, including hospitals, long-term care facilities, outpatient education clinics, public health departments, business and industry, pharmaceutical companies, schools, colleges and universities, wellness and fitness facilities, and private practice. Attendees include dietitians, diet technicians, students, and others committed to the field of nutrition and dietetics.

For the 2011-2012 business year, we are hosting one assembly in Oak Brook, IL on April 20 and 21 to serve our members. We will post three online news *Bulletin* editions this year. We have an association web site at <http://www.eatrightillinois.org>, receiving over 5700 sessions each month. For each of these activities we offer sponsorship opportunities for your organization

We *greatly appreciate* the donations of our sponsors! Your donations enable professional development activities of nutrition professionals. Advertising opportunities are of several forms: flyer, web banner or button with a direct link to your company email, sponsorship of speakers or meals, and donation of items. Each are described in this booklet. Sponsors are acknowledged on association flyers or programs related to the event. In addition to your paid advertisement, we will provide a listing of all sponsors in the online news *Bulletin* following sponsorship. As a *new* service to market our Platinum, Gold, Silver, and Bronze level sponsors, we will acknowledge "Sponsors of the Month" via an email blast to association members. All eligible sponsors need to provide us with a ≤50-word summary of the product or service in an email to the IDA Executive Administrator. Please note that we will not provide web site links as part of this service.

Thank you for your support of the nutrition profession!

Sincerely,

Roberta Cooper-Meyer
IDA President

Illinois Dietetic Association Sponsorship Levels

Organizations and other supporters who provide external funding for the Illinois Dietetic Association (IDA) are acknowledged by the Association based on level of sponsorship. Although we certainly appreciate products and supplies, sponsorship levels are based on cash contributions to the Association in any given month. These cash contributions may be for a variety of purposes, including but not limited to a donation, exhibit space, sponsorship of a speaker, sponsorship of a mailing such as the news *Bulletin*, classified ad in the Assembly *Program Guide*, IDA website ads, and hosting a meal at an Assembly. The following are the five categories of sponsorship for the Association:

| | |
|-------------|-------------------|
| Platinum | \$5,000 or more |
| Gold | \$2,500 - \$4,999 |
| Silver | \$1,000 - \$2,499 |
| Bronze | \$500 - \$999 |
| Contributor | \$25 - \$499 |

Illinois Dietetic Association Hosting an Exhibit at the Spring Assembly

Hosting an exhibit is a terrific way to gain exposure to dietetic professionals! It provides the opportunities to advertise your product, distribute literature and product, converse with attendees, and provide food if you so desire. Lunch is provided in the Exhibit Hall encouraging everyone to visit your booth. Some of the Exhibit time is unopposed, providing the opportunity for undivided attention to the Exhibits.

Booths are assigned on a first come, first served basis. There are a limited number of booths available. Postmark dates determine the order in which an application is processed.

Exhibit Hours

- Exhibitor Move-In: Thursday, April 19, 2012, which is the evening prior to the event.
- Exhibits Open: Friday, April 20, 2012, 7:30 am-3:30 pm. All exhibits should be properly staffed until the exhibition hours end.
- Exhibitor Move-Out: Saturday, April 20, 2012, 3:30 pm-5pm. All exhibits must be removed by 5pm.

Exhibitors shall display products or descriptions of services of his or her organization only. An exhibitor may not assign or sublet a space, or any part of a space, to another without permission of the Illinois Dietetic Association Executive Administrator.

All products sold must be in compliance with the mission of the Illinois Dietetic Association and adhere to the Advertising Regulations set forth in this guide and the supplemental "Exhibit Terms and Conditions" sent upon receipt of deposit. All products sold MUST receive advance approval from the Illinois Dietetic Association or its designee. The delivery and handling of all product is the sole responsibility of the seller or exhibitor, and is not an Assembly function.

Exhibit Hall Rates

- \$175 for an IDA member or Assembly speaker to have single table at the Spring Assembly. An IDA member cannot represent a profit/commercial organization, except for his/her own private practice.

Your investment includes: eight hours of exhibit time (7:30 am through 3:30 pm), 8' x 10' booth space (not draped), 6' table (not skirted), two chairs, wastebasket, one registration header (company name) per booth, pre-meeting publicity, set up and

cleaning of area, and the opportunity to meet hundreds of nutrition professionals. One or two additional chairs are available by request. Access to electricity is available on a limited basis for \$25.00 by request.

- \$275 for a nonprofit organization or IDA member to have a single booth at the Spring Assembly. An IDA member cannot represent a profit/commercial organization, except for his/her own private practice. An IDA member can represent a nonprofit organization.

Your investment includes: eight hours of exhibit time (7:30 am through 3:30 pm), 8' x 10' booth space (not draped), 6' skirted table, two chairs, wastebasket, one registration header (company name) per booth, pre-meeting publicity, one complimentary meeting registration per exhibitor booth, set up and cleaning of area, and the opportunity to meet hundreds of nutrition professionals. One or two additional chairs are available by request. Access to electricity is available on a limited basis for \$25.00 by request. The complimentary meeting registration can only be used by an American Dietetic Association member employed by the company, and requested when submitting the exhibitor application form at least two weeks prior to the Assembly date.

- \$700 for a single booth at the Spring Assembly before Dec. 31
\$750 for a single booth at the Spring Assembly after Dec. 31

Your investment includes: eight hours of exhibit time (7:30 am through 3:30 pm), 8' x 10' draped booth space, 6' skirted table, two chairs, wastebasket, one registration header (company name) per booth, pre-meeting publicity, one complimentary meeting registration per exhibitor booth, set up and cleaning of area, and the opportunity to meet hundreds of nutrition professionals. One or two additional chairs are available by request. Access to electricity is available on a limited basis for \$25.00 by request. The complimentary meeting registration can only be used by an American Dietetic Association member employed by the company, and requested when submitting the exhibitor application form at least two weeks prior to the Assembly date.

A Platinum level sponsorship of the IDA Spring Assembly entitles the company to a complimentary exhibit booth (described above) at the Spring Assembly, including one complimentary meeting registration for the Spring Assembly.

- \$1,000 for prime location booth at the Spring Assembly.

Prime location booths are available for the Spring Assembly only. Only four prime location booths are available at the entry to the exhibit hall near the registration table (endcap space): two in the aisle space adjoining the registration table, one endcap space in the aisle next to the registration table, and one in aisle space adjoining the endcap and adjacent to the registration table. The 10' x 10' draped booth space is 25% larger than that of the other exhibit booths, allowing 4' of additional room for company displays. Your investment includes: eight hours of exhibit time (7:30 am through 3:30 pm), 6' skirted table, two chairs, wastebasket, one registration header (company name)

per booth, pre-meeting publicity, one complimentary meeting registration per exhibitor booth, set up and cleaning of area, and the opportunity to meet hundreds of nutrition professionals. One or two additional chairs are available by request. Access to electricity is not available to these booths due to location. The complimentary meeting registration can only be used by an American Dietetic Association member employed by the company, and requested when submitting the exhibitor application form at least two weeks prior to the Assembly date.

- Rates for the Fall Assembly are at 50% of the aforementioned Spring Assembly rates.

Your investment includes: over five hours of exhibit time (8:00 am through 1:30 pm), 8' x 10' booth space (not draped), 6' table (not skirted), two chairs, wastebasket, one registration header (company name) per booth, pre-meeting publicity, set up and cleaning of area, and the opportunity to meet nutrition professionals. One or two additional chairs are available by request. Access to electricity may be available (consult the IDA Executive Administrator).

One complimentary meeting registration is provided to exhibitors when the sponsorship level exceeds \$250. This complimentary registration can only be used by an American Dietetic Association member employed by the sponsoring company, and requested when submitting the exhibitor application form at least two weeks prior to the Assembly date.

- Meal sponsors are provided the opportunity to exhibit near the food distribution. Refer to that section of this guide for more information.

Recognition of Exhibit Hall sponsors

All Exhibit Hall sponsors will receive recognition via an exhibitor listing (i.e., company, address, and contact information) in the Assembly *Program Guide*, an email blast to members during the month of the Assembly highlighting "Sponsors of the Month", and in the online news *Bulletin* following the Assembly. *Exhibitors who reserve space for the Spring Assembly by December 31, 2011 will also be listed in the Spring Assembly Registration materials sent to all IDA members.*

Illinois Dietetic Association Assembly Conference Sessions

Individual educational sessions are available for your sponsorship at the Fall and Spring Assemblies. Sponsorship choices are on a first come first serve basis. Requests for sponsorship of particular session or speaker may be held for two weeks pending deposit, after which sponsorship for a particular session is released.

Conference Session Sponsorship Rates

- Contact the IDA Executive Administrator for available conference sessions and speakers for the intended sponsorship level.

Recognition of Conference Session sponsors

Conference session sponsors will receive recognition via a sponsor listing (i.e., company, address, and contact information) in the Assembly *Program Guide*, acknowledgement of sponsorship listed following the speaker listing in the *Program Guide*, and the online news *Bulletin* following the Assembly. If the sponsorship is at the Platinum, Gold, Silver or Bronze level for the month or assembly, the sponsor will also be acknowledged via an email blast to members during the month of the Assembly highlighting "Sponsors of the Month". *Organizations who commit to sponsorship for the Fall Assembly by May 1, 2011 will also be listed in the Fall Assembly Registration materials sent to all IDA members. Organizations who commit to sponsorship for the Spring Assembly by December 31, 2011 will also be listed in the Spring Assembly Registration materials sent to all IDA members.*

Illinois Dietetic Association Sponsoring Meals at the Assembly

There is an opportunity for your organization to sponsor food at the Fall and Spring Assemblies.

Cost of Meal Sponsorship

- \$900 for full sponsorship of a continental breakfast at the Fall Assembly.
- \$2,500 for full sponsorship of a continental breakfast at the Spring Assembly.

Your investment includes the opportunity to set up the only display next to the continental breakfast table during the time period for registration and the first speaker, 6' skirted table, wastebasket, pre-meeting publicity, and the opportunity to meet nutrition professionals. Chairs are available by request.

- \$1,500 for full sponsorship of a lunch at the Fall Assembly.
- \$4,000 for full sponsorship of a lunch at the Spring Assembly.

Your investment includes the opportunity to set up the only display next to the lunch buffet area during the time period allocated for lunch, a 6' skirted table, wastebasket, pre-meeting publicity, and the opportunity to meet nutrition professionals. Chairs are available by request.

- \$3,000 for full sponsorship of the IDA Awards breakfast at the Spring Assembly.

Your investment includes the opportunity to set up a display within the banquet room in space allocated near the entrance for the entire time frame of the banquet. Full sponsorship provides you the exclusive display space for undivided attention as there will be no other sponsor displays allowed in the room. Sponsorship also includes a 6' skirted table, a chair, wastebasket, pre-meeting publicity, two complimentary meeting registrations, and the opportunity to meet the leaders and award winners of the Illinois Dietetic Association. One or two additional chairs are available by request. Access to electricity for the booth may be available by request (contact the IDA Executive Administrator). The complimentary meeting registrations can only be used by an American Dietetic Association member employed by the company, and requested when submitting the exhibitor application form at least two weeks prior to the Assembly date.

Recognition of Meal sponsors

Meal sponsors will receive recognition via a sponsor listing (i.e., company, address, and contact information) in the Assembly *Program Guide*, acknowledgement of sponsorship listed following the meal listing in the *Program Guide*, the online news *Bulletin* following the Assembly, and via an email blast to members during the month of the Assembly highlighting “Sponsors of the Month”. *Organizations who commit to sponsorship for the Fall Assembly by July 1, 2011 will also be listed in the Fall Assembly Registration materials sent to all IDA members. Organizations who commit to sponsorship for the Spring Assembly by December 31, 2011 will also be listed in the Spring Assembly Registration materials sent to all IDA members*

Illinois Dietetic Association Tote Bags for the Assembly

With your cash donation for tote bag sponsorship, you will be given artwork with the IDA name, logo, and assembly theme to print on a tote bag *along with* your company's name and logo for distribution to all attendees at the Spring Assembly registration table. IDA must be notified in advance of all copy and graphics to be printed on the tote bag by the sponsor. If you would prefer to have IDA print the tote bags, the IDA Executive Administrator will work with you to determine the type of tote bag and additional costs related to the purchase, printing, handling, and delivery of the tote bags.

This fantastic opportunity provides a *long life for marketing* your product or service, as the nutrition professional totes the bag to work, meetings, school, and other places for years following the event!

Cost of Tote Bag Sponsorship:

- \$800 for Fall Assembly
- \$2,000 for Spring Assembly

Recognition of Tote Bag sponsor

The Tote bag sponsor will receive recognition via a sponsor listing (i.e., company, address, and contact information) in the Assembly *Program Guide* and the online news *Bulletin* following the Assembly, and acknowledgment via an email blast to members during the month of the Assembly highlighting "Sponsors of the Month". *Organizations who commit to sponsorship for the Fall Assembly by July 1, 2011 will also be listed in the Fall Assembly Registration materials sent to all IDA members. Organizations who commit to sponsorship for the Spring Assembly by December 1, 2011 will also be listed in the Spring Assembly Registration materials sent to all IDA members.*

Illinois Dietetic Association Advertisement in Assembly *Program Guide*

The Spring Assembly *Program Guide* contains information about sessions (i.e., time, place, speaker, sponsor), all the handouts submitted by program speakers, poster session outlines, presider information, exhibitor listings, sponsor listings, listing of raffle contributors, and advertisements. The *Program Guide* is provided free to *all* attendees of the Spring Assembly. This great opportunity provides a long life for the advertisement as the nutrition professional refers to the *Program Guide* materials and passes them to other professionals for viewing over the months and years following the Spring Assembly!

Space is available on a first come, first serve basis. Postmark dates determine the order in which an application is processed.

All print submitted must be black and white camera-ready copy. Business cards are acceptable for the 1/8 page size advertisement.

| Ad Size | Dimensions | Special Placement | Cost |
|-------------------------------|-------------------|--------------------------|-------------|
| Full page | 9 ½" H x 7 ¼" W | | \$375 |
| Full page | 9 ½" H x 7 ¼" W | Inside back cover | \$525 |
| Full page | 9 ½" H x 7 ¼" W | Outside back cover | \$575 |
| ½ page vertical | 9 ½" H x 3 ½" W | | \$200 |
| ½ page horizontal | 4 ¾" H x 7 ¼" W | | \$200 |
| ¼ page vertical | 4 ¾" H x 3 ½" W | | \$125 |
| ¼ page horizontal | 3 ½" H x 4 ¾" W | | \$125 |
| 1/8 page (business card size) | | | \$75 |

Illinois Dietetic Association members providing their ADA member numbers receive a 25% discount on advertising in the *Program Guide* services or products of an organization of which they are a principal (e.g., authorship of a cookbook).

Recognition of *Program Guide* sponsors

Program Guide sponsors will receive recognition in an advertising table of contents in the *Program Guide*. If the sponsorship is at the Platinum, Gold, Silver or Bronze level for the month or assembly, the sponsor will also be acknowledged via an email blast to members during the month of the Assembly highlighting "Sponsors of the Month".

Illinois Dietetic Association Cash Donations as Sponsorship of Assembly

Cash donations are greatly appreciated by the Illinois Dietetic Association. Contributors making cash donations at the Bronze, Silver, Gold, or Platinum levels receive a complimentary registration to the Assembly designated by the donation.

Recognition of Monetary sponsors

The Monetary sponsor of an Assembly will receive recognition via a sponsor listing (i.e., company, address, and contact information) in the Assembly *Program Guide* and the online news *Bulletin* following the Assembly. If the sponsorship is at the Platinum, Gold, Silver or Bronze level for the month or assembly, the sponsor will also be acknowledged via an email blast to members during the month of the Assembly highlighting "Sponsors of the Month". *Organizations who commit to Platinum, Gold, Silver or Bronze level sponsorship for the Fall Assembly by July 1, 2011 will also be listed in the Fall Assembly Registration materials sent to all IDA members. Organizations who commit to Platinum, Gold, Silver or Bronze level sponsorship for the Spring Assembly by December 1, 2011 will also be listed in the Spring Assembly Registration materials sent to all IDA members.*

Illinois Dietetic Association Product Donations for Assembly

Organizations and other contributors are encouraged to make donations of products to the Illinois Dietetic Association for purposes of distribution to members or for the raffle, benefiting the American Dietetic Association Foundation. Typical donations include product gift baskets, professional resource books, cookbooks, and cooking or bakeware. The raffle serves as a mini-product display area. In addition to this additional exposure to your organization, hopeful winners talk about winning your product throughout the day!

Product contributors must deliver or mail all items for delivery to the IDA Executive Administrator at least 1 month in advance of the Assembly.

Product contributors must provide the retail selling cost of the products donated to the IDA Executive Administrator at least 1 month in advance of the Assembly.

Recognition of Product sponsors

The product contributor of an Assembly will receive recognition via the online news *Bulletin* following the Assembly. If the product contribution received is at the Platinum, Gold, Silver or Bronze level for the month or assembly, the sponsor will also be acknowledged via an email blast to members during the month of the Assembly highlighting "Sponsors of the Month". *Those who contribute product(s) at the Platinum, Gold, Silver or Bronze level sponsorship for the Fall Assembly by July 1, 2011 will also be listed in the Fall Assembly Registration materials sent to all IDA members and receive recognition via a sponsor listing (i.e., company, address, and contact information) in the Assembly Program Guide. Those who contribute product at the Platinum, Gold, Silver or Bronze level sponsorship for the Spring Assembly by December 11, 2011 will also be listed in the Spring Assembly Registration materials sent to all IDA members and receive recognition via a sponsor listing (i.e., company, address, and contact information) in the Assembly Program Guide.*

Illinois Dietetic Association Opportunities for Marketing on the Website

The Illinois Dietetic Association web site <http://www.eatrightillinois.org> provides a unique venue for advertising your products or services. We foster advertising of products and services perceived of value to our association's nutrition practitioners. Our web site averaged 191 sessions per day, or about 5,730 hits per month. The top three visited pages are the Home Page, followed by the Members Only and Job Posting Pages. As more members access the Internet and utilize email, we predict our web visits will increase.

Advertising is on a first come first serve basis. Organizations interested in the exclusive site advertising options should act quickly.

Ad specifications

- A full size banner advertisement must be provided in the size of 468 x 60 pixels.
- A one-half size advertisement must be provided in the size of 234 x 60 pixels.
- The file size for the advertisement must be no larger than 20 KB.
- .gif or .jpg formats only.
- No fast blinking advertisements.
- Animated banner ads are acceptable.

Banner advertisements should be provided ready to post to the web site. A rate of \$50 per hour applies if the advertisement is not in a format ready to post.

All advertising content, pictures, and illustrations must be approved by the Illinois Dietetic Association prior to posting. Please refer to the Advertising Regulations in this Guide.

Ad locations and limitations

All banner and button ads are located towards the bottom of the web pages, so visitors do not ignore the advertiser with a quick scroll. For example, the ads on the Home Page will be located ~2/3 to 3/4 of way down the page, following the Associations Mission Statement.

A maximum of 2 banner ads *and* 2 half-banner ads will be allowed on the Association Home Page and Spring Assembly Home Page. A maximum of 2 banner ads *or* 1 banner *and* 2 half-banner ads will be allowed on the Members Only and Job Posting pages. A maximum of 2 banner ads *or* 1 banner *and* 2 half-banner ads will be

allowed on the Newsletter pages. Each aforementioned ad may have up to three advertisers in rotation.

Exclusive ads mean that no other advertisers will appear on that web page. If the sponsorship is the exclusive site sponsorship – there will be no other ads on the entire IDA web site, *except for CPE and IDA Member ads on the Members Only page.

The Illinois Dietetic Association does not allow pop-up ads.

Nonprofit organizations must submit letter verifying organization status. IDA members requesting button ad at reduced rate must submit ADA member number. Reduced rate is for one month only, then rate increases to rate posted for commercial advertising. The reduced rate is allowed once per year per nonprofit organization and IDA member.

Advertisers who prepay for 6 or more months of advertising in a 12-month time period receive a 10% discount on that advertising rate.

Cost of Advertising on the Association Web Site:

| Web Page | Size of Banner Ad | # Sponsors | Picture Rotations | Hyperlink to Advertiser's Email | Cost per Month |
|--------------------------------|--------------------------------------|--------------------------------------------------------------------------------------|-------------------|---------------------------------|-------------------------------------------------------------------------------------|
| Home | Full | 1 | 3 from 1 sponsor | no | \$550 |
| Home | Full | 1 | 0 (1 picture) | yes | \$550 |
| Home | Full | 3 | 1 per sponsor | no | \$250 |
| Home | Half | 1 | 3 from 1 sponsor | no | \$275 |
| Home | Half | 1 | 0 (1 picture) | yes | \$275 |
| Home | Half | 1 nonprofit organization offering CPE for RD and DTR or IDA Member Ad | 0 (1 picture) | yes | \$125 for 1 st ad only |
| Home | Half | 1 ADA for FNCE | 0 (1 picture) | no | \$0 September only |
| Home | Half | 3 | 1 per sponsor | no | \$150 |
| Home | Full | 1 Exclusive – Only Ad On Home Page | 1-3 on banner | yes | \$1,200 per month in May-December \$1,500 per month in January-April |
| Home and Spring Assembly | Full on each of 2 web pages | 1 Exclusive – for IDA Web Site* | 1-3 per banner | yes | \$2,000 |
| Members Only Home | Full | 1 | 0 (1 picture) | yes | \$375 |

| | | | | | |
|-------------------------------------|------|--------------------------------------------------------------------------------------|---------------|-----|--------------------------------------|
| Members Only Home | Half | 1 | 0 (1 picture) | yes | \$200 |
| Members Only Home | Half | 1 nonprofit organization offering CPE for RD and DTR or IDA Member Ad | 0 (1 picture) | yes | \$75 for 1 st ad only |
| Job Posting Banner Ad (Public Area) | Full | 1 | 0 (1 picture) | yes | \$475 |
| Job Posting Banner Ad (Public Area) | Half | 1 | 0 (1 picture) | yes | \$250 |
| Job Posting Banner Ad (Public Area) | Half | 1 nonprofit organization offering CPE for RD and DTR or IDA Member Ad | 0 (1 picture) | yes | \$125 for 1 st ad only |
| Online News Bulletin (Members Only) | Full | 3 | 1 per sponsor | no | \$150 |
| Spring Assembly (Home Page) | Full | 1 | 0 (1 picture) | yes | \$475 |
| Spring Assembly (Home Page) | Full | 3 | 1 per sponsor | no | \$200 |
| Spring Assembly (Home Page) | Half | 1 | 0 (1 picture) | yes | \$250 |
| Spring Assembly (Home Page) | Half | 3 | 1 per sponsor | no | \$125 |

All web based advertising rates are per month. The month is defined as the time period beginning with the first of the month through the last day of that same month, unless the sponsor has paid for more than one month of advertising. Although it may be possible for an advertiser to elect to have an initial posting on a date later than the 1st of the month for the aforementioned rates, advertising rates are not prorated.

Recognition of Web Site sponsors

Web site sponsors will receive recognition via the online news *Bulletin*. If the sponsorship is at the Platinum, Gold, Silver or Bronze level for the month, the sponsor will also be acknowledged via an email blast to members during the month of the sponsorship highlighting “Sponsors of the Month”.

Illinois Dietetic Association Sponsorship of Association Mailings

Sponsorship of an Illinois Dietetic Association (IDA) mailing assures that information about your product is literally in the hands of *all* of the Illinois Dietetic Association (IDA) members (estimated 3,000 members). It is a fantastic opportunity to educate nutrition practitioners about your product or service, and to provide a reproducible educational materials for further distribution to consumers.

There are three marketing opportunities at five different times of the year:

- The IDA news *Bulletin*, which is published twice a year in early Fall and late Spring. The *Bulletin* highlights a wealth of information, including member news, awards, nutrition policy and legislation.
- The Fall Assembly and Spring Assembly registration packets.
- Flyer to accompany the IDA Board Ballot, typically mailed in early Spring.

Each sponsor of an association mailing has the opportunity to include one informational flyer in the mailing. It is expected that content of the flyer support the development of the nutrition professional through the intended mailing. IDA holds the right to refuse flyers based on questionable purpose (as determined by IDA). For further information about content, refer to the Advertising Regulations section of this guide.

Flyers are to be supplied to the IDA Executive Administrator *by the advertiser* according to the following format guidelines:

- A flyer may be printed on paper up to 8 ½ “ x 11” size. Minimum size is 5” x 6”.
- Flyers may be printed in color or black ink.
- Flyers may be printed on white or color paper.
- The finish can be matte or glossy.
- Flyers may be duplicated on both sides.
- Flyers **MUST** be on 20 or 24 # paper. Flyers supplied on a paper weight greater than 24# will be charged the rate for 2 flyers.

It is most cost-effective if the advertiser contacts the IDA Executive Administrator for a printer in the headquarters area. The advertiser can then directly submit the flyer and payment for printing directly to the printer. If arranged in this manner, the IDA

Executive Administrator can then pick up materials from the printer without extra charge.

If an advertiser wishes IDA to arrange for the printing of the flyer according to the above guidelines, the advertiser must provide a camera-ready copy of the flyer to the IDA Executive Administrator. There will be a \$75 surcharge to cover the handling costs for these flyers, in addition to the cost of the flyers. The cost of this service and estimated printing cost must be prepaid (contact the IDA Executive Administrator for a quote for printing flyers). These fees are in addition to the advertising cost of inserting the flyer in the news *Bulletin*.

There may be up to three separate flyer inserts in any single mailing.

Cost of Flyer Insert (meeting aforementioned specifications)

- Cost of a single flyer insert (duplicated on one or both sides) is \$575, sent once to all members as part of *one* the following IDA mailings: news Bulletin, Fall Assembly, or ballot.
- Cost of a single flyer insert (duplicated on one or both sides) as an *exclusive sponsor* for *one* of the news Bulletin, ballot, or Fall Assembly is \$1,500. The mailing will be sent to all members of IDA.
- Cost of a single flyer insert (duplicated on one or both sides) is \$750, sent once to all members as part of the IDA mailing for the Spring Assembly.
- Cost of a single flyer insert (duplicated on one or both sides) as an *exclusive sponsor* for the IDA Spring Assembly mailing is \$2,000. This mailing is sent to all members of IDA.

Recognition of Sponsors of Association Mailings

In addition to placing your advertisement physically in the hands of each member of the Illinois Dietetic Association, sponsors of mailing will receive additional recognition via the online news *Bulletin* following the mailing and acknowledgment via an email blast to members during the month of the mailing highlighting “Sponsors of the Month”.

Illinois Dietetic Association Advertising Regulations

These Regulations apply to advertising with the Illinois Dietetic Association (IDA) in all forms outlined in this booklet.

1. The Illinois Dietetic Association (IDA) reserves the right to evaluate all statements and visual images in advertisements and to refuse to accept any copy or image that does not conform to the IDA policy or philosophy. No IDA board is needed for veto if both the IDA President and IDA President-Elect veto a particular advertisement, sponsor of any kind, or purpose for label rental. This applies to new, current, and previous advertisers.
2. “Advertising” is defined as information intended to support, promote, or advocate products, services, or events available to members and supporters of IDA for their purchase, acquisition, use, or participation. All advertisements under consideration by IDA should be generally recognized as being a product or service, which is beneficial to the health of the public and/or clients, or to nutrition/dietetic practitioners in the performance of professional duties.
3. The Illinois Dietetic Association (IDA) adheres to federal, state, and where applicable local laws regarding discrimination on any basis. IDA urges advertisers to review their advertising copy prior to submission. IDA reserves the right not to publish any advertisement, the nature or content of which IDA considers in its sole judgment, to be discriminatory or otherwise unacceptable. By advertising with IDA, organizations and individuals agree that they are Equal Opportunity Employers.
4. IDA name or logo may not appear on the advertiser’s web site content without the written expressed permission of the IDA President.
5. Publication of an advertisement should not be construed as endorsement of the product, service, product claims, or company by either IDA or its members. Advertisers should expect that a disclaimer be printed to that effect in the associated IDA medium.
6. Books, audiovisual materials, and computer software programs must be reviewed by a designated representative of the IDA Board before advertising copy for these products can be given full acceptance. If a published review of the item in the Journal of the American Dietetic Association or another peer-reviewed journal exists, the advertiser is encouraged to submit it for consideration.

7. Continuing education programs by any organization, except the Illinois Dietetic Association (IDA) or its affiliated IDA districts and the American Dietetic Association, are considered advertising and are subject to the terms, rates, and conditions of advertising.
8. All advertisements must be clearly identified by trademark and/or signature of the advertiser.
9. Statements that accompany advertising should be accurate, ethical, and carry no direct or implied disparagement or discrediting of another product. However, fair comparisons, backed by scientific evidence, are acceptable.
10. Statements of properties, performance, nutrient values, beneficial results, etc., of products should be such that they can be verified by adequate experimental data available in the literature or submitted from a reputable laboratory.
11. There should be no statements which are misleading, exaggerated, open to misinterpretation, or contrary to accepted, proven facts.
12. Advertisements for special purpose foods must include a list of ingredients and the quantitative nutritional analysis of the product or offer to supply this information on request. If the advertiser elects to state the nutritional value in terms of RDAs or DRVs, as well as the quantitative nutritional analysis, current federal regulations governing nutritional labeling should be followed or this information offered on request.
13. The IDA does not accept advertising copy which include the names, professional affiliations, and/or photographs of professional and supporting personnel in managerial and supervisory positions in food service. . Exceptions may be considered by the IDA Board. For example, an exception includes individuals whose names, affiliations and/or photographs are used in connection with advertisements of books of which they are the author.
14. The IDA does not accept advertising for contests.
15. The correct spelling of dietitian is with a “t” – not a “c”.
16. IDA sells advertisement “space” only. IDA will not guarantee that advertisers will experience an increase in sales, requests, or traffic.
17. The forwarding of an order is construed as an acceptance of rates and advertising conditions in effect at the time of sale.
18. The Illinois Dietetic Association (IDA) (and it's contractors) shall not be liable for any failure to print, publish, or circulate all or any portion of advertisement accepted by

IDA if failure is caused by acts of natural disaster, strikes, accidents, or other circumstances beyond IDA's control.

19. In consideration of the publication of an advertisement, the advertiser and its agency jointly and separately agree to hold harmless and indemnify the Illinois Dietetic Association (IDA), its officers, directors, members, agents and employees from and against all liability, including attorney's fees, arising from the content of advertisements including but not limited to text, representation, and illustration.
20. The IDA's liability for any error will not exceed the charge for the advertisement in question.
21. The IDA is not responsible for the return of any material submitted.
22. For the best quality, photographs, illustrations, artwork, or logos should be camera-ready. In the event that the material is not submitted in reproducible copy, the additional expenditures by the publisher for labor or material will be billed to the advertiser.
23. Advertising opportunities are on a first-come first-serve basis. IDA reserves the right to limit the number of flyer insertions, website banner and button ads, and exhibitors.
24. No cancellations for advertising can be accepted after the closing date for copy. Refunds for cancellations prior to the closing date will be less any shipping, handling, materials, or any other charges incurred by IDA. Once acknowledgement via the "Sponsors of the Month" email occurs, the costs associated with cancellation will include a \$100 advertising fee, in addition to the aforementioned charges.
25. Upon publication, the advertising organization will receive a copy of the publication containing the ad. A link to the web advertising will be emailed to the customer.
26. There will be no recognition of sponsorship without 50% deposit towards payment for services. Recognition of sponsorship via "Sponsors of the Month" email and news Bulletin occurs after full payment is received.
27. Payment is expected in full within 30 days following the event or distribution, except where indicated otherwise (e.g., printing flyers). An invoice will be sent by IDA to the advertiser. Payment should be in the form of a check or money order or credit card number **made payable to Illinois Dietetic Association**, and sent to the address on the cover of this guide. Advertisers whose payments are not received within that time frame will be subject to prepayment for future advertising opportunities.
28. All fees are net. Commissions are not given.

Credit for verbiage of the Advertising Regulations and Label Rental policy is given, in part, to the California Dietetic Association, Florida Dietetic Association, Kentucky Dietetic Association, Maryland Dietetic Association, Michigan Dietetic Association, New York State Dietetic Association, Texas Dietetic Association.

Illinois Dietetic Association Exhibitor Application Form

NOTE: NO FALL WORKSHOP SCHEDULED FOR 2011

Fall Assembly • • September __, 201__

Please type or print clearly.

This form serves as authorization to reserve exhibit space in our name:

Company _____

Contact Name _____ Email _____

Address _____

City/State/Zip _____

Company website address: _____

Authorized Signature _____ Phone _____

Do you plan to sell product(s)? (check one) ____ yes OR ____ no

Description of Principle Product to be Displayed and/or Sold (include product brochure): _____

Booth Request: (check left column of all that apply, and fill in numbers as appropriate)

_____ Request _____ (number) table at \$350.00 each

Chairs: We request _____ (number) chairs for our booth (no extra charge)

Lunch: We request _____ (number) of lunch tickets (no extra charge).

Electricity: (please check) if you are requesting an electric connection at \$25.00 (subject to availability)

Name Tags: My company will need name tags for the following people (please provide name and any credentials, i.e., John Smith, RD).

Complimentary meeting registration as benefit of Hosting an Exhibit Booth >\$250.00:

_____ We request that the complimentary conference registration be allocated to the following American Dietetic Association (ADA) member employed at our company: (name and credentials) _____ whose ADA member # is: _____

| | |
|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| TOTAL for booth space: \$ _____ Electrical connection: \$ _____ Plus any donation \$ _____ 50% Deposit enclosed \$ _____ OR Total enclosed \$ _____ Payment by ____ Check OR ____ Credit Card | Return the completed form. Make checks payable to: Illinois Dietetic Association. Credit Card type: ____ Visa, ____ Master Charge Credit card expiration date: _____ Credit card number: _____ Authorized signature _____ |
|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|

Orders will be processed within 2 weeks of receipt of form and 50% of rate as deposit. Send to:

Terry D. McBride, Executive Administrator, Illinois Dietetic Association

P O Box 26, 705 Richard Street, Henry, IL 61537

Phone: 309.364.2919 • Fax: 309.364.2954 • Email: headquarters@eatrightillinois.org

Illinois Dietetic Association Exhibitor Application Form

2012 Spring Assembly • The Oak Brook Marriott Hotel, Oak Brook IL • April 20-21, 2012

Please type or print clearly.

This form serves as authorization to reserve exhibit space in our name:

Company _____
 Contact Name _____ Email _____
 Address _____ Phone _____
 City/State/Zip _____
 Company website address: _____

Authorized Signature _____
Do you plan to sell product(s)? (check one) _____ yes OR _____ no
Description of Principle Product to be Displayed and/or Sold (include product brochure): _____

Booth Request: (check left column of all that apply, and fill in numbers as appropriate)
 _____ Request _____ (number) booths at \$700.00 each (**Before December 31, 2011**)
 _____ Request _____ (number) booths at \$750.00 each (**After December 31, 2011**)
 _____ Request one nonprofit booth at \$275 each. A copy of our nonprofit letter is attached.
 _____ Request one IDA member booth at \$275 each. ADA Member #: _____
 _____ Request one IDA member table at \$150 each. ADA Member #: _____

Location (select one):
 _____ I would prefer to be positioned near like products.
 _____ I would prefer to NOT be positioned near like products.

Chairs: We request _____ (number) chairs for our booth (no extra charge)

Lunch: We request _____ (number) of lunch tickets (no extra charge).

Electricity: (please check) if you are requesting an electric connection at \$25.00 (subject to availability)

Name Tags: My company will need name tags for the following people (please provide name and any credentials, i.e., John Smith, RD).

Complimentary meeting registration as benefit of Hosting an Exhibit Booth (not table):
 _____ We request that the complimentary conference registration be allocated to the following American Dietetic Association (ADA) member employed at our company: (name and credentials) _____ whose ADA member # is: _____

| | |
|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| TOTAL for booth space: \$ _____ Electrical connection: \$ _____ Plus any donation \$ _____ 50% Deposit enclosed \$ _____ OR Total enclosed \$ _____ Payment by _____ Check OR _____ Credit Card | Return the completed form. Make checks payable to: Illinois Dietetic Association. Credit Card type: ___ Visa, ___ Master Charge Credit card expiration date: _____ Credit card number: _____ Authorized signature _____ |
|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|

Orders will be processed within 2 weeks of receipt of form and 50% of rate as deposit. Send to:

Terry D. McBride, Executive Administrator, Illinois Dietetic Association
 P O Box 26, 705 Richard Street, Henry, IL 61537
 Phone: 309.364.2919 • Fax: 309.364.2954 • Email: headquarters@eatrightillinois.org

Illinois Dietetic Association Assembly *Program Guide* Advertising

2012 Spring Assembly • Oak Brook Marriott Hotel

Deadline: Feb. 15, 2012

Please type or print clearly.

This form serves as authorization to purchase an ad in the Spring Assembly *Program Guide* and agreement to adhere to Illinois Dietetic Association Advertising Regulations. All print must be black and white camera-ready copy. You may include a business card for the 1/8 size page ad.

Company _____
 Contact Name _____ Email _____
 Address _____
 City/State/Zip _____
 Company website address: _____
Authorized Signature _____ Phone _____

Please check the desired options

| Desired Options | Ad Size | Dimensions | Title of Ad Copy | Cost |
|-----------------------------|---------------------------------|-----------------|------------------|-------|
| | Full page | 9 ½" H x 7 ¼" W | | \$375 |
| | Full page Inside back cover | 9 ½" H x 7 ¼" W | | \$525 |
| | Full page Outside back cover | 9 ½" H x 7 ¼" W | | \$575 |
| | ½ page vertical | 9 ½" H x 3 ½" W | | \$200 |
| | ½ page horizontal | 4 ¾" H x 7 ¼" W | | \$200 |
| | ¼ page vertical | 4 ¾" H x 3 ½" W | | \$125 |
| | ¼ page horizontal | 3 ½" H x 4 ¾" W | | \$125 |
| | 1/8 page (business card) | | | \$75 |
| SUBTOTAL | | | | |
| IDA MEMBER DISCOUNT* | | | | |
| TOTAL | | | | |

* Illinois Dietetic Association (IDA) members who are principals of the business advertising the product or service pay 75% of the full price (25% discount). ADA member #: _____

| | |
|-----------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| TOTAL for Ad Space: \$ _____ | Return the completed form by February 15, 2012 Make checks payable to: Illinois Dietetic Association. Credit Card type: ___ Visa, ___ Master Charge Credit card expiration date: _____ Credit card number: _____ Authorized signature _____ |
| Plus any donation \$ _____ | |
| 50% Deposit enclosed \$ _____ | |
| OR Total enclosed \$ _____ | |
| Payment by ___ Check OR ___ Credit Card | |

Orders will be processed within 2 weeks of receipt of form and 50% of rate as deposit. Send to:

Terry D. McBride, Executive Administrator, Illinois Dietetic Association

P O Box 26, 705 Richard Street, Henry, IL 61537

Phone: 309.364.2919 • Fax: 309.364.2954 • Email: headquarters@eatrightillinois.org