

# Invitation to Sponsor



Prague

CZECH REPUBLIC

4-7 June 2019



ISBNPA

International Society of Behavioral  
Nutrition and Physical Activity

*Healthy People. Healthy Planet.*





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Nutrition and Physical Activity



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## CZECH REPUBLIC

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**T**he International Society of Behavioral Nutrition and Physical Activity (ISBNPA) is pleased to invite you to participate in the sponsoring program of its 18th Annual Meeting in the Prague Congress Centre in Prague, Czech Republic, from 4–7 June 2019. The theme of ISBNPA 2019 is “Healthy People. Healthy Planet.”

The mission of ISBNPA is to “stimulate, promote and advocate innovative research and policy in the area of behavioral nutrition and physical activity toward the betterment of human health worldwide”.

The scientific program will consist of keynote sessions from world leading researchers. Parallel sessions of symposia, short orals and workshops will provide key updates and debate on recent progress in theory, methods and new findings related to physical activity and nutrition behavior. Scientific poster sessions will also be key sessions of scientific exchange during coffee breaks and lunchtimes.

Join us in June 2019 as a Sponsor to reach the world’s leading behavioral nutrition and physical activity specialists, in historic Prague, Czech Republic. A booking form can be found at the end of this document and should be used to confirm a sponsorship or exhibition package. For more information about the conference, contact:



Prof. Ralph Maddison  
Conference Chair



Dr. Ferdinand Salonna  
Conference Chair

### Contact Details:

#### Ferdinand Salonna

ISBNPA 2019 Organizing Committee Co-Chair  
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Faculty of Physical  
Culture



## The Audience

The Meeting attracts:

- Academics from all over the world, with particularly strong representation from Europe, North America, Australia Pacific, and Asia.
- Leading researchers
- Master and PhD students from multiple disciplines with an interest in physical activity, exercise and/or nutrition behaviors
- Registered dietitians
- Medical professionals
- Allied health practitioners
- Policy-makers

Many of our attendees are leading figures in their organizations and not only have the capacity to influence the selection of products and services but also influence policies and practices in their country and internationally.

Our Meeting has been growing over the years. Attendance has averaged between 700 and 1200 delegates depending on the location, and we are expecting to exceed 1000 attendees in Prague in June 2019.

## Number of Participants

Year	City & Country	No. of Participants
2002	Seattle, USA	±150
2003	Quebec, Canada	±200
2004	Washington, USA	±250
2005	Amsterdam, Netherlands	±400
2006	Boston, USA	±400
2007	Oslo, Norway	±500
2008	Banff, Canada	±500
2009	Cascais, Portugal	±700
2010	Minneapolis, USA	±600
2011	Melbourne, Australia	±700
2012	Austin, USA	780
2013	Ghent, Belgium	870
2014	San Diego, USA	790
2015	Edinburgh, Scotland	1220
2016	Cape Town, South Africa	580
2017	Victoria, Canada	970
2018	Hong Kong, SAR	±750

## The Organizing Committee

This committee comprises members from the ISBNPA Executive Committee, local research teams, namely from the Faculty of Physical Culture of Palacky University Olomouc, and international Society members.

The committee is co-chaired by **Dr. Ferdinand Salonna** and **Professor Ralph Maddison** and is supported by the following Committee Members:

**Sebastien Chastin** - Glasgow Caledonian University

**Mai Chin A Paw**, VU University Medical Center  
Amsterdam

**Erica Hinckson** - Faculty of Health and Environmental Sciences, Auckland University of Technology

**Michal Kudláček** - Faculty of Physical Culture, Palacky University Olomouc

**Nanna Lien**, Department of Nutrition, University of Oslo

**Josef Mitáš** - Faculty of Physical Culture, Palacky University Olomouc

**António L Palmeira** - ISBNPA Executive Director

**MP (Maartje) Poelman** - Human Geography (Healthy Urban Living), Utrecht University

**Wendy Van Lippevelde** - Department of Public Health, Ghent University

**Michal Vorlíček** - Faculty of Physical Culture, Palacky University Olomouc

**Amy Yaroch**, Gretchen Swanson Center for Nutrition

## Keynote Speakers

The Organizing Committee is currently inviting leading experts in the fields of nutrition and physical activity, obesity and systems' science as Key Notes for the annual meeting. We are delighted to announce that **Distinguished Professor of Nutrition Barry Popkin** will be one of the Keynote presenters in Prague 2019.

In total, we will have 4 Keynote speakers and 2 mid-career researchers presenting on the state-of-the art research in their respective fields.

## The Opportunity

A wide range of sponsorship opportunities are available, and all have been designed to ensure sponsors achieve their objectives by participating in the Meeting. Specifically, for companies with products and services there will be an exhibition area located near the plenary room. The exhibition area will provide an excellent opportunity for delegates to interact with participating organizations and to familiarize themselves with the latest advances and technologies while the exhibitors will be able to demonstrate their products in a face-to-face environment. In addition to the commercial exhibits, lunch and refreshment breaks will be located in the exhibition/pre-function area.

Various levels of involvement are outlined in this document which we are certain will assist you to achieve your objectives. However, if there are other ways in which you would like to participate, the Meeting Managers would be happy to consider your suggestions and discuss these with you.

## Summary of Benefits

There are several key sponsorship opportunities both in support of the Meeting as a whole and also in relation to individual elements of the Meeting and social program. It is the express intention of the Organizing Committee to ensure that participating organizations benefit in return for their generous support.

Amongst the benefits of being associated with ISBNPA as a Meeting Sponsor, you will find the following:

- Each Sponsor will gain exposure to key decision makers in the commercial, not-for-profit, government and post-secondary education sector and Higher Education establishments
- Opportunity to increase a brand awareness of your organization
- High visibility on the website as well as during the conference (depending on the sponsorship level chosen)
- Recognition in electronic Meeting program book, Meeting App and on signage
- Tickets to social events
- Time to meet the attendees during sessions and social events to allow for networking and opening new partnership opportunities
- Please note that the priority in allocating sponsorship packages and exhibition stands will be given to organizations depending upon the level of sponsorship and on a first come, first served basis. The benefits in each category reflect the level of financial commitment.

Sponsorship Packages and Benefits	Platinum	Gold	Silver	Bronze
	USD\$16,000	USD\$10,000	USD\$4,000	USD\$2,000
Organization logo displayed on all promotional Meeting announcements	✓	✓	✓	
Organization logo on the ISBNPA 2018 website with link to organization site	✓	✓	✓	✓
Organization logo in the electronic Meeting program book	✓	✓	✓	✓
Organization profile in the electronic Meeting program book	150 words	100 words	50 words	50 words
Organization logo in the Meeting App	✓	✓	✓	✓
Acknowledgement and recognition throughout the Meeting ( <i>verbal at the opening session and on onsite holding slides displayed during the breaks</i> )	✓	✓	✓	✓
Exhibition space in the exhibit hall ( <i>location to be negotiated mutually</i> )	Double booth	Single booth	Single booth	
Opportunity to be recognized as a sponsor at a keynote session ( <i>subject to keynote speaker's agreement, with no control over the presentation content</i> )	✓			
Opportunity to be recognized as a sponsor at a session or a workshop ( <i>subject to speaker's agreement, with no control over the presentation content</i> )	✓	✓		
Advertisement in the electronic Meeting program book ( <i>artwork to be provided by the sponsoring organization</i> )	Full page	Full page	Half page	
Complimentary full delegate registrations	5 registrations + 5 tickets for all Social Events	3 registrations + 3 tickets for all Social Events	2 registrations + 2 tickets for all Social Events	1 registration + 1 ticket for all Social Events
Complimentary staff registration to manage the exhibition booth ( <i>includes refreshment breaks, lunches as well as welcome reception, but no access to Meeting sessions</i> )	2 registrations	1 registration	1 registration	
Complimentary e-mail shots to all registered delegates with the sponsor named in the email. The text provided by the sponsor is to be approved by the Organizing Committee	2	1		
Opportunity to include a promotional leaflet or material in the delegate bag ( <i>at Organizing Committee's approval</i> )	2	1		

## Additional Sponsorship Items

Organizations may boost their package and exposure to delegates by choosing additional sponsorship items. In order to give an indication of expenditure the following costs are based on 800 delegates.

CONFERENCE-WIDE COVERAGE		
<b>Meeting App</b> (Limited to 1 sponsor)	A Meeting “app” will contain all key information for ISBNPA 2018. The sponsor’s logo will be featured prominently in key areas of the app, including the home screen. This ensures that every attendee who accesses the app will have a direct, impactful interaction with the sponsor’s brand. This is an exclusive sponsorship item and will be very high-profile for the sponsor.	<b>USD \$4,000</b>
<b>Lanyards</b> (Limited to 1 sponsor)	This high-visibility sponsorship puts your organization’s logo on the lanyards used for the official Meeting name badges.	<b>USD \$3,000</b>
SCIENTIFIC SESSIONS (Limited to 1 sponsor per session or speaker)		
<b>Recognition of Sponsorship at a Keynote Lecture</b>	Subject to the agreement of the Organizing Committee and the speakers. While organizations will have no control over the content of the session, they will be acknowledged as a sponsor by having their organization logo slide at the beginning and end of the lecture and on signage outside the room, plus acknowledgement in the program book.	<b>USD \$1,250</b>
<b>Recognition of Sponsorship at a Symposium or Workshop</b>	Subject to the agreement of the Organizing Committee. While organizations will have no control over the content of the session, they will be acknowledged as a sponsor by having their organization logo slide at the beginning and end of the symposium or workshop and on signage outside the room, plus acknowledgement in the program book.	<b>USD \$1,000</b>
SOCIAL EVENTS		
<b>Welcome Drinks Reception</b> (Limited to 1 sponsor)	<b>Tuesday, June 4th 2019 / Location: Prague Congress Centre</b> The Welcome Reception will give delegates the chance to mingle with their colleagues, while drinks and snacks are provided. The sponsor’s logo will appear on the Meeting website next to details of the Welcome Reception, in the electronic Meeting program book, and on signage during the event.	<b>USD \$4,000</b>
<b>Gala Dinner</b> (Limited to 1 sponsor)	<b>Thursday, June 6th 2019 / Location: TBC</b> One of the highlights of ISBNPA 2019 will be the Gala Dinner and entertainment which will highlight the local culture and cuisine. The sponsor’s logo will appear on the Meeting website next to details of the Dinner and entertainment, in the electronic Meeting program book, on the tickets for the event, and on the dinner menus.	<b>USD \$10,000</b>
<b>Lunch Catering</b>	Catering points will be located within the exhibition area for the duration of the Meeting. Catering will be carefully considered to reflect the health promotion ethos of ISBNPA. Sponsors will have their logo displayed in the electronic Meeting program book and also at the catering points for the duration of the lunch break.	<b>USD \$6,500</b>
<b>Morning or Afternoon Catering Break</b> (Per break)	Catering points will be located within the exhibition area for the duration of the Meeting. Catering will be carefully considered to reflect the health promotion ethos of ISBNPA. Sponsors will have their logo displayed in the electronic Meeting program book and also at the catering points for the duration of the refreshment break.	<b>USD \$3,500</b>
<b>Morning Stay Active Session</b>	TBD	<b>USD \$1,500</b>
<b>Electronic Meeting Program Book Advertising</b>	Inside Cover, full page, full color, price per page (artwork to be provided by the sponsor)	<b>USD \$600</b>
	Full page, full color price per page (artwork to be provided by the sponsor)	<b>USD \$400</b>
<b>Insert in the Delegate Bag</b>	Insert of one pre-approved promotional flyer into the delegate bag (flyers to be provided by the sponsor)	<b>USD \$600</b>
<b>Delegate Gifts</b>	<b>Examples: umbrellas, water bottles, paperweights, etc.</b> An organization can provide objects that may enhance the delegates’ Meeting experience. It is the sponsor’s responsibility to comply with national legislation regarding delegate gifts and the item must be pre-approved by the Organizing Committee.	<b>TBD</b>

## Exhibitor USD\$1,250

- Exhibition space in the exhibition hall (inclusive of a table and 2 chairs)
- 100-word organization profile and a logo in the electronic Meeting program book
- Organization logo on the ISBNPA 2018 website with link to organization site
- One complimentary staff registration to manage the exhibition booth (includes refreshment breaks, lunches as well as welcome reception, but no access to Meeting sessions)

## ISBNPA 2019 - Sponsorship and Exhibition Booking Form

<b>Organization name (for invoices):</b>		
<b>Address:</b>		<b>City:</b>
<b>Province/State:</b>	<b>Postal Code:</b>	<b>Country:</b>
<b>Contact Name:</b>		
<b>Phone:</b>		<b>Email:</b>
<b>Payment Option (please indicate):</b> <input type="checkbox"/> <b>Bank Transfer</b> <input type="checkbox"/> <b>Cheque</b>		

Sponsorship Levels	Price	Contribution	Other Opportunities	Price	Contribution
Platinum Sponsor	<b>USD\$16,000</b>		Gala Dinner	<b>USD\$10,000</b>	
Gold Sponsor	<b>USD\$10,000</b>		Welcome Reception	<b>USD\$4,000</b>	
Silver Sponsor	<b>USD\$4,000</b>		Refreshment Break	<b>USD\$3,500</b>	
Bronze Sponsor	<b>USD\$2,000</b>		Lunch	<b>USD\$6,500</b>	
Exhibition Space	<b>USD\$1,250</b>		Meeting App	<b>USD\$4,000</b>	
			Lanyards	<b>USD\$3,000</b>	
			Recognition at Keynote Lecture	<b>USD\$1,250</b>	
			Recognition at Symposium or Workshop	<b>USD\$1,000</b>	
			Morning Stay Active Session	<b>USD\$1,500</b>	
			Advert in Electronic Meeting Program Book: full page inside cover	<b>USD\$600</b>	
			Advert in Electronic Meeting Program Book: full page inside the program	<b>USD\$400</b>	
			Insert in the Delegate Bag	<b>USD\$600</b>	
			Product donation	<b>Value</b>	
<b>TOTAL CONTRIBUTION</b>		<b>\$</b>			

I agree to the terms and conditions in the prospectus brochure.

Signature: \_\_\_\_\_

Name: \_\_\_\_\_

Date: \_\_\_\_\_

**Please return this form to the**

**[isbnpa2019secretariat@venuewest.com](mailto:isbnpa2019secretariat@venuewest.com)**

as soon as possible, as packages are available on a first come, first served basis. Please note, no sponsorship packages, items or exhibition booths will be confirmed until this form has been received and a confirmation letter issued to you.

### Payment Schedule:

Payments must be in USD Currency. Priority amongst sponsors in each category will depend on the order in which they commit and on prompt payment of contributions.

**Deposit:** 50% minimum at time of booking. This non-refundable deposit will secure your package/exhibition space.

**Second Installment:** 50% by 28 February 2019

*Note: A different schedule may be planned by mutual agreement. The ISBNPA 2019 Secretariat would be happy to invoice for the full amount upfront if preferred or to agree an alternative payment schedule if appropriate.*

### Cancellations:

- Cancellations received before 28 February 2019 – 50% of the total amount (non-refundable) will be retained.
- Cancellations received on or after 28 February 2019 – the full amount will be due unless the package can be resold.