



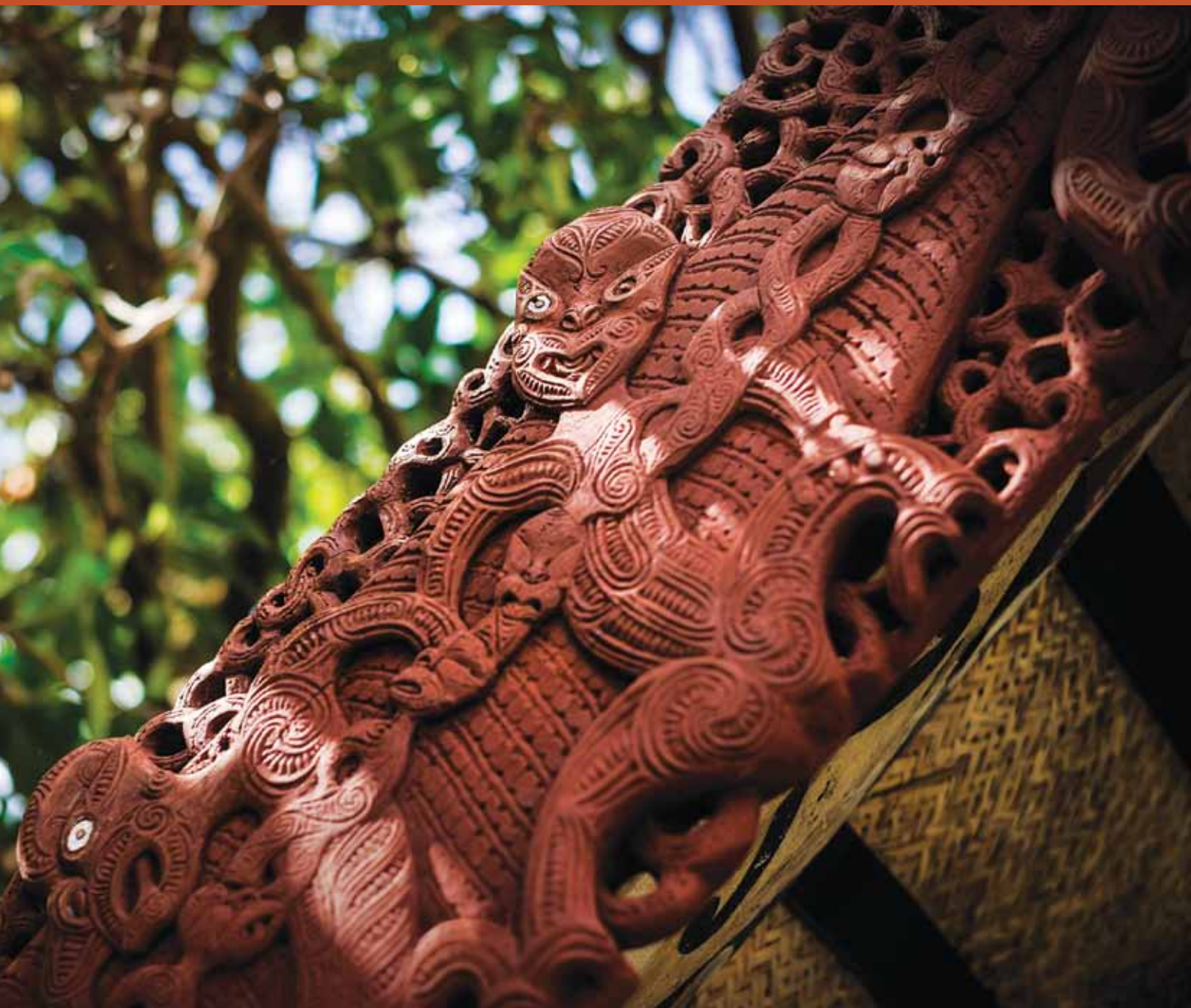
ISBNPA

Advancing Behavior Change Science

Auckland
NEW ZEALAND
June 17–20, 2020



Invitation to Sponsor the 19th Annual Meeting of ISBNPA





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The International Society of Behavioral Nutrition and Physical Activity (ISBNPA) is pleased to invite you to participate in the sponsoring program of its 19th Annual Meeting at the Aotea Centre in Auckland, New Zealand, from 17–20 June 2020.

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 the world’s 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 behaviour. Scientific poster sessions will also be key sessions of scientific exchange during coffee breaks and lunchtimes.

Join us in June 2020 as a Sponsor to reach the world’s leading behavioral nutrition and physical activity specialists in Auckland, New Zealand. 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



Prof. Erica Hinckson
Conference Chair

Contact Details:

ISBNPA 2020 Secretariat
annualmeeting@isbnpa.org

Erica Hinckson

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*Lion Rock
Piha Beach
near Auckland*





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
- Government and non-government agencies with an interest in physical activity and nutrition

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 800 attendees in Auckland in June 2020.

Number of Participants

No.	Year	City & Country	No. of Participants
8 th	2009	Cascais, Portugal	±700
9 th	2010	Minneapolis, USA	±600
10 th	2011	Melbourne, Australia	±700
11 th	2012	Austin, USA	780
12 th	2013	Ghent, Belgium	870
13 th	2014	San Diego, USA	790
14 th	2015	Edinburgh, Scotland	1220
15 th	2016	Cape Town, South Africa	580
16 th	2017	Victoria, Canada	970
17 th	2018	Hong Kong, SAR	752
18 th	2019	Prague, Czech Republic	1147

The Organizing Committee

This committee comprises of members from the ISBNPA Executive Committee, local research teams and international Society members.

The committee is co-chaired by Professor **Erica Hinckson** and **Professor Ralph Maddison** and is supported by the following Committee Members:

Mai Chin A Paw – President, Amsterdam University Medical Centers, The Netherlands

Moushumi Chaudhury – Auckland University of Technology, Auckland, New Zealand

Scott Duncan, Auckland University of Technology, Auckland, New Zealand

Kirsten Davison – Boston College, United States of America

Amy Yaroch – Gretchen Swanson Center for Nutrition, United States of America

Helen Eyles – The University of Auckland, New Zealand

Wendy Van Lippevelde – Ghent University, Belgium & University of Agder, Norway

António L Palmeira – ISBNPA Executive Director, Lusofona University, Portugal

Keynote Speakers

The Organizing Committee is currently inviting leading experts in the fields of nutrition and physical activity, obesity and systems' science as keynotes for the annual meeting to ensure stimulating program for all attendees.

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 session rooms. 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 and poster 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 sectors and Higher Education establishments
- Opportunity to increase 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.

Meeting Sponsorship, Exhibiting Opportunities and Associated Benefits	Platinum NZD\$ 25,000 (USD \$16,000)	Gold NZD\$ 16,000 (USD \$10,000)	Silver NZD\$ 6,500 (USD \$4,000)	Bronze NZD\$ 3,500 (USD \$2,000)
Organization logo displayed on all promotional Meeting announcements	✓	✓	✓	
Organization logo on the ISBNPA 2020 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 (verbal at the opening session and on onsite holding slides displayed during the breaks)	✓	✓	✓	✓
Exhibition space in the exhibit hall (location to be negotiated mutually)	Double booth	Single booth	Single booth	
Your company will be presented to the plenary (2–3 minutes presentation) before one of the keynote sessions (Platinum will choose first – only 4 keynotes sessions are available)	✓	✓		
Your company will be presented to the plenary (2–3 minutes presentation) before one of the Mid-career or early career presentations (only 4 sessions are available)			✓	
Advertisement in the digital Meeting program book (artwork to be provided by the sponsoring organization)	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	1 registration + 1 ticket for all Social Events	1 registration
Complimentary staff registration to manage the exhibition booth (includes refreshment breaks, lunches as well as welcome reception, but no access to Meeting sessions)	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 (at Organizing Committee's approval)	2	1		



Additional Sponsorship Items

CONFERENCE-WIDE COVERAGE		
MEETING APP (Limited to 1 sponsor)	A Meeting “app” will contain all key information for ISBNPA 2020. 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. At #ISBNPA2019 the app was downloaded by 88% (1003 delegates) and generated over 1000 tweets and social media interactions. Also over 13000 profile and sponsor views were recorded.	NZD\$ 6,500 (USD\$ 4,000)
SOCIAL EVENTS		
WELCOME DRINKS RECEPTION (Limited to 1 sponsor)	Wednesday 17th June 2020 / Location: AOTEA Center 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.	NZD\$ 6,500 (USD\$ 4,000)
ISBNPA DINNER (Limited to 1 sponsor)	Saturday 19th June 2020 / Location: Shed 10 One of the highlights of ISBNPA 2020 will be the ISBNPA Dinner and entertainment which will feature the local culture and cuisine. The sponsors’ logos 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.	NZD\$ 16,000 (USD\$ 10,000)
LUNCH CATERING	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.	NZD\$ 10,000 (USD\$ 6,500)
MORNING OR AFTERNOON CATERING BREAK (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.	NZD\$ 5,500 (USD\$ 3,500)
MORNING STAY ACTIVE SESSION	Details to be confirmed.	NZD\$ 2,500 (USD\$ 1,500)
DIGITAL MEETING PROGRAM BOOK ADVERTISING	Inside Cover, full page, full color, price per page (<i>artwork to be provided by the sponsor</i>)	NZD\$ 1,000 (USD\$ 600)
	Full page, full color price per page (<i>artwork to be provided by the sponsor</i>)	NZD\$ 650 (USD\$ 400)
INSERT IN THE DELEGATE BAG	Insert of one pre-approved promotional flyer into the delegate bag (<i>flyers to be provided by the sponsor</i>)	NZD\$ 1,000 (USD\$ 600)
DELEGATE GIFTS	e.g. umbrellas, water bottles, paperweights, etc. 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.	TBD

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





ISBNPA 2020 – Sponsorship and Exhibition Booking Form

Organization name (for invoices):					
Address:			City:		
Province/State:		Postal Code:		Country:	
Contact Name:					
Phone:			Email:		
Payment Option (please indicate): <input type="checkbox"/> Bank Transfer <input type="checkbox"/> Cheque					
Sponsorship Levels	Price	Contribution	Other Opportunities	Price	Contribution
Platinum Sponsor	NZD\$ 25,000 (USD\$ 16,000)		ISBNPA Dinner	NZD\$ 16,000 (USD\$ 10,000)	
Gold Sponsor	NZD\$ 16,000 (USD\$ 10,000)		Welcome Reception	NZD\$ 6,500 (USD\$ 4,000)	
Silver Sponsor	NZD\$ 6,500 (USD\$ 4,000)		Refreshment Break	NZD\$ 5,500 (USD\$ 3,500)	
Bronze Sponsor	NZD\$ 3,500 (USD\$ 2,000)		Lunch	NZD\$ 10,000 (USD\$ 6,500)	
			Meeting App	NZD\$ 6,500 (USD\$ 4,000)	
			Recognition at Keynote Lecture	NZD\$ 2,000 (USD\$ 1,250)	
			Recognition at Symposium or Workshop	NZD\$ 1,500 (USD\$ 1,000)	
			Morning Stay Active Session	NZD\$ 2,500 (USD\$ 1,500)	
			Advert in Digital Meeting Program Book: Inside Cover, full page, full color, price per page	NZD\$ 1,000 (USD\$ 600)	
			Advert in Digital Meeting Program Book: Full page, full color price per page	NZD\$ 650 (USD\$ 400)	
			Insert in the Delegate Bag	NZD\$ 1,000 (USD\$ 600)	
			Product donation	Value	
TOTAL CONTRIBUTION		\$			

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

Signature: _____

Name: _____

Date: _____

Please return this form to annualmeeting@isbnpa.org

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 US 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 29 February 2020

Note: A different schedule may be planned by mutual agreement. The ISBNPA 2020 Secretariat would be happy to invoice for the full amount upfront if preferred, or to agree to an alternative payment schedule if appropriate.

Cancellations:

- Cancellations received before 29 February 2020 – 50% of the total amount (non-refundable) will be retained.
- Cancellations received on or after 29 February 2020 – the full amount will be due unless the package can be resold.