



## INVITATION TO SPONSOR THE ISBNPA XCHANGE INITIATIVE 2021

### INTRODUCTION

The **International Society of Behavioral Nutrition and Physical Activity (ISBNPA)** is pleased to invite you to participate in the sponsoring program of its 2<sup>nd</sup> **ISBNPA XChange Initiative** taking place virtually from **June 8 - 10, 2021** in celebration of **ISBNPA's 20<sup>th</sup> Anniversary**. We aim to bring back the local small-scale community feeling of the early ISBNPA days while simultaneously celebrating the global connections we have managed to establish over the past 20 years.

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”. Join us in June 2021 as a Sponsor to reach the world’s leading behavioral nutrition and physical activity specialists across the globe.

A booking form can be found at the end of this document and should be used to confirm a sponsorship package. For more information about the meeting, contact:

**ISBNPA XChange Initiative 2021 Secretariat**  
[annualmeeting@isbnpa.org](mailto:annualmeeting@isbnpa.org)

### 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. Due to the global pandemic, the Meeting pivoted to a virtual format in 2020 with great success. The 1<sup>st</sup> iteration of the ISBNPA XChange Initiative attracted **656 virtual attendees worldwide**.

## THE PROGRAM

Building on the pioneering work of last year's ISBNPA XChange Initiative, a key change for 2021 will be hosting each day of the program in a different time zone to give all attendees the opportunity to watch presentations live.

Live sessions will be held on:

**June 8, 2021** – in time zone convenient for attendees from Australia, Asia and New Zealand

**June 9, 2021** – in time zone convenient for attendees from Europe and Africa

**June 10, 2021** – in time zone convenient for attendees from North and South Americas

The scientific program will feature live keynote sessions from world leading researchers. Parallel sessions of symposia and oral sessions will provide key updates and debate on recent progress in theory, methods and new findings related to research on physical activity and nutrition behavior. #Dare2Share events will be a unique chance for contributors to present innovative, creative, and out-of-the-box sessions or initiatives. The sessions will be recorded and available to view on demand after the conference. Furthermore, activity breaks, cooking sessions, wellness sessions, and social events will be organized. Each of these sessions can be sponsored. During the conference, a substantive amount of time is devoted to networking opportunities, and attendees can interact with sponsors.

## THE ORGANIZING COMMITTEE

This committee comprises of members from the ISBNPA Executive Committee and international Society members.

The committee is chaired by **Mai Chin A Paw** (*ISBNPA President, Vrije University Medical Center, Amsterdam*) and is supported by the following Committee Members:

**Nicolas Aguilar-Farias, PhD** *Universidad De La Frontera, Chile*

**Maria Giné-Garriga, PhD** *Blanquerna – Universitat Ramon Llull, Spain*

**Jenna Hollis, PhD** *University of Newcastle, Australia*

**Adewale Oyeyemi, PhD** *University of Maiduguri, Nigeria*

**António L Palmeira** *ISBNPA Executive Director, Portugal*

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

## CONFERENCE SPONSORSHIP RECOGNITION

All prices are in US dollars.

Included in Sponsorship package	Gold sponsor	Silver sponsor	Bronze sponsor	Supporter
	<b>\$6,000</b>	<b>\$4,000</b>	<b>\$2,000</b>	<b>\$1,000</b>
Logo and website link on the “Our Sponsors” section on the conference virtual platform and ISBNPA website	✓	✓	✓	✓
Visibility through logo presentation at the start of all oral sessions (slideshow of 30 seconds with all sponsors)	✓ (6 sec/ individual slide)	✓ (4 sec/max 2 silver sponsors per slide)	✓ (4 sec / shared slides with other bronze sponsors)	✓ (3 sec/shared slide with other supporters)
Opportunity to add promotional videos to the “Our Sponsors” section on the conference virtual platform	✓	✓		
Opportunity to add promotional brochures (materials to be provided by sponsors) to the “Our Sponsors” section on the conference virtual platform	✓	✓	✓	✓
Option for a dedicated virtual chat room where delegates can connect with you	✓	✓	✓	✓
Your company will be featured before one of the keynote sessions (gold will choose first, there are only 3 keynote sessions)	✓	✓		
Your company logo will be displayed before one of the social events, networking events or wellness/activity breaks (silver will choose first, number of events will be determined shortly)		✓ (only if not featured before keynote)	✓	
Complimentary email 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	<b>2</b>	<b>1</b>		
Access to marquee messages (scrolling text) to appear in lobby (limit 150 characters)	✓	✓		
Social media posts highlighting sponsors on Twitter, Facebook	<b>3</b>	<b>2</b>	<b>1</b>	
Advertisement in the digital meeting abstract book (artwork to be provided by the sponsoring organization)	<b>Full-page</b>	<b>Half-page</b>	<b>Half-page</b>	<b>¼ page</b>
A special thank you from the conference organizers during the official opening and closing ceremonies	✓	✓	✓	✓
Complimentary registrations	<b>6</b>	<b>4</b>	<b>2</b>	<b>1</b>

**PLEASE NOTE:** A wide range of sponsorship opportunities are available, and all have been designed to ensure sponsors achieve their objectives by participating in the Meeting. 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 organizers would be happy to consider your suggestions and discuss these with you.

## TERMS AND CONDITIONS

**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.

### Payment Schedule

- Deposit: 50% minimum at time of booking. This non-refundable deposit will secure your package.
- Second Installment: 50% by 31 March 2021

*Note: A different schedule may be planned by mutual agreement.*

*The ISBNPA XChange Initiative 2021 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 31 March 2021 – 50% of the total amount (non-refundable) will be retained.
- Cancellations received on or after 31 March 2021 – the full amount will be due.

For more information, please contact ISBNPA XChange Initiative 2021 Secretariat at [annualmeeting@isbnpa.org](mailto:annualmeeting@isbnpa.org).

## ISBNPA XChange Initiative 2021 - Sponsorship Booking Form

All prices are in US dollars.

To confirm your support commitment, please complete the form below and send it to ISBNPA XChange Initiative 2021 Secretariat at [annualmeeting@isbnpa.org](mailto:annualmeeting@isbnpa.org) at your earliest convenience and we will send you an invoice for your contribution amount.

**\*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.

**Organization name (for invoices):**

**Address:**

**City:**

**Province/State:**

**Postal Code:**

**Country:**

**Phone:**

**Email:**

**Payment Option (please indicate):**

**Bank Transfer**

**Cheque**

Sponsorship Level	Price	Contribution
Gold Sponsor	USD \$6,000	
Silver Sponsor	USD \$4,000	
Bronze Sponsor	USD \$2,000	
Supporter	USD \$1,000	
<b>TOTAL CONTRIBUTION</b>		<b>USD \$</b>

I agree to the terms and conditions listed on page 4 of the prospectus brochure.

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

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