



# ISBNPA

Advancing Behavior Change Science



**AUCKLAND, NEW ZEALAND**

**11 - 14 JUNE, 2025**

## Invitation to Sponsor the 24th Annual Meeting of ISBNPA





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**T**he International Society of Behavioral Nutrition and Physical Activity (ISBNPA) is pleased to invite you to participate in the 24th Annual Meeting at the Aotea Centre in Auckland, New Zealand, June 11-14, 2025.

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”.

Sponsoring the International Society of Behavioral Nutrition and Physical Activity (ISBNPA) conference in Auckland, New Zealand, offers a unique opportunity to align your brand with a globally recognised platform that brings together leading experts in health, nutrition, and physical activity. As a sponsor, your organisation will gain visibility among an international audience of researchers, practitioners, and policymakers dedicated to advancing evidence-based strategies that promote healthier communities. This prestigious event not only showcases cutting-edge research but also brings together research teams to enhance old and new collaborations that drive impactful change on a global scale. Your support will not only elevate your brand within the health and social change sector but also contribute to the growth and development of innovative solutions that address some of the most pressing public health challenges of our time.

Join us in shaping a healthier future for all!

## **CONTACT INFORMATION**

**ISBNPA 2025 Secretariat**  
[annualmeeting@isbnpa.org](mailto:annualmeeting@isbnpa.org)





## The Audience

The Meeting attracts:

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

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 and attendance varies according to location. We anticipate bringing a big crowd to Auckland in 2025 and look forward to seeing you there!





## About Auckland

Tāmaki Makaurau Auckland is a multi-cultural urban oasis of food, music, arts and culture. It's where sparkling waters and lush landscapes meet city sophistication.

World-class shopping and phenomenal dining are never too far from harbours, islands, native bush and black-sand beaches. Go skydiving or whale watching, hike an ancient volcanic cone, taste local award-winning wine, or stargaze from the International Dark Sky Sanctuary of remote Great Barrier Island.

You'll find the best of both worlds in Auckland, with beautiful rainforests, parks and beaches all so close to the city centre. The Waitakere Ranges Regional Park west of the city centre has more than 250 kilometres of walking and hiking tracks through lush native rainforest, past cascading waterfalls and along a magnificent coastline. Walk through the region's largest native forest in the Hunua Ranges or explore the striking landscapes of some of Auckland's 26 regional parks, such as Duder, Shakespear, Tapapakanga or Āwhitu.

You're never far from the sea in Auckland. Bring your board to one of the black-sand surf beaches on the wild west coast – Karekare, Piha, Te Henga (Bethells), Muriwai and more. Head north to the expansive golden sands and clear waters of Tāwharanui and Pakiri. Closer to the city centre, and just a 15-minute drive from downtown Auckland, visit Mission Bay, Kohimarama or St Heliers. Enjoy a stroll along the promenade, hire a kayak or stand-up paddleboard, and refuel with some fresh fish and chips by the seaside.

We are excited for attendees to learn, grow and build strong relationships with colleagues – all while exploring everything Auckland's diverse culture has to offer.





## The Venue

The Aotea Centre is the flagship venue for Auckland Conventions & Events. With its location in the heart of Auckland city, shopping, dining, accommodation, and attractions are all within easy walking distance, as are public transport options.

Housing one of New Zealand's largest modern tiered auditorium, it can seat more than 2,000 people over three levels. The expansive foyers and range of flexible meeting spaces with multiple breakout rooms, make Aotea – Te Pokapū | Aotea Centre the ideal venue for what will be another amazing ISBNPA meeting!





## Sponsorship Opportunities

Sponsorship packages have been created to give your organization the best return on investment with a variety of packages available. There are opportunities to suit a wide range of budgets. We appreciate this ISBNPA meeting would not be possible without the involvement and support of our important industry partners.

- Become a valued Sponsor or Exhibitor at ISBNPA 2025 and participate in the premier international event for the Behavioral Nutrition and Physical Activity community
- Gain significant brand exposure to 700-1,300 key clientele
- Receive maximum exposure through the combined exhibition, refreshment and poster area
- Increase awareness and exposure of your organization via a variety of marketing mediums
- Develop business connections and strengthen relationships through face-to-face engagement
- Exhibit and generate new leads, develop your brand or launch a new product through the exhibition
- Maximize your time and resources by showcasing your organization to a relevant and influential audience in an environment away from the competition of everyday distractions
- Ensure your organization stays abreast of current developments and research in behavioral nutrition and physical activity and use this information to stay ahead of the market
- See how your contribution directly affects the industry through our theme of “**Manaaki taiao, manaaki tāngata, manaaki meake nei. (Take care of the environment, take care of the people, take care of the future)**”



## Sponsorship Packages

Meeting Sponsorship, Exhibiting Opportunities and Associated Benefits	Platinum USD \$10,000 NZ \$16,000	Gold USD \$7,500 NZ \$12,000	Silver USD \$5,000 NZ \$8,000	Bronze USD \$2,500 NZ \$4,000
Company logo displayed on all promotional Meeting announcements	✓	✓	✓	
Company logo with hyperlink on the sponsors page of ISBNPA 2025 website	✓	✓	✓	✓
Company logo on home page of ISBNPA 2025 website	✓	✓		
Company profile in the electronic Meeting program book	150 Words	100 Words	75 Words	50 Words
Company logo in the Meeting App and electronic Meeting program book	✓	✓	✓	✓
Acknowledgement and recognition throughout the Meeting (verbal at the opening session and on onsite holding slides displayed during the breaks)	✓	✓	✓	✓
Your company will be presented to the plenary (2–3 minutes presentation) before one of the keynote sessions (Platinum sponsors will choose first – only 4 keynotes sessions are available)	✓	✓		
Your organization/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 electronic Meeting program book (artwork to be provided by the sponsoring organization)	Full Page	Full Page	Half Page	
Complimentary full delegate registrations	4	3	2	1
Complimentary tickets to all Social Events	4	3	2	1
Complimentary Tabletop exhibit space	✓	✓		
Complimentary ad in e-mail blasts sent to all registered delegates. Ad is to be provided by the sponsor approved by the Organizing Committee	2	1		
Opportunity to include promotional materials in sponsor profile in mobile app	✓	✓	✓	✓

**Please note that Sponsorship and Exhibitor benefits will not be implemented until payment has been received in full.**



## Additional Sponsorship Items

### Gala Dinner Sponsor

US\$5,000 (NZ\$8,000)

*Exclusive Opportunity*

The Gala Dinner is the premier social activity in the programme and is an event that delegates look forward to (and talk about) throughout the year. It typically attracts over 50% of the delegates and attendance is higher when the additional cost to the delegates is subsidised by an external sponsor. It is a fantastic opportunity to feature your organisation to the most committed attendees!

- Company logo displayed on all promotional Meeting announcements
- Company logo with hyperlink on the sponsors page of ISBNPA 2025 website
- Company profile in the electronic Meeting program book (75 words)
- Company logo in the Meeting App and electronic Meeting program book
- Acknowledgement and recognition throughout the Gala Dinner (verbal at the opening and on onsite signage displayed during throughout evening)
- Brief acknowledgement speech during the Gala Dinner
- Advertisement in the electronic Meeting program book – half page (artwork to be provided by the sponsoring organization)
- Complimentary ticket to Gala Dinner to four people to attend and network at event
- Opportunity to include promotional materials in sponsor profile in mobile app

### Tree-Planting Sponsor

US\$5,000 (NZ\$8,000)

*Exclusive Opportunity*

ISBNPA is committed to optimising its impact on the environment, which includes reducing its carbon footprint and preserving biodiversity and endangered native species. This is an opportunity to sponsor a “Kaipātiki Project”, which supports up to 200 delegates to contribute a half-day of tree-planting and bush regeneration in the Auckland region (more details available on request). This is an opportunity to support a physical activity and nutrition conference that recognises the importance of the natural environment.

- Company logo displayed on all promotional Meeting announcements
- Company logo with hyperlink on the sponsors page of ISBNPA 2025 website
- Company logo on home page of ISBNPA 2025 website
- Company profile in the electronic Meeting program book (100 words)
- Company logo in the Meeting App and electronic Meeting program book
- Acknowledgement and recognition throughout the Meeting (verbal at the opening session and on onsite holding slides displayed during the breaks)
- Your company will be presented to the plenary (2–3 minutes presentation) before one of the keynote sessions (Platinum sponsors will choose first – only 4 keynote sessions are available)
- Advertisement in the electronic Meeting program book – full page (artwork to be provided by the sponsoring organization)
- Complimentary Tabletop exhibit space
- Complimentary ad in e-mail blasts sent to all registered delegates. Ad is to be provided by the sponsor approved by the Organizing Committee
- Opportunity to include promotional materials in sponsor profile in mobile app

### Welcome Drinks Reception Sponsor

US\$2,500 (NZ\$4,000)

*Exclusive Opportunity*

The Welcome Drinks Reception is the opening social activity in the programme and gives delegate the chance to mingle with their colleagues, while drinks and snacks are provided. It typically attracts most of the delegates and it is a fantastic opportunity to be the first sponsor to be featured to the attendees!

- Company logo with hyperlink on the sponsors page of ISBNPA 2025 website
- Company profile in the electronic Meeting program book (50 words)
- Company logo in the Meeting App and electronic Meeting program book
- Acknowledgement and recognition throughout the Meeting (verbal at the opening session and on onsite holding slides displayed during the breaks)
- Complimentary ticket to Welcome Drinks Reception to four people to attend and network at event
- Opportunity to include promotional materials in sponsor profile in mobile app





## Additional Sponsorship Items

<b>NESI Networking Social Sponsor</b> <i>Exclusive Opportunity</i>	The NESI Networking Social, is open to students, postdoctoral fellows, and early career researchers. Sponsors will have the opportunity to introduce their organization to ISBNPA's early career members. A great opportunity for networking and recruiting! Signs acknowledging the sponsor at the event and in all advertising for the event. Brief acknowledgement speech and admission for 2 organization representatives to attend and network at the event. Sponsor's logo and hyperlink on sponsors page of Meeting website and mobile app.	USD \$2,000 NZ \$3,200
<b>Mobile App Sponsor</b> <i>Exclusive Opportunity</i>	The Mobile App will contain all key information for ISBNPA 2025. 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. Sponsor's logo on the splash screen, logo and company description listed under sponsors on the mobile app. Logo with link on the Meeting website. Logo and contact info in program book.	USD \$2,000 NZ \$3,200
<b>Lunch Break Promotion</b> <i>Exclusive opportunity for each of three lunch breaks throughout the conference</i>	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 at the catering points for the duration of the selected lunch break.	USD \$1,000 NZ \$1,600
<b>Morning Afternoon Catering Break Promotion</b> <i>Exclusive opportunity for each of six catering breaks throughout the conference</i>	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 at the catering points for the duration of the catering break.	USD \$750 NZ \$1,200
<b>Morning Stay Active Session</b> <i>Multiple Opportunities</i>	Are you interested in supporting the morning run or yoga sessions? Discuss with us and we can tailor this physical activity experience.	USD \$1,500 NZ \$2,400
<b>Digital Meeting Program Book Advertising</b>	<i>Exclusive Opportunity</i> Inside Cover, full page, full color, price per page (Artwork to be provided by the sponsor)	USD \$1,000 NZ \$1,600
	<i>Opportunity Available To Multiple Sponsors</i> Full page, full color, price per page (Artwork to be provided by the sponsor)	USD \$500 NZ \$800
<b>Transit Sponsor</b>	Deliver your message to a captive audience for 15-20 minutes on board the buses that transport delegates from the conference venue to the Gala Dinner.	USD \$500 NZ \$800





## Exhibition Opportunities

The ISBNPA 2025 exhibition has been designed to provide a strong value proposition for all exhibitors.

Located within the Aotea Centre, the exhibition will be fully integrated into the Meeting program. The Hall will also contain the Poster Area, lunch, and catering breaks for maximum exposure to the delegates.

### Space Allocation

All stands will be allocated on a first come, first served basis; however, priority will be given to Platinum, Gold and Silver sponsors.

US\$1,250 (NZ\$2,000) Tabletop Space (1.8m table with two chairs and space for two pop-up banners)  
Includes one exhibitor pass.

Extra exhibitor pass: US\$300 (NZ\$480) - pricing includes coffee breaks and lunches.

Badge sharing is not permitted.

### Company promotion

- Company logo with link to company website on Exhibitor page of Meeting website
- Company name and acknowledgement in the designated Exhibitor section of the Meeting app
- Company logo and acknowledgement on Sponsor/Exhibitor signage in the exhibition area





## Contact

To book your sponsorship/exhibitor package, assist in your decision making or should you have any requests for customized sponsorship packages, please contact the ISBNPA Secretariat:

### ISBNPA 2025 Secretariat

c/o Venue West Symposium Services

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