

ISBNPA

Advancing Behavior Change Science

HALIFAX, CANADA

JUNE 16-19, 2027

SPONSORSHIP AND EXHIBITOR PROSPECTUS

Halifax Convention Centre

Halifax, Nova Scotia, Canada | June 16-19, 2027

sponsorship@isbnpa.org

annualmeeting.isbnpa.org

TABLE OF CONTENTS

ISBNPA

About Halifax

Sponsorship Opportunities

Exhibition Opportunities

Contact

ISBNPA 2027

The International Society of Behavioral Nutrition and Physical Activity (ISBNPA) is pleased to invite you to participate in the 26th Annual Meeting in Halifax, Canada, June 16-19, 2027.

The mission of ISBNPA is to “stimulate and promote innovative and impactful research in behavioral nutrition and physical activity to improve human and planetary health and well-being 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 behaviour. Scientific poster sessions will also be key times of scientific exchange during coffee breaks and lunchtimes.

Delegates will also be able to build their skills in pre-conference workshops, take part in satellite meetings and collaborate in #Dare2Share sessions.

ISBNPA is leading the way in making our conference sustainable and has an active carbon footprint management plan. We strive to integrate environmentally and socially responsible practices into all aspects of the meeting, reflecting the society’s commitment to planetary health.

Join us in June 2027 to reach the world’s leading behavioral nutrition and physical activity specialists!

We very much look forward to seeing you there.

Contact Information ISBNPA 2027 Secretariat:
sponsorship@isbnpa.org



TARGET AUDIENCE

The Meeting attracts:

- Academics from all over the world, with particularly strong representation from Europe, North America, Australia Pacific, and Asia.
- Leading researchers
- Registered dietitians
- Medical professionals
- Allied health practitioners
- Policymakers
- Master‘s 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 organisations 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 1300 delegates, depending on the location. Given the number of abstract submissions for 2027, we anticipate a strong delegate attendance.



ABOUT HALIFAX

Discover Halifax, one of North America's great natural harbours and a historic gem of Canada's east coast. Set on one of the largest natural harbours in the world, the city offers a unique mix of maritime history, vibrant culture and spectacular coastal scenery.

Founded in 1749, Halifax has been a strategic gateway to the Atlantic for almost three centuries. Delegates can stroll through the Historic Properties, a group of restored 18th- and 19th century waterfront warehouses, or visit the Halifax Citadel, the star-shaped fortress overlooking the harbour, with its daily cannon-fire ceremony and panoramic views of the city.

Halifax is also a paradise for seafood lovers. The Halifax Seaport Farmers' Market, one of the oldest continuously running markets in North America, is the place to taste local specialities such as lobster rolls, Digby scallops and the city's own donair. Delegates can relax in the Halifax Public Gardens, one of the finest Victorian gardens in North America, or take a short trip to Peggy's Cove and its famous lighthouse on the Atlantic shore.

We are excited for attendees to learn, grow, and build strong relationships with colleagues—all while exploring the unique history and vibrant culture of Halifax and Canada's Ocean Playground.

THE VENUE

The ISBNPA 2027 meeting will be hosted at the Halifax Convention Centre (HCC), located in the heart of downtown Halifax, Nova Scotia (1650 Argyle Street). With more than 11 000 square meters of modern, flexible event space, the HCC will bring the scientific program, symposia, poster presentations and networking events together under one roof.

The exhibition will be located at the heart of the HCC, where all exhibitions, poster sessions, lunches, and coffee breaks will take place, ensuring you have constant and guaranteed access to all attendees.

The HCC is within easy walking distance of hotels, restaurants and the Halifax waterfront, allowing attendees to move easily between the exhibition, the scientific sessions and the city.

Sponsorship Opportunities

Sponsorship packages have been created to give your organisation the best return on investment, with a variety of packages available. There are opportunities to suit a wide range of budgets. We appreciate that 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 2027 and participate in the premier international event for the Behavioral Nutrition and Physical Activity community:

- Gain significant brand exposure to over 800 key clientele
- Receive maximum exposure through the combined exhibition, refreshment and poster area
- Increase awareness and exposure of your organisation via a variety of marketing media
- 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
- Maximise your time and resources by showcasing your organisation to a relevant and influential audience in an environment away from the competition of everyday distractions
- Ensure your organisation stays abreast of current developments and research in behavioral nutrition and physical activity, and use this information to stay ahead of the market

Sponsorship Packages

SPONSORSHIP PACKAGES - All prices in USD	**Platinum** USD 13,000	**Gold** USD 10,000	**Silver** USD 7,000	**Bronze** USD 3,000
Company logo displayed on all promotional Meeting announcements	✓	✓	✓	
Company logo with hyperlink on the sponsors page of ISBNPA 2027 website	✓	✓	✓	✓
Company logo on home page of ISBNPA 2027 website	✓	✓		
Company logo in the Congress App	✓	✓	✓	✓
Round exposure through the society's website, newsletters, and webinars, positioning them as society sponsors beyond the congress itself	✓	✓		
Acknowledgement and recognition throughout the Meeting (verbal at the opening session and on-site 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)	✓	✓		
Your organisation/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)			✓	
Complimentary full delegate registrations	**4**	**3**	**2**	**1**
Complimentary tickets to the ISBNPA Dinner	**4**	**3**	**2**	**1**
4sqm Tabletop exhibit space			✓	✓
6sqm exhibition premium space	✓	✓		
Complimentary ad in e-mail blasts sent to all registered delegates. Ad is to be provided by the sponsor and approved by the Organising Committee	✓	✓		
Opportunity to include promotional materials in the sponsor profile in the mobile app	✓	✓		

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

All prices are net prices and will be subject to tax according to local regulations.

Social Events / Catering

Gala Dinner Sponsor

USD 7,000 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 an external sponsor subsidises the additional cost to the delegates. 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 2027 website
- Company logo in the Congress App
- Acknowledgement and recognition throughout the Gala Dinner (verbal at the opening and on onsite signage displayed throughout the evening)
- Brief acknowledgement speech during the Gala Dinner
- Complimentary ticket to Gala Dinner for four people to attend and network at the event

Welcome Reception Sponsor

USD 3,000 Exclusive Opportunity

The Welcome Reception is the opening social activity in the programme, providing delegates with the opportunity to mingle with their colleagues while enjoying drinks and snacks. 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 2027 website
- Company logo in the Congress App
- Acknowledgement and recognition throughout the Meeting (verbal at the opening session and on-site holding slides displayed during the breaks)



All prices are net prices and will be subject to tax according to local regulations.

NESI Networking Social

USD 5,000 Exclusive Opportunity

The NESI Networking Social is open to students, postdoctoral fellows, and early career researchers. Sponsors will have the opportunity to introduce their organisation 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
- Admission for 2 organisation representatives to attend and network at the event
- Brief acknowledgement speech during the event
- Logo and hyperlink on the sponsors page of the Meeting website and mobile app

Lunch

USD 5,000 Multiple Opportunities

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 lunch break.

Morning or Afternoon Catering Break

USD 3,000 Multiple Opportunities

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.

Morning Stay Active Session - To Be Confirmed

USD 2,000 Multiple Opportunities

Are you interested in supporting the morning run or yoga sessions? Discuss with us, and we can tailor this physical activity experience.

Congress Services

Congress App Sponsor

USD 5,000 Exclusive Opportunity

The Mobile App will contain all key information for ISBNPA 2027. 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.

- Logo on splash screen
- Logo and company description listed under sponsors on the mobile app
- Logo and URL listed on Meeting website
- Rotating banner at the bottom of the App
- Email to all pre-registered delegates when the app is online with the sponsor's logo

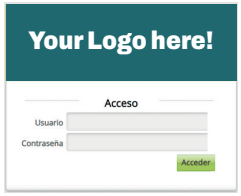


Wi-Fi for Delegates

USD 3,000

*You can sponsor the wi-fi access for all delegates during the entire event

- Sponsor's logo will appear on wi-fi access signage



Congress Materials

Volunteer T-Shirts

USD 5,000

All volunteers at the congress will wear specially designed and easily recognisable shirts with the congress and your company logo.

Communications

Email Blast

USD 2,000

Promote your booth activities with a pre-congress email sent to the pre-registered delegates. The email will be sent out by the conference secretariat. Sponsor must provide the email design, texts, pictures, etc. in HTML format with links to all graphics two weeks before the date the email blast is due to be sent out.

Push Notification from the App

USD 2,000

Push notifications from the app make it the most effective way to have instant and direct communication with the delegates. Invite the delegates to visit your booth, sending them last-minute information, directly from the app.

Lead Retrieval System

This year, we are offering the REACT Leads app for iOS devices to allow you to collect leads of delegates visiting your booth

Enjoy the following features:

- Safe and secure iOS system with instant scanner
- Add notes and hot lead score
- See your leads live and re-enter at any time!
- On-site support by K.I.T. Group

Data received after and during the congress:

- First name
- Last name
- Company name
- Email
- City
- Country

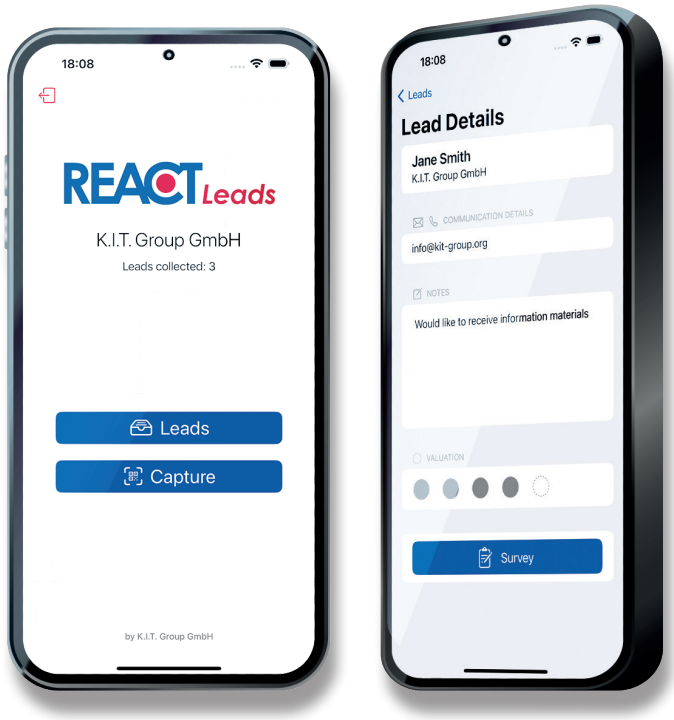
Booking Offer

Early Fee (Until 17 May 2027)

- REACT Leads app only (iOS) ..... USD 300
- REACT Leads with device hire ..... USD 400

Late Fee (From 18 May 2027)

- REACT Leads app only (iOS) ..... USD 400
- REACT Leads with device hire ..... USD 500



Exhibition Opportunities

The ISBNPA 2027 exhibition has been designed to provide a strong value proposition for all exhibitors.

Located within the HCC, 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, Silver and Bronze sponsors.

Basic exhibition package..... USD 2,000

Tabletop Space (4sqm table with two chairs and space for two pop-up banners) – Includes one exhibitor pass.

Premium exhibition package..... USD 6,000

6 sqm shell scheme, standard equipment, and lighting.

Extra exhibitor pass ..... USD 330

(pricing includes coffee breaks and lunches)
Badge sharing is not permitted and doesn't allow access to the scientific program.

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 Congress app
- Company logo and acknowledgement on Sponsor/Exhibitor signage in the exhibition area

All prices are net prices and will be subject to tax according to local regulations.

Charitable and Non-Profit Partners

ISBNPA 2027 welcomes charities, non-profit organisations and public health initiatives working to improve nutrition and physical activity. We want these organisations to be part of the Meeting, so we offer the same flexible terms to all of them.

Who qualifies
Registered charities, non-profit organisations and public health initiatives. Commercial companies and universities are not eligible and take part at the sponsorship and exhibition rates in this prospectus.

What is included
A tabletop space (4sqm table with two chairs and space for two pop-up banners) in the exhibition area, free of charge.

Your staff must be registered as delegates, because each attendee brings venue costs for the Meeting. The standard exhibitor promotion: logo on the Exhibitor page of the Meeting website and in the Congress app, and on the exhibition signage.

In-kind contribution instead of fees
You may contribute in kind instead of paying.

Examples include:

- hosting the morning run or yoga session
- running a workshop
- covering a coffee break

We will agree the contribution with you individually, and it is recognised in the same way as a sponsorship.

Limited availability
A limited number of tabletops is available for charitable and non-profit partners, allocated on a first-come, first-served basis. To apply, contact the ISBNPA Secretariat at sponsorship@isbnpa.org.

All prices are net prices and will be subject to tax according to local regulations.



Contact

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

ISBNPA 2027 Secretariat c/o K.I.T. Group GmbH
Association & Conference Management
Kurfürstendamm 71
10709 Berlin, Germany

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Association & Conference Management Group

Tel: +49 30 24603 0
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See you in Halifax!