



PRIMARY CARE DIETITIANS' ASSOCIATION  
*Association des Diététistes de soins Primaires*

# 20 ANNUAL 25 CONFERENCE SPONSORSHIP PROPOSAL

June 12 - 13, 2025 | Virtual Conference





# About Us

The Primary Care Dietitians' Association (PCDA) officially launched in April of 2020 to support and advocate for registered dietitians working in primary care across Canada. We started as the Family Health Team Registered Dietitian Network in 2006 and have grown over the years to now include dietitians working in various primary care and outpatient settings, private practice and Aboriginal Health Access Centres. As a group of diverse dietitians, our members support one another in practice, sharing and expanding our knowledge base to support patient-centred best practice within primary care.

## Our Values

- Evidence Based Practice
- Interprofessional HealthCare
- Collaboration & Sharing
- Continuous Learning & Improvement
- Transparency
- Diversity, Equity & Inclusion
- Mentorship and Preceptorship



### Vision

Primary care dietitians are the leaders in equitable and inclusive medical nutrition therapy for our communities and clients.



### Mission

Encouraging primary care dietitians to become highly skilled in providing equitable and inclusive medical nutrition therapy, disease prevention and health promotion through collaboration, education and mentorship. We advocate for access, capacity and integration of dietitians within comprehensive primary care.

# Why Sponsor This Event?

## 1 Support Dietitians

- Dietitians are trusted experts who influence every area of food and nutrition.
- Dietitians provide care for and advocate on behalf of Canada's diverse population.
- Dietitians are committed to continued education and development.

## 2 Amplify Your Impact

- Expand your business network
- Raise your corporate profile and brand visibility
- Demonstrate leadership by supporting the advancement of nutrition research, health equity, chronic disease prevention, and culturally relevant care
- Gain recognition within the dietetic profession and in other health professional associations
- Gain audience insights for your products and services as dietitians often collect information on various lifestyle and psychosocial factors that is relevant to marketing
- Demonstrate commitment to community engagement and health and well-being of others (Corporate Social Responsibility)
- Cost-effective marketing | Targeted exposure to a highly relevant audience, offering a cost-effective alternative to traditional advertising while delivering impactful visibility for your brand



# Premium Sponsorship Packages

## Gold

**\$ 2,500**

Formal recognition as premium sponsor by conference host

Inclusion of promotional material in virtual conference 'swag bag'

Pre/post conference marketing & social media promotion across all platforms and on PCDA conference website

Spot in virtual vendor hall

**3** complimentary all-access conference registrations

**Half page** company listing on conference website featuring company information, logo & link(s)

**2** Sponsor 'takeover' emails to conference registrants (sent within 45 days of event)

Access to opt-in registrant mailing list

**5 min** time slot to present during event

Logo featured on breaktime carousel

## Silver

**\$ 2,000**

Formal recognition as premium sponsor by conference host

Inclusion of promotional material in virtual conference 'swag bag'

Pre/post conference marketing & social media promotion across all platforms and on PCDA conference website

Spot in virtual vendor hall

**2** complimentary all-access conference registrations

**Logo** on conference website

**1** Sponsor 'takeover' email to conference registrants (sent within 45 days of event)

**30s** pre-recorded video promoting products and/or services played during the conference

## Bronze

**\$ 1,500**

Formal recognition as premium sponsor by conference host

Inclusion of promotional material in virtual conference 'swag bag'

Pre/post conference marketing & social media promotion across all platforms and on PCDA conference website

Spot in virtual vendor hall

**1** complimentary all-access conference registration

**Logo** on conference website

# Additional & A La Carte Sponsorship Packages

## Sponsor A Speaker

- 1 Complimentary conference registration
- Sponsor spotlight during speaker introduction
- Company logo included in sponsor listing on conference website
- Inclusion of organizations info leaflet/ brochure in virtual swag bags

*\*First-come, first-serve choice of session; speaker reserves right of final approval*

**\$1000**

## Clinical Excellence Award Sponsorship

Two awards are presented to our members working as Dietitians in Primary Care, presented at the annual conference

- \$200\* awarded to each winner
- Logo on certificate/award presented
- Logo in sponsor list on conference website
- Verbal recognition of sponsorship during award ceremony

*\*Balance to be applied to overall cost of conference and subsidize 'pay-what-you-can' registrations*

**\$500**

## Email & Promotional Material Sponsorship

Your logo will be featured on all promotional email blasts and promotional flyers for the virtual conference/webinar.

- Access to share materials with PCDA member listserv (1 email)
- Logo in sponsor list on website

**\$350**

## Virtual 'SWAG BAG' Sponsor

- Inclusion of samples, coupons, promo codes in virtual 'swag bag'
- Conference listserv e-blast featuring company info, logo & links
- Company logo included in Sponsor listing on conference website

**\$250**

## Show of Support Sponsor

- Company logo included in Sponsor listing on conference website

**\$100**

# READY TO SPONSOR?



## CONTACT US

President | Tameika Shaw

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## WEBSITE

[www.primarycaredietitianassociation.org](http://www.primarycaredietitianassociation.org)



*PCDA reserves the right to accept or decline any organization for exhibiting or sponsorship. Key deadlines and information will be forwarded upon acceptance of sponsorship/exhibit. Payment is due upon receipt of invoice. If any account is not paid within 30 days, interest will be charged on the outstanding balance at a rate of 6% per annum, from the original invoice date until payment is received. Booth space is not guaranteed until payment in full is received. Payments are non-refundable. An exception is made if an event is cancelled.*



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*Blending the science of nutrition with the art of food.*  
Professionnels en fusion de la science de la nutrition et de l'art de l'alimentation.