



Canadian Nutrition Society  
Société canadienne de nutrition

# 2021-22

Canadian Nutrition Society

# Sponsorship and Engagement Opportunities

[INFO@CNS-SCN.CA](mailto:INFO@CNS-SCN.CA)

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# Why We Exist

Formed in 2010 after a merger between the Canadian Society for Clinical Nutrition and the Canadian Society for Nutritional Sciences, CNS aims to further nutrition as an important factor in maintaining health, preventing and treating disease.

**CNS integrates multiple disciplines and professions interested in nutrition - including:**

- Food Scientists
- Academics
- Healthcare Providers
- Registered Dietitians
- Government
- Industry Leaders
- Trainees/Future Professional





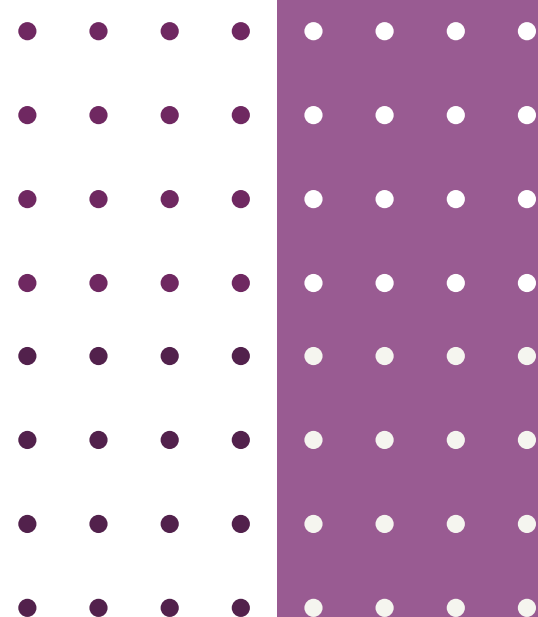


# MISSION

Promote nutrition science and education, and advocate for best practices and policies that value the importance of nutrition to the health of all Canadians.

# VISION

All sectors across the nutrition continuum have access to evidence-based nutrition science and information in order to support the optimal health of all Canadians.





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# CNS Strategic Priorities



## EDUCATION

Offer a range of for evidence-based nutrition information and its translation into practice



## PROFESSIONAL DEVELOPMENT

Continued education for professionals with direct and indirect focus on nutrition



## ADVOCACY

Profile evidence-based nutrition science to support good public policy in Canada



## CAPACITY & GROWTH

Continue to grow capacity and impact

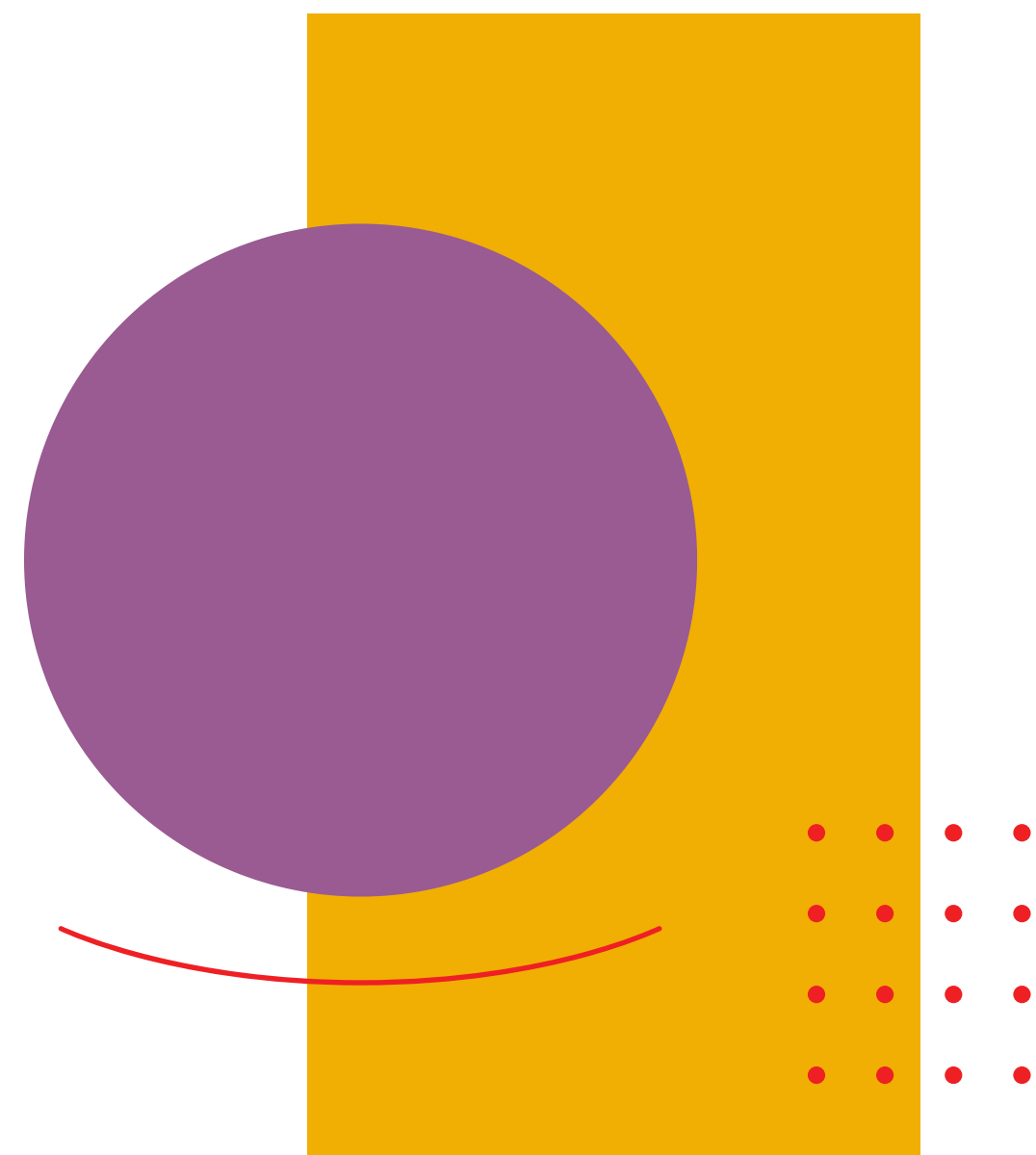
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# CNS CONFERENCES

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# CNS CONFERENCES

The **CNS Annual Conference** is a forum for the presentation of scientific research spanning basic, clinical, community and regulatory/policy nutrition research.



## NETWORKING

Brings together nutrition experts, opinion leaders, food scientists, academia, healthcare professionals, industry, government, and trainees.



## EDUCATION

Provides up to date research, guidelines and policies affecting all aspects of nutrition science and health.



## BUSINESS DEVELOPMENT

Attracts influential decision responsible for delivering innovation and solutions to their respective organizations.



## RECRUITMENT

Profile accomplished issue experts to present their research in an interactive forum that highlights current and future top talent.

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# CNS Thematic Conference - 2022

## Advances in Nutrition and Immune Function

500 + Attendees in 2020



**January 22, 2022**

CNS' thematic conference is an opportunity to profile current scientific evidence on a topical issue and how that evidence translates into practice. Attendees learn from leading scientific experts and practitioners on prevailing science and treatment issues relating to diet and nutrition guidance.

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# CNS Annual Conference

## EDMONTON, ALBERTA **MAY 5-7, 2022**



- 450+ attendees
- Networking, exhibits and research posters
- Speakers from across Canada, US and global
- Only Canadian nutrition conference that spans healthcare professionals, government scientists, academics, and industry
- Live discussion forums

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# CNS Annual Conference – Session sponsor

CNS welcomes the opportunity for sponsors to develop conference symposia. Session proposals are carefully evaluated by the conference planning committee.

## Sessions are reviewed to consider:

- Innovative topic matter
- Relevance to CNS target audience
- Balanced presentation of the current body of science
- Applicability of knowledge translation
- Availability of credible speakers
- Fit within the overall conference program



# Sponsorship Opportunities

- ▶ **Registration passes**
- ▶ **Plenary/Symposium Host**
- ▶ **Networking Break**
- ▶ **Social media mentions**

## ▶ **Sponsor hall listing**

- Name
- QR code
- Website link
- Boilerplate

## ▶ **Logo placement**

- Conference website
- Rolling signage
- Delegate's portal
- Newsletter
- Promotions
- Targeted mentions
- ...

**Packages are  
customized to  
suit your  
needs!**

\* NOTE THAT THIS IS A NON-EXHAUSTIVE LIST. WE ARE LOOKING FORWARD TO DISCUSSING ACTIVATION IDEAS THAT WORK BEST FOR YOU.





# Conference activation Ideas



\*\*\* THIS IS A NON-EXHAUSTIVE LIST. WE ARE  
LOOKING FORWARD TO DISCUSSING  
ACTIVATION IDEAS THAT WORK BEST FOR  
YOU.

- Pre-roll video
- Portal Advertisement / Splash video
- Customized e-promos
- Email Announcements
- E-coupons
- Branded push notification
- SWAG bag item-
  - To speakers/chairs
  - To limited delegates
  - To all delegates
- Branded Photo booth
- Gift draws
- Gift packs
- Portal Advertisement
- Pre-conference event
- Sponsored Break
- Cocktail Reception
- Discussion Forum Host
- Cooking Event / Demo
- Ask Me Anything Session
- Featured Expert
- Product Demo
- Other opportunity tbd





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# CNS AWARDS



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# CNS AWARDS

**Award sponsors are featured throughout the conference and during the CNS Awards Banquet and also receive social and digital media in the coverage.**

In recognition of distinguished leadership, CNS offers a series of awards to deserving professionals and trainees. CNS awards acknowledge exceptional accomplishments, and inspire and motivate leadership from others in the field.

- ▶ Demonstrate commitment to the sector
- ▶ Build reputation and raise industry profile
- ▶ Build brand awareness and affinity
- ▶ Drive employee engagement
- ▶ Develop talent pipeline







# CNS Awards available for sponsorship

## Achievement Awards

Awarded to individuals who have made outstanding contributions and/or distinguished services in the field of nutrition.

## Publication Award

Awarded to an individual/research team who has demonstrated excellence in the translation of nutritional knowledge.

## Trainee Awards

Awarded to graduate students and trainees who demonstrate outstanding research in the field of nutrition.

## Career Recognition Awards

Awarded to individuals who have made outstanding contributions in their career.

## Service Award

Awarded to an individual who has contributed significantly to CNS activities and its mission.

## Nutrigraphic Award

Awarded to students who develop the best infographic based on an issue/topic related to food and nutrition.





# CNS WEBINARS

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# Webinars

CNS webinars provide the opportunity for continuous educational events throughout the year. Webinars bring together leading experts to present on current scientific evidence and its translation into practice on a broad range of topics. Webinars are an excellent forum to share new information to targeted audiences.

**Since inception (2016), there have been more than:**



**130 +**

**unique webinars**



**36,000 +**

**total participants**



**9,000 +**

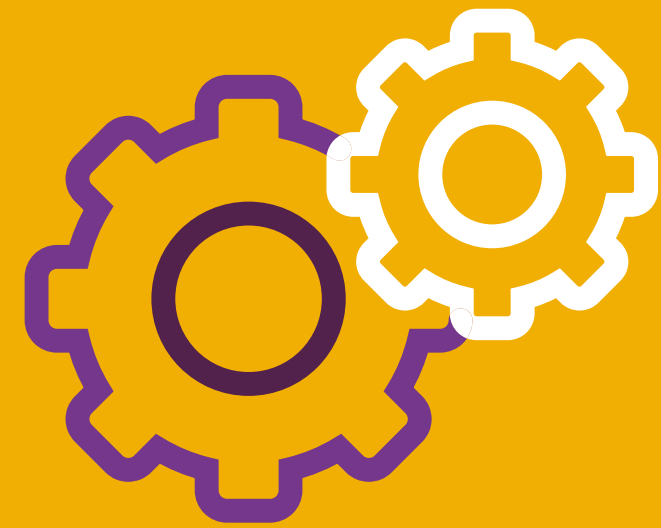
**total downloads**

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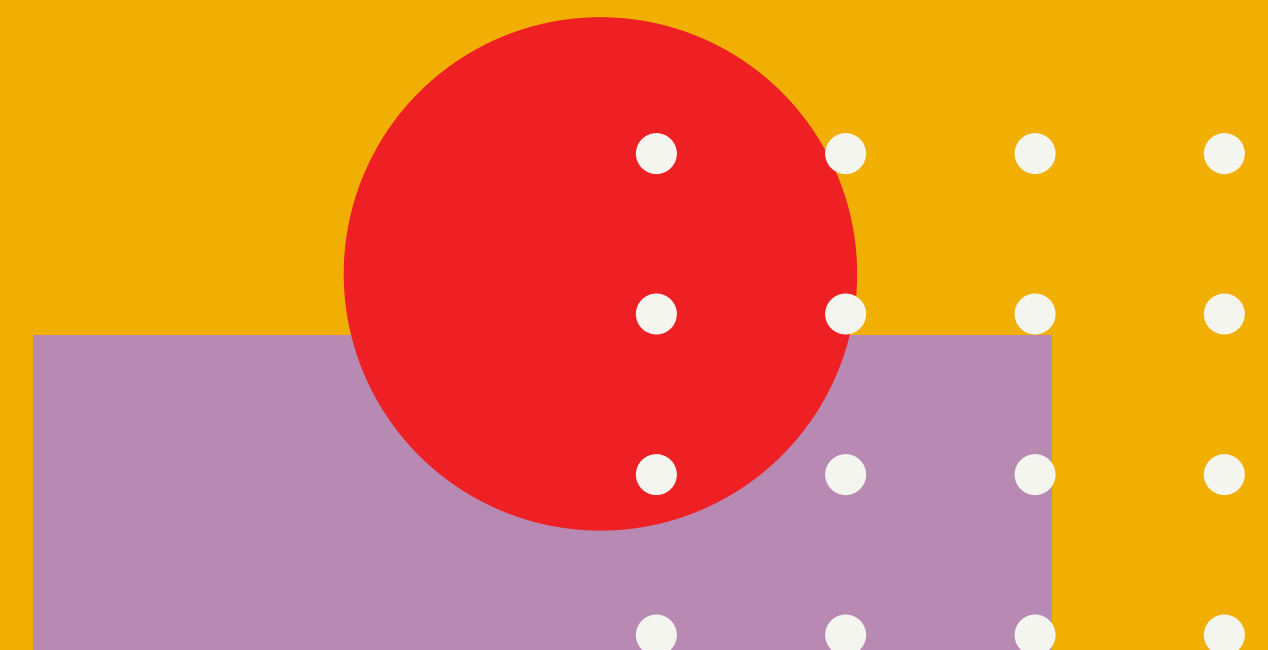
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# CNS FACILITATED WORKSHOPS



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# CNS Facilitated Workshops

CNS brings together stakeholders spanning the nutrition continuum  
Including:

- |                 |                          |
|-----------------|--------------------------|
| Producers       | Academia                 |
| Manufacturers   | Government               |
| Processors      | Healthcare Professionals |
| Food Scientists | Consumers                |
| Academia        |                          |

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CNS collaborates with partners to co-create workshops focused on relevant topics and /or to establish specific goals. Through its extensive network, we assemble cross functional stakeholders to support the achievement of key business objectives that benefit the overall nutrition sector.



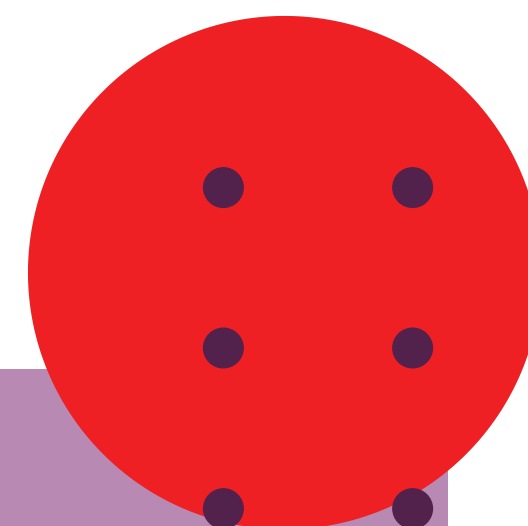
# CNS Workshop- examples

- Modernizing Division 24 Food Regulation - (Manuscript published in APNM)
- Protein Foods Workshop: Identifying Knowledge Gaps in Positioning "Protein Foods" to Canadian Consumers
- How to Develop Dietary Reference Intakes Based on Chronic Disease Endpoints: The Omega-3's EPA & DHA, A Case Study Potential -
- Best Practices for Randomized Controlled Clinical Studies on the Effects of Whole Foods: Establishing evidence in support of Canadian Agri-Food products -





# MINI VIRTUAL WORKSHOPS / CONFERENCES



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# CNS Mini Conferences / Workshops

Canadian Nutrition Society mini events allow for a longer educational opportunity focused on a specific topic/theme.

Mini conferences bring together leading experts and practitioners to share new evidence, best practices, and to allow for interactive exchanges between experts and attendees.

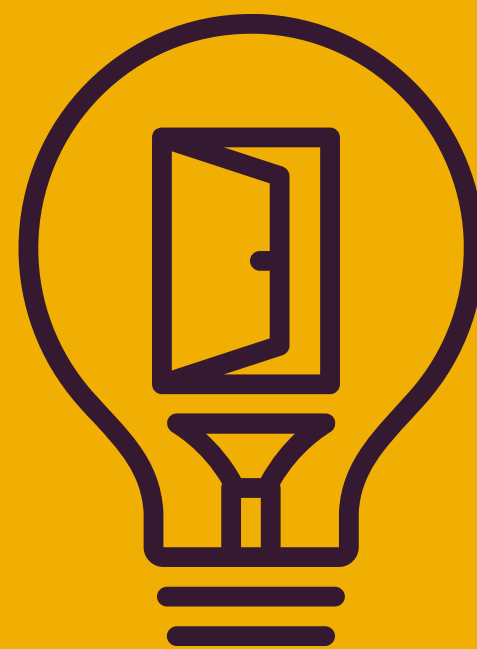
Conference Lobby  
Welcome!

|   |  |
|---|--|
|  <p><b>Live Sessions</b><br/>You can leave the conference at any time, and return to it as you need to. Click the button above for instructions.</p> |  <p><b>Schedule at a Glance</b><br/><b>View program for:</b><br/>Friday, November 20, 2020<br/>12:00pm - 16:45pm ET</p>   |
|  <p><b>Presentation Slides</b><br/>Click to download slide decks, dependent upon receipt from speakers.</p>   |  <p><b>Discussion Forum</b><br/><b>Network and Discuss.</b> Simply login to your <b>Disqus</b> account, then add your comments right on the discussion page.</p>   |
|  <p><b>Speaker Bios</b><br/>Get to know the presenters.</p>  |  <p><b>Review/Download Attendee Guide</b><br/><b>Know before you go:</b><br/><a href="#">Prepare in Advance Guide</a> - and - <a href="#">Event Day Guide</a></p> |
|  <p><b>FAQ</b><br/>Review and/or download FAQs for reference</p>   |  <p><b>Take Survey</b><br/>Before you leave for the day, please take a few minutes to complete the conference evaluation. Thank you!</p>                          |
|  <p><b>Need assistance?</b><br/>Email <a href="mailto:miniconf@cns-scn.ca">miniconf@cns-scn.ca</a></p>   |  |





# EXHIBITING OPPORTUNITIES





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# Conference Exhibitor Opportunities

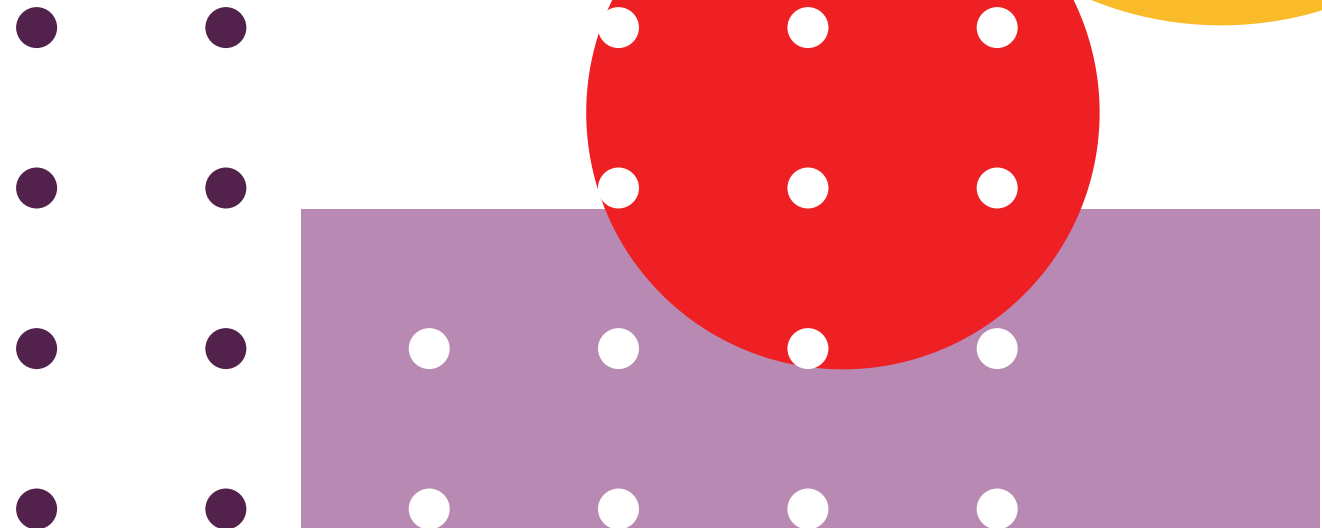


Gain access to hundreds of professionals spanning the nutrition sector with multiple viewing times throughout the conference program.

## Why Exhibit?

- **ENGAGE** in the only multi-disciplinary nutrition-focused conference in Canada
- **VIEW** current research, guidelines and policies affecting all aspects of nutrition science
- **SHOWCASE** your latest products and services to leaders in the nutrition field
- **NETWORK** with notable Canadian nutrition professionals
- **BE INSPIRED** by many of the nutrition sectors exceptional award winners and leaders
- **REACH OUT** to conference participants and demonstrate commitment to nutrition and health





# Thank You

To discuss sponsorship opportunities,  
please contact:

**Andrea Grantham, CNS Executive Director**  
**(613) 482-8020 extension 1**  
**[andrea@cns-scn.ca](mailto:andrea@cns-scn.ca)**

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