SNEB 2027
RESEARCH + PRACTICE
JULY 19–21: VIRTUAL

SNEB 2027 Conference Sponsorship Opportunities

July 19-21, 2027 • Virtual



Why Sponsor SNEB 2027?

Sponsoring the 2027 SNEB Annual Meeting is an opportunity to connect your organization with the people advancing nutrition education. Get ready to support meaningful learning, introduce useful resources, and build relationships with nutrition educators, researchers, students, and practitioners through an engaging online experience.

SNEB 2027 is a conference presence with staying power

- Before the conference: introduce your organization through agreed website, email, and social placements.
- During the conference: connect through the conference platform, optional sponsor activities, and approved digital placements.
- After the conference: continue resource discovery through the 90-day post-conference period and through selected follow-up communications.

An audience centered on nutrition education

- Projected 2027 registrations: 650+ worldwide
- Previous virtual conference attendance: 695 at SNEB's 2021 conference
- Conference email audience: 1,800+
- SNEB eCommunicator subscribers: 1,200+

Choose the partnership that fits your goals

- Build visibility through coordinated digital recognition and advertising.
- Start conversations through optional sponsored learning and networking activities.
- Share tools and resources before, during, and after the live conference.
- Expand access and support the next generation of nutrition education professionals.

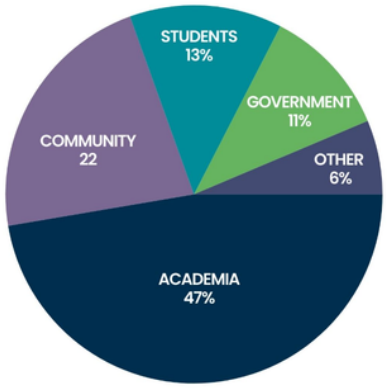
A flexible approach

Choose a complete sponsorship package or select individual advertising placements. SNEB will work with you to identify an appropriate mix of visibility, engagement, and mission support.

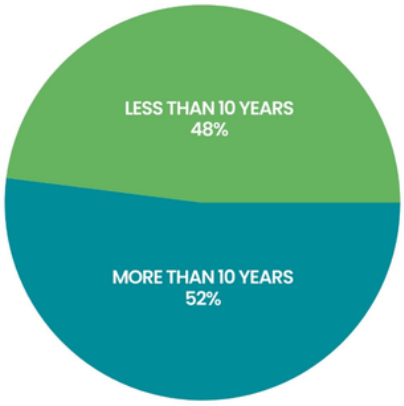
Scientific independence comes first

Sponsorship supports SNEB's mission and conference experience. It does not confer influence over scientific programming, research selection, policy positions, or continuing education decisions. Sponsored activities are clearly identified and subject to review; participation does not imply SNEB endorsement.

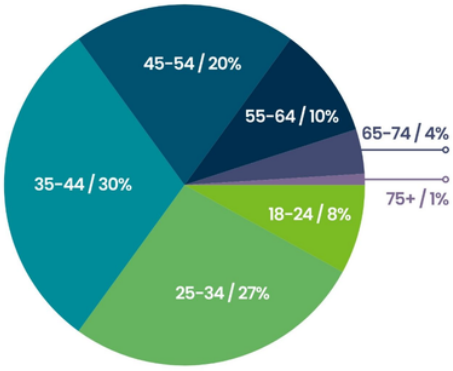
Work Setting



Years in the Field



Age



Society for Nutrition Education and Behavior

For more information, please contact Melissa Heeke at mheeke@sneb.org.

Available Sponsorship Packages

All sponsorships include recognition on the conference website, during opening and closing sessions, and in conference-related emails. Add-ons are available separately unless included in a written agreement.

	Champion	Collaborator	Connector	Contributor
	$10,000	**$5,000**	**$2,500**	**$1,000**
Availability	1	Up to 4	Up to 8	Limited
Sponsored Engagement opportunity	Research-to-Practice Case Clinic + Exclusive Virtual Welcome & Connection sponsorship	Partner Learning Lab OR Post-Conference Webinar	-	-
Dedicated Sponsored Email to All SNEB Members	2	1	-	-
Conference Registrations (to use or to share)	4	3	2	1
Sponsor Welcome Video	Included	-	-	-
Logo on Conference Website	Dedicated Page on Website	Yes	Yes	Yes
Included Add-Ons (selected from list on following page)	3	2	1	50% off 1

Opportunities Included at Champion and Collaborator Levels as Noted Above

- **Research-to-Practice Case Clinic** ($2,500 value) - Opportunity to lead a 45-minute implementation-focused session with practical takeaways.
- **Virtual Welcome and Connection Sponsorship** ($2,000 value) - SNEB-facilitated networking event; brief sponsor welcome, acknowledgment, and optional resource link.
- **Partner Learning Lab** ($1,500 value) - 30-minute educational workshop including Q&A, to be recorded, if desired.
- **Post-Conference Webinar** ($1,500 value) - Separate sponsored webinar after the conference; approved topic, registration page, recording, and agreed promotion.

For more information on SNEB 2027 sponsorship opportunities, please contact Melissa Heeke at mheeke@sneb.org.

Optional Promotional Add-Ons

Share expertise, demonstrate a resource, or invite dialogue through a clearly labeled, sponsored activity. All titles, speakers, content, and formats require SNEB approval. Inventory is limited.

	Investment	Inventory
Sponsored Platform Announcement	$250	One clearly labeled announcement to attendees via the conference platform.
Captioned Sponsor Video	$500	One 30-second play during a designated sponsor break.
Daily Attendee Email Banner Ad	$750	Recognition and one linked banner in one day's preview email.
Dedicated Sponsored Email to All SNEB Members	$950	One SNEB-sent message with one primary call to action and available click reporting.

Package Terms

- All benefits are subject to availability, content approval, material deadlines, and written confirmation. Email placements may be scheduled during the period 90 days before and 90 days after the conference; dates must be confirmed within SNEB's communication limits.
- Sponsored activities and the Champion welcome video are clearly labeled and separate from the peer-reviewed scientific program. Sponsorship does not include scientific-program control, conference naming rights, or a promise of continuing education credit.
- SNEB sends attendee emails; attendee email lists are not sold or distributed.

Have another idea?

SNEB welcomes proposals that serve attendees and align with its mission. Custom projects require an approved scope, budget, review process, and fulfillment schedule. Recognition is limited to the selected activity unless additional benefits are purchased.

For more information on SNEB 2027 sponsorship opportunities, please contact Melissa Heeke at mheeke@sneb.org.

Conference Sponsorship Timeline

Once the sponsorship agreement is signed and payment is received, the SNEB staff team will work with you to coordinate your sponsorship benefits and conference participation. The following timeline outlines when each step of the process.

Within Two Business Days
Logo is added to the conference website.

February 2027
Sponsors will receive complimentary registration codes for their staff team or to share with participants of their choice.

May 2027
The SNEB staff team will work with you to confirm requirements for all content and media. Sponsors are responsible for providing all materials needed to fulfill their selected promotional benefits, including email messaging, links to websites, sponsor-specific emails, social media messages, etc.

During the Conference
Sponsors will enjoy meaningful connections with attendees and recognition for their support throughout the conference.

August 2027
The SNEB staff team will follow up with all sponsors to provide usage statistics and an overall fulfillment report.

Important Note: If a sponsor fails to provide the content or materials required for their purchased sponsorship opportunities (e.g., social media messages, email content, or other deliverables) by the specified deadline, the event organizer is not responsible for creating or fulfilling these deliverables. The organizer will not be held liable for any missed promotional opportunities resulting from the sponsor's failure to provide the necessary materials.

Multi-Year Sponsorship: Commit to two or three consecutive years at the same tier and receive a 10% discount on the total investment.

Custom Packages: Custom packages can combine selected visibility placements, sponsored engagement opportunities, and mission-support activities to reflect your organization’s goals.

For more information on SNEB 2027 sponsorship opportunities, please contact Melissa Heeke at mheeke@sneb.org.

Sponsorship Reservation Form

Thank you for supporting the next generation of nutrition educators! Return your completed form to mheeke@sneb.org (or use the QR code above) to request your reservation.
SNEB will follow up to confirm your selections and coordinate payment and sponsor materials.

Sponsor Information
Organization: _____
Program Name (if applicable): _____
Contact Name: _____ Title: _____
Email: _____ Phone: _____
Organization Website: _____
Sponsor Name for Recognition: _____

Select Sponsorship Tier
- □ Champion $10,000
- □ Collaborator $5,000
- □ Connector $2,500
- □ Contributor $1,000
- □ Individual opportunities only

Optional Promotional Add-Ons
Check your selections. These opportunities may be selected as package benefits or purchased individually, subject to availability.
- □ Sponsored platform announcement $250
- □ Daily attendee email banner ad $750
- □ Captioned sponsor video $500
- □ Dedicated sponsored email $950

Special requests or custom package interests: _____

Billing Information
Billing Contact, if different: _____
Billing Email: _____
Billing Address: _____
Purchase Order Number, if applicable: _____

Estimated Total Investment: $_____
□ Please send an invoice. □ Please contact me to coordinate payment.

Authorization
□ I am authorized to request this sponsorship on behalf of the organization listed above. I understand that selections are subject to SNEB confirmation and availability, and that sponsor materials must be provided by the deadlines established by SNEB.

Authorized Name: _____
Signature: _____ Date: _____

Submit your sponsorship reservation here: https://form.jotform.com/262996261270059

Annual Sponsorship Opportunities

Society for Nutrition Education and Behavior

Ask us about these annual sponsorship opportunities!

SNEB Partner Membership

Become an SNEB Partner Member to connect with a global network of nutrition education professionals, elevate your organization's visibility, build meaningful collaborations, and advance shared efforts to improve nutrition education, promote healthier communities, and create lasting impact.

Annual Partner Membership Dues

- Government or Nonprofit – $1,750
- Small Business or Certified B Corps – $3,500
- Corporate – $5,000

Two (2) individual memberships

$750 sponsorship credit

Website and conference recognition

A portion of each SNEB Partner Membership payment supports the SNEB Foundation as a tax-deductible donation.

Educational Webinars

$1,500 - SNEB-sponsored webinars offer an opportunity to share your expertise with nutrition education professionals. Webinars must provide balanced educational content and receive approval from the SNEB Education Committee.

Dedicated Email Blasts

$950 - Reach SNEB members directly to promote your organization's programming or conference involvement. Sponsors provide approved email copy and links. SNEB will send the email on a mutually agreed-upon date.

SNEB eCommunicator Newsletter Advertising

A targeted audience. Global reach. Shared purpose.

Advertising opportunities are available for organizations aligned with SNEB's mission. Choose a standalone newsletter campaign or incorporate advertising into your conference sponsorship.

Reach approximately 1,200+ nutrition education professionals each month through the SNEB eCommunicator. (42.9% average annual open rate).

	Standard 300x150px	**Premium** 600x150px
Single advertisement	$350	$400
Three-issue campaign	$900	$1,030
Six-issue campaign	$1,650	$1,880

SNEB Commitment to Working with Partner Organizations

The Society of Nutrition Education and Behavior (SNEB) values the opportunity to collaborate with organizations that share our vision: a dynamic, global community of nutrition professionals empowered through professional growth, connection, and resources to lead the charge in advancing nutrition education, behavior change, and a healthier, sustainable, and equitable food future.

Through collaboration, innovation, and advocacy, SNEB's mission is to equip and inspire its members to transform nutrition education and behavior change, creating measurable impact for individuals, communities, and global health. Partnerships and sponsorships with industry, foundations, associations, and other stakeholders provide resources and connections that help us deliver on this mission.

This policy is informed by best-practice frameworks for public–private partnerships in nutrition science, including recommendations published in the American Journal of Clinical Nutrition (2015) on transparency, integrity, and accountability.

Principles Guiding Partnerships and Sponsorships

- Mission Alignment: Partnerships must support SNEB's mission to equip and inspire members in advancing nutrition education, behavior change, and a healthier, sustainable, and equitable food future.
- Transparency: All sponsors and their type of support will be publicly disclosed on the SNEB website and in program materials.
- Independence: SNEB retains full control over scientific content, educational programming, and policy positions. SNEB seeks multiple partners where possible to avoid undue influence by a single sponsor.
- Equity and Access: Opportunities are inclusive and designed to broaden engagement across diverse communities, advancing both equity and sustainability.
- Financial Stewardship: All funds received are used to advance SNEB's mission-driven activities, with deliverables specified in agreements.
- Ethical Standards: Partnerships must comply with laws, regulations, and ethical guidelines; SNEB will not engage with organizations whose primary activities directly conflict with our mission.

Safeguards for Sponsored Content

- Scientific Independence and Separation of Roles: Scientific programming is developed independently and not influenced by sponsors. SNEB reserves the right to present contradictory or competitive material as part of the scientific content.
- Review Requirement: Sponsored content must be reviewed by the relevant committee for accuracy, integrity, and educational value.
- Clear Labeling: All sponsored activities are identified as such and distinguished from scientific or accredited content.
- No Endorsement: Hosting a sponsor or their content does not imply endorsement of their products or services.
- Professional Representation: Sponsors are encouraged to designate nutrition and health professionals (e.g., RDs, RDNs, MPHs, scientists, researchers) as their primary representatives at SNEB events and educational activities. This ensures engagement is focused on evidence-based dialogue rather than product promotion.

SNEB affirms that constructive engagement across the food system strengthens our ability to influence change. By welcoming diverse partners under transparent safeguards, we ensure that nutrition science and education remain central to shaping healthier food systems, advancing equity, and supporting a sustainable global future. This commitment reflects SNEB's vision of a dynamic, global community of nutrition professionals and its mission to transform nutrition education and behavior change through collaboration, innovation, and advocacy.

For more information and to read the complete statement, visit www.sneb.org/partnership-opportunities.

SNEB Newsletter Advertising

Build visibility beyond conference registrants. Reach the eligible regular newsletter distribution through a standalone campaign or as part of your conference sponsorship.

The eCommunicator newsletter by SNEB reaches approximately 1,professionals in nutrition education each month. Advertising in the SNEB eCommunicator newsletter provides an incredible opportunity to connect your organization, products, or services with a targeted audience of nutrition education and behavior professionals, researchers, students, and practitioners. Promote your offerings, increase brand visibility, and build meaningful connections with professionals who share your commitment to better nutrition and healthier communities.

	Standard 300x150px	**Premium** 600x150px	**Proposed format**
Standard display ad	$350	$400	One approved linked display ad in 1 agreed issue.
Three-issue campaign	$900	$1,030	One standard display ad in each of 3 agreed issues.
Six-issue campaign	$1,650	$1,880	One standard display ad in each of 6 agreed issues.

Availability
Currently limitations are in place for no more than one premium ad and two standard ads per issue. Ad space is available on a first-come, first-served basis.

Eligibility
Advertisers must support SNEB's mission to equip and inspire members in advancing nutrition education, behavior change, and a healthier, sustainable, and equitable food future. All advertisement are subject to SNEB's Principles Guiding Partnerships and Sponsorships.

Frequency and Open Rate
The newsletter is sent monthly, typically on the last Wednesday of the month. The average open rate for the SNEB eCommunicator over the past year is 42.9%.

Audience Demographics
About 83% of the audience is based in the United States. Approximately 6% is in Sweden, 2% in Canada, and the rest spread across almost every other country around the globe. About 89% are women, 10% are men, 0% are another identity, and .4%% are unknown

For more information about SNEB eCommunicator advertising, contact Andrew deBie at adebie@sneb.org.