Dietitians in Integrative & Functional Medicine (DIFM) are a professional association of more than 3,700 Registered Dietitian Nutritionists (RDNs). We are a dietetic practice group, part of the larger 75,000 member Academy of Nutrition and Dietetics.

DIFM dietitians...we differentiate ourselves from dietitians at large by practicing an integrative and functional medicine approach to healing.

Many of our 3,700 members work in progressive clinical settings – whether in private practice, health & wellness centers, or physicians’ offices – often alongside MDs and NDs who rely on our expertise in the use of dietary supplements, functional foods, nutrigenomics, and mind-body medicine to complement patient care. We utilize functional lab testing in our practices, and our patients and clients look to us to recommend effective food and supplement products and trustworthy brands in a crowded and confusing marketplace.

Sponsorship of DIFM provides you direct marketing opportunities to 3,700 trusted healthcare professionals uniquely positioned to recommend your product or service multiple times per day.

DIFM members are respected leaders in the integrative and functional medicine (IFM) field whose influence extends far beyond the colleagues and clients with whom we work every day. Our members are also accomplished book authors, popular voices in social media, and sought-after lecturers at national conferences and symposia.

DIFM members are spearheading the practice of IFM within the field of nutrition and dietetics. This year, some of our major goals will come to fruition! A spotlight will shine on IFM with an inaugural educational track devoted to this unique practice area at the Academy's annual FNCE conference in 2014. And in 2015 the Academy Center for Professional Development will roll out its Certificate of Training Program in Integrative and Functional Nutrition. DIFM members are privileged to be among the presenters and creators of these ground-breaking programs!

With the burgeoning interest in integrative and functional medicine, it’s no surprise that DIFM’s reach is growing rapidly. After staying steady for nearly a decade, DIFM membership shot up steadily three years in a row, for a total growth of 31% from 2011-2014. Clearly, we are on the pioneering edge of a movement to reshape the profession. We invite you to be part of this exciting moment as DIFM leads the charge in elevating IFM practices within the field of nutrition and dietetics!

Please contact Development Chair 2014-2016
Susan Wyler, MPH, RDN, LDN
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Sponsor Opportunities

DIFM will work with you to develop a customized sponsorship package that maximizes the reach, impact, and timeliness of your message.

Sponsored Webinars: $3,000
Monthly DIFM webinars focus on cutting-edge topics in integrative and functional medicine and may provide CPE credits to members and non-members alike. We invite sponsors to present their original content to our members through this forum. Webinars draw hundreds of attendees to the live event, and many more are reached through archived presentations. In addition, webinars and their sponsors are advertised multiple times through e-blasts leading up to the event.

Newsletter advertisements: $500-$2700
The DIFM newsletter is released quarterly in BOTH print and electronic form to ALL 3,400 DIFM members – and it is one of DIFM members’ favorite benefits! Each issue covers timely topics in integrative and functional medicine and provides continuing professional education (CPE) credits. Advertising opportunities include quarter, half, and full-page ads in both print and electronic issues, as well as two-sided inserts in print issues.

E-blast advertisement, logo, and/or hyperlink: $950-$1500
DIFM sends e-blasts to alert members to upcoming events and educational opportunities, announce Academy or DIFM business, and seek member input. E-blasts typically contain a short text blurb, graphic / company logo, and up to 3 hyperlinks. These are a fantastic advertising opportunity because of their flexibility. We can work with you to place ads in e-blasts timed to meet your marketing needs (e.g., such as at the launch of a new product line or before a company hosted event), or to match product promotions to relevant content.

Website Advertising on the DIFM homepage: $1000-$5000
The DIFM website www.integrativerd.org is a gateway for DIFM RDNs to access some of the most valuable member benefits. Members frequently visit the site to gain access to the Natural Medicines Comprehensive Database, a range of Integrative Health Journals, archived webinars and newsletters providing CPE credits, and discounts to events hosted by network partners. Advertisement on the DIFM homepage includes a logo and link to your site for 2 – 12 months.

Natural Medicines Comprehensive Database Grant: $2500-$10000
The Natural Medicines Comprehensive Database is an indispensable resource for clinicians practicing natural and integrative medicine. It is consistently rated as one of the most highly valued member benefits that we offer. Sponsors of our yearly membership with the NMCD will have their logo and a text link prominently displayed on the NMCD section of DIFM’s website for the term of their sponsorship.

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Educational Materials and Activities: $2000-$4000
Educational activities are essential for DIFM members’ continuing professional development. One-quarter of DIFM members use integrative and functional medicine approaches all of the time, and half use these approaches some of the time, in their current practice. Almost all of our members are seeking more education and training. In our most recent member survey (2012), 90% of DIFM members said they are interested in learning more about dietary supplements; 87% are interested in learning more about functional lab testing; 86% are interested in learning more about herbal medicine; 82% are interested in learning more about nutritional genomics; and 67% want to learn more about incorporating IFM in their current practice. This represents a major opportunity for sponsors to educate RDNs on uses for their products. Sponsors may work with DIFM to develop evidence-based fact sheets, subject-area toolkits, or other materials for use in DIFM educational activities. Some activities / materials are available to non-members.

Sponsored Awards and Stipends: $500-$2000
Each year DIFM gives awards to members for exceptional practice, service, and leadership in the field of integrative and functional medicine. We also provide stipends for members to attend educational and networking events. Sponsors are acknowledged when the award is announced in an e-blast with logo and hyperlink to sponsor website, and for one month on the DIFM website.

Sponsor DIFM’s Mind-Body Medicine Happy Hour
@ the Food & Nutrition Conference & Expo™ (FNCE®)!
Cost: $700-$2000
The Academy’s annual event will be held this year in Nashville, TN, October 3-6, 2015. DIFM’s Mind-Body Medicine Happy Hour will take place at the end of presentation sessions one of these days. The event will highlight what is unique about DIFM: the use of integrative and functional medicine techniques in the practice of nutrition and dietetics. Resources will be provided to members to help them integrate mind-body medicine into their professional practice. Afterward, members will have some time to network with each other and talk with sponsors. Sponsors may provide product samples, literature, and gifts for the event. In addition to the face-to-face contact with members at FNCE®, sponsors will also be advertised in all DIFM communications (e-blasts, newsletters) announcing FNCE® to our 3,500+ members as we lead up to the event. Package sponsorships with FNCE® participation and Pre- or Post-FNCE® advertising are a fantastic way to build strong relationships with DIFM members!

DIFM seeks sponsors whose products and services support our mission to optimize health and healing with integrative and functional nutrition. Our sponsor standards consider product quality and efficacy, manufacturing and business practices, and other criteria, as well as the value of the product/service to the integrative and functional medical field. We invite you to view our product standards at http://integrativerd.org/wp-content/uploads/2012/04/DIFM-Product-Standards-Final-12.2013.pdf.

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Additional Notes: Sponsorship agreements are subject to approval by DIFM Executive Committee. Ad content must be approved by the Academy of Nutrition and Dietetics. The Academy does not allow Dietetic Practice Groups to accept exclusively in-kind donations, although product samples may accompany a monetary donation. All sponsors are acknowledged in the DIFM Annual Report to members and The Academy of Nutrition and Dietetics.