Dietitians in Integrative & Functional Medicine (DIFM) is a dietetic practice group comprised of over 5,000+ Registered Dietitian Nutritionists (RDNs) and Nutrition and Dietetic Technicians, Registered (NDTRs) and part of the Academy of Nutrition and Dietetics whose membership is comprised of over 100,000 credentialed practitioners.

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

Many of our 5,200+ members work in progressive clinical settings – whether in private practice, health and 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 over 5,000+ 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 integrative and functional medicine within the field of nutrition and dietetics. This year, some of our major goals will come to fruition: again, the spotlight will shine on IFM with an educational track (Food as Medicine) devoted to this unique practice area at the Academy’s annual Food & Nutrition Conference & Expo™ (FNCE®), and in early 2017 the Academy Center for Lifelong Learning rolled out its Certificate of Training Program in Integrative and Functional Nutrition. This program is the one of the best-selling training programs offered through the Academy’s center for lifelong learning. DIFM members are privileged to be among the presenters and creators of these ground-breaking programs!

With the escalating 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 now grows exponentially each year! 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!
Sponsor Opportunities 2018-2019

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

DIFM Newsletter Sponsorship:

The DIFM newsletter is published 4 times per year, we have 3 digital and 1 print & digital quarterly publications which are delivered to ALL DIFM members and some non-DIFM subscribers. This is a favorite DIFM member benefit! The newsletter covers timely topics in integrative and functional medicine and offers two CPE credits per year. Non-members are eligible to subscribe. Educational articles are written by members, invited guests, and sponsors, and the content must be approved by the Academy of Nutrition and Dietetics, on behalf of DIFM. Opportunities include quarter, half, and full-page ads in, as well as one and two-sided inserts.

Inserts for the print newsletter are provided by sponsors and may be educational and/or promotional (prior approval required by the Academy on behalf of DIFM). The printing and delivery of inserts to printer is the responsibility of sponsor.

1 issue/4 issues

Two-sided, full page insert: one side promotion/product info, other side fact sheet in print issue/s (content requires approval) $2700/ $9500

Full page PDF ad or sponsored article in newsletter $1500/$5000

Half page PDF ad in newsletter $1000/$3500

Quarter page PDF ad in newsletter $750/$1750

Eighth page PDF ad in newsletter $375/$1000

E-blast advertisement, logo, and hyperlink: $950

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.

**Natural Medicines Database Grant: $5000**

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

12 months-exclusive sponsorship placement on this web page

**Sponsored Webinars: $3,000**

Monthly DIFM webinars focus on cutting-edge topics in integrative and functional medicine and may provide Continuing Professional Education (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. *Limit of 2 webinars per sponsor each year.* Content will be reviewed by DIFM, please allow 6 weeks for review and CPE approval.

**Sponsored Awards and Stipends: $500-$2000**

Each year DIFM awards members for their exceptional practice, service, and leadership in the field of integrative and functional medicine. We also provide stipends for members to attend educational conferences. Sponsors are acknowledged when the award is announced at FNCE®, in related e-blasts with logo and hyperlink to sponsor website, and on the DIFM website.

- **DIFM Visionary Award** $2000
- **Lifetime Achievement Award** $2000
- **DIFM Excellence in Service Award** $1000
- **DIFM Excellence in Practice Award** $1000
- **DIFM Outstanding Student Award** $1000
- **RDN Educational Stipend** $500
- **Student Educational Stipend** $500
Sponsor DIFM events at the Academy’s Food & Nutrition Conference & Expo™ (FNCE®)!

The Academy’s annual event will be held in Washington, DC from October 20 to 23, 2018 in Washington, DC. We are in the planning stages of our events, but it should be another big year- DIFM turns 20! We plan on hosting a Member Reception/20th anniversary dance party and an Educational Symposium, *Extinguish the Flame: Integrative & Functional Approaches to Neuroinflammation, Neurodegeneration and Cancer* on Saturday, October 20, 2018 at the Walter E. Washington Convention Center, Washington, DC. Last year, in Chicago, we sold out our Symposium and were thrilled with the positive feedback from the event. During these events, sponsors have the opportunity to showcase their company and products at a booth, network with the attendees and 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 FNCE® related DIFM communications (e-blasts, newsletters) to our 5,200+ members as we lead up to the event. Sponsor will also be highlighted prominently on the DIFM website, [www.IntegrativeRD.org](http://www.IntegrativeRD.org).

**Executive Committee Meeting**

- Sponsored Strategic Planning Meeting - Breakfast, 30-minute speaker time $1000
- Sponsored Strategic Planning Meeting - Lunch, 30-minute speaker time $2000
- Sponsored Focus Group Dinner, Speaker and moderated group interaction
  
  *Academy review and approval is necessary*  
  *Focus Group results may not be used in advertising, promotions, press releases or any external communications, results are for internal use only.* $3500 plus dinner

**FNCE® Events**

**Educational Event**

- Sponsored Lunch (Food and Beverage)
  
  This includes an exhibit table at the event along with a sponsored eblast and sponsor link/logo on DIFM website $20,000

- Sponsored Break
  
  This includes an exhibit table at the event along with a sponsored eblast and sponsor link/logo on DIFM website $2500

- Sponsored Speaker
  
  All associated speaker fees are the responsibility of $1500
the Sponsor. This includes an exhibit table at the event.

**Sponsored Exhibit Table**

<table>
<thead>
<tr>
<th>Description</th>
<th>Cost</th>
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</thead>
<tbody>
<tr>
<td>Inclusion of the Swag Bag of sponsored products and gifts</td>
<td>$2000</td>
</tr>
<tr>
<td><strong>Member Networking Event/Evening Reception</strong></td>
<td></td>
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<tr>
<td><strong>Exclusive Sponsor</strong></td>
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<tr>
<td>Sponsorship includes musical entertainment, audio visual and beverage/bar for 20th anniversary party. This includes an exhibit table at the event along with a sponsored eblast and sponsor link/logo on DIFM website</td>
<td>$20,000</td>
</tr>
<tr>
<td><strong>Food Sponsor</strong></td>
<td></td>
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<tr>
<td>This includes an exhibit table at the event along with a sponsored eblast and sponsor link/logo on DIFM website</td>
<td>$15,000</td>
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<tr>
<td><strong>Beverage Sponsor</strong></td>
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<tr>
<td>This includes an exhibit table at the event along with a sponsored eblast and sponsor link/logo on DIFM website</td>
<td>$10,000</td>
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<tr>
<td><strong>Sponsored Exhibit Table</strong></td>
<td></td>
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<tr>
<td>Inclusion of the Swag Bag of sponsored products and gifts</td>
<td>$2000</td>
</tr>
<tr>
<td><strong>Please note:</strong> <em>DIFM’s FNCE® Sponsors must also be FNCE® Exhibitors</em></td>
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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 medicine field.

*Additional Notes: Sponsorship agreements are signed by the Academy on behalf of DIFM and are subject to formal review by DIFM Executive Committee and final approval by the Academy of Nutrition and Dietetics. All educational and advertising content must be approved by the Academy of Nutrition and Dietetics on behalf of DIFM. 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.*

Please contact Bridgitte Carroll, MS, RDN, LDN at bridgitte.difm@gmail.com

[www.IntegrativeRD.org](http://www.IntegrativeRD.org)  revised June 2018  info@integrativeRD.org