



Canadian Nutrition *Society*
Soci t  canadienne *de* nutrition

2019

Sponsorship Prospectus

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.



Why We Exist

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

The Canadian Nutrition Society (CNS) integrates multiple disciplines and professions interested in nutrition – including:

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



Strategic Priorities

EDUCATION

Provide a range of forums to offer evidence-based nutrition information and its translation into practice

PROFESSIONAL DEVELOPMENT

Offer continued education opportunities 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 of the CNS organization

Annual Conference Sponsorship Opportunities

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



NETWORKING

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



EDUCATION

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



BUSINESS DEVELOPMENT

Attracts influential decision makers from the private and public sector responsible for delivering innovation and solutions to their respective organizations.



RECRUITMENT

Education and awards draw accomplished leaders, students/trainees to present their research in an interactive forum that highlights current and future top talent.

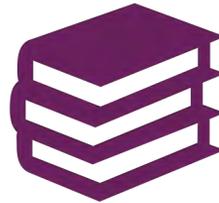
Thematic Conference Sponsorship Opportunities

The CNS annual Thematic Conference is a dynamic one day event focused on current advances in a defined topic. Attendees learn about current issues and controversies in nutrition from leading researchers. Sponsorship benefits include:



NETWORKING

Attracts a broad spectrum of professionals that support nutrition and health science in Canada.



EDUCATION

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



BUSINESS DEVELOPMENT

Opportunity to engage in scientific dialogue with professionals putting evidenced-based food science into practice.

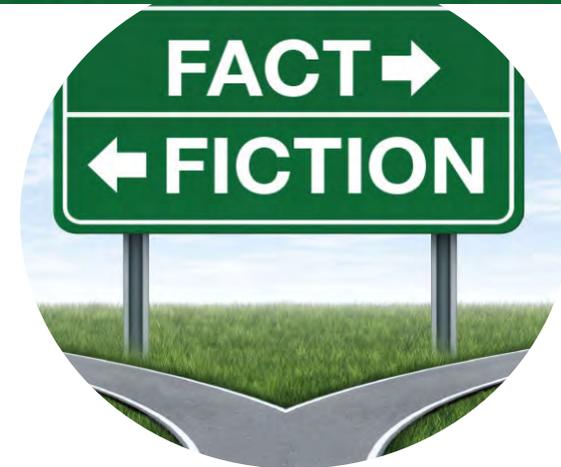
2019 Thematic Conference

Advances in Nutrition Healthy Diets and Weight: Sorting Out Fact from Fiction

CNS has introduced this conference to provide science based evidence to inform healthy weight, mental health and patient perspectives on healthy diets.

Participants will:

- ❖ Gain a better understanding of the multi-dimensional health risks associated with unhealthy diets
- ❖ Learn about current evidence behind healthy weights vs. weight loss and recent diet fads/trends
- ❖ Review clinical and patient perspectives of multifaceted diet programs aimed at minimizing health risks
- ❖ Develop insight and strategies on how to identify and use reliable science to guide practice.



2019 Thematic Conference

Nutrition and Health Status of New Canadians: Readiness for Culturally Appropriate Care

CNS has introduced this conference to provide participants with an overview of nutritional health, food security and access to healthcare as basic rights of recent immigrants and refugees

Participants will:

- ❖ **Describe the nutrition and health Status of recent immigrant and refugee children and their families**
- ❖ **Understand the food security status of refugees, as a basic human right in association with other social determinants of health, compared to Canadians and recent immigrants**
- ❖ **Explain culturally appreciate care in the field of nutrition and health**
- ❖ **Identify challenges and facilitators toward access to culturally appropriate nutrition and healthcare services by newcomers.**



Webinars

CNS proudly supports the advancement of nutrition literacy and education. Towards this goal, CNS has created a Webinar Series that can be watched live, or accessed through the Education Portal. Since inception (2016), there have been more than:



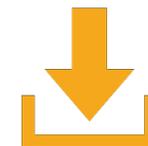
35

unique webinars



15,000

total participants



2,000

total downloads

Sponsorship provides the opportunity to reach a targeted audience of people in the sector who have an interest in topics and research related to your business. This exceptional opportunity brings key experts and opinion leaders into your network to present on focused nutrition topics that support your business objectives.

Webinar: Making Sense of Popular Diets

An Overview and Evaluation of Paleo, Gluten-Free, and Dairy-Free Diets

A top performing webinar with speaker Jennifer Sygo of Cleveland Clinic Canada provided information on Fad Diets bombarding today's society. In recent years, a number of eating patterns, including Paleo, gluten-free, and dairy-free diets have become popular for both weight loss and disease prevention.

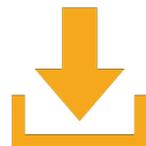
This webinar covered:

- ❖ An overview of some of these popular diets, including foods permitted and restricted
- ❖ The evidence (or lack thereof) for the use of these popular diets for weight loss or disease prevention
- ❖ Some of the unintended, and concerning consequences that may be associated with restrictive diets
- ❖ Practical tips for practitioners, including how to handle challenging clients



1230

Registrations



740

Downloads



Webinar Sponsorship Opportunity

The CNS invites industry supporters to consider hosting a joint webinar on an issue/topic of interest. Proposed topics and speakers approved by the CNS Education Committee and Board of Directors can be incorporated into the CNS webinar schedule.

Topics and content are co-created to meet the interests of CNS members and support the CNS mandate to provide evidence-based information.

WEBINARS		
CNS Entitlement	Title Sponsor	Presenting Sponsor
CNS Webinar Co-Host	TWO WEBINARS	ONE WEBINAR
CNS Webinar Website Logo	x	x
CNS Promotional Item Postcard Logo	x	x
CNS Website Footer Logo (12 months)	x	x

Workshop Sponsorship Opportunity

CNS collaborates with partners to co-create custom workshops focused on specific topics. Through its extensive network, CNS assembles cross functional stakeholders to support the education research and development of solutions to meet the business objectives identified for the project.

Workshops aim to break down silos, and establish ways to work collaboratively to mutual efforts to enhance the health of Canadians through food and nutrition. The CNS community brings together stakeholders spanning the nutrition continuum - including:

- ❖ **Producers**
- ❖ **Manufacturers**
- ❖ **Processors**
- ❖ **Food Scientists**
- ❖ **Academia**
- ❖ **Government**
- ❖ **Healthcare Professionals**
- ❖ **Consumers**



CNS Awards

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

Sponsorship of CNS Awards allows sponsors to:

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

The Awards Sponsor is featured during the CNS Annual Conference Awards Banquet and also receives social and digital media in the coverage of CNS Conference Awards.



CNS Awards

2019 CNS Awards available for sponsorship include:

Achievement Awards

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

Career Recognition Awards

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

Trainee Awards

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

Service Award

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

Publication Award

Awarded to the individual who has demonstrated excellence in the translation of nutritional knowledge.

University Award

The APNM undergraduate award will recognize one outstanding senior undergraduate student per department, on an annual basis.

Infographic Award Competition

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



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Thank You

For more information and to discuss sponsorship, please contact
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