

# BACK TO THE FUTURE

Sports nutrition...  
past, present and *future*



**SDA CONFERENCE 15 -16 OCT 2021**  
Melbourne Conference and Exhibition Centre (MCEC)

## SPORTS DIETITIANS AUSTRALIA 2021 CONFERENCE

### Sponsorship Prospectus

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For further information regarding Sponsorship opportunities please contact:

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## Introduction

SDA is pleased to present to you their **2021 Conference *Back to the Future: Sports nutrition past, present and future.*** This year we are particularly excited as it is also our 25<sup>th</sup> Anniversary! To celebrate we have assembled a line-up of the most experienced and well-respected professionals to discuss nutritional strategies to support the health and well-being of our athletes.

The conference will have four main themes including immune health, mental health, female athletes and masters athletes. Speakers will discuss historical perspectives, newest research, as well as the practical aspects of working in these areas.

In addition, SDA will be running a hybrid conference in 2021 which will incorporate a mix of both face-to-face and virtual conferencing for both presenters and delegates. This will allow us to respond and adjust the program to any challenges that may arise from the COVID-19 global pandemic.

On behalf of the 2021 Conference Committee, we take great pleasure in inviting you to participate and join us in the celebrations.





## About Sports Dietitians Australia (SDA)

SDA is the peak professional association of dietitians who specialise in sports nutrition practice.

SDA members provide accurate nutritional information, based on scientific evidence, to promote healthy eating for enhanced health and performance for all active Australians. In the noisy nutrition space, Accredited Sports Dietitians are the experts for sound and safe sports nutrition advice. Recently, our accreditation credential has been expanded to incorporate New Zealand sports dietitians.

Our purpose at SDA is to serve our members, by supporting them to be exceptional sports dietitians and promoting to active people the benefits of using an Accredited Sport Dietitian. We live our values of education, excellence, integrity, and empowerment in all we do and in all our interactions. We deliver on our promises.

Our mission is to 'to promote excellence in sports nutrition practice to enhance performance, health and well-being'.

For more information on SDA visit <https://www.sportsdietitians.com.au/>



## Conference Venue

### Melbourne Convention and Exhibition Centre (MCEC)

1 Convention Centre Place  
South Wharf, Victoria 3006



**MELBOURNE  
CONVENTION  
EXHIBITION  
CENTRE**

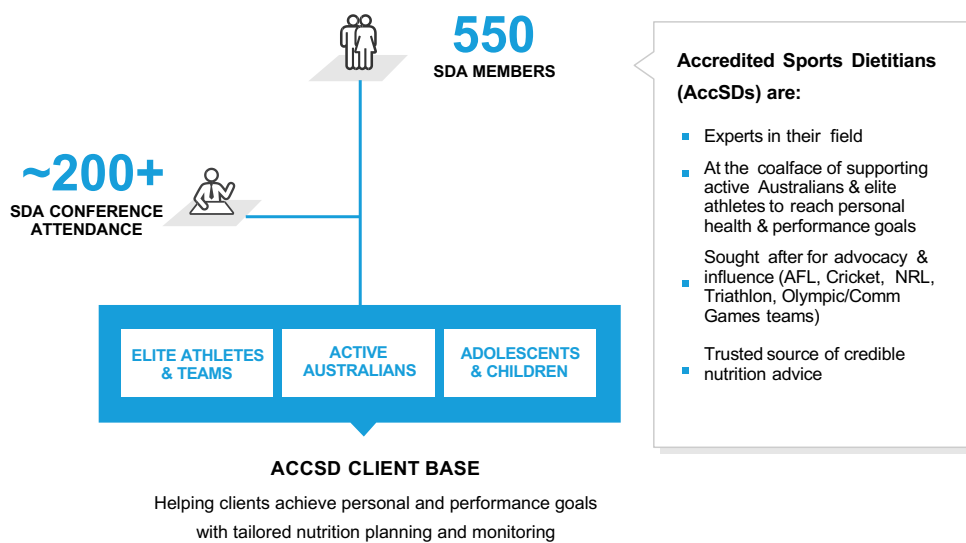
Based in the heart of central Melbourne, Melbourne Convention and Exhibition Centre (MCEC) is Melbourne's destination for big ideas and inspirational events. Hosting more than 1200 events each year, they are internationally renowned for their incredible range of spaces, innovative design, and jaw-dropping food.

SDA's decision to move to a hybrid model for the 2021 conference provides the opportunity to reach a greater audience. MCEC will support us with the latest production and streaming technologies for a seamless event.



## Opportunity to connect with a targeted audience

Accredited Sports Dietitians are the experts in their field working across a variety of settings including AIS, NSOs, Olympics and Paralympics, Private Practice, Research and Universities, Food Service and Industry.



### Why you should be involved?

- 01** Engage with Accredited Sports Dietitians - key influencers and practitioners for individuals and teams across a range of sports
- 02** Educate & deliver your key messages to highly targeted & engaged health & professional audience
- 03** Chat with attendees for insights and/or potential new business opportunities
- 04** Demonstrates your commitment & support to best practice within the sports nutrition industry



## Program overview

### THURSDAY 14<sup>TH</sup> OCTOBER 2021

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Pre-conference workshops

### FRIDAY 15<sup>TH</sup> OCTOBER 2021

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#### Immunity

**Keynote: Prof. Neil Walsh**, Professor in Exercise Physiology, Liverpool John Moores University

**Nutrition, exercise, and immunity**

#### Mental Health

**Keynote: Dr Tetyana Rocks**, Postdoctoral Research Fellow, Deakin University

**The relationships and mechanisms between food and mental health**

### SATURDAY 16<sup>TH</sup> OCTOBER 2021

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#### Masters Athlete

**Keynote: Prof. L.J.C. van Loon**, Professor of Physiology of Exercise Maastricht University Medical Centre

**Anabolic resistance of ageing**

#### Female Athlete

**Keynote: Associate Professor Clare Minahan**, Associate Professor, Exercise & Sport, Griffith University

**Determinants of performance in female athletes**



## Sponsorship opportunities at a glance

Package (& number available)	Investment (ex GST)	Event Promotion	Banner display at venue	Logo on virtual platform	Conference Ticket	Cocktail Welcome
Trade Stand (12).	\$2,000 per day	✓	✓ (day of sponsorship)	✓	✓ (X1) day of sponsorship)	
Sponsorship of the coffee cart.	\$4,000 per day	✓	✓ (day of sponsorship)	✓	✓ (X1)	✓ (X1)
4 x video segments (no longer than 2mins) as part of the program to introduce one of the 4 conference themes (Immunology, Mental Health, Masters Athlete and Female Athlete).	\$2,000	✓	✓	✓	✓	
Sponsorship of lunch.	\$3,000 per day	✓	✓ (day of sponsorship)	✓	✓ (X1) day of sponsorship)	✓ (X1)
Sponsorship of morning or afternoon tea.	\$2,000	✓	✓ (day of sponsorship)	✓	✓ (X1) day of sponsorship)	
Virtual sponsor hub on conference streaming platform with logo and QR code.	\$1,000	✓		✓		
Goodie Bag - Includes one (1) item/ promotional material to be included in our Conference goodie bag for delegates.	\$500 (per item)					

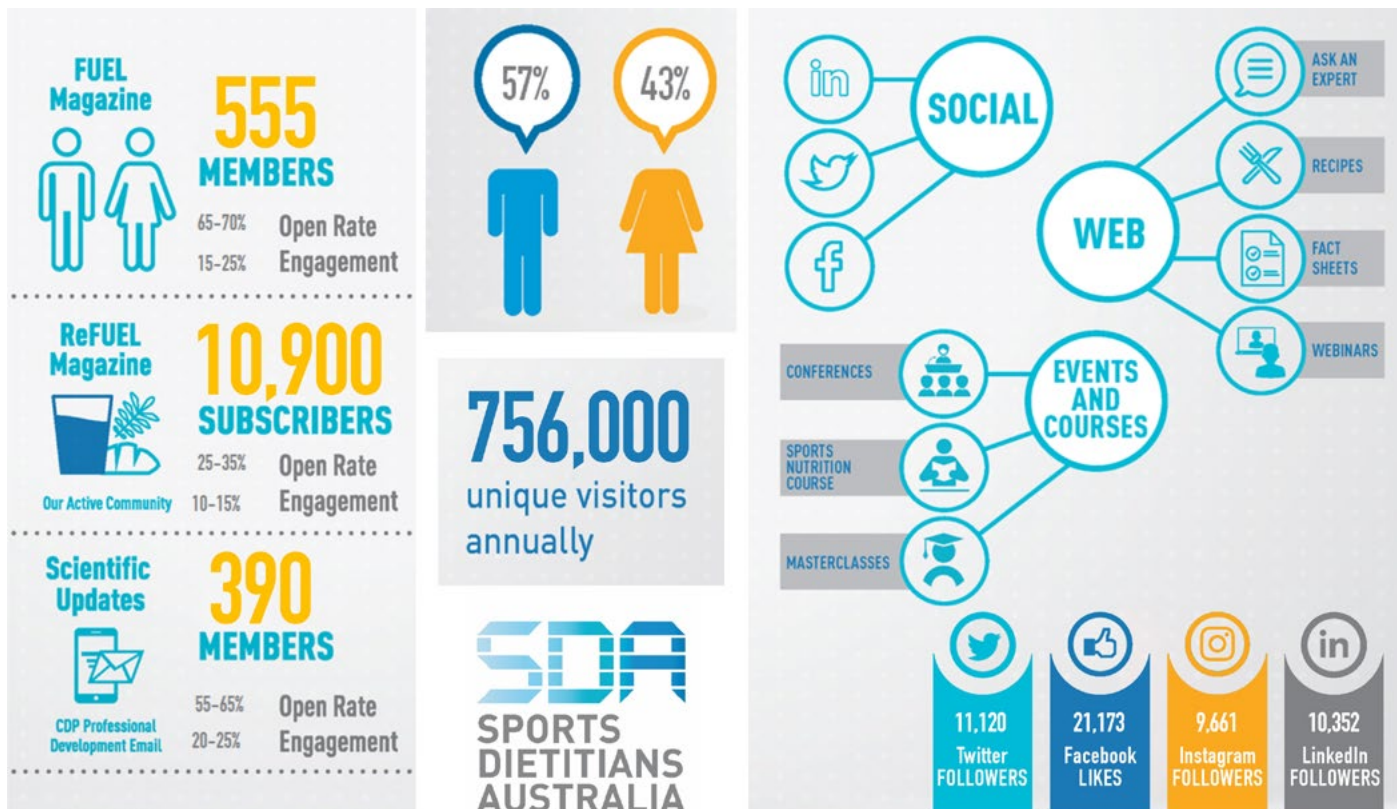
## Sponsorship opportunities

<b>Event Promotion</b>	Includes SDA Conference website (with hyperlink to your company's website), all e-communications to 550+ SDA members, event listing on our Industry Partner websites, digital content in lead up to and during the event (Facebook, Twitter, Instagram – see next slide for reach & influence).
<b>Banner display at conference venue</b>	Your banner on prominent display at Conference venue for the full day of your sponsored session.
<b>Logo on virtual conference platform</b>	Your logo will be placed in prime position across the conference virtual platform to ensure they are visible to both delegates in the room and those joining us virtually.
<b>Conference Ticket</b>	Includes one ticket (& catering) to the day(s) of the conference of your sponsored session, unless otherwise specified. This offers further opportunities to chat with attendees during the breaks as well as hear the latest in sports nutrition research from Australia's leading experts.
<b>Welcome Cocktail Drinks</b>	Includes one (1) ticket to join the welcome cocktail drinks to be held at the completion of day one at 6pm. A perfect way to engage with our members in a relaxed, fun environment. If SDA's past events are anything to go by, it will be very memorable!





## Key Statistics – SDA Audience



## Sponsorship Guiding Principles

Our purpose at SDA is to serve our members, by supporting them to be exceptional sports dietitians and promoting the benefits of using an Accredited Sport Dietitian to active people. We live our values of education, excellence, integrity, and empowerment in all we do and in all our interactions. We deliver on our promises.

SDA's approach to a sponsorship activity is based on, and guided by, the following principles:

- Sponsorship activities and messages must provide credible, evidence-based nutrition messages to educate members and consumers consistent with SDA's vision and mission\*.
- SDA **does not** endorse any product/service but works to inform members and the SDA community of products that could be helpful in meeting their sports nutrition objectives. This must be reflected in all messaging including but not limited to advertising in ReFuel and Fuel, email marketing, and co-collaboration resources in the SDA Nutrition Kitchen.
- Partners must provide **context** around their product/service in all messaging. For example, who and when supplements, food or drinks are appropriate with regards to training, competition, recovery, and associated energy needs.
- As per point 1 above, any product advertising or editorial will be in line with SDA's vision and mission, and must comply with the advertising code of ethics – AANA Best Practice Guideline and SDA will have the right to not accept copy if it does not comply or meet these standards.
- Partnerships with supplement manufacturers will consider an athlete's doping risk including encouragement of the use of independent third-party testing programs (e.g. Informed Sport, HASTA) to ensure products are safe and compliant with the WADA Code.

**\*SDA Vision: To be the leading source of evidence-based sports nutrition.**

**\*SDA Mission: To promote excellence in sports nutrition practice to enhance performance, health and well-being.**

## Booking Terms and Conditions

1. A signed completed booking form is required to allocate sponsorship and exhibition booth/s
2. Upon receipt of completed booking form, SDA will confirm entitlements in writing and forward acknowledgement of receipt, together with a tax invoice.
3. The deposit will be 50% of the full amount and payment is due 14 days from date of invoice or unless alternative arrangements have been made with the SDA. After this time, the space will be available for sale to another company.
4. The balance of the full amount will be due by Monday 30 September 2021. No exhibitor shall occupy allocated exhibition space until all monies owing are paid in full.
5. As the Conference and therefore the services are occurring in Australia, all payments must include 10% Goods and Services Tax component.
6. Acceptance of sponsorship and exhibition offers is at the discretion of the Conference Organising Committee.
7. SDA agrees to promote the exhibition to maximise participation.
8. Cancellation Policy - 50% deposit can be refunded minus administration fee of 10% of package total for cancellations made prior Monday 30 September 2021. No refunds will be made for cancellations after that date and full payment will be expected if no payment has been made. After bookings have been confirmed and accepted, a reduction of the sponsorship package is considered a cancellation.
9. If, due to disruption and uncertainty created by an event of Force Majeure (eg COVID-19) and SDA cannot hold the face-to-face element of this event or uphold delivery of the sponsorship arrangements agreed to in any way, SDA will not be bound to deliver or perform the sponsorship arrangements. In the interests of achieving a benefit for both parties, both parties will work to agree on a revised offer where possible, which may include a digital component in lieu of face to face component(s).
10. Sponsors/Exhibitors are not permitted to assign, sublet or apportion the whole or any part of their package/ booked space unless prior consent in writing from SDA is provided.
11. The exhibitor agrees to adhere to all Conference venue rules and regulations.
12. All exhibitors must produce a valid Insurance Certificate of Currency for the period of the exhibition and this must be submitted to the Conference Organiser.
13. Privacy Statement: To assist with the promotion of this event and your participation, your organisation and contact details may be shared via communications with SDA members, health professionals, suppliers and contractors. If you object to your details being shared, please inform the Conference Organiser.
14. SDA will specify conditions relating to the movement of goods and displays, prior, during and after the exhibition. It will be the responsibility of sponsor to organise the delivery and pick up of all collateral to and from the venue.
15. SDA will arrange security onsite during the period of the exhibition but will accept no liability for loss or damage.
16. SDA will not be liable and makes no guarantee of the number of visitors to the exhibition. Equally SDA will not be accountable for the level of commercial activity generated.
17. The exhibitor will not display an exhibit in such a manner as to obstruct or affect neighbouring exhibitors. This includes blocking or projecting light, impeding or projecting into aisles or neighbouring exhibition spaces.
18. The exhibitor agrees that SDA will not be liable for any goods rejected by the venue, lost or damaged prior to the delivery date specified.