



**ASPEN 2025
NUTRITION
SCIENCE &
PRACTICE
CONFERENCE**

**SPONSORSHIP AND
EXHIBIT PROSPECTUS**

**SATURDAY-TUESDAY • MARCH 22-25, 2025
COLUMBUS, OHIO AND VIRTUAL**



ASPEN25



ASPEN 2025 NUTRITION SCIENCE & PRACTICE CONFERENCE

Clinical nutrition leaders and healthcare professionals from around the world will be attending the ASPEN 2025 Nutrition Science & Practice Conference (ASPEN25) to stay updated with the latest research, patient care, and product innovation. These individuals are the

decision-makers, practitioners, and researchers who have been so challenging for you to reach.

The ASPEN25 in-person experience will feature breakout sessions, networking opportunities, an extensive exhibit hall, section meetings, and corporate-sponsored sessions. Additionally, there will be a special celebration for ASPEN's 50th anniversary.



ASPEN is pleased to offer various sponsorship opportunities for connecting with this dedicated and receptive audience at ASPEN25. This is a fantastic chance to increase your company's visibility among top clinical nutrition professionals.

ABOUT ASPEN

ASPEN, the American Society for Parenteral and Enteral Nutrition, is dedicated to improving patient care by advancing the science and practice of clinical nutrition and metabolism. With members from around the world, ASPEN is an interdisciplinary community of health professionals specializing in every facet of clinical nutrition including clinical practice, research and education.

The ASPEN 2025 Nutrition Science & Practice Conference (ASPEN25) will showcase the latest in cutting-edge research, education, and product innovations for healthcare professionals looking to improve their knowledge and skills to enhance patient care.

WHY SHOULD I EXHIBIT?

ASPEN EXPO: BRINGING TOGETHER SCIENCE, PRODUCTS AND EXPERTS

Exhibit at ASPEN25 to:

- Promote Brand Awareness
- Showcase Product Innovation
- Network with Opinion Leaders

The ASPEN Expo is the largest exhibition of clinical nutrition stakeholders. It's where industry leaders gather to:

- Connect with key decision makers in clinical nutrition
- Highlight the latest technologies, products and services
- Interact with nutrition support professionals from around the world

Don't miss this unique opportunity. [Reserve your booth space today!](#)



Benefits of Exhibiting at ASPEN25

- Six (6) unopposed exhibit hours to showcase your products and innovations, drive brand awareness and network with experts
- Education and promotional activities in the exhibit hall to ensure high traffic
- Excellent sponsorship options to drive brand awareness, and show your company's commitment to nutrition support
- Various activities will take place in the exhibit hall to celebrate ASPEN's 50th anniversary, such as pickleball courts and a history display

ASPEN25 EXPO HOURS*

SATURDAY, MARCH 22
(Opening Reception)
4:00PM – 5:30PM

SUNDAY, MARCH 23
9:00AM – 2:00PM

MONDAY, MARCH 24
9:00AM – 2:00PM

TUESDAY, MARCH 25
Expo CLOSED

*Hours subject to change

BOOTH DETAILS

BOOTH PRICING

INLINE (per sq. ft., 100 sq. ft. minimum)	CORNER (each)	ISLAND (per sq. ft., 400 sq. ft. minimum)	NON-PROFIT* (per sq. ft., 100 sq. ft. inline ONLY)
\$32	\$350	\$35	\$20

*Non-profit must submit proof of 501(c)3 or 501(c)6 status. May purchase 10'x10' plus a corner fee.

Standard Booth Amenities

- Each linear booth consists of 8' fabric backdrop and 3' fabric divider drape
- Standard booth ID sign with your company name and booth number
- Aisle carpet throughout the exhibit hall (booth carpet not included)
- General exhibit hall cleaning
- Opening Night Reception
- Networking lunches
- Security
- Company description (up to 50 words) in conference mobile app

Not included: All furniture, accessories, electrical requirements, carpeting, and cleaning for the exhibit space are the responsibility of the exhibitor.

Complimentary Badges

- One (1) full registration for each 100 sq. ft. reserved
- Three (3) Expo-only badges for each 100 sq. ft. reserved
- Exhibiting companies may purchase additional Expo-only badges for \$200 each—up to a maximum of 5 per company
- Expo-only badge holders are allowed access to exhibit hall, pre- and post-official exhibit hours, and General Sessions

Exhibit Booth Reservation

Floorplan will be available online by July 2024.

Don't miss the opportunity to participate in the largest gathering of multidisciplinary clinical nutrition experts!

All measurements shown on the floor plan are approximate. ASPEN reserves the right to make modifications as may be deemed necessary, making equitable adjustments with any exhibitors thereby affected. ASPEN also reserves the right to adjust the floor plan to meet the needs of the exhibition.

For more information, please contact Valerie Mickiewicz at ValerieM@nutritioncare.org.



BOOTH DETAILS

Before You Submit Your Application

Please read the online exhibit rules and regulations prior to submitting a signed contract. Full rules and regulations can be found at www.nutritioncare.org/conference. Partial applications will not be accepted. All applications must include 50% down payment.

Please complete the online application (Click to view online reservation portal) and submit with a 50% deposit.

Deposits and Payments

Exhibitor applications submitted prior to January 3, 2025 must include a 50% deposit. The remaining deposit is due 30 days from the date of application. All applications submitted after January 3, 2025 must include full payment.

Refunds up to 50% of the total booth fee are available on cancellations made before January 13, 2025. No refunds will be processed after this date.

ASPEN will enforce the payment schedule. All monies must be received prior to exhibiting. Onsite exhibitor reservation is not available.

Checks are payable to: ASPEN

Attn: ASPEN Expo
8401 Colesville Rd., Ste. 510 Silver Spring, MD 20910
Tax ID# 52-1161382

For wire transfers (international companies must add \$35 fee):

ASPEN
Wells Fargo Bank
Silver Spring, MD 20910
Account # 2-00000-170-7753
Routing # 121000258
Swift Code = PNBUS33 (international only)
Transit ABA # 0550-032-01

Terms and Conditions

ASPEN requires all exhibitors to feature a product or service applicable to the field of nutrition. ASPEN reserves the right to reject or remove any company that falsifies information on their application. ASPEN reserves the right to reject any sponsor, exhibitor or exhibit for any reason, which need not be disclosed to the party submitting the request.

Acceptance as an exhibitor does not mean the product or service exhibited is approved or endorsed by ASPEN. The exhibiting company shall not state or imply such approval or endorsement, before, during or after the meeting.

By applying for exhibit space, the exhibiting company understands that its application is subject to review by ASPEN. ASPEN will review all applications and, if approved, shall assign companies exhibit space (if available) consistent with show eligibility requirements, policies, and at the discretion of ASPEN.

IMPORTANT DATES

EARLY DECEMBER 2024

Exhibitor service kit available

DECEMBER 11, 2024

100% balance of booth payment due

FEBRUARY 12, 2025

First day to request pre-show mailing list

FEBRUARY 21, 2025

Deadline for company descriptions

MARCH 21-22, 2025

Exhibitor move-in and installation

MARCH 22-24, 2025

Expo open

MARCH 25, 2025

Exhibit tear-down at 2:00PM

APRIL 8, 2025

Final day to request post-show mailing list

CONFERENCE SPONSORSHIP OPPORTUNITIES

ASPEN has expanded its sponsorship opportunities which means more opportunities for you to highlight your company. If these options do not meet your needs, please contact us to discuss your ideas.

50th Anniversary Celebration - NEW!

~~\$30,000~~ **\$10,000** (Reserved)

RESERVED

Celebration includes logo recognition on all advertising including in emails, the conference website, onsite signage, and the mobile app. Sponsor may occupy exhibit table at the event.

Poster Session Sponsorship

Exclusive Opportunity: \$10,000

Sponsored Poster sessions allow ASPEN to provide an interactive research learning experience to attendees and allow participants to share their research. Includes sponsor logo recognition. Sponsor will be acknowledged with signage at the physical poster presentations in person.

Badge Lanyards

Exclusive Opportunity: \$25,000

Your company logo will be prominently worn by all attendees to all conference activities. **RESERVED** and with the ASPEN logo. Fee includes design, production and distribution.

Conference Onsite Guide Advertisement

Exclusive Opportunity: \$12,500



This handy reference will provide maps, a brief schedule at a glance and WiFi information. The sponsor-designed, 4-color advertisement will be printed on the outside back cover. Guide will be provided to all attendees.

Headshot Lounge

Exclusive Opportunity: \$15,000

Opportunity includes photographer and backdrop from from 10:30 AM – 3:00 PM, March 23-25, 2025. Sponsor will be recognized in signage at the lounge and in email communications to attendees when headshots are provided post-event. Sponsor receives contact list of each attendee that utilizes the headshot lounge.

Pickleball Court - NEW!

\$15,000 each (2 available)

\$25,000 for exclusive sponsorship

Includes sponsor branding on the court and one banner sign on the perimeter of the court. Logo recognition included everywhere the courts are advertised such as in emails, the Onsite Guide, and mobile app.

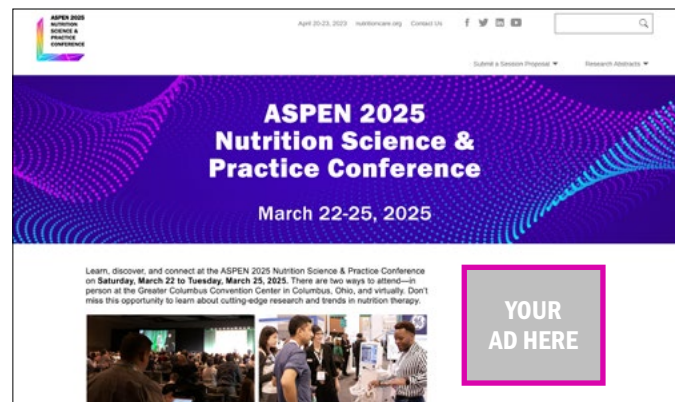
Conference Premailer (Schedule At A Glance) Advertisement

- Back panel - **\$15,000**
- Inside panel ad - **\$10,000**

Must commit by July 31, 2024. This physical mail piece will be sent to the full ASPEN domestic database (30,000 domestic recipients) in fall 2024.

Digital Conference Advertisements

- Conference Website: **\$25,000 – Exclusive sponsorship**
 - » Includes 300x250 pixel ad (designed by sponsor)
 - » Starts November and runs through the end of the conference
- Virtual Conference Platform Ads:
 - » Top banner page ad: **\$5,000**
(Top visited pages: Sessions and Schedules, My Itinerary, Faculty, Poster Session)
 - » Tab ad: **\$1,500** per day or **\$5,000** for full conference duration



Hotel Key Cards

Exclusive Opportunity: \$20,000

Put your message directly in the hands of attendees! Hotel key cards capture attention and provide maximum exposure for your brand. Hotel key cards will be distributed to all attendees staying at the official conference hotels. Sponsor submits artwork to ASPEN. Fee includes printing and distribution.

WiFi Access

Exclusive Opportunity: \$25,000

This **RESERVED** ad spot promotes your brand with the Convention Center. Your logo and name appear on all signage advertising the WiFi information and on the WiFi sign-in page. There's also the option of using your company or brand name as the network password.

Morning Beverage/Coffee Breaks

Single Day: \$4,000 | All Three Days: \$10,000

Beverage breaks are offered during morning break times in-between days, Sunday, Monday, and Tuesday. **RESERVED** ad spots provide an opportunity to sponsor a popular break area where attendees can relax and mingle. Breaks will be served in the exhibit hall on Sunday and Monday and in a central area near educational sessions on Tuesday.

- Company logo on signage prominently displayed at all stations where refreshment stations are located
- Sponsoring company may provide napkins with company name and logo (sponsor is responsible for associated costs and coordination)

Expo Aisle Sign Logos

Exclusive Opportunity: \$10,000

Above the aisle, **RESERVED** ad spots designate a location sign that hangs around the show floor. You will have the exclusive rights to have your company name, logo and booth number displayed on both sides of eight (8) highly visible 4'x8' signs. All production costs are included in this sponsorship.



Convention Center Branding

Price Varies by Location and Size

Custom branding can be placed in the main walkway of the Convention Center. Sponsor is responsible for artwork design. Price includes production and installation. Contact ASPEN for branding options such as window and floor clings, staircase branding, etc.

- Column wraps: **\$2,000 each** (5 available)
- Digital escalator slide: **\$1,750 each** (3 available)
- Escalator runners: **\$7,500** (exclusive)
- Stair clings: **\$7,500** (exclusive for 6 steps)

50th Anniversary Tote Bags - NEW!

Exclusive Opportunity: \$25,000

For one **RESERVED** ad spot, 500 tote bags at the registration desk promoting the society's 50th anniversary will be co-branded with the limited edition 50th Anniversary logo and the sponsor's logo.

Option to add branded notepads inside the tote bags for **\$10,000**.

Registration Confirmation Email Side Banner Ad

Exclusive Opportunity: \$10,000 Ad is the initial registration confirmation email and the second includes the conference access instructions shared a few days prior to beginning of the conference. Commitment by September 10, 2024 is recommended for maximum visibility.



Attendee Mail List Rentals

- Physical address mailing list: **\$750** (emails NOT included)
- Pre-show Eblast: **\$2,500**

Send your message directly to each attendee by renting a physical address mail list or an eblast.

If the sponsor chooses to send a physical mail piece, the physical address mailing list will be provided to the sponsor in Excel for one-time use. Email addresses are NOT provided to the sponsor.

Eblasts are designed by the sponsor and submitted to ASPEN in HTML format ready for deployment. Sponsors are limited to TWO (2) eblasts per company.

Mobile App

Example: **RESERVED** \$25,000

As **RESERVED**nce information, the app will be **RESERVED**ees. The app was used by more than 96% of attendees during the last fully in person conference. This go-to app will provide the latest information about ASPEN25. Attendees will download and use it before and during the conference to plan their program and connect with colleagues. The app allows attendees to receive real-time updates, including event schedules, speaker information and room changes. Sponsorship includes:

- Sponsor recognition/corporate logo on the splash page
- Banner ad at the bottom of the dashboard
- Enhanced exhibitor listing in the app—with logo and expanded company description
- Signage in the registration area advertising app and acknowledging sponsorship
- Acknowledgment in the “Know Before You Go” email and Conference Onsite Guide

EDUCATION/LEARNING OPPORTUNITIES

Corporate Symposium

\$20,000–\$30,000

Corporate Symposia are strongly valued by our attendees. Average attendance is 100-250 per event. Take advantage of this captivated audience by hosting an independently managed session on a relevant clinical nutrition topic.

- One (1) waived meeting room rental fee
- One-time use of the pre-registered attendee physical mailing list (must be pre-approved)
- One (1) complimentary eblast (designed by sponsor and deployed by ASPEN)
- Listing of program in one (1) ASPEN designed promotional email
- Listing of your symposium on the website

TIMESLOTS AVAILABLE

Saturday, March 22	11:30 AM – 1:00 PM	\$25,000
Saturday, March 22	7:30 PM – 9:00 PM	\$20,000
Sunday, March 23	6:00 AM – 7:30 AM	\$30,000
Sunday, March 23	7:00 PM – 9:00 PM	\$25,000
Monday, March 24	6:00 AM – 7:30 AM	\$30,000
Monday, March 24	7:00 PM – 9:00 PM	\$25,000
Tuesday, March 25	6:00 AM – 7:30 AM	\$25,000

Symposium Virtual Broadcast Add-On

Audio & Slides - \$12,500

Video Stream - \$16,000

This Corporate Symposium add-on option gives you the ability to broadcast your live symposium to clinicians unable to attend the conference in person. Sponsors manage registration for this virtual session independently and participation is open to all non-conference attendees regardless of membership status. This fee includes:

- Audio and/or video equipment and labor for the live stream
- Internet connection
- Listing of your virtual symposium on the ASPEN conference website
- One promotional e-mail to ASPEN members unable to attend the conference (approximately 4,500 clinicians)
- Ownership of the video file of the symposium for posting on your website as you choose
- Registration assistance for the virtual broadcast provided by ASPEN

Innovation Theaters (formerly Central Stage Presentations)

\$10,000–\$15,000

Innovation Theaters are highly appreciated and provide a great opportunity to promote a topic relevant to your product offering or focused area in clinical nutrition.

- Company logo on Innovation Theater schedule located in front of the staging area
- Listing of your session in the mobile app and website
- Audio visual package to include LCD projector, one screen, microphone, sound system and onsite technical support

NEW THIS YEAR:

- The Innovation Theater area will be on the exhibit hall floor with plexiglass and foamcore borders with seating for 100 max
- Two theaters will be available at any given time, but competing topics will not be held simultaneously
- Can combine two theaters into one for exclusive presentation

Sunday, March 23, 2025

Timeslot #1 **RESERVED** (compete timeslot)

Timeslot #2 11:30 AM – 12:15 PM **\$10,500**
(compete timeslot with 10:30 AM – 12:30 PM sessions)

Timeslot #3 **RESERVED** (compete timeslot)

Monday, March 24, 2025

Timeslot #4 9:45 AM **\$15,000**

RESERVED

1:30 PM (non-compete timeslot)

SUPPORT OF ASPEN ACCREDITED PROGRAMMING

Accredited Education Sessions

- General Session: **\$10,000** (in person and virtual)
- Hybrid breakout session: **\$5,000** (in person and virtual)
- In-person only breakout session: **\$3,500**

General Sessions may attract up to 1,000 attendees. General Sessions include: President’s Address, Keynote Address, Dudrick Symposium, Premier Paper Session/Vars Competition.

ASPEN Accredited Education sessions are those held during the regular conference and run concurrently with 1-5 other sessions at any given time. They each attract 100-300 attendees. Please see official program for list of sessions available.

Benefits include:

- Logo recognition in session advertising
- Text recognition on sessions signage
- Acknowledgment by the moderator prior to the start of the session

Preconference Courses

\$5,000–\$10,000 each

Benefits include logo recognition in session advertising and acknowledgment by the moderator prior to the start of the session. Preconference courses take place Friday and/or Saturday morning prior to the beginning of the main conference. Separate registration fee required. Courses available for sponsorship include:

- **RESERVED** Intensive Nutritional Therapy: hybrid, non-exclusive
- **RESERVED** Pediatric Pediatric Clinician
- Post-Graduate Courses

ASPEN Section Forums

\$3,500–\$10,000

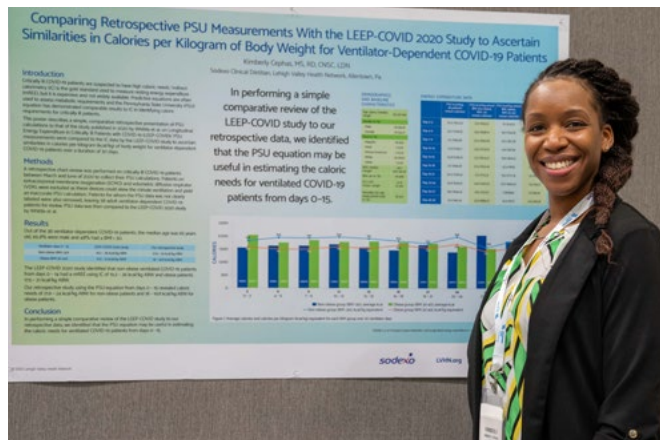
Sections provide attendees the opportunity to network and discuss hot topics with colleagues interested in the same specialty or practice area. Sponsorship gets your logo and brand in front of your target audience. Please contact ASPEN for section specifics, pricing and availability.

Practice Sections

- **RESERVED**

Specialty Sections

- **RESERVED**
- Oncology: \$5,000
- Pediatric Intensive Care: \$10,000
- **RESERVED**
- International Clinical Nutrition (ICN): \$5,000
- International Clinical Ethics (I.C. Ethics): \$3,500



ATTENDEE SUPPORT

Travel Grants

\$2,000+ per clinician

One of the primary areas of focus within ASPEN is to invest in the future of nutrition support by providing education and training to early career professionals and others that would not normally be able to attend the conference. By sponsoring a travel grant, you make it possible to foster the future of clinical nutrition professionals and add promising contacts to your network. Must commit by September 1, 2024.

ASPEN is seeking support for the following travel grants:

- Pharmacy Resident Grants
- Specialty Practice Grants
- Neonatal Fellow Grant

Please contact us to set up a grant outside this list.

Group Registration

Sponsor a group of clinicians to attend ASPEN25. Prices are standardized regardless of membership status and discipline. Minimum of 40 clinicians is required to receive the discounted rate:

- \$500 per clinician for the virtual conference
- \$600 per clinician for the in-person conference

SPONSORSHIP TIERS

The following sponsorship tiers can be reached by total spending on the opportunities listed on the previous pages.

Total spend toward sponsorship tiers below include all opportunities listed in this brochure EXCEPT booth space. Exhibits do not count toward sponsorship spend.

BENEFIT	PLATINUM \$95,000+	GOLD \$70,000+	SILVER \$45,000+	BRONZE \$25,000+
Special recognition at the Opening General Session	●			
Four (4) additional complimentary full conference registrations	●			
Option to add company milestone to the ASPEN history display celebrating the 50th anniversary*	●	●		
One (1) complimentary full conference pre-registration mailing list (physical addresses only)	●	●		
Two (2) invitations to the President's Reception on Monday night	●	●		
Two (2) complimentary full conference registrations	●	●	●	
Banner in registration area highlighting your logo and level of sponsorship	●	●	●	●
Acknowledgement on the conference website	●	●	●	●
Recognition in <i>JPEN</i> and <i>NCP</i> post-conference "Thank you" ads	●	●	●	●
Sponsor Badge Ribbons for company representatives	●	●	●	●
Priority Points Earned	9	6	4	2

* A la carte – limit to one purchase per company \$2,500-\$5,000

Right of first refusal provided to previous sponsors through October 1, 2024.



CONFERENCE SPONSORSHIP COMMITMENT FORM

My company will be a sponsor of the following items at the ASPEN25.

SPONSORSHIP SELECTIONS OR USE THE FOLLOWING WORKSHEET

ITEM	PRICE \$
ITEM	PRICE \$
ITEM	PRICE \$
ITEM	PRICE \$
ITEM	PRICE \$
ITEM	PRICE \$
ITEM	PRICE \$
ITEM	PRICE \$
ITEM	PRICE \$
	TOTAL \$

SPONSORSHIP COMPANY INFORMATION

COMPANY NAME
COMPANY ADDRESS
CITY, STATE, ZIP

SPONSORSHIP COMPANY INFORMATION

NAME	TITLE
PHONE	EMAIL

PAYMENT INFORMATION

A 10% deposit is due at application signing. Sponsorship items are considered available items to all companies until deposit is received. No refunds due to cancellation will be granted. Sponsor is obligated to pay **in full** no later than 90 days after signing or February 11, 2025, whichever comes first.

CHECKS MAY BE MAILED TO

ASPEN
ATTN: ASPEN25 SPONSORSHIP
8401 COLESVILLE RD, STE. 510
SILVER SPRING, MD 20910

FOR WIRE TRANSFERS

(international companies must add \$35 fee)

ASPEN
WELLS FARGO BANK
SILVER SPRING, MD 20910
ACCOUNT # 2-00000-170-7753
ROUTING # 121000258
SWIFT CODE = PNBUS33 (INTERNATIONAL ONLY)
TRANSIT ABA # 0550-032-01

NAME AND SIGNATURE OF AUTHORIZED SIGNER

SIGNATURE	DATE
PRINTED NAME	

Please email this form to: Valerie Mickiewicz at valeriem@nutritioncare.org