

SPONSOR THE COUNCIL FOR RESPONSIBLE NUTRITION'S **CONVERGENCE'26**

Make an impact with leaders from across the dietary supplement and functional food industry at CRN's premier business conference, CONVERGENCE '26.

With an agenda featuring inspiring keynote speakers and panel sessions, strategic industry dialogue, and curated networking opportunities, CONVERGENCE creates space for the conversations and connections that help move the industry forward.

The anchor of CRN's Signature Events, preceded by SciComms Connect and Innovation Exchange, CONVERGENCE brings together senior executives, science, regulatory, legal and communications experts, and policy leaders for forward-looking discussions, practical insights, and meaningful relationship building.

crnusa.org/2026events



Who Attends

Senior executives from dietary supplement and functional food companies

Scientific and regulatory leaders

Ingredient suppliers and manufacturers

Marketing and brand leaders

Industry partners and service providers

Why Sponsor

Reach senior decision-makers across the dietary supplement industry

Position your brand alongside CRN's highly visible annual event

Demonstrate leadership and commitment to responsible industry growth

Engage with attendees through high-impact brand activations and networking moments

About the Council for Responsible Nutrition

CRN, founded in 1973, is the leading U.S. trade association for the dietary supplement and functional food industry. CRN represents manufacturers, ingredient suppliers, and companies providing services to those manufacturers and suppliers. Member companies commit to responsible innovation, science-based product development, and adherence to CRN's Code of Ethics.

CONVERGENCE'26

Contact Ed Wyszumiala: ewyszumiala@cmusa.org | 989-598-5275

Customize how you showcase your company. Select the sponsorship level package that's best for you or explore à la carte options...

SPONSORSHIP LEVEL & BENEFITS	PREMIER \$35,000 (limited to 2)	PLATINUM \$25,000	GOLD \$20,000	SILVER \$15,000	SUPPORTING \$10,000
Introduce keynote speaker	✓				
"Thank You" from podium each day	✓	✓			
Complimentary registrations	2	2	2	1	
Early access to Wednesday reception	✓	✓	✓	✓	
Company logo linked on event page	✓	✓	✓	✓	Text Listing
Company listing on general signage	✓	✓	✓	✓	✓
Sponsor lounge access	✓	✓	✓	✓	✓



GOLF IS BACK!
 Sponsor our friendly
CRN Golf Tournament
THURSDAY OCT. 8
\$17,500
Benefits listed for Silver, left, plus added visibility:

- Two complimentary golf registrations.
- Sponsor will be recognized on signage and acknowledged on program listing, app and pre-and post-event emails.
- Space is limited, with final capacity based on advance registrations.

Additional ways to highlight your company with supplement industry leaders:

“PLATINUM PLUS” RECEPTION SPONSORSHIPS

Benefits listed for Platinum, above, plus added visibility:

Oct. 7 Welcome Reception — \$26,000
 Activity or Activation — \$10,000
Reach out to learn more about the possibilities!

Oct. 8 CONVERGENCE Reception — \$26,000
 Karaoke DJ Sponsor — \$10,000

“GOLD PLUS” SPONSORSHIP

Benefits listed for Gold, above, plus added visibility:

Lunch — \$20,000 One available – sponsor signage and acknowledgement on program listing



Continued—see more ways to highlight your company with supplement industry leaders at CONVERGENCE '26...

CONVERGENCE'26

Even more ways to highlight your company with supplement industry leaders

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“PLATINUM PLUS” REGISTRATION SPONSORSHIPS

Benefits listed for Platinum on grid, plus added visibility with the complete package:

Registration Sponsor — \$30,000 complete

(or choose individual elements with below benefits only)

Lanyards — \$20,000 Badge lanyards distributed to all event participants at registration. One-color lanyards printed one-sided and end-to-end with sponsor’s full-color logo and CRN logo also included

Name Badge Sponsor — \$15,000 Brand the back of all badges (CRN branding on front) with your custom four-color artwork (solid colors only, no gradient elements within the image, sponsor is allowed two rounds of edits before proof is considered final).

Registration Confirmation Email — \$7,500 Sponsor logo prominently displayed on the registration confirmation email received by all registered attendees. Registration is scheduled to go live in May. Sponsor to provide logo, company website URL—if desired, sponsor to provide tracking link or embedded pixel

MORE “SILVER” SELECTIONS

Benefits listed for Silver on grid, plus added visibility:

Fun Run/Walk — \$17,500 75 custom t-shirts with sponsor logo and CRN design handed out to signed up participants at registration check-in. (Two rounds of design edits allowed). Dedicated event staff onsite to facilitate warm up and educate participants on local surroundings while guiding walkers.

Conference Wi-Fi — \$17,500 Sponsor logo recognition on signage in high-traffic areas of the event with Wi-Fi login instructions. Sponsor can specify password (subject to approval) must be at least 8 characters.

Agenda page — \$17,500 Company logo linked on website and mobile app at-a-glance agenda page.

The Wellness Lounge — \$17,500 Offer attendees a serene, restorative space to pause, recharge, and refocus during the event. Designed as a calm retreat away from the busy conference environment, this dedicated area

“GOLD PLUS” SUSTAINABILITY SPONSORSHIP



Benefits listed for Gold on grid, plus added visibility with the complete package:

Sustainability Sponsor — \$20,000 complete

(or choose à la carte options — sponsors are allowed two rounds of edits before proof is considered final)

Sponsor logo on email on special sustainability email and placed on website on sustainability page Exclusively for the complete sustainability partner and not à la carte options .

Sustainable swag—sponsor and CRN logo on:

- **Branded Eco-friendly Tote Bag — \$12,500**
- **Branded Eco-friendly Reuseable Water Bottle — \$10,000**
- **Branded Eco-friendly Notepad — \$7,500**

NEW

Lego Bar — \$17,500

Benefits listed for Silver on grid, plus added visibility:

- Inspired by Legoland right next door to the Westin Carlsbad, bring creativity to life with a hands-on Lego mini-bar where attendees can build their own custom creations.
- Your company logo will be prominently displayed throughout the activation, ensuring strong brand visibility as guests engage, play, and connect in a memorable, interactive space.



Additional ideas for your company’s visibility at CONVERGENCE ‘26...

CONVERGENCE'26

Additional options to showcase your company and support CRN:

MORE “SUPPORTING” OPTIONS

Benefits listed for Supporting level on grid, plus added visibility:

Hotel Key Card — \$12,500

- 500 custom hotel keys with sponsor logo and CRN design/logo distributed to attendees staying at venue hotel and booked within our room block
 - Sponsor is allowed two rounds of edits before proof is considered final

Breakfast — \$10,000

- Two available – sponsor signage and acknowledgement on program listing

Mobile App — \$7,500

- Sponsor logo recognition as the mobile app sponsor on the homepage
- Push notification in the mobile app with your custom message before opening night reception
- Sponsor to provide copy; 140-character limit including spaces and punctuation
- Push notifications are scheduled at the discretion of CRN staff, but if the sponsor has a specific time in mind we can likely accommodate

Charging Station — \$7,500

- Help attendees stay powered up during the events with your branded charging station.

Networking Break — \$7,500

- Three available – sponsor signage and acknowledgement on program listing, app

Elevator Cling — \$7,000

- Put your brand front and center as attendees move between guest room floors. Eye-catching elevator decals featuring your company logo create instant visibility and help welcome guests throughout their journey—making every ride a branded touchpoint.

Know Before You Go Webinar — \$5,250

- Sponsor can provide up to three-minute remarks during webinar and include video ad that plays while participants join the waiting room
- Sponsor logo included on email and slide deck accompanied with pre and post follow-up email to registered attendees
- Webinar is currently scheduled to take place a week before the conference but will be scheduled based on CRN staff availability



Yoga — \$3,750

- 30 custom hand towels with sponsor logo will be distributed to registered attendees on first-come-first-served basis
 - Sponsor is allowed two rounds of edits before proof is considered final
 - Towel Size: 11" x 18"

Floor Decals — \$2,500

- Seven available – Highlight your brand while helping attendees find their way. Custom floor decals featuring your company logo are placed in key high-traffic areas to welcome guests and guide them through the conference space.

Contact Ed Wyszumiala with questions or to claim your company's sponsorship.
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