

Showcase your company and support CRN

# EVENT SPONSORSHIP

THE  
*Workshop*

CRN's Day of Science

**OCT. 16, 2018**

THE  
*Conference*

CRN's Annual Symposium for the  
Dietary Supplement Industry

**OCT. 16–19, 2018**

RITZ-CARLTON LAGUNA NIGUEL – DANA POINT, CALIFORNIA

[www.crnusa.org/2018events](http://www.crnusa.org/2018events)



**Choose your sponsorship early for the most impact over the longest time.  
A variety of sponsorship options are available to fit within your company budget.**

**Contact: Carl Hyland | [chyland@crnusa.org](mailto:chyland@crnusa.org)  
202-204-7674 | mobile 703-216-6954**

# HIGH-VISIBILITY SPONSOR PACKAGES



These premium packages demonstrate your leadership in support of CRN and the supplement industry.

Contact Carl Hyland today to secure your sponsorship:  
202-204-7674  
mobile  
703-216-6954  
chyland@crnusa.org

## AD SIZES/PRICES

Ads are included with many sponsorships or may be bought separately.

### Quick specs:

300 dpi | CMYK | PDF

**FULL PAGE \$1800**  
6"W x 9"H

(extend .25 inches for bleed, keep live content within 5.75 x 8.75)

**HALF PAGE \$1000**  
6"W x 4.75"H  
(no bleed)

Ad materials due Sept. 17 to Gretchen Powers (gpowers@crnusa.org)

## Silver Level Sponsor: \$11,000

- Your company name listed and linked on the home page of CRN's events website
- A half-page, four-color ad in the conference program
- Company listing on general signage and in the program
- Access to the conference attendee list with complete contact information (address, phone number and email) immediately after the conference
- A "Thank You" from the podium each day
- Acknowledgement via CRN's events app
- One complimentary registration for *The Conference*

## Gold Level Sponsor: \$16,000

- Upgrade to company *logo* listed and linked on the home page of CRN's events website
- Upgrade to full-page, four-color ad in the conference program
- Company listing on general signage and in the program
- Access to the conference attendee list with complete contact information (address, phone number and email) immediately after the conference
- A "Thank You" from the podium each day
- Acknowledgement via CRN's events app
- One complimentary registration for *The Conference*
- One complimentary registration for *The Workshop*
- \$200 discount on all additional registrations for *The Conference*

## Platinum Level Sponsor: \$21,000

### All benefits of Gold +

- One additional complimentary registration for *The Conference* (total of two) and one additional complimentary registration for *The Workshop* (total of two)
- Additional \$200 discount on one additional registration
- Upgrade to full-page, four-color ad in the conference program
- Pre-conference access to the mailing list of *The Conference* and *The Workshop* attendees
- Opportunity to introduce a general session speaker

**EXCLUSIVE LIMITED TO ONE SOLD**

## Sponsors: Send more people and save!

Any company with a sponsorship of **\$10K or more** will receive a \$200 discount off *The Conference* or *The Workshop/Conference* package OR \$100 off *The Workshop* or *The Workshop + First Day Only* of *The Conference* for each attendee sent from their company IF they send **five or more PAYING attendees** to CRN's events. (Comped attendees are not included in the five PAID registrants.) The discounts will be refunded after the events have passed as all qualifying attendees must attend/pay registration fees in order to receive the discounts. CRN will review the registration rolls and process refunds in the same payment received or per discretion of the finance department if another request is made by the company.

# MAKE A SPLASH AT THE CONFERENCE

## Thursday Evening Dinner & Entertainment

This year, with the new Tuesday—Friday schedule, *The Conference's* big night is Thursday, and it's the perfect night to show your company's leadership and support of CRN!

As the evening activities begin, both the Dinner Sponsor and the Boardwalk Carnival Sponsor will greet the gathering crowd in a greeting line as attendees enter the venue for the Thursday night festivities.

**Dinner: \$10,000**

In addition to the welcome described above, at the close of the Thursday session, the Dinner Sponsor may greet attendees and give a toast later that evening.

- Electronic signage of your logo throughout the dinner area.
- Acknowledgement via CRN's events app
- Listing in general signage, in the program and recognition from the podium

### Boardwalk Carnival Entertainment: \$10,000

In addition to welcoming attendees to the evening activities described above (with the Dinner Sponsor), the Carnival Sponsors get to host the evening's entertainment. And toward the end of the Boardwalk Carnival activities, the Boardwalk Carnival sponsor will award prizes.

- Electronic signage of your logo
- Acknowledgement via CRN's events app
- Listing in general signage, in the program and recognition from the podium



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# THE WAY TO THEIR HEARTS IS THROUGH...

## Tuesday Kick-Off Reception: \$15,000

Exclusive sponsorship of this kick-off event makes a great first impression to both *Workshop and Conference* attendees:

- Welcome attendees at the mic
- Company logo printed on cocktail napkins
- Electronic signage of your logo at the reception
- Company logo on event website, and listing in general signage, in the program and recognition from the podium
- Full-page ad in conference program
- Acknowledgement via CRN's events app

**SOLD**

## Wednesday Reception: \$12,000

Exclusive to one sponsor, showcase your support of *The Conference* over app:

- Welcome attendees at the mic
- Company logo printed on cocktail napkins
- Electronic signage of your logo at the reception
- Company listing on event website, general signage, in the program and recognition from the podium
- Half-page ad in conference program
- Acknowledgement via CRN's events app

**SOLD**

## Wednesday Afterglow: \$7,500

Showcase your support for *The Conference* while getting exposure for your company over dessert and cordials—including the opportunity to have a signature cocktail created for your company:

- Welcome attendees at the mic
- Company logo printed on cocktail napkins
- Electronic signage of your logo at the reception
- Company listing on event website, general signage, in the program
- Recognition from the podium
- Half-page ad in conference program
- Acknowledgement via CRN's events app



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## Lunch: \$10,000 (Wed. or Thurs.)

Provide attendees with a satisfying break and showcase your company from the podium:

- Opportunity to briefly introduce your company and to invite attendees to your sponsored luncheon from the podium before sessions break for the meal
- Company signage on-site at luncheon
- Company listing on event website, general signage, and in the program
- Half-page ad in conference program
- Acknowledgement via CRN's events app

**SOLD**

ONLY THURSDAY STILL AVAILABLE  
SIGN UP SOON!

## Breakfast: \$7,500 (Wed. or Thurs.)

Help attendees get a great start to their day and showcase your company:

- Company signage on-site at breakfast
- Company listing on event website, general signage, and in the program
- Flyer distribution on each chair in the breakfast area
- Acknowledgement via CRN's events app



## Coffee Break: \$7,500 each (3 available)

Highlight your company during a between-session coffee break:

- Branded signage at coffee break stations
- Flyer distribution in General Session during break
- Company listing on event website, general signage, and in the program
- Acknowledgement via CRN's events app

# HIGH-TECH / HIGH-TOUCH HIGHLIGHTS

## Audience Polling Sponsorship: \$7,500

Get your company in front of attendees and show your support for CRN:

- Table-top signage with your logo on every table in the conference hall
- Your company logo added to the slide deck that features the audience questions and responses
- Ability to submit questions you would like to have answered

## Charging Table: \$5,000

Keep attendees charged with

- Table-top signage at charging table sites
- Company listing on event website, general signage, in the program and recognition from the podium
- Half-page ad in conference program

## Wi-Fi Sponsorship: \$6,000

Give attendees the opportunity to provide branded items/flyers to attendees

- Company listing on event website, general signage, in the program and recognition from the podium
- Acknowledgement via CRN's events app

# WELCOME OPPORTUNITIES

## Hotel Key Cards: \$5,000

Make a lasting impression as they check into their rooms at the

- Exclusive sponsorship –limited to one sponsor
- Room keys will be branded with your logo –provide us with your logo and we'll do the rest
- Company listing on event website, general signage, and in the program

## Welcome Basket: \$10,000 (3 available)

Be the first to greet attendees by creating your special company welcome basket. Ritz-Carlton staff will deliver your pre-assembled gift bags to the rooms of all attendees:

- One company may provide a welcome basket of natural bars, powders, probiotics or other supplements; second company may provide a welcome basket of its health/beauty products; the third may provide samples of their pure essential oils/aromatherapy products.
- Extensive exposure—the opportunity to share company's product lines with attendees
- Company listing on event website, general signage, in the program and recognition from the podium
- Acknowledgement via CRN's events app

## Online Registration Confirmation: \$3,000 (limited to 2 companies)

Get your company exposure before the event! Be the first to reach all of the attendees:

- Your logo on every registrant's first online registration confirmation page they receive via email—can include a link for attendees to learn more about your organization
- Company listing on event website, general signage, and in the program

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# EXPLORE NEW OPTIONS

## Wednesday Morning Yoga Session: \$7,000

Exclusive sponsorship of a sunrise yoga class complete with company swag to start the day right:

- Opportunity to provide company's own smoothie, protein shake, probiotics, nutritional supplements—or high-quality sunscreen products!
- Branded yoga mats included and signage on site
- Company listing on event website, general signage, in the program and recognition from the podium
- Acknowledgement via CRN's events app

## Pacific Ocean Coastline Kayaking: \$5,000

Specialty event for your company. Perfect for

- Exclusive sponsorship—limited to one sponsor
- Opportunity to speak to the kayakers on the "kayak bus" to and from the beautiful Pacific
- Four free passes for the kayak adventure... for your company or for your customers!
- Company listing on event website, general signage and in the program

**SOLD**



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# GO FOR GOLF AND BE SEEN ON THE GREEN

## Golf Tournament: \$8,000

This exclusive event is perfect for your company. Perfect for

- Exclusive sponsorship—limited to one sponsor
- Sponsorship includes a complimentary foursome
- Golf balls branded with your company logo for players
- Award golf prizes and recognition from podium at *The Conference*
- Company listing on event website, general signage, in the program
- Acknowledgement via CRN's events app

## Golf Beverage Cart: \$3,500

The golfers will be sure to thank you as they quench their thirst:

- Exclusive sponsorship—limited to one sponsor
- Company signage on the beverage cart
- Company listing on event website, general signage and in the program

## Sunscreen: \$3,500

Provide Your Company's Branded SPF Sunscreen to the CRN Golfers!

- Exclusive sponsorship—limited to one sponsor
- Company branding on sunscreen packaging
- Company listing on event website, general signage and in program

**SOLD**

Few golf experiences can match the blend of stunning natural beauty and variety of challenges presented at Monarch Beach Golf Links. Here, along the dramatic bluffs of Southern California, master architect, Robert Trent Jones, Jr., has fashioned an intriguing layout in the Scottish links tradition on one of the select few oceanfront golf courses in California.

# MORE USEFUL & FUN WAYS TO GET YOUR COMPANY NOTICED

## Exclusive Branded Conference Padfolio Sponsor: \$7,500

Brand the padfolio executives will use at *The Conference* and throughout the year:

- Exclusive sponsorship—limited to one sponsor
  - Recognition from the podium
  - Company listing on event website, general signage and in the program



## Exclusive Branded Conference Portable Power Bank Sponsor: \$10,000

Help keep attendees charged up when on the go with sleek, slim branded power banks highlighting your company:

- Exclusive sponsorship—limited to one sponsor
- Recognition from the podium
- Company listing on event website, general signage and in the program



## Exclusive Branded Conference Beach Towel Sponsor: \$7,500

“Rub shoulders” with the 2018 attendees who are at the pool and on the beach with a beach towel, branded with your logo or company name, printed stripes, available in your choice of colors:

- All attendees will receive your 30” x 60” branded towel
- Exclusive sponsorship—limited to one sponsor
- Company listing on event website, general signage and in the program

## Fun Run + Walk: \$10,000

Show your support for good health and promote your company by sponsoring the popular annual event.

- Exclusive sponsorship—limited to one sponsor
- Opportunity for t-shirts, bottled water, or any other branded items
- Company signage on-site
- Company listing on event website, general signage, in the program and recognition from the podium
- Half-page ad in conference program
- Acknowledgement via CRN’s events app

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**SOLD**

# NEW SPONSORSHIP OPPORTUNITIES

## THE WORKSHOP: CRN'S DAY OF SCIENCE

### Lunch: \$7,500

Host attendees for lunch at this prestigious event on the industry calendar, CRN's day-long workshop focusing on scientific topics related to dietary supplements and functional food:

- High-level executive/scientist audience
- Company signage on-site at lunch
- Company listing on event website page, general signage, and in the program
- Half-page ad in the program of *The Conference*
- Acknowledgement via CRN's events app
- Opportunity to briefly introduce your company and to invite attendees to your sponsored luncheon from the podium before sessions break for the meal
- Your company may place flyers on each chair in the luncheon area (CRN staff will assist)

**SOLD**

### Breakfast: \$5,000

Show the attendees how important they are to you with their most important meal of the day:

- High-level executive/scientist audience
- Company signage on-site at breakfast
- Company listing on event website, general signage, and in the program
- Acknowledgement via CRN's events app
- Your company may place flyers on each chair in the breakfast area (CRN staff will assist)

### Morning Coffee Break or Afternoon Coffee Break: \$3,500

Greet attendees one-on-one and spread the word about your company by sponsoring a coffee break between sessions:

- High-level executive/scientist audience
- Company signage on-site during coffee break
- Company name listing on event website, general signage, and in the program
- Acknowledgement via CRN's events app
- Your company may place flyers on each chair in the breakfast area (CRN staff will assist)

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