



**Sponsored Satellite Programming at  
ASN's Annual Conference – NUTRITION 2021 LIVE ONLINE  
June 7-10, 2021**

**About the American Society for Nutrition**

Established in 1928, the American Society for Nutrition (ASN) is a non-profit, multidisciplinary, scientific and educational organization. Our 8,000-plus members in more than 120 countries advance nutrition research to improve public health. ASN promotes collaboration among investigators in nutrition, medicine and related fields of science, and encourages the creation, translation and dissemination of nutrition knowledge.

**About NUTRITION 2021 LIVE ONLINE**

NUTRITION 2021 LIVE ONLINE will offer the greatest minds in nutrition science, superior research, interactive exhibits, new learning technology and opportunities for networking in a welcoming virtual environment. Building off the tremendous success of NUTRITION 2020 LIVE ONLINE, NUTRITION 2021 LIVE ONLINE will again be the premier global platform for researchers, clinicians, public health professionals and other stakeholders interested in the advancement and application of nutrition science. NUTRITION 2020 LIVE ONLINE attracted more than 30,000 participants representing a global audience from 170 countries including nearly 15,000 nutrition scientists and students, 8,000 RDs, 3,000 MDs, and 500 RNs. More than 92% of NUTRITION 2020 LIVE ONLINE participants valued the virtual format. NUTRITION 2021 LIVE ONLINE will feature basic, translational, clinical and population science. Attendees will learn, network and connect while advancing nutrition science and practice to improve global health. Don't miss this opportunity to showcase your messaging and science.

**ASN's Goals for Going Virtual**

By providing a mix of pre-recorded content, live discussions and sharing opportunities, we aim to:

- **Bring the latest advances and innovations in nutrition science and practice to a global audience.** Through our collaborations with international nutrition societies, NUTRITION 2021 virtual content will be promoted to nutrition professionals around the world.
- **Provide a platform for the presentation of new science.** Each year, more than 2,000 original research studies are submitted for presentation at ASN's annual conference, NUTRITION. Our 2021 abstract presenters will share their science with researchers and clinicians around the world, getting timely feedback and gaining new collaborators to advance our understanding of nutrition science and practice.
- **Offer education and opportunities to discuss current topics to ASN members and others in the scientific and medical communities.** State-of-the-art, featured symposia and workshops are being planned and delivered for NUTRITION 2021 LIVE ONLINE.
- **Celebrate achievements of ASN members and recognize outstanding research,** particularly from students and early career professionals.
- **Foster community and engagement by** hosting interactive sessions for more than 20 ASN topic-focused communities.

Gain exposure to a global nutrition audience by organizing a Sponsored Satellite Program at NUTRITION 2021 LIVE ONLINE. Sponsored Satellite Programs are integral to ASN's annual conferences, and we are committed to working with organizers to deliver a successful virtual program. **See new options for satellite programs at NUTRITION 2021 LIVE ONLINE described below in the Guidelines Section, #5.**

If you are interested in proceeding, ASN staff can set up a call to walk through next steps with you. A signed Application Your signed Application once approved by ASN will serve as your agreement to all the terms and conditions included in this document. Thank you for your continued collaboration with ASN as we adapt our important efforts to support and educate the nutrition science and practice community through this difficult time.

### **Opportunities for Sponsored Satellite Programs**

Sponsored Satellite Programs provide an opportunity for external groups – industry, commodity boards, trade organizations, government, other scientific societies, etc. – to share and discuss research findings with the nutrition science community in conjunction with ASN’s scientific meetings. Sponsored Satellite Programs provide attendees with additional educational/informational opportunities.

Sponsored Satellite Programs are not considered part of the official ASN program, and ASN does not endorse the content presented or their proceedings, publications, etc. Proposals for Sponsored Satellite Programs are reviewed by ASN and criteria for acceptance include:

- Programs must be objective and balanced.
- Content must contribute to the field of nutrition science.
- Programs must meet the educational needs of meeting attendees and complement the science program.
- Program descriptions and accompanying materials must be science-based and not promotional in nature.

#### ***Program Description Example:***

##### **Nutrition and Physical Activity: Impacts on Cognitive Function Across the Lifespan**

The role of nutrition in the development of the brain in early life as well as its impact on cognitive functions, mental performance and behavior throughout life is a hot topic in nutrition research. This program will review approaches to improve cognitive development in early life and prevent cognitive decline in later life. Emerging data will be presented demonstrating how dietary components and physical activity impact various cognitive outcomes, such as learning, memory, executive function and academic achievement. Novel imaging modalities for assessing brain structure and function, including fMRI, will be discussed, and opportunities to assess the combined impact of diet and physical activity on cognitive functions will be highlighted.

### **Guidelines**

1. External groups (hereafter referred to as “satellite organizers”) interested in conducting a Sponsored Satellite Program must complete this application form and include a complete program description and agenda for review and approval. Submission of an application does not constitute approval/acceptance of your satellite event.
2. Applications will be reviewed on rolling, as received basis and slots will be reserved on a first-come, first-served basis.
3. Content and Conduction of Program:
  - a) Programs must be objective and balanced; contribute to the field of nutrition science; meet the educational needs of meeting attendees; and complement the science program. Program descriptions and accompanying materials must be science-based and not promotional in nature.
  - b) The program chair must be an ASN member.
  - c) ASN does not endorse the content presented in Sponsored Satellite Programs or their proceedings, publications, etc.
  - d) All organizers should comply with all applicable oversight guidelines and standards including the PhRMA Code on interaction with healthcare professionals, as listed on [www.phrma.org](http://www.phrma.org).
  - e) ASN reserves the right to accept, reject or condition acceptance, based on ASN’s sole discretion, for any reason, which need not be disclosed to the applicant.

- f) Once the application for a Sponsored Satellite Program has been approved by ASN, the event title and content may not change without ASN approval.

4. **Content for Sponsored Satellite Programs:**

- Share emerging science and applications and host an interactive dialogue.
- Demonstrate new research techniques or innovations in new technologies/services. Connect with customers, collaborators and other industry professionals to showcase your novel product or service solutions and reach early adopters and key decision-makers throughout the nutrition community.
- Showcase educational products and institutions.

5. Sponsored Satellite Programs must be scheduled during the following times. Please note that space is limited; first come, first served. Sponsored Satellite Program times may be adjusted to accommodate the final NUTRITION 2021 LIVE ONLINE official schedule.

Date	Time	Sessions Available	Length of Program
Monday, June 7	4:00 pm – 5:30 pm	2	90 minutes
Tuesday, June 8	8:30 am – 9:30 am	3	60 minutes
Tuesday, June 8	Noon – 1:30 pm	3	90 minutes
Wednesday, June 9	8:30 am – 9:30 am	3	60 minutes
Wednesday, June 9	Noon – 1:30 pm	3	90 minutes
Thursday, June 10	8:30 am – 9:30 am	3	60 minutes
Thursday, June 10	Noon – 1:30 pm	3	90 minutes

**COSTS:**

**90-minute Sponsored Satellite Programs**

- \$15,000 per Satellite Symposia Slot for ASN Sustaining Partners
- \$20,000 per Satellite Symposia Slot for Commercial/Trade-related Non-ASN Sustaining Partners
- \$10,000 per Satellite Symposia Slot for Non-profit Organizations (Individual Membership Societies, Academic Institutions, etc.)

**60-minute Sponsored Satellite Programs**

- \$10,000 per Satellite Symposia Slot for ASN Sustaining Partners
- \$15,000 per Satellite Symposia Slot for Commercial/Trade-related Non-ASN Sustaining Partners
- \$5,000 per Satellite Symposia Slot for Non-profit Organizations (Individual Membership Societies, Academic Institutions, etc.)

6. The following items ***are included*** with the program fee:

- A 90- or 60-minute time slot within the NUTRITION 2021 LIVE ONLINE schedule as noted above. Assignment of program **slots is first come, first serve.**
- If desired, coordination of a live panel or question and answer session.
- Listing of Sponsored Satellite Program within NUTRITION 2021 LIVE ONLINE online schedule and mobile app.

- Inclusion of open access, recorded program in **ASN on Demand**, ASN's online education portal, for a minimum of three years.
- Three complimentary NUTRITION 2021 LIVE ONLINE registrations for Satellite Program Speakers.

#### BEST PRACTICES FOR VIRTUAL SESSIONS:

- Scientific presentations will be pre-recorded and broadcast during NUTRITION 2021 LIVE ONLINE and, if desired, followed by a live panel and/or Q&A session.
- Options for pre-recording sessions:
  - Sponsor may pre-record speaker presentations and provide MP4 files to ASN.
  - Speakers may pre-record their own presentations and provide MP4 files to ASN. Recording instructions will be provided to speakers.
  - ASN can pre-record Sponsored Satellite Program presentations.
- If a live panel or Q&A session will be held, pre-recorded presentations should comprise approximately 60-70 minutes of the 90-minute program slots, leaving 20-30 minutes for live discussion; and ~ 45 minutes of a 60-minute program slots, leaving 15 minutes for discussion.
- If ASN is pre-recording your speaker presentations, session organizers must provide a date/time for your session recording. Ideally, all speakers will be taped during one recording session.
- All Sponsored Satellite Program speakers and moderators must complete Speaker Release and Disclosure forms to be provided by ASN.
- If your Sponsored Satellite Program is including a live panel or Q&A session, Continuing Professional Education (CPE) credits for dietitians can be provided by ASN, if desired.

#### [Sample of an ASN Sponsored Satellite Session Delivered at NUTRITION 2020 LIVE ONLINE](#)

- The following items ***are not included*** in the program fee and are the responsibility of the satellite organizer.
  - Speaker honorarium or reimbursements
  - Development and/or distribution of any materials.
- Promotions:** All Sponsored Satellite Programs will be promoted on ASN's website, in the official NUTRITION 2021 LIVE ONLINE app and to pre-registered conference attendees. ASN is not responsible for attendance/audience generation and does not guarantee attendance levels at Sponsored Satellite Programs.
- Use of Society's name or logo:** The American Society for Nutrition's name, logo, or other identifying marks may not be used in signs, advertising or promotions in any media, or on product literature without the ASN's prior approval and express written permission. ASN will supply approved Sponsored Satellite Program promotional language and branding that can be used by organizers.
- Marketing of program by satellite organizers:** ASN must review and approve all promotional materials produced in conjunction with the Sponsored Satellite Programs prior to their dissemination. ASN has the right to reject such promotional materials at its sole discretion. A minimum of three (3) business days are required for ASN review of promotional materials. Requests should be sent to [kdrillon@nutrition.org](mailto:kdrillon@nutrition.org)
- Session "Favorites":** By favoring a session, individuals can express their interest in participating in the Sponsored Satellite Program to help gauge interest only. Satellite programs are open to all attendees as a part of the virtual meeting, however this is simply a courtesy way for organizers to get a sense of interest in your program as attendees register for NUTRITION 2021 LIVE ONLINE. Additional metrics for Sponsored Satellite Programs are being considered.
- Key Dates:**
  - Approx. December 1, 2020:** Sponsored Satellite Programs applications will be accepted. The applications will be reviewed and approved with slots assigned on a rolling basis. Groups will be

notified regarding acceptance and date and time assignment of their Satellite Program within ~three weeks of receipt.

- b) **March 5, 2021:** Companies that cancel confirmed programs after this date are subject to a \$5,000 cancellation fee.
  - c) **April 23, 2021:** No refunds will be given to any satellite organizer who cancels after this date.
13. All matters and questions not covered by the above guidelines are subject to the discretion of ASN. In the event of any amendment or addition to these guidelines, written notice will be given by ASN to such parties.
14. Violation of any of the above guidelines may jeopardize the participation of the satellite organizer and/or the client represented in future ASN activities.

**Available Services at an Additional Cost – Must be Reserved by April 2, 2021**

- Please visit the NUTRITION 2021 LIVE ONLINE website for a variety of opportunities to promote your Symposium before and during Nutrition 2020. Extended marketing services including, but not limited to:
  - Dedicated e-blasts to ASN members (\$5,000)
  - Digital advertising – Price and Options Vary
  - Virtual Exhibit Booth
  - And more!
- Publishing the results of a Sponsored Satellite Program as an ASN (American Society for Nutrition) journal supplement places them directly in front of the professionals who need to see them. There are four ASN publications that accept proposals for supplements: *The American Journal of Clinical Nutrition*, *The Journal of Nutrition*, *Advances in Nutrition* and *Current Developments in Nutrition*. Read by an international audience of research scientists, physicians, and dietitians, these prestigious journals are published on behalf of the ASN by Oxford University Press (OUP). OUP's commitment to the highest standards of quality and service means that the publication process is professional and efficient. The necessary support and guidance is available at every stage. Supplement proposals should be submitted before the symposium and are subject to editorial acceptance following a peer review process. Manuscripts must be submitted within 4 months of the meeting date. More information can be found in this OUP video and questions may be directed to Gina Farago, gina.farago@oup.com.

*Questions regarding Sponsored Satellite Programs may be directed to  
Keith Dillon, Chief Engagement Officer at  
[kdillon@nutrition.org](mailto:kdillon@nutrition.org)*

Applications will be reviewed and approved with slots assigned on a **first-come, first-served** basis beginning ~**December 1, 2020**

**Contact Information**

<b>Name of Group/Company Supporting Program</b>	
<b>Primary Contact Name</b>	
<b>Address</b>	
<b>City/State/Zip</b>	
<b>Phone</b>	
<b>Email</b>	
<b>Name of Company Planning Program (if applicable)</b>	
<b>Primary Contact Name</b>	
<b>Address</b>	
<b>City/State/Zip</b>	
<b>Phone</b>	
<b>Email</b>	

<b>Please Reserve:</b>	<b>Date</b>	<b>Time</b>	<b>Sessions Available</b>
<input type="checkbox"/>	Monday, June 7	4:00 pm – 5:30 pm	2
<input type="checkbox"/>	Tuesday, June 8	8:30 am – 9:30 am	3
<input type="checkbox"/>	Tuesday, June 8	Noon – 1:30 pm	3
<input type="checkbox"/>	Wednesday, June 9	8:30 am – 9:30 am	3
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**60-minute Sponsored Satellite Programs**

- \$10,000 per Satellite Program Slot for ASN Sustaining Partners
- \$15,000 per Satellite Program Slot for Commercial/Trade-related Non-ASN Sustaining Partners
- \$5,000 per Satellite Program Slot for Non-profit Organizations (Individual Membership Societies, Academic Institutions, etc.)

**Program Title (Note this can be further refined in the coming weeks):**

**Program Description (no more than 150 words) - Summarize the overall theme and specific topics to be discussed. As appropriate, reference new and/or emerging research that will be shared. Program descriptions and accompanying materials must be science-based and not promotional in nature.**

**Program Description:**

**Please provide three learning objectives for this session.**

<b>At the end of this session, attendees will be able to:</b>	
1.	
2.	
3.	

**Chairs, Speakers and Presentation Titles (add additional speakers, as necessary)**

<b>Chair (must be an ASN member)</b>	
<b>Name</b>	
<b>Institution</b>	
<b>Email</b>	
<b>Telephone</b>	
<b>Co-Chair (if applicable)</b>	
<b>Name</b>	
<b>Institution</b>	
<b>Email</b>	
<b>Speaker 1</b>	
<b>Presentation Title</b>	
<b>Name</b>	
<b>Institution</b>	
<b>Email</b>	
<b>Speaker 2</b>	
<b>Presentation Title</b>	
<b>Name</b>	
<b>Institution</b>	
<b>Email</b>	
<b>Speaker 3</b>	
<b>Presentation Title</b>	
<b>Name</b>	
<b>Institution</b>	
<b>Email</b>	
<b>Speaker 4</b>	
<b>Presentation Title</b>	
<b>Name</b>	
<b>Institution</b>	
<b>Email</b>	

	<b>Note below which of the Additional Services Available via ASN you would like to reserve or request additional information on to help build your presence at NUTRITION 2021 LIVE ONLINE.</b>
<input type="checkbox"/>	Facilitation of the necessary program guidelines, review and compliance to provide CPE credit for dietitians (RDs) - \$2,000
<input type="checkbox"/>	Dedicated eBlast - \$5,000 each    Quantity? _____
<input type="checkbox"/>	Please send me information when available for NUTRITION 2021 advertising and other promotions, as well as other program sponsorships including opportunities to support networking, sponsored breaks, cooking demonstrations, etc.

**Payment Information**

Please complete the following information for invoicing. Invoices will be mailed upon notification of acceptance of application. Companies that cancel confirmed programs after **March 4, 2021** are subject to a \$5,000 cancellation fee. No refunds will be given to any satellite organizer who cancels after **April 23, 2021**.

**Sponsored Satellite Program Organizer/Responsible Party:**

<b>Contact Name</b>	
<b>Company</b>	
<b>Address</b>	
<b>City/State/Zip</b>	
<b>Email</b>	
<b>Telephone</b>	

- I have read, understand and will adhere to the ASN Sponsored Satellite Program guidelines and payment terms as noted above.

Name: \_\_\_\_\_

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

**Submit Completed Application to: [kdillon@nutrition.org](mailto:kdillon@nutrition.org)  
 Questions? Please contact Keith Dillon via email or telephone (703-405-8671).**