



American Society for Nutrition
Excellence in Nutrition Research and Practice
www.nutrition.org

**ASN SCIENTIFIC SESSIONS
AND ANNUAL MEETING**
at Experimental Biology

Sponsorship Opportunities

Experimental
Biology
2010

**April 24–28, 2010
Anaheim, California**

Experimental Biology 2010 Society & Meeting



James O. Hill, Ph.D.
ASN President



Robert M. Russell, M.D.
ASN Vice-President

From the ASN President & Vice-President

The following pages offer a look at how EB 2010 will unfold, and highlight an array of exciting sponsorship opportunities. Thank you for your ongoing support of our organization and ASN's critical programs in education and professional development.

The American Society for Nutrition (ASN)

Founded in 1928, ASN is the pre-eminent professional organization for nutrition research scientists and clinicians in the world. The Society constantly strives for excellence in nutrition research and practice, and is dedicated to bringing together the top nutrition researchers, medical practitioners, policy makers and industry leaders in order to advance our knowledge and application of nutrition.

- LEARN MORE AT WWW.NUTRITION.ORG



experience EB 2010

Experimental Biology 2010 Society & Meeting

ASN Scientific Sessions and Annual Meeting

The ASN Scientific Sessions and Annual Meeting, held each spring in conjunction with Experimental Biology (EB), is the society's largest event. EB is a can't-miss event for ASN members, as it offers the premier professional development experience in the nutrition industry. Over 3,000 ASN members, attendees, authors, poster presenters and exhibitors joined 10,000 of their scientific colleagues for EB 2009. We expect terrific attendance for our 2010 Scientific Sessions, April 24-28 in beautiful Anaheim, California.

- LEARN MORE AT WWW.NUTRITION.ORG/MEETINGS/ANNUAL

Experimental Biology

Experimental Biology (EB) is a multi-society, interdisciplinary scientific meeting featuring plenary and award lectures, symposia, oral and poster sessions, career services, networking opportunities and industry exhibits.

With ASN accounting for approximately 25% of total attendance, EB typically attracts more than 13,000 attendees from across the globe. Exposure to these additional attendees reinforces the value of your sponsorship.

- LEARN MORE AT WWW.EXPERIMENTALBIOLOGY.ORG

experience EB 2010

Complete preliminary program and summaries of background, significance and objectives for each scientific session available online:

- WWW.NUTRITION.ORG/MEETINGS/ANNUAL

FOR INFORMATION:
Justin Braun,
Marketing and Corporate
Development Manager
301-634-7080
jb Braun@nutrition.org



Science, Networking and More Sponsorship Overview

Council/Committee Meeting	
Scientific Session	
Presidential Series	
Networking Event	
ASN Awards Event	

FRI 4/23	SATELLITE SYMPOSIA	Prior to the weekend's EB program, satellite symposia of any length (2 hours, ½ day or full day) can be programmed on special topics.	\$15,000 For an exclusive right to satellite sessions, \$25,000
	ASN LOUNGE	Connect with colleagues and recharge your laptop in this lounge for all ASN attendees and members.	Supported by Kraft Foods
SAT 4/24	FINANCE AND AUDIT COMMITTEES MEETING		\$2,000
	RESEARCH INTEREST SECTION CHAIRS LUNCHEON	ASN member leaders convene to discuss critical issues facing each of the Research Interest Sections; attendees will represent a wide variety of research specialties, backgrounds and sectors.	\$5,000
	FUNCTIONAL FOODS CONFERENCE	Convened annually, the Functional Foods Conference is held to promote greater understanding of how specific components in food can improve health and prevent disease.	Supported by ILSI North America
	MEDICAL NUTRITION COUNCIL (MNC), BUSINESS MEETING AND LUNCHEON	Open to all ASN members and interested participants; MNC will review accomplishments and initiatives, followed by a luncheon presentation on medical education. ASN's Physician Nutrition Specialist awardees will also be recognized.	\$5,000
	SYMPOSIUM: THE SCIENCE OF EXERCISE FOR OBESITY	Chairs: Caroline Apovlan and George Blackburn	\$5,000
	SYMPOSIUM: NUTRITION AT THE FOREFRONT OF MEDICAL EDUCATION	Chairs: Sachiko St Jeor, Douglas Heimburger, PM Kris-Etherton, Richard Eisenstein	\$5,000
	SPECIAL TWO-PART SYMPOSIUM: AGING 2010: CHALLENGES AND NEW OPPORTUNITIES FOR INTERVENTION IN THE CLINICAL NUTRITION PROBLEMS IN THE AGED	Designed to provide participants with a review of existing and emerging issues in aging and nutrition, this symposium will present the latest evidence regarding interventions, and serve as a forum for a robust discussion of implications for current nutrition practice and future research. Chairs: Johanna Dwyer and Mary Ann Johnson	\$10,000
	GRADUATE STUDENT RESEARCH AWARDS COMPETITION	The GSRA is an oral competition for ASN student members to present their research.	Supported by Procter & Gamble
	CLINICAL EMERGING LEADERS ORAL COMPETITION	The Clinical Emerging Leaders Award Competition promotes interest in clinical and human nutrition among graduate students.	\$5,000
	ASN MEMBER RECEPTION AND UNIVERSITY MIXER: "A SLICE OF ORANGE COUNTY"	Sure to be among the most popular events at EB 2010, the ASN Member Reception and University Mixer will set a vibrant tone for the rest of the conference. With a relaxed deck-side atmosphere, delicious food, and first-rate entertainment, this event will feature the best of Orange County. An excellent opportunity for a company looking to make a positive first impression among the world's top nutrition researchers.	\$25,000
ASN LOUNGE	Connect with colleagues and recharge your laptop in this lounge for all ASN attendees and members.	Supported by Kraft Foods	
SUN 4/25	MINORITY AFFAIRS COMMITTEE (MAC) NETWORKING EVENT	This event will bring together MAC members, 2010 minority travel award winners and ASN leaders for a discussion on diversity and career success.	\$2,500
	STUDENT INTEREST GROUP (SIG) SPECIAL SESSION AND T-SHIRTS	ASN's student members will gather for a special session focused on federal nutrition oversight. The SIG T-Shirt commemorating EB 2010 will be co-branded with your company's logo!	\$5,000
	PRESIDENTIAL SYMPOSIUM WITH THE 2010 DANONE INTERNATIONAL PRIZE FOR NUTRITION AWARDEE	Part of the ongoing series of symposia hosted by the highest echelon of ASN leadership. ASN President Rob Russell will moderate lectures on nuclear receptors as metabolic sensors for nutrients and metabolism, featuring the 2010 Danone Prize awardee.	Supported by Danone

Science, Networking and More Sponsorship Overview

Council/Committee Meeting
Scientific Session
Presidential Series
Networking Event
ASN Awards Event

SUN 4/25

SYMPOSIUM: RESPONSIVE FEEDING: PROMOTE HEALTHY GROWTH AND DEVELOPMENT FOR INFANTS AND TODDLERS	Chairs: Kristen Hurley and Maureen Black	\$5,000
ASN AWARD RECIPIENTS, SPONSORS AND VIPS RECEPTION	Off-site event, by invitation only. Sponsorship will also include recognition at the Awards Ceremony.	\$10,000
ASN LOUNGE	Connect with colleagues and recharge your laptop in this lounge for all ASN attendees and members.	<i>Supported by Kraft Foods</i>

MON 4/26

GRADUATE STUDENT BREAKFAST	Bringing together some of the top graduate students in the country, this popular breakfast offers grad students the chance to connect with each other and with top leaders in nutrition.	<i>Supported by National Dairy Council</i>
DEPARTMENT HEADS BREAKFAST	Bringing together academic leaders from the nation's top colleges and universities, this unique networking event lets department chairs begin their day with an informative discussion on the state of nutrition higher education.	<i>Supported by Kellogg</i>
ASN FELLOWS LUNCHEON	Celebrating the Fellows Class of 2010.	\$2,500
PUBLICATIONS RECEPTION	A reception to commemorate the year's successes for <i>The American Journal of Clinical Nutrition</i> and <i>The Journal of Nutrition</i> . Editorial boards for both publications will be present.	\$5,000
INTERNATIONAL NUTRITION COUNCIL (INC) BUSINESS MEETING AND LUNCHEON	The INC will convene to conduct its annual business meeting and present the Prize and Lecture in International Nutrition Research, followed by a reception.	\$5,000 sponsorship for meeting and reception. <i>Prize supported by Kellogg</i>
PUBLIC INFORMATION COMMITTEE (PIC) SYMPOSIUM ON SUSTAINABILITY AND NUTRITION	Chairs: Greg Miller and Jeannie Gazzaniga-Moloo	\$5,000
SYMPOSIUM: PRESENT AND EMERGING CLINICAL APPLICATIONS OF AMINO ACID SUPPLEMENTS	Chairs: Susan Hutson and David Baker	\$5,000
SYMPOSIUM: DISSEMINATION AND IMPLEMENTATION OF EVIDENCE-BASED NUTRITION INTERVENTIONS: THE TRANSLATIONAL GAP	Chairs: Cindy Fitch and Doug DiRienzo	\$5,000
HISTORY OF NUTRITION SYMPOSIUM: HISTORY OF FOLATE	Chair: Barry Shane	\$5,000
ASN LOUNGE	Connect with colleagues and recharge your laptop in this lounge for all ASN attendees and members.	<i>Supported by Kraft Foods</i>

TUE 4/27

W.O. ATWATER LECTURE AND RECEPTION	The W.O. Atwater Lectureship was established in 1968 to honor the memory of Wilber Olin Atwater (1844-1907) and to recognize unique contributions toward improving diet and nutrition across the globe.	<i>Supported by the USDA/ARS</i>
SYMPOSIUM: SYSTEMS GENETICS IN NUTRITION AND OBESITY RESEARCH	Chairs: Naima Moustaid and Brynn Voy	\$5,000
SYMPOSIUM: WOMEN IN SCIENCE AND MEDICINE	Chair: Simin Meydani	\$5,000
CONTROVERSY: WEIGHT MANAGEMENT: HOW MUCH PROTEIN IS ENOUGH?	Chairs: David Heber and William Evans	\$5,000
SYMPOSIUM: NUTRITION AND HEALTH DISPARITIES - MINORITY AFFAIRS	Chairs: Kristie Lancaster and Odilia Bermudez	\$5,000
ASN LOUNGE	Connect with colleagues and recharge your laptop in this lounge for all ASN attendees and members.	<i>Supported by Kraft Foods</i>

WED 4/28

SYMPOSIUM: THE ASSESSMENT OF FOOD INTAKE IN INDIVIDUALS AND GROUPS: CURRENT STATE OF THE ART AND FUTURE DIRECTIONS	Chairs: James O. Hill and Susan B. Roberts	\$5,000
--	--	---------

FOR INFORMATION: 301-634-7080 • jbraun@nutrition.org
Justin Braun, Marketing and Corporate Development Manager

Explore the Benefits Sponsorship Details & Benefits

- Event sponsorship will include appropriate signage, program inclusion, recognition announcement and photo opportunities. All sponsorships are allocated as support for educational programming.
- All **Gold Level** sponsors at \$25,000 or above will also receive an ASN Sustaining Membership for one year. ASN's Sustaining Members are a select group of companies with the highest level of commitment to the nutrition profession.
 - **LEARN MORE AT WWW.NUTRITION.ORG/SUSTAINING**
- Partners who sign on as exclusive sponsors of an event will have the option to provide all attendees of that event with promotional giveaway items.



SUSTAINING MEMBER

American Society for Nutrition

exploreAnaheim



Explore the Benefits Sponsorship Details & Benefits

- EB 2010 sponsors will receive special rates for the ASN Scientific Sessions and Annual Meeting daily conference newspaper that will be circulated to 3,000-plus attendees. Sponsoring or advertising in this publication can be used to promote job openings, thank ASN member employees, highlight nutrition research or in another manner. Special considerations for mail list rental and other services are also available to sponsors.
- All ASN-affiliated exhibitors at EB 2010 will receive specially branded recognition signage to display at their booths. Register to exhibit and find details regarding program advertising online.
 - LEARN MORE AT WWW.EXPERIMENTALBIOLOGY.ORG
- Sponsorship commitments received by January 15, 2010 will receive maximum exposure in print materials for EB 2010.
- 2010 meeting sponsors will receive priority assignments and first right of refusal for opportunities at EB 2011, April 9–13, 2011 in Washington, D.C.
- To enroll as a sponsor, please contact Justin Braun, Marketing and Corporate Development Manager at jb Braun@nutrition.org or 301-634-7080.

experience EB 2010



Experimental
Biology

2010



American
Society for
Nutrition

*Excellence in
Nutrition Research
and Practice*

Constituent Society of FASEB

9650 Rockville Pike | Bethesda, MD 20814

experience EB 2010



experience EB 2010