



Sponsorship Document

International Congress of Dietetics
15-18 September 2020
Cape Town • South Africa



www.icda2020.com

Introduction

The International Confederation of Dietetic Associations (ICDA) is an organisation of national associations of Dietitians-Nutritionists. With a national dietetics association member in over 50 countries. The ICDA is widely recognised as the international organisation for dietetics professionals. The national associations that belong to ICDA represent over 200 000 Dietitians-Nutritionists around the world. In 2012, the Association for Dietetics in South Africa (ADSA), members of ICDA, were chosen by the Members of ICDA to independently manage the International Congress of Dietetics, referred to as ICD2020, for the general benefit of the global profession with promotional support of the 50 ICDA Member associations. ADSA will host the congress together with NSSA (The Nutrition Society of South Africa)

The International Congress of Dietetics (ICD) is the congress of the ICDA which takes place in different countries every four years.

Why become a sponsor / exhibitor?

The first International Congress of Dietetics on the African continent

The ICD 2020 is taking place in Cape Town, South Africa from the 15th to the 18th of September 2020.

This will be the first time that this prestigious event will be hosted on the African continent. Dietitians and Nutritionists from all over the world will be travelling to South Africa to participate in this event. This offers sponsors and exhibitors a unique opportunity to showcase their work to a local and international audience, gather insights as to what is new in the arena of nutrition and dietetics and obtain scientific updates from leaders in the field from various countries.

Assist in creating a platform for dialogue

The theme for this congress is ***Improving Nutrition – Unlocking Potential – Accelerating Change***. It is key that Dietitians and Nutritionists globally come together to contribute to and receive scientific updates in their respective fields of practice to deliver excellent service, influence external policy and to collaborate on and influence international dietetic and nutrition issues, among others. Of particular relevance to this congress is how Dietitians and Nutritionists can work together to help achieve the Sustainable Development Goals (SDGs) that are set for 2030. Of the 17 SDGs, Goal 2 (Zero Hunger) and Goal 3 (Good Health and Well-Being) have direct links to food and nutrition and therefore need the focus of this group of professionals to help ensure that these goals are met.

In addition, there are five underlying themes key to achieving the SDGs, which require a multi-sectoral approach to be addressed. The ICD 2020 planning committee intends to incorporate these five themes into the scientific programme for the ICD 2020:

- Sustainable food production
- Strong systems of infrastructure
- Health systems
- Equity and inclusion
- Stability and peace

This offers sponsors, who share these goals and would like to see them become a reality, an opportunity to create a platform for key discussions around how this group of professionals can work together to improve nutrition, unlock potential and accelerate the change in order to reach these goals.

The ICD 2020 planning committee appreciates the support of private sector participants, in the form of sponsors or exhibitors, who assist with funds towards the planning and coordinating of the ICD 2020. However, it is the mandate of the committee to ensure that all participating sponsors and exhibitors are aligned to the core principles of the ICDA as well as the goals and objectives of the ICD 2020.

In line with this mandate, the committee is actively seeking sponsors and exhibitors who are driving progress towards achieving the SDGs, and those which do not offer a conflict of interest to our cause. As such, the decision has been taken not to allow companies manufacturing breastmilk substitutes and other designated products as defined in R991 (Regulations relating to Foodstuffs for Infants and Young Children) to participate as sponsors or exhibitors in the ICD 2020. Similarly, among food and beverage companies, we aim to avoid those that promote unhealthy food and nutritional products for the population in general. All interested sponsors and exhibitors are required to complete an online application survey to determine suitability to participate in the ICD 2020.

Sponsor and exhibitor packages

Amount Quoted in South African Rand (R)	Diamond (Maximum 4 Sponsors)	Platinum (Maximum 4 Sponsors)	Gold	Silver
	R 250 000	R 150 000	R 100 000	R 50 000
Organisation logo on the home page of the ICD 2020 website	x	x		
Organisation logo on the trade tab on the ICD 2020 website with a link to the organisation website	x	x	x	
Link on the ICD 2020 website homepage to the sponsor's website	x			
Dedicated diamond sponsor tab on the ICD 2020 website to add a write up to the nutrition community (maximum of 300 words). The 4 diamond sponsors would share this page on the website.	x			
Organisation logo and contact info on the ICD 2020 app	x	x	x	x
Organisation logo in the ICD 2020 programme	x	x	x	x
Organisation logo on the screen in the plenary venue for the duration of the ICD 2020	x	x	x	x
Organisation pull up banners (x2) to be placed at the entrance to the plenary venue (outside)	x			
Advert in the congress bag (advert must be authorized by the ICD 2020 planning committee)	x (Max A4 in size, 2 pages)	x (Max A4 in size, 1 page)	x (Max A5 in size, 1 page)	
Screen advert in the plenary venue (not a product promotion opportunity, corporate branding only)	x			
Complimentary exhibition space	x (3m x 6m space)	x (3m x 3m space)		
Complimentary exhibitor registrations	x (2)	x (2)		
Complimentary welcome event registrations	x (2)	x (2)	x (2)	x (1)
Complimentary gala dinner registrations	x (4)	x (2)	x (2)	x (1)
Complimentary delegate registrations	x (4)	x (2)	x (2)	x (1)

Sponsor contributions in kind

Contributions in kind from sponsors in the form of travel costs, ICD 2020 meals, or printing of the ICD 2020 programme may be discussed on an ad hoc basis with the ICD 2020 planning committee. The value of the contribution in kind will determine the benefits to which the sponsor is entitled, according to the sponsor packages summarised above.

Exhibitor packages

A three day trade exhibition will be held as part of the ICD 2020. Information on the costs and logistics for interested exhibitors will be made available in April 2019 on the ICD 2020 website: www.icda2020.com.

Exhibition Stand cost:

Stands are 3m x 3m @ ZAR* 35 000 (ex vat), (this cost will include 2 exhibitor registrations)
(*ZAR –South African Rand)

Exhibition Stand bookings:

Stand bookings can be done from April 2019, all information will be available on the congress website, www.icda2020.com Alternatively, interested persons may make contact with Tanya Schmidt for more information:

Tanya Schmidt
tanya@confpartner.co.za