

SPONSORSHIP OPPORTUNITY
Nutrigenetics, Nutrigenomics and Precision Nutrition (NGx)
Virtual Short Course
6 partial days in May and June, 2021

The UNC Nutrition Research Institute (NRI) presents its annual workshop-style [Nutrigenetics, Nutrigenomics and Precision Nutrition \(NGx\) Short Course](#) in May and June 2021. This virtual course delivers fundamental NGx concepts and addresses barriers that impede translation of research results from laboratories to people by bringing together researchers and practitioners in NGx concepts ranging from cell biology to dietetics.

Goals

- Educate current and future NGx researchers
- Provide cutting-edge research directions and methodologies in NGx
- Bring together students, postdocs, faculty (basic scientists and translational researchers), industry researchers and clinicians in an inclusive virtual environment to foster interactions and networking

Features

- *Unique* – Participants can send their saliva samples in advance to be genotyped for more than 300,000 SNPs
- 2 half-day sessions per week across 3 weeks to accommodate work and study schedules
- Opening and closing plenary sessions, keynote address, 15 lectures, and 3 hands-on workshops

Presenters are from departments of Nutrition, Genetics, Epidemiology, Psychology and Neuroscience, School of Pharmacy, and the Nutrition Research Institute at UNC-Chapel Hill; UNC Charlotte; Western Human Nutrition Research Center, USDA-ARS; Instituto Nacional de Medicina Genomica; and University of Missouri.

Attendees

The NRI has produced this short course annually since 2016 (with the exception of 2020 due to pandemic) with attendees and presenters from around the world. Annual attendance is capped at 80 and past attendees have included graduate students, postdocs, faculty, industry researchers, physicians, and registered dietitians.

Scholarship Fund

Each year, more than half of NGx attendees are students or young investigators. Registration for graduate students is \$50; \$100 for postdocs (general registration is \$200). In the past we have been able to offer scholarships to one-third of needy students.

Sponsorships allow us to do this.

Schedule

This workshop provides a unique opportunity for attendees to discover the cutting edge of precision nutrition and to learn how to translate and apply information between basic research and clinical applications. [View the schedule](#) of lectures, sessions, and workshops.

Virtual sessions will be held on May 19, 20, 26, 27 and June 2, 3.

Keynote Speaker

Elizabeth J. Parks, PhD is a professor at the University of Missouri in the department of Nutrition & Exercise Physiology and division of Gastroenterology and Hepatology, School of Medicine, as well as associate director of the Clinical Research Center in the Institute for Clinical Translational Science. She received the University of Missouri School of Medicine's 2015 Award for Excellence in Junior Faculty Research Mentoring and the 2016 Robert I. Levy Award from the Kinetics and Metabolism Society.

Financial sponsors are invited to support this annual workshop. See next page.

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We are what we eat. But who we are – our individual genetic makeup – affects our need for and response to nutrients. The UNC Nutrition Research Institute (NRI) is dedicated to answering questions of how our genes and diet interact (the science fields of nutrigenetics and nutrigenomics, “NGx”), and how we can use these answers to develop a precision nutrition approach that maximizes each individual’s health.

Sponsorship is a Sound Investment

- Association with a renowned research university institute specializing in nutrition science
- Company image enhanced as a responsible business committed to improving health through nutrition
- Increasing your brand awareness and maximizing logo recognition, products and services
- Sponsors receive wide recognition among nutrition scientists and medical specialists

Benefits of Sponsorship	Sponsorship Level			
	Presenting \$7,500	\$5,000	\$2,500	\$1,000
ACCESS				
Complimentary conference registration	4	3	2	1
Invitation to virtual Meet-and-Greet with faculty and conference leaders	4	3	2	1
RECOGNITION				
Presenting sponsor recognition at workshop events	✓			
Included in media release about programming and events	✓	✓		
Acknowledgment by session leaders in oral remarks	✓	✓	✓	
Logo or name acknowledgment on workshop website and in workshop materials	Headliner logo	Large logo	Medium logo	Small logo
Exhibition space in virtual Sponsors Marketplace* <small>*actual arrangement dependent on virtual platform TBD</small>	Full	¾	½	¼
Website and social media recognition	✓	✓	✓	✓

NGx Marketing

The NGx short course is marketed through the International Society for Nutrigenetics and Nutrigenomics (200 members), the American Society for Nutrition (5,000+ members), the North Carolina Biotechnology Center, Lifestyle Genomics and Frontier journals, and the 12 NIH-funded Nutrition Obesity Research Centers across the United States. We will additionally advertise to attract more underrepresented minorities through SACNAS and the ABRCMS, and directly to HBCUs.

91% of global consumers are likely to switch brands to one associated with a good cause, given comparable price and quality*
61% are willing to try a new brand, or one they’ve never heard of, because of its association with a particular cause*

*2013 Cone Communications/Echo Global CSR Study