



## INVITATION TO SPONSORS

We would like to invite you to the **10<sup>th</sup> Israeli Nutrition Week & the 30<sup>th</sup> AODA Regional Conference** that will be held on June 12-14, 2012 in Tel Aviv, Israel.

The Conference is going to be a unique collaboration with the American Overseas Dietetic Association (AODA) and the Israeli Ministry of Health.

AODA is the international affiliate of the American Dietetic Association (ADA) representing over 700 members from 40 countries outside the United States, who we hope to attract to the Conference in Israel.

The food industry plays an important and leading role in the 21<sup>st</sup> century. The Conference will deal with the many segments of the local and international industry and will serve as a forum for ideas, messages, techniques, misgivings, and more in nutrition.

Professionals from the food industry, along with experts of clinical nutrition research, will endeavor to find a clear balance between the scientific bodies' research and companies' marketing processes of their products, whilst the underlying goal remains to best serve the interests of the consumer.

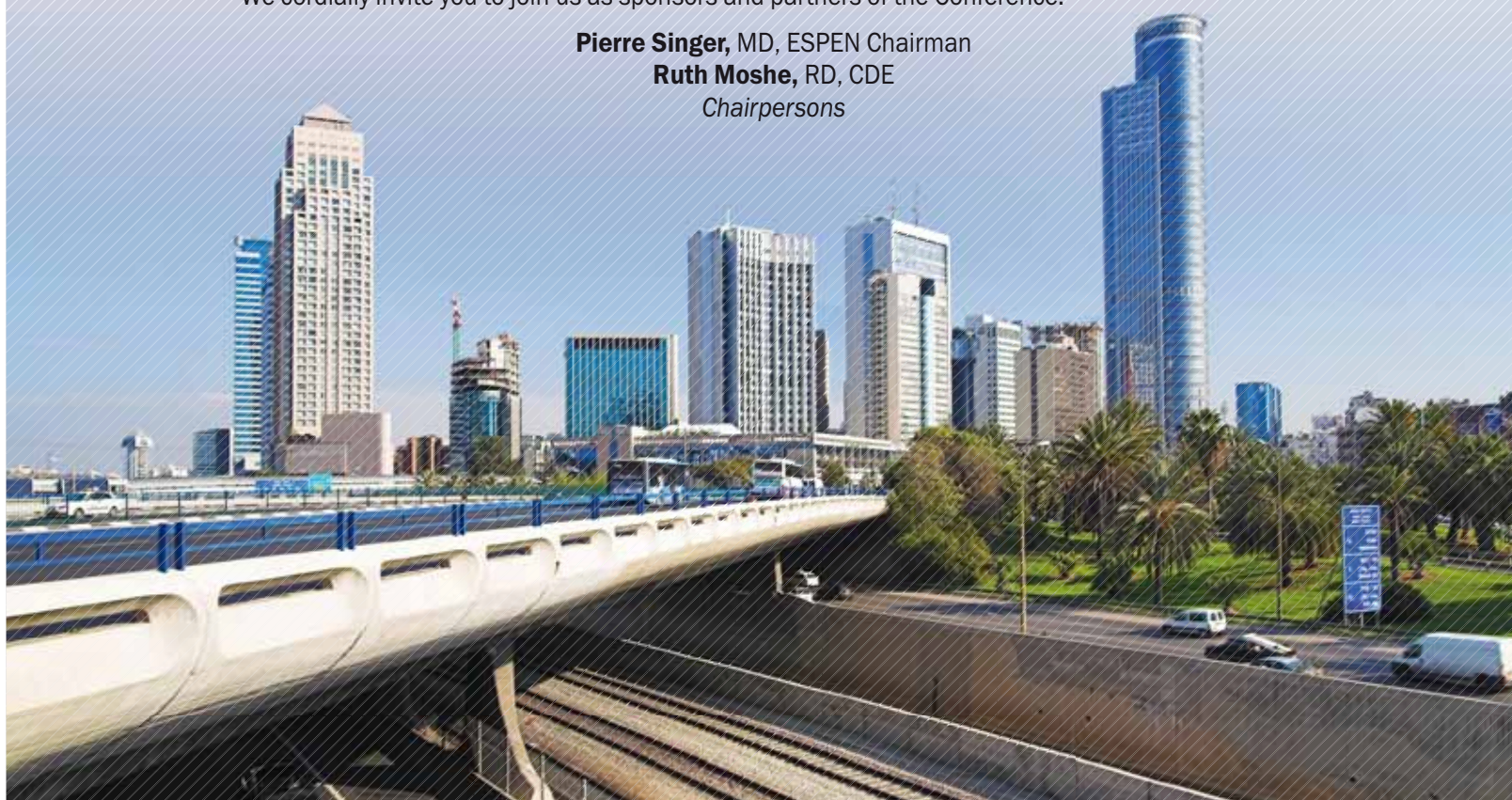
The variety of topics of the Conference will highlight the great momentum with which the food industry is advancing in all of its components - conventional food, functional food, medical food, food supplements, and medical support. The significant and positive connection between providing proper nutrition in complicated situations and decreasing the risks of and exposure to diseases such as the "diseases of affluence" will also be emphasized.

The 10<sup>th</sup> Conference is devoted to the "Mediterranean Diet through the Life Cycle". Topics such as Influence of the Mediterranean Diet on longevity and the elderly, in women health, in gastroenterology and in pediatrics will be included, as well as the interactions and the preventive effects of the Mediterranean Diet on cancer, cardiovascular disease, obesity and diabetes.

There are several sponsorship opportunities available, including industry-sponsored activities. We would be happy to tailor a package to your specific needs.

We cordially invite you to join us as sponsors and partners of the Conference.

**Pierre Singer, MD, ESPEN Chairman**  
**Ruth Moshe, RD, CDE**  
*Chairpersons*



## CHAIRPERSONS

**Pierre Singer**, MD, ESPEN Chairman

**Ruth Moshe**, RD, CDE

## AODA ADVISOR

**Camella Rising**, MS, RD, LDN, USA

## ADA SCIENTIFIC COMMITTEE

**Mary Easaw**, PhD, RD, Malaysia

**Naomi Trostler**, PhD, RD, Israel

**Rubina Hakeem**, PhD, RD, Pakistan

**Lynn Yu**, PhD, RD, Canada

## LOCAL SCIENTIFIC COMMITTEE

**Elliot M. Berry**, MD

**Raanan Shamir**, MD

**Dror Dicker**, MD

**Niva Shapira**, PhD, RD, Agr

**Irit Poraz**, RD, MSc, MHA

**Ziva Stahl**, PhD, RD

**Iris Shai**, PhD, RD, MPH

## LOCAL ORGANIZING COMMITTEE

**Ruth Moshe**, RD, CDE

**Sima Peleg**, RD

**Sivan Aharon**, Bsc



# PRELIMINARY LIST OF TOPICS

## THE MEDITERRANEAN DIET: PAST, PRESENT, FUTURE

- What is the secret behind the efficacy of the Mediterranean Diet?
- The potential power of the Mediterranean Diet: Nutrients and combinations
- How can I eat a Mediterranean Diet everyday?
- The decline of the Mediterranean Diet in Greece and in the Mediterranean region in general

## FISH OIL: WHAT ELSE CAN WE LEARN?

- The end of the Omega 3 era...
- Fish oil: The biological efficacy and evidence
- The neurological effects of DHA
- The role of fish oil in the prevention of cardiovascular diseases: Evidence and recommendations

## SPECIAL NUTRITION

- Innovations and evidences in enteral feeding and parenteral nutrition
- Proteins: Types and amount in different physiological situations
- Phytosterols: An adequate inhibitive nutritional treatment for fighting cholesterol
- Calcium and Vitamin D: What really gets to the bone?
- Parenteral nutrition in the ICU
- Amino acid supplements: Does composition matter?
- The citrullin-arginin cycle: Should citrullin be added?
- BCAA: Super amino acids?
- Tryptophan: An anti-appetizer?
- Amino acids overdose: Is there such a thing?

## SURGERY AND NUTRITION CARE

- Surgical intervention in nutritional problems
- Intestinal implantation
- Bariatric surgery: A cure for Diabetes?
- Plastic surgery for the obese: Does it work and what are the risks?

## EATING BEHAVIOR AND PREVENTIVE

- Transference and counter-transference dynamics in weight management counseling
- "Let's stop the epidemic!" The national program for lifestyle change
- A new look at fat and obesity
- Fat inflammation and metabolic syndrome
- Obesity: A battle worth fighting?

## SPORT AND NUTRITION

- Eating habits, music and exercise
- Diet or exercise: What is more effective?

## PEDIATRIC NUTRITION

- Infantile feeding and eating disorders: A multi-disciplinary approach
- Prenatal and early nutrition: Fundamental to future health and functioning
- Autoimmune disorders: Type I diabetes, celiac etc.

## EDUCATIONAL TOOLS

- Social media: How to leverage it for your personal and professional success
- New tools for nutritional education
- Technology and nutrition: The global enemy
- Cookware: Safety concerns and recommendations
- The road to health is paved with good inventions
- Help parents help their children: Innovative ideas for changing eating habits

## FOOD INDUSTRY

- The food industry: A major force affecting our lives
- The perfect combination: The food industry, academia and law makers. Why? Who Benefits?

## GENDER AND NUTRITION

- Nutrition and metabolism and gender
- Why do women live longer than men? An epidemiological study
- Different eating habits in women and men
- Metabolic differences in women and men
- Oxidative Stress Management

## FREE RADICALS: THINGS THAT YOU SHOULD KNOW

## DEMOGRAPHICS AND CONFERENCE PROFILE

Since its launch in 2001, the Israeli Nutrition Week has established itself as a unique educational Conference where physicians, dietitians and industry members can meet with outstanding experts in major nutrition fields and be updated on the most pressing clinical and technological questions of the day.

The Israeli Nutrition Week is the only Conference of its kind that unifies forces: nutrition-related international and national bodies, governmental institutions, pharmaceutical companies, the food industry and educational organizations.

### PAST CONFERENCE STATISTICS

	PARTICIPANTS	SESSIONS	NATIONAL FACULTY	INT'L FACULTY	COMPANIES	SCHOOLS
2002	600	13	60	1	16	3
2003	700	14	60	1	20	
2004	700	15	70	1	26	3
2005	800	17	86	2	20	3
2006	1100	18	90	3	26	3
2007	1200	19	100	5	14	3
2008	1200	20	110	7	24	2
2009	1400	22	110	15	25	2
2010	1500	23	120	6	26	2
2011	1500	23	123	2	27	



## CATEGORIES OF SPONSORSHIP

Sponsorship categories are based on the total amount of sponsorship and exhibition space reserved:

### PLATINUM

Total sponsorship of over  
**US\$ 22,000 + VAT**

### GOLD

Total sponsorship of  
**US\$ 18,000 + VAT**

### SILVER

Total sponsorship of  
**US\$ 14,000 + VAT**

### CONTRIBUTOR

Total sponsorship of Minimum of  
**US\$ 3,000 + VAT**

Companies that contribute less than US\$ 3,000 + VAT  
will be acknowledged as Exhibitors

## PLATINUM

# US\$ 22,000 + VAT

The Sponsor may provide an unrestricted grant to support an existing session CPE-approved as part of the Scientific Program (60 to 90 minutes).

or

The Sponsor may provide a grant to support an industrial session as part of the Scientific Program (60 to 90 minutes).

PROVIDED BY THE CONFERENCE

### **Educational session**

- Exclusive sponsorship of an official CPE-approved or industrial session
- Session hall, basic audiovisual equipment and display table
- Acknowledgement in the Scientific Program in the Conference Program Book
- On-site signage: Two roll-up signs at the entrance to the hall

### **Registration**

- 15 complimentary full registrations

### **Exhibition**

- Exhibition space of 30 sq.m  
(Additional space may be purchased at the reduced rate of US\$ 400 per sq.m)
- 6 complimentary exhibitors' registrations  
(Additional exhibitors' registrations may be purchased at US\$ 40 per exhibitor)

### **Additional Sponsorship Item**

- Priority in choosing one of the following sponsorship items which will be provided by the Conference (this opportunity is available on a first-come first-served basis)
- Branded participants' bags
- Branded lanyards

### **Advertisements & Acknowledgment**

- Company profile in the Conference Program Book (up to 200 words)
- Two full page color advertisements in the Conference Program Book – one to be placed in a prime location
- Acknowledgment: Conference Website, Conference Program Book, on-site Signage
- Brochure in the participants' bags
- Option to have promotional material distributed at the entrance to the hall

### **Webcast**

- The Conference will provide a video webcast of the Sponsor's session, which can be placed on the official website of the Conference (pending speakers' approval), with a link to the Sponsor's website

### **Voucher in the official coupon book**

- A complimentary designed voucher in the official coupon book of the Conference to be exchanged at the exhibition



## GOLD

# US\$ 18,000 + VAT

The Sponsor may provide an unrestricted grant to support an existing session CPE-approved as part of the Scientific Program (60 to 90 minutes).

or

The Sponsor may provide a grant to support an industrial session as part of the Scientific Program (60 to 90 minutes).

PROVIDED BY THE CONFERENCE

### **Educational session**

- Exclusive sponsorship of an official CPE approved or industrial session
- Session hall, basic audiovisual equipment and display table
- Acknowledgement in the Scientific Program in the Conference Program Book
- On-site signage: Two roll-up signs at the entrance to the hall

### **Registration**

- 15 complimentary full registrations

### **Exhibition**

- Exhibition space of 25 sq.m  
(Additional space may be purchased at the reduced rate of US\$ 400 per sq.m)
- 4 complimentary exhibitors' registrations  
(Additional exhibitors' registrations may be purchased at US\$ 40 per exhibitor)

### **Advertisements & Acknowledgment**

- Company profile in the Conference Program Book (up to 200 words)
- Two full page color advertisements in the Conference Program Book – one to be placed in a prime location
- Acknowledgment: Conference Website, Conference Program Book, on-site Signage.
- Brochure in the participants' bags
- Option to have promotional material distributed at the entrance to the hall

### **Voucher in the official coupon book**

- A complimentary designed voucher in the official coupon book of the Conference to be exchanged at the exhibition



## SILVER

# US\$ 14,000 + VAT

The Sponsor may provide an unrestricted grant to support an existing session CPE-approved as part of the Scientific Program (60 to 90 minutes).

or

The Sponsor may provide a grant to support an industrial session as part of the Scientific Program (60 to 90 minutes).

PROVIDED BY THE CONFERENCE

### **Educational session**

- Exclusive sponsorship of an official CPE approved or an industrial session
- Session hall, basic audiovisual equipment and display table
- Acknowledgement in the Scientific Program in the Conference Program Book
- On-site signage: Two roll-up signs at the entrance to the hall

### **Registration**

- 10 complimentary full registrations

### **Exhibition**

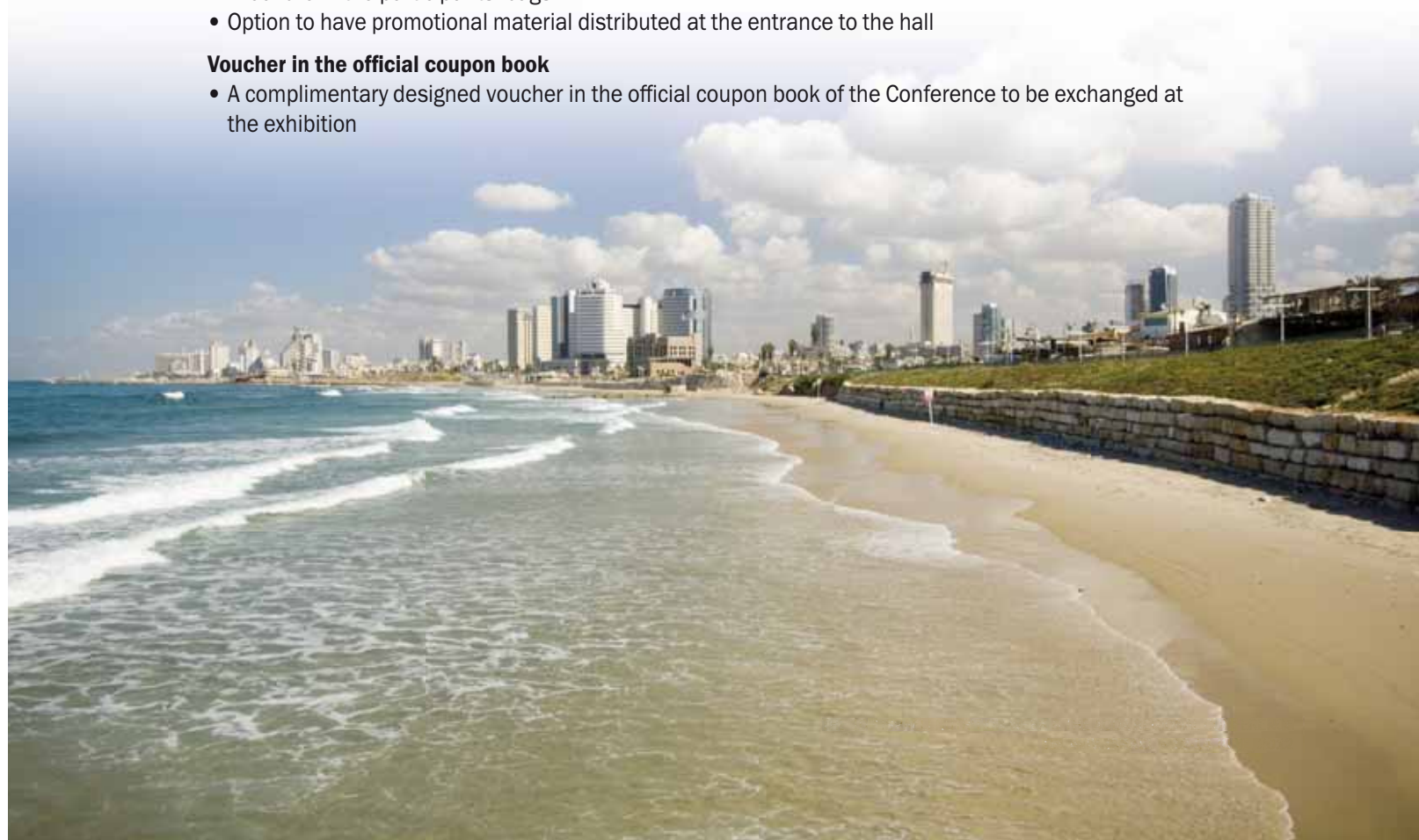
- Exhibition space of 12 sq.m  
(Additional space may be purchased at the reduced rate of US\$ 400 per sq.m)
- 3 complimentary exhibitors' registrations  
(Additional exhibitors' registrations may be purchased at US\$ 40 per exhibitor)

### **Advertisements & Acknowledgment**

- Company profile in the Conference Program Book (up to 100 words)
- One full page color advertisement in the Conference Program Book
- Acknowledgment: Conference Website, Conference Program Book, on-site Signage
- Brochure in the participants' bags
- Option to have promotional material distributed at the entrance to the hall

### **Voucher in the official coupon book**

- A complimentary designed voucher in the official coupon book of the Conference to be exchanged at the exhibition



# SCIENTIFIC & PROFESSIONAL SPONSORSHIP OPPORTUNITIES

## INDUSTRIAL BREAKFAST NON-CPE APPROVED

**US\$ 7,500**

A company may organize an industrial breakfast on Wednesday, June 13 or Thursday, June 14 at 07:45-08:45 am.

The topics are subject to approval from the Conference Chairpersons and are expected to follow the theme of the Scientific Program. The speakers and moderators will be subject to approval from the Conference Chairpersons, who can choose to include them in the Scientific Program.

PROVIDED BY THE CONFERENCE

### **Educational Session**

- Session hall
- Basic audiovisual equipment

### **Advertisement Package**

- Company profile in the Conference Program Book (up to 100 words)
- One full page color advertisement in the Conference Program Book
- Acknowledgment: Conference Website, Conference Program Book, on-site Signage
- Brochure in the participants' bags

### **Promotion**

- Company logo on regular announcements to Conference Database
- Specially-designed mail shots announcing the Industrial Breakfast to the participants of the Conference

## CONTINUING PROFESSIONAL EDUCATION (CPE) APPROVED SESSION

**US\$ 5,000**

A company may provide an unrestricted grant to support an existing CPE-approved session in the Scientific Program.

PROVIDED BY THE CONFERENCE

### **Educational Session**

- Session hall and basic audiovisual equipment
- Grant includes expenses of Chairpersons, Speakers and Moderators

### **Advertisement Package**

- Company profile in the Conference Program Book (up to 100 words)
- Acknowledgment: Conference Website, Conference Program Book, on-site Signage

### **Promotion**

- Company logo on regular announcements to Conference Database

# SCIENTIFIC & PROFESSIONAL SPONSORSHIP OPPORTUNITIES

## PRESENTATION IN A CPE-APPROVED SESSION

**US\$ 2,500**

A company may provide an unrestricted grant to support a presentation in an existing CPE-approved session in the Scientific Program. The length of presentation can be up to 15 minutes.

PROVIDED BY THE CONFERENCE

### **Educational Session**

- Session hall and basic audiovisual equipment

### **Advertisement Package**

- Acknowledgment: Conference Website, Conference Program Book, on-site Signage

### **Promotion**

- Company logo on regular announcements to Conference Database

## INDUSTRIAL WORKSHOP NON-CPE APPROVED

**US\$ 10,000**

A company may organize an industrial non-CPE approved workshop (up to 4 hours). The workshop topics are subject to approval from the Conference Chairpersons and are expected to follow the theme of the Scientific Program.

PROVIDED BY THE CONFERENCE

### **Advertisement Package**

- Company profile in the Conference Program Book (up to 200 words)
- One full page color advertisement in the Conference Program Book
- Acknowledgment: Conference Website, Conference Program Book, on-site Signage.

### **Promotion**

- Company logo on regular announcements to Conference Database
- Specially-designed mail shots announcing the workshop to the participants of the Conference

### **Registration**

- 6 full registrations

### **Coupon Book**

- A complimentary designed voucher in the official coupon book of the Conference to be exchanged at the exhibition

# EXCLUSIVE SPONSORSHIP OPPORTUNITIES

## OFFICIAL CONFERENCE EVENTS

### HOSPITALITY ZONE

Sole Sponsorship

**US\$ 22,000**

The 64 sq.m hospitality zone will be provided in a prime space in the exhibition area.

#### PROVIDED BY THE CONFERENCE

- Carpet
- Electricity
- 5 internet stations
- Company profile in the Conference Program Book (up to 100 words)
- Acknowledgment: Conference Website, Conference Program Book, on-site Signage
- Designed voucher in the official Coupon Book

The Sponsor may:

- Display logo on screen background of the internet stations

### WELCOME RECEPTION

Sole Sponsorship

**US\$ 7,500**

A Welcome Reception for all participants will be held on Tuesday, June 12, 2012.

#### PROVIDED BY THE CONFERENCE

- Three complimentary registrations
- 5-minute greeting at the Welcome Reception
- Company logo on the official invitation
- Acknowledgment on special board on-site during the Welcome Reception
- Company profile in the Conference Program Book
- One full page color advertisement in the Conference Program Book
- Acknowledgment: Conference Website, Conference Program Book, on-site Signage
- Brochure in the participants' bags

### LUNCH

Sole Sponsorship

**US\$ 2,500** *(per lunch)*

The opportunity to provide lunch to all Conference participants.

#### PROVIDED BY THE CONFERENCE

- 4 complimentary full registrations
- Company profile in the Conference Program Book (up to 100 words)
- One full page color advertisement in the Conference Program Book
- Acknowledgment: Conference Website, Conference Program Book, on-site Signage
- Specific acknowledgment in the lunch area



# PROFESSIONAL ADVERTISEMENTS OPPORTUNITIES

## CONFERENCE PROGRAM & ABSTARCTS BOOK

The Conference Program Book will include the Scientific Program and the Scientific Abstracts, and will be distributed onsite to all participants, as well as to 7,000 professional members and professional libraries.

### BACK COVER

**SOLD**

Full page color advertisement on the back cover of Conference Program Book

PROVIDED BY THE CONFERENCE

- Company profile in the Conference Program Book
- Acknowledgment: Conference Website, Conference Program Book, on-site Signage

### INSIDE BACK OR FRONT COVER

**US\$ 3,000**

Full page color advertisement on the inside back or front cover of Conference Program Book

PROVIDED BY THE CONFERENCE

- Company profile in the Conference Program Book
- Acknowledgment: Conference Website, Conference Program Book, on-site Signage

### DOUBLE SPREAD ADVERTISEMENT

**SOLD**

Double spread two pages color advertisement in the middle of the Conference Program Book

PROVIDED BY THE CONFERENCE

- Company profile in the Conference Program Book
- Acknowledgment: Conference Website, Conference Program Book, on-site Signage

## CONFERENCE PROGRAM

The Conference Program Book will include the Scientific Program and will be distributed to the Conference database two months prior to the Conference (approximately 7,000 recipients).

### BACK COVER

**US\$ 2,000**

Full page color advertisement on the back cover of Conference Program Book

PROVIDED BY THE CONFERENCE

- Company profile in the Conference Program Book
- Acknowledgment: Conference Website, Conference Program Book, on-site Signage

### INSIDE BACK OR FRONT COVER

**US\$ 2,000**

Full page color advertisement on the inside back or front cover of of Conference Program Book

PROVIDED BY THE CONFERENCE

- Company profile in the Conference Program Book
- Acknowledgment: Conference Website, Conference Program Book, on-site Signage

### DOUBLE SPREAD ADVERTISMENT

**US\$ 3,000**

Double spread color advertisement in the middle of the Conference Program Book

PROVIDED BY THE CONFERENCE

- Company profile in the Conference Program Book
- Acknowledgment: Conference Website, Conference Program Book, on-site Signage

# PROFESSIONAL ADVERTISEMENTS OPPORTUNITIES

## POCKET PROGRAM

**US\$ 2,000**

A Pocket Program will be distributed to all participants in their Conference Kits.

PROVIDED BY THE CONFERENCE

- Exclusive advertisement on the back cover of the Pocket Program
- Company profile in the Conference Program Book
- Acknowledgment: Conference Website, Conference Program Book, on-site Signage

## WEBSITE BANNER

**US\$ 1,000**

A website banner (190x126) will be placed on the Conference homepage.

The banner will remain on the website throughout the Conference with a link to the official website of the Company.

PROVIDED BY THE CONFERENCE

- Acknowledgment: Conference Website, Conference Program Book, on-site Signage

## COUPON BOOK

**US\$ 550**

Each coupon will be designed to include a section for participants to fill out their personal contact details. Participants can exchange the voucher at the company's exhibition booth for a gift. This opportunity will enable the company to create a database of the Conference participants visiting the company booth.

PROVIDED BY THE CONFERENCE

- Company logo on the voucher with a text
- Acknowledgment on the Conference Website

## BROCHURE INSERT

**US\$ 2,250**

Company brochure to be inserted into the participants' bags, which will be distributed at the Conference.

PROVIDED BY THE CONFERENCE

- Company profile in the Conference Program Book (up to 100 words)
- Acknowledgment: Conference Website, Conference Program Book, on-site Signage

## ADDITIONAL PROFESSIONAL OPPORTUNITIES

### EUROPEAN SPEAKER

**US\$ 1,800**

An unrestricted grant to cover in part, the expenses of one invited European speaker. Expenses include travel, accommodation and registration and recognition.

PROVIDED BY THE CONFERENCE

- Company profile in the Conference Program Book
- Acknowledgment: Conference Website, Conference Program Book

### AMERICAN SPEAKER

**US\$ 2,800**

An unrestricted grant to cover, in part, the expenses of one invited American Speaker. Expenses include travel, accommodation and registration and recognition.

PROVIDED BY THE CONFERENCE

- Company profile in the Conference Program Book
- Acknowledgment: Conference Website, Conference Program Book

### PARTICIPANTS' BAGS

Sole Sponsorship

**US\$ 6,000**

This sponsorship opportunity is reserved for Platinum and Gold Sponsors, and will be available on a first-come, first-served basis.

PROVIDED BY THE CONFERENCE

- Company profile in the Conference Program Book
- Acknowledgment: Conference Website, Conference Program Book, on-site Signage
- Brochure in the participants' bags





# ADDITIONAL PROFESSIONAL OPPORTUNITIES

## WRITING PADS AND PENS

Sole Sponsorship

*provided-in-kind* + **US\$ 1500**

The opportunity to provide branded writing pads and pens that will be included in the participants' bags.

PROVIDED BY THE CONFERENCE

- Acknowledgment: Conference Website, Conference Program Book, on-site Signage

## TAILOR-MADE SPONSORSHIP PACKAGES

Sponsorship packages may be tailored to suit the Sponsor's marketing strategy in order to maximize visibility, and to best promote products and services. Please contact the Conference Organizer for further details on creating the appropriate package.







## EXHIBITION

An exhibition will be held in conjunction with the Conference. The exhibition floorplan is designed to maximize exposure to the participants. All coffee breaks and lunches will be held in the exhibition area daily.

Exhibition space will be available on a first-come, first-served basis, with priority given to Platinum and Gold Sponsors.

**Exhibition space will be available as follows:**

- The cost for exhibition space rental is US\$ 450 per sq.m.
- The minimum booth size is 2x3 sq.m.

Please visit [www.comtecmed.com/inw](http://www.comtecmed.com/inw) to view the exhibition floorplan.

**Exhibition space rental is priced according to size (per sq.m) and includes:**

- Net stand area
- Company profile in Conference Program Book (100 words)
- Two exhibitor registrations
- Exhibitors' Manual

Stand equipment and additional services may be ordered by means of the forms in the Exhibitors' Manual: Furniture, partition walls, carpets, telephone and data lines, electricity, stand cleaning, exhibitors' insurance, logistics, among other services.

## TERMS AND CONDITIONS

- All sponsorship and exhibition prices quoted are in USD and are subject to VAT
- Time slot allocation will be based on level of sponsorship and approval from the Chairpersons
- The Conference Organizers reserves the right to accept or decline offers of sponsorship and application for exhibition space
- The Conference Organizer reserves the right to amend the published floor plan should it be felt that such an amendment would benefit the exhibition and the Conference as a whole
- Please note that the Conference Organizer must approve all exhibition stand designs

# GENERAL INFORMATION

## VENUE

The Israel Trade Fairs and Convention Center, Tel Aviv

## LANGUAGE

English is the official language of the Conference, Simultaneous translation from English to Hebrew will be provided during all plenary sessions.

## REGISTRATION FEE

International Participants**		
	Early registration until May 20, 2012	Late registration after May 20, 2012
Participant	US\$ 200	US\$ 240
Student, Resident, Retired	US\$ 95	US\$ 115

\*\* International participants are entitled to take part in the workshops (included in registration fee). Places are limited and will be granted on a first-come, first-served basis.

## ACCOMMODATION

ComtecMed is the official travel agent for The Israeli Nutrition Week & the AODA Regional Conference and will offer specially reduced rates for the Conference participants. Please visit the official web site for prices and information.

## SECRETARIAT



### Headquarters and Administration:

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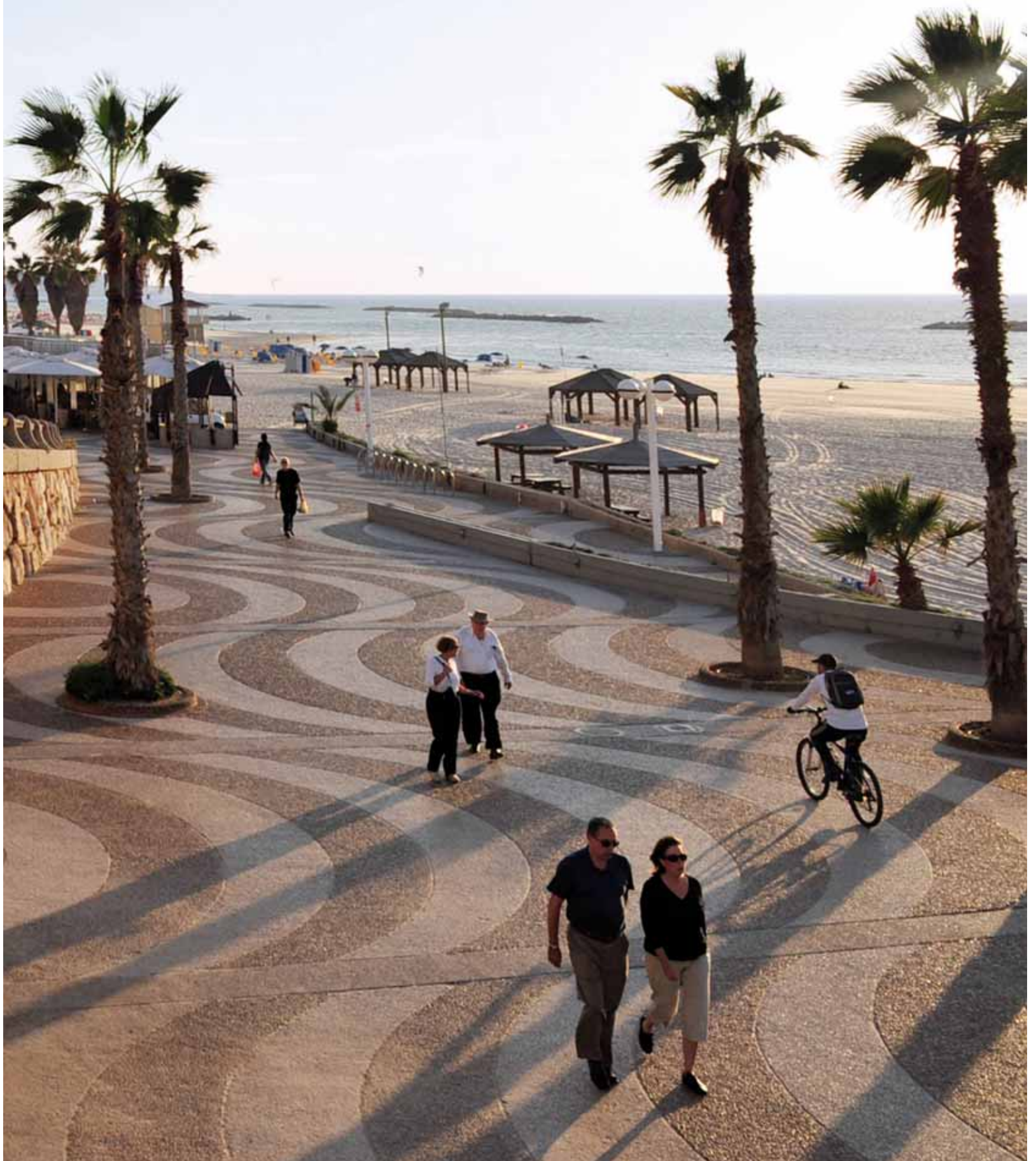
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Please do not hesitate to contact the Secretariat if you require any additional information or assistance.  
Please address all correspondence to: inw@comtecmed.com







# **The 10<sup>th</sup> Israeli Nutrition Week**

## **The AODA Regional Conference**

### *Mediterranean Diet in the Life Cycle*

TEL AVIV, ISRAEL • 12-14 JUNE, 2012



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