



## **Micronutrient Forum 6<sup>th</sup> Global Conference**

The Hague, the Netherlands & Online  
16-20 October 2023



**Micronutrient  
FORUM**

The Micronutrient Forum is pleased to welcome you to our sixth global conference focused on micronutrient knowledge in a global development context.

Following the success of our 2020 CONNECTED Conference, we are pleased to announce our 6th Global Conference will be a hybrid event on October 16-20, 2023 with a robust virtual program and in-person element in the World Forum in The Hague, Netherlands.

We are looking to bring together over 3,000 international individuals from academia, government, multi-lateral agencies, CSOs, NGO's and the private sector

who can promote alignment and collective actions on nutrients across sectors, for a world free from micronutrient malnutrition.

Please find below all the information you may find of interest. We look forward to partnering with you!



# **SYMPOSIA, SPONSORSHIP AND EXHIBITION PROSPECTUS**

Find detailed item descriptions, attendee information, terms & conditions and more on the **Micronutrient Forum 6<sup>th</sup> Global Conference** :

## **[Online Prospectus](#)**

For bookings and further information, please contact:

Teresa Casillas Seoane

Sponsorship Liaison

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## JOIN US

The Micronutrient Forum is pleased to welcome you as a collaborative partner to our sixth global conference focused on Nutrition for Resilience. How to ensure micronutrient security in an era of complex global challenges.

As a sponsor of this hallmark global event your partnership is critical to the success of the conference. You can choose from set package or create tailored packages from the list of sponsorship items. We welcome you to find opportunities that can help you reach both online and onsite audiences, and please don't hesitate to reach out to us with any questions.

## ABOUT THE CONFERENCE

Following the success of our fully virtual 2020 CONNECTED Conference with over 3500 participants from around the world, we are pleased to announce our 6th Global Conference will be a hybrid event on October 15-20, 2023, with a robust virtual program and in-person element in the World Forum in The Hague, Netherlands.

Join us online or in person to discuss and agree on knowledge gaps and follow-up actions on the interdependence of micronutrient nutrition with resilience of individuals, communities and systems, within the context of a world where global crises are the new normal. The conference will explore nutrition for resilience across the four traditional tracks which cover the gamut of micronutrient issues.

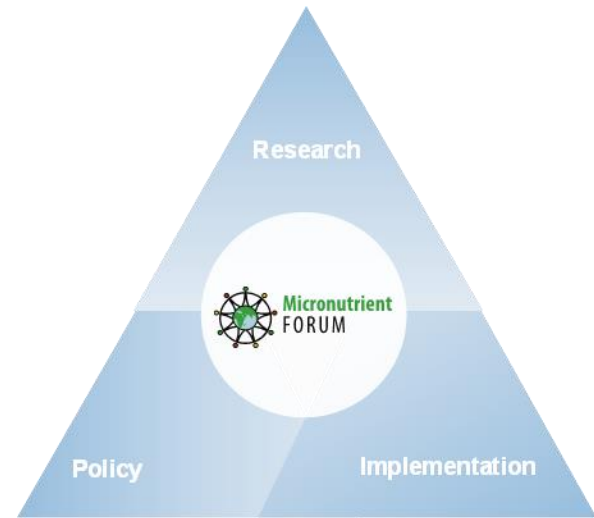
	<b>Track 1</b>	<b>Track 2</b>	<b>Track 3</b>	<b>Track 4</b>
<b>Topic</b>	<b>Micronutrient biology and status assessment</b>	<b>Efficacy and safety of micronutrient interventions</b>	<b>Program Implementation &amp; Effectiveness</b>	<b>Policy and enabling environment for micronutrients</b>
<b>Objective</b>	Understanding the biology of micronutrient nutrition and status assessment and implications for program design	Understanding the effects of micronutrient interventions on micronutrient intake, status and related functional outcomes	Bridging the gap between evidence and implementation to optimize the scale up of micronutrient interventions	Engaging new actors and building new alliances, to include global, regional, and national policy considerations, financing, innovative partnerships, climate change



## ABOUT THE FORUM

The Micronutrient Forum is an international NGO, knowledge broker and backbone organization in the nutrition sector.

The Forum brings together leading technical experts, policymakers, program implementors, civil society representatives, bilateral and multilateral partners, and the private sector who act and invest responsibly in nutrition to generate and synthesize evidence, promote alignment on shared agendas and pursue collective actions, strengthen, and integrate advocacy, and accelerate national progress. This is achieved through hosting secretariats, convenings, conferences, and integrated advocacy among other activities.



The Micronutrient Forum's strategy is predicated on the fact that stakeholders in the nutrition field need a sound micronutrient technical resource, and that conversely scientific research should be informed by the needs of stakeholders such as policymakers, implementers, and funders and investors. However, knowledge without action is insufficient. The Forum also identifies knowledge gaps, prioritizes, and coordinates and collaborates with others to fill those gaps, and effectively disseminate this new knowledge.

The Forum aims to increase the effectiveness of the entire field and ultimately improve the lives of populations vulnerable to micronutrient deficiencies.



## 2023 THEME: NUTRITION FOR RESILIENCE

The world is being confronted by multiple, complex, cascading challenges and shocks that impact on human well-being, including nutrition and micronutrient security such as COVID-19, climate change and regional conflicts with national and global consequences. These crises disproportionately affect women, due to existing gender power relations, and in turn affect malnutrition for women and children, with intergenerational consequences.

Achieving the 2030 Agenda on Sustainable Development in an era of complex challenges depends on our ability to strengthen the resilience of individuals and populations - as well as the systems on which they depend. A more complete understanding and sectoral examination of the key nutritional drivers for resilience is necessary, for example, to support immunity against emerging waves of infectious diseases, develop more comprehensive shock-responsive systems in fragile settings, and scale-up impactful population-based prevention programs across both crisis and non-crisis contexts.

While the Forum 6<sup>th</sup> Global Conference: Nutrition for Resilience will continue to cover the broad spectrum of micronutrients from the research, program, and policy perspectives, it will, in addition, take a deep dive into elevating and strengthening scientific understanding on the inter-relationship between micronutrient status, resilience, climate change, fragility, and pandemics to ultimately accelerate progress towards achieving global nutrition and development goals and targets.

The Conference will convene experts from across disciplines to disseminate scientific knowledge and discuss pressing micronutrient issues within global health and development contexts.

### CONFERENCE TOPICS WILL INCLUDE:

- Exploration the complex interactions between nutrition, climate change, conflict, and pandemics.
- Relationships with resilience explored through the lens of biological mechanisms.
- Efficacy and effectiveness of solutions and programs; and
- Creating an enabling environment for an integrated approach to help move forward, building a better nourished world that is fit to face the challenges of the future.



## CONFERENCE SPONSORSHIP PACKAGES

You are welcome to choose a ready-made package and enjoy its benefits.

<b>Benefits</b>	<b>Gold</b> From € 30,000	<b>Silver</b> From € 20,000	<b>Bronze</b> From € 15,000	<b>Friends</b> From € 6,000
<b>Registrations</b>				
Full Delegate Registrations (online & in-person)	5	3	2	1
Exhibitor Badges	5	5	3	2
<b>Exhibition</b>				
Virtual Booth	Large	Medium	Small	Small
Onsite Booth	36 sqm	36 sqm	18 sqm	9 sqm
<b>Acknowledgement</b>				
Exclusive Mailshot	✓			
Push Notifications (online platform & mobile app)	2	1		
Online Platform Advertisement	✓	✓		
Logo and Hyperlink on Conference website	✓	✓	✓	✓
Online & Onsite Acknowledgement	✓	✓	✓	✓





## CUSTOM SPONSORSHIP PACKAGES

### SPONSORED SYMPOSIA

All symposia will be recorded and added to the online platform for our virtual attendees. You can organize a sponsored symposium in three different formats: online, in-person or hybrid.

#### SPONSORED SYMPOSIUM



Opportunity to organise an official non-CME Session in a Parallel Hall, up to 90 minutes (Program subject to the approval by the Conference Committee).




- Includes hall rental, standard audio/visual equipment, and display table.
- Permission to use the phrase “Official Symposium of the Micronutrient Forum 6th Global Conference 2023”.
- Sponsored Symposia Programs will be included in a section of the Final Program (subject to receipt by publishing deadline).
- [Time Slots](#): allocated on a “first come, first served” basis.
- Sessions will be clearly indicated in the meeting timetable.
- Support will be acknowledged in the Support and Exhibition section of the program guide, on the event website, mobile application and with signage during the event.

**The supporting company in addition to the support fee must cover all speakers’ expenses including registration fee, accommodation, and travel expenses. This also applies when the speakers have already been invited by the Conference. In this case, the company will support the number of nights as per Conference policy.**



## EDUCATIONAL ITEMS

Sponsors may add to the overall strength of the Conference Program by adding elements the increase participation and engagement for delegates.

<p>LMIC DELEGATE REGISTRATION</p> 	<p>Sponsors provide FREE virtual registration to delegates from Low to Middle Income Countries. This increases the ability for LMIC Delegates to robustly participate in the conference and helps build engagement from around the world.</p> <ul style="list-style-type: none"> <li>• Support will be acknowledged in the Support and Exhibition section of the program guide, on the event website and virtual platform.</li> </ul> <p>Additional sponsorship acknowledgement will be provided in the confirmation letter to the LMIC Delegates you support.</p>
<p>EDUCATIONAL GRANT</p> 	<p>Independent grants dedicated to the educational mission of the Conference are appreciated and important to the success of the Conference.</p> <ul style="list-style-type: none"> <li>• Support will be acknowledged in the Support and Exhibition section of the program guide, on the event website and virtual platform.</li> </ul>
<p>RECOGNITION AWARD</p> 	<p>Recognition awards should focus on significant discoveries, innovation and distinguished accomplishments advancing the micronutrient agenda. In collaboration with the Micronutrient Forum 6<sup>th</sup> Global Conference 2023 Organizing Committee, the sponsoring organization will contribute to the development and delivery of the award.</p> <ul style="list-style-type: none"> <li>• Support will be acknowledged in the Support and Exhibition section of the program guide, on the event website and virtual platform.</li> </ul>





## HACKATHON



A sprint-like challenge addressing global strategic goals for nutrition and health. Multidisciplinary groups will collaborate intensively on solving a specific problem and present their findings at the end of a given time-period.

- A unique chance to bring together young leaders, creative minds and innovators to solve a challenge based on specific criteria.
- Support will be acknowledged in the Support and Exhibition section of the program guide, on the event website and virtual platform.

## E-POSTER AREA



E-Posters create unique networking and engagement opportunities, generate participants' interest, and are good exposure for authors in the virtual environment, as participants can interact with them via chat. E-poster support includes:

- Signage in the lobby of the virtual platform with "Supported by..." and a company logo only.
- Support will be acknowledged in the Support and Exhibition section of the program guide, on the event website and virtual platform.

## POSTER AREA



Sponsored area with the traditional scientific paper posters.

- Recognition is offered with signage within the Poster area noted: "Supported by" and a company logo only.
- Additional printed acknowledgment will be provided in the Support and Exhibition section of the program guide, on the event website, and mobile application.



## MEETING ROOMS

### PRIVATE MEETING ROOM



Private meeting rooms are available for supporters to host and entertain (from 6 to 60+) guests for the duration of the Conference.

- Opportunity to brand the meeting room.
- Acknowledgement on directional signage outside suite.
- Catering and AV Equipment available for additional cost.

## ONLINE PLATFORM BRANDING

### SYMPOSIUM WAITING ROOM BRANDING



The waiting room is a great opportunity to connect with attendees and create anticipation – you can share a slide or a video while attendees are waiting for your session to start.

- Opportunity to brand the virtual waiting room of your virtual session.

### VIRTUAL LOBBY ADVERTISEMENT



Increase your company/organization exposure by showcasing your logo on the virtual platform.

- Supporting company will have their logo placed in one of the screens in the virtual lobby.
- Allow participants who click your logo to be directed to your virtual booth, website, or a pop-up window with your advert.

### VIRTUAL BAG INSERT



A virtual “hands-on” experience for ALL delegates.

- Promotional material of the supporting company will be included in the virtual bag for all delegates on the virtual platform. Attendees will be able to view and download it.



## ADVERTISEMENTS

### BAG INSERT



Promotional material (up to 4-page insert, A5 flyer) will be included in the registration materials distributed on-site only.

- Material will be provided by the Supporter and must be approved by the Secretariat and shipped to the appropriate address by the shipping deadline.
- Supporters' product information will be distributed to in-person participants only.

### SOCIAL MEDIA PROMOTION



Increase your reach and connect with participants and other HCPs by using the Conference social media.

- Supporters will provide promotional information that can be posted on the conference social media platforms.
- Time, date(s) and content to be confirmed and approved by the Conference organizers.

### PUSH NOTIFICATION



One "push notification" sent to all participants via the virtual platform or mobile app.

- Date and time to be coordinated with Conference organizer.
- Specifications will be provided by the Conference organizer.



## PROMOTIONAL MAILSHOT



Gain additional exposure for your sponsored session, organization, or exhibition booth by sending out a Mail Blast to the registered delegates who have agreed to receive promotional material, either before the conference starts, or after the conference ends.

- Date and time to be coordinated with the Conference Organizer.<sup>1</sup>
- **Exclusive:** Mail blast will be exclusive for the supporting company. The designed mail blast (html format with Kenes design requirements<sup>2</sup>) and the preferred “Subject” to be provided by the Supporter and subject to receipt by 6 weeks prior to the Conference. From field will be: MNF 2023.
- **Joint:** Mail blast will be shared with other supporting companies. Supporting company should provide the content for the mail blast following Kenes design requirements. Design of mail blast will be done by Kenes/Organizer.





<sup>1</sup> Mailshots sent prior to the beginning of the Conference cannot be linked to activities within the virtual platform as this one is not live/ available yet, sessions and booths.

<sup>2</sup> Content received after the deadline may be processed for an additional fee of €500. If you cannot provide a compliant HTML file, you send one pdf/ image that will be embedded into the Conference designed mailshot for an additional charge of €250.



## PROMOTIONAL ITEMS

For all Promotional Items, additional support will be acknowledged in the Support and Exhibition section of the program guide, on the event website, mobile application and with signage during the event.

<p><b>CHARGING KIOSK</b></p> 	<p>Branded Charging Kiosk for multiple devices. It's a great way to leave a lasting impression on the participants.</p> <ul style="list-style-type: none"> <li>• Opportunity to brand the Charging Kiosk with your company name and logo.</li> </ul>
<p><b>COFFEE BREAK</b></p> 	<p>Coffee will be served during breaks in the exhibition area.</p> <ul style="list-style-type: none"> <li>• Opportunity to have a one-day display of company's logo at the catering point located in the exhibit area.</li> <li>• Opportunity to provide items bearing company logo for use during the supported break.</li> </ul>
<p><b>CONFERENCE BAGS</b></p> 	<p>Supporter will provide funding for Conference approved participants' bags.</p> <ul style="list-style-type: none"> <li>• Conference bag will feature both the Supporter's logo and the Conference logo.</li> </ul>
<p><b>DOCUMENTARY WALL</b></p> 	<p>Opportunity to show your organization's work on global health issue challenges related to nutrition in developing countries including success stories and NGO works.</p> <ul style="list-style-type: none"> <li>• Feature various documentary screenings allowing a far-reaching awareness and critical thinking.</li> </ul>



**EXECUTIVE LOUNGE**



Facilities will be available at the venue for speakers and members of the organizing committee. Hospitality provided will be compliance with all relevant codes.

- Company's logo on signage at the entrance to the executive lounge.
- Opportunity to provide company's mouse pad at each workstation.
- Opportunity to display company logo on screensavers.

**HYDRATION STATIONS**



Supporter will have the opportunity to promote itself by branding the hydration stations found in the Exhibition Hall.

- Opportunity to brand the hydration Stations with your company name and logo.

**LANYARDS**



Opportunity to place company logo on the lanyards. The Organizing Committee will select the type and design of the lanyards.

- The support entitlements are as follows:
- Supporter's logo to be printed on the lanyards.

**LUNCH BREAK**



Hosting Lunch for on-site participants is the perfect opportunity to increase brand awareness and engage with attendees. They're sure to remember you if feed them!

- Opportunity to have a one-day display of company's logo at the catering point located in the exhibit area.
- Opportunity to provide items bearing company logo for use during the supported lunch.

**MEETING POD**






We all need a quiet spot during a hectic Conference and exhibition.





- Offer participants and your clients a company branded (sticker, screen, app etc.), private and fully technology enabled meeting space at Conference.





	<ul style="list-style-type: none"> <li>• Flexible on-demand booking, calendar integration through a company branded app.</li> <li>• Fractional meeting scheduling (by the hour).</li> <li>• “Smart Pods” – Wi-Fi Internet connectivity, video display, smart lock, smart lights, power and USB</li> <li>• Technician to support onsite is included.</li> </ul>
<p><b>NETWORKING EVENT</b></p> 	<p>Networking events are a unique way to share ideas, thoughts and discuss on global health issues and challenges related to nutrition in developing countries.</p> <ul style="list-style-type: none"> <li>• Make sure your organization is present in this critical thinking by sponsoring the Networking event.</li> </ul>
<p><b>MOBILE APP</b></p> 	<p>The Conference Mobile App engages attendees with personalized planning tools and real-time event updates. The App transforms smartphones, tablets, and laptops into tools for active participation and makes it easy for participants to access Conference information to connect with speakers and colleagues. The App includes the scientific program, abstracts, speakers’ information, participants’ list, the rating/voting system for sessions and speakers, and a personalized scheduler. The App can be downloaded from the Apple App Store and Google Play.</p> <p>The Mobile App support includes:</p> <ul style="list-style-type: none"> <li>• Supporter acknowledgement on the splash/pop-up screen of the App: “Supported by: company name/logo” (product logo not permitted).</li> <li>• Two “push notifications” included in the sponsorship package.</li> </ul>
<p><b>PHOTO BOOTH</b></p> 	<p>The Photo Booth is an excellent tool to engage with attendees. It allows them to have fun and share their experience. Attendees can take photos of themselves &amp; colleagues using fun props, then send the photo to email, text or their social media accounts.</p> <ul style="list-style-type: none"> <li>• The booth attracts many attendees, and a sponsor would gain exposure by having their branding on the</li> </ul>



	<p>outside of the booth, including their logo on every photo taken.</p> <ul style="list-style-type: none"> <li>• The exposure will last long after the Conference ends as these photos are shared with colleagues, friends and family.</li> <li>• By sponsoring the Photo Booth, the company will be the official supporter of the Photo Contest taking place virtually.</li> </ul>
<p>THE NUTRITION CORNER</p> 	<p>A unique opportunity to engage with delegates as you welcome them with a branded smoothie station or a rich nutrient snack.</p>
<p>VENUE BRANDING</p> 	<p>Enhance your organization's visibility in the Micronutrient Forum 6th Global Conference 2023 by showcasing your logo on various locations in the exhibition hall and/or off-site events.</p>
<p>WELCOME RECEPTION</p> 	<p>Supporter will have the opportunity to promote itself through a networking reception on the first evening to which all registered attendees are invited.</p> <ul style="list-style-type: none"> <li>• Supporter's logo on sign at the entrance to the Welcome Reception.</li> <li>• Opportunity to provide items bearing company logo for use at the event.</li> </ul>
<p>WIFI</p> 	<p>Achieve HERO Status with Branded WIFI for all on-site delegates!</p> <ul style="list-style-type: none"> <li>• Opportunity to add your name to the WIFI Conference network</li> <li>• Opportunity to provide a Splash Page as delegates connect to the conference WIFI onsite.</li> <li>• Ample signage throughout the venue will also include Sponsor's name and logo.</li> </ul>



## CONFERENCE SPONSORSHIP LEVELS

Should you decide to create a tailored sponsorship package, you will be allocated into a sponsorship level based on the total amount you accumulate from the individual sponsorship items.

Sponsorship Levels	Minimum Contribution
GOLD SPONSOR	From € 30,000
SILVER SPONSOR	From € 20,000
BRONZE SPONSOR	From € 15,000
FRIENDS	From € 6,000

## ACKNOWLEDGEMENTS

Sponsors and exhibitors will be acknowledged in the final program section of the program, on the Conference website, in the virtual platform, onsite, and in the Micronutrient Forum 2023 mobile app.



## SPONSORSHIP AND ADVERTISEMENT ITEMS

Sponsored Symposia	Hybrid (+VAT)	Online (+VAT)
<a href="#">SPONSORED SYMPOSIA SESSION</a> Companies	Starting at € 25,000	€ 20,000
<a href="#">SPONSORED SYMPOSIA SESSION</a> NGO's, Ministries, International organizations, Foundations, and Non-profits	Starting at € 12,000	€11,000
For Available Timeslots click <a href="#">here</a>		
Educational Items	Hybrid (+VAT)	
<a href="#">LMIC DELEGATE REGISTRATIONS</a>	Any Amount	
<a href="#">EDUCATIONAL GRANT</a>	Any Amount	
<a href="#">RECOGNITION AWARD</a>	€ 10,000	
<a href="#">HACKATHON</a>	€ 15,000	
<a href="#">E-POSTER AREA</a>	€ 15,000	
<a href="#">POSTER AREA</a>	€ 15,000	
Meeting Rooms	In-person (+VAT)	
<a href="#">PRIVATE MEETING ROOMS</a>	From € 3,000	
Online Platform Branding	Online (+VAT)	
<a href="#">WAITING ROOM BRANDING</a> <i>Slides, video, background</i>	€ 2,000	
<a href="#">VIRTUAL LOBBY ADVERTISEMENT</a> <i>Logo, advert, video</i>	€ 3,500	
<a href="#">VIRTUAL BAG INSERT</a>	€ 2,500	



## SPONSORSHIP AND ADVERTISEMENT ITEMS (cont.)

Advertising Items	Hybrid (+VAT)		
<a href="#">BAG INSERT</a>	€ 2,000		
<a href="#">EXCLUSIVE PROMOTIONAL E-MAILSHOT</a> – Pre-Conference	€ 3,000		
<a href="#">EXCLUSIVE PROMOTIONAL E-MAILSHOT</a> - Post-Conference	€ 2,500		
<a href="#">PUSH NOTIFICATION</a> (App or Platform)	€ 2,000		
<a href="#">SOCIAL MEDIA POST</a>	€ 1,500		
Promotional Items	Hybrid (+VAT)	In-person (+VAT)	Online (+VAT)
<a href="#">CHARGING KIOSK</a>		€ 15,000	
<a href="#">COFFEE BREAK</a>		€ 10,000	
<a href="#">CONFERENCE BAGS</a> (Production cost included)		€ 18,000	
<a href="#">DOCUMENTARY WALL</a>		€ 5,000	
<a href="#">EXECUTIVE LOUNGE</a>		€ 10,000	
<a href="#">HYDRATION STATIONS</a>		€ 11,000	
<a href="#">LANYARDS</a> (Production cost included)		€ 15,000	
<a href="#">LUNCH BREAK</a>		€ 15,000	
<a href="#">MEETING POD</a>		Upon request	
<a href="#">MOBILE APP</a> Micronutrient Forum 2023	€ 20,000		
<a href="#">NETWORKING EVENT</a>		€ 20,000	
<a href="#">PHOTO BOOTH</a>		€ 10,000	
<a href="#">THE NUTRITION CORNER</a>		€ 12,000	
<a href="#">VENUE BRANDING</a>		Coming soon	
<a href="#">WELCOME RECEPTION</a>		€ 15,000	
<a href="#">WIFI</a>		€ 12,000	



## EXHIBITION

Exhibition	Online or In-person (+VAT)
VIRTUAL BOOTH	Small - € 2,500 Medium - € 4,000 Large - € 5,500
SPACE ONLY (minimum 12sqm)	€ 285/sqm
SHELL SCHEME	€ 315/sqm
MICRONUTRIENT COMMUNITY HUB	€ 1,500

## PAYMENT TERMS & METHODS

60% upon receipt of the Sponsorship agreement and first invoice.  
40% by six (6) months prior to the Conference.

All payments must be received before the start date of the Conference. Should the Exhibitor fail to complete payments prior to the commencement of the Conference, the Organizer will be entitled to cancel the reservation while cancellation will be subject to cancellation fees as determined below.

Payment options (Details will be indicated in the invoice)

- Option 1: Payment by Check
- Option 2: Payment by Bank Transfer
- Option 3: Payment by Credit Card (4% surcharge applies)

All bank charges are the responsibility of the payer.

## CANCELLATION / MODIFICATION POLICY

Cancellation or modification of support items must be made in writing to the Sponsorship, Liaison and Sales Department: Teresa Casillas Seoane – [tseoane@kenes.com](mailto:tseoane@kenes.com)





The organizers shall retain:

- 10% of the agreed package amount if the cancellation/ modification is made on or before February 16, 2023, inclusive.
- 50% of the agreed package amount if the cancellation/ modification is made between February 17, 2023 - June 17, 2023, inclusive.
- 100% of the agreed package amount if the cancellation/ modification is made from June 17, 2023, onwards.

## **VAT INFORMATION**

All prices are exclusive of VAT and are subject to VAT, which will be added to the invoice.

Please read the full Terms & Conditions [here](#).