

Sponsorship and Partnership Opportunities



Australasian NUTRITION IN HEALTHCARE *Conference*

15 -17 February 2019 MELBOURNE



Introducing

Doctors For Nutrition 'Bringing Food Back To Healthcare'

The registered charity, Doctors For Nutrition (DFN) was co-founded in 2018. With medical and dietetic practitioner ambassadors across Australia, New Zealand and globally, DFN's mission is to 'bring food back to healthcare' through advocacy, education and research on the health benefits of a whole food plant-based diet.

DFN's work spans across a wide range of healthcare institutions, professions and beyond to the wider community.

We thank you for taking the time to consider partnering with us on this very important mission.

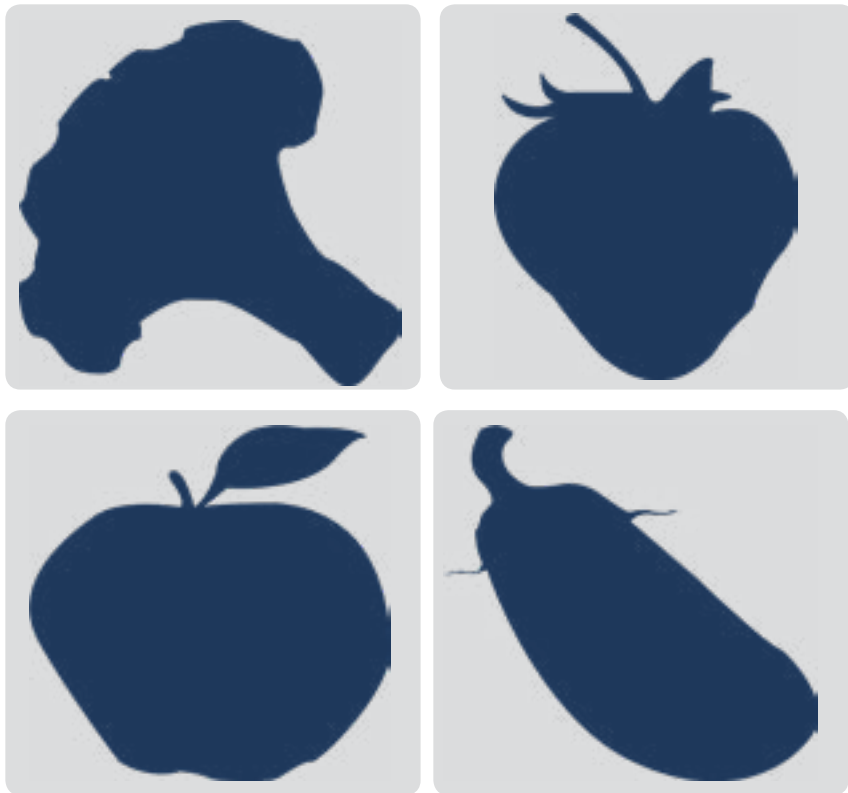
Yours in Health,

Dr Heleen Roex-Haitjema MD & Lucy Stegley
Co-Founders and Executive Directors
Doctors For Nutrition



Pictured: Dr Neal Barnard MD, Keynote Speaker

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Why Whole Food Plant Based ‘WFPB’

- In Australia and New Zealand, as much as 88% of health loss can be attributed to chronic, or non-communicable diseases, the vast majority of which are preventable.
- A WFPB eating pattern centres on fruits, vegetables, whole grains, beans and legumes. It is healthy and nutritionally adequate for all stages of life, and provides an abundance of antioxidants, phytonutrients, fibre, and numerous other health-promoting substances.
- A WFPB diet is the only eating pattern that has been scientifically demonstrated to reverse atherosclerotic heart disease.
- Approximately 65% of adults and 30% of children are now considered overweight or obese in Australia and New Zealand.
- Populations adopting a WFPB eating pattern in a community setting have demonstrated mean reductions of BMI by over 4 points at 1 year, without energy restriction.
- A WFPB eating pattern provides an opportunity for reversal of type 2 diabetes, demonstrating greater medication reductions and improvements in glycemic control than standard diets for type 2 diabetes.
- It provides the best chance of avoiding long term complications, and increasing quality of life and life expectancy for all people with diabetes.
- It has been estimated that anywhere from 4 to as many as 9 out of 10 cases of cancer are preventable, and healthy eating and maintaining a healthy body weight are two important actions to take for prevention.

As an important step in becoming a doctor, medical students must take the Hippocratic Oath. And one of the promises within that oath is “Primum non nocere”

“First do no harm” — Hippocrates



Our Conference



Conference Venue, Peninsula Docklands

For our conference schedule visit

www.nutritioninhealthcare.org

Nutrition in Healthcare 2019

DFN's annual Nutrition in Healthcare Conference (NIHC), launching in 2019, is the peak event for qualified local and international experts to share the latest evidence-based nutrition information with their peers and the general public.

From the hard science, to the art of its practical implementation, the NIHC has broad appeal to both a dedicated established audience and the growing movement of 'plant curious' consumers and practitioners.

Across the weekend of 15-17 February 2019, upwards of twenty well respected medical doctors, registered dietitians and allied healthcare professionals will present independent and credible dietary information to a highly engaged audience.

Additionally, talks by numerous patient case studies and the screening of two health documentary film premieres will add another level of excitement and inspiration to the conference proceedings.

The NIHC will be taking place in the high-end surrounds of the Atlantic Group's Central Pier venue. This direct waterfront location at the Docklands, Melbourne will set the scene for a fresh and timely upgrade to the health and wellness event market.

FEBRUARY 15-17

#NIHC2019



Our Speakers - International & Local Nutrition Experts

NIHC international speakers include:

Dr Neal Barnard, MD (founder and director of the Physicians Committee for Responsible Medicine), USA

Dr Scott Stoll, MD (former Olympian and co-founder of The Plantrician Project), USA

Dr Alan Desmond, MD (gastroenterologist, founder of The Devon Gut Doctor), UK

Dr Renae Thomas, MD (lifestyle medicine practitioner, Loma Linda University Medical Centre), USA

Dr Luke Wilson, MD (general practitioner, co-creator of The BROAD Study), NZ

NIHC Australian speakers include:

Dr Heleen Roex-Haitjema, MD (pediatrician, co-founder of Doctors For Nutrition), Adelaide

Dr Malcolm Mackay, MD (general practitioner, co-founder of Plant Based Health Australia), Melbourne

Dr Andrew Davies, MD (intensive care specialist, co-founder of The New Normal Project), Melbourne

Dr Peter Johnston, PhD (dietitian, founder of The Whole Food Solution), Melbourne

Joel Craddock, APD (dietitian, university lecturer, PhD researcher), Wollongong

For presenter biographies, please visit the conference website www.nutritioninhealthcare.org



About Our Speakers

Each of these individuals have been specifically selected to present at the inaugural conference based on a combination of their experience, research and passion for the topic of nutrition and lifestyle medicine. They are respected leaders in their fields with additional specialist knowledge of the vital role of food as medicine and its impact on patient outcomes.

Dr Neal Barnard is one of the world's most influential physicians on the subject of plant-based nutrition for the prevention and reversal of chronic conditions such as diabetes, heart disease, autoimmune disease and obesity.

With a massive global following, the publication of numerous peer reviewed studies, the authoring of over 20 books and appearances in numerous widely-viewed documentaries such as What The Health, Forks Over Knives and Eating You Alive, Dr Neal Barnard is considered one of the leading global experts on nutrition in medicine.



Our Audience - Engaged, Open Minded, Health Influencers

The founders of DFN have run over 30 local and international nutrition symposia and healthcare events since 2015, attracting over 10,000 people interested in the role of food in healthcare.

The NIHC conference audience mirrors the attendance at these previous events and is primarily composed of professionals from within the medical and allied healthcare sector: doctors, nurses, nutritionists, physiotherapists, paramedics, hospital and clinic administrators and beyond.

A significant minority of attendees stem from other backgrounds, and include numerous students currently studying a healthcare related degree.

Delegates hail predominantly from Australia, with approximately 50% being from Victoria. The audience is around 70% women between the ages of 25 and 54.

Conference ticket price points indicate that our attendees are able and willing to invest significantly in learning more about their health and nutrition.

Ticket sales information to date has shown that a large percentage of attendees already follow a plant-based or other specialised diet such as gluten-free. Our audiences are typically passionate 'foodies' who take particular care to seek out quality food, beverages, products and services that adhere to their lifestyles.

The NIHC conference has already attracted widespread interest from both digital and traditional media. However, as a high-end event geared at a professional audience, tickets are capped at 250 delegates.

The progressive healthcare professionals and health-savvy general public attendees at #NIHC2019 provide a highly influential target demographic for your brand, products or services.

Why Partner With Us

As Australia's first and only not-for-profit charity devoted to advocating for evidence-based plant-based nutrition, Doctors For Nutrition is a pioneering organisation. Led by an Advisory Council of qualified local and international medical, dietetic and research advisors, DFN is stewarding the fast-growing awareness of the vital role of nutrition in healthcare. DFN provides a credible voice to help guide people to maximise their wellness potential through healthier food choices.

In line with this, we seek selective partnerships with businesses, products and services who share our mission to enhance the health of Australians. When you partner with us, your quality offering will be met by a curious, informed and open-minded audience

To be aligned with the messaging of the DFN charity, if you are a food or beverage brand, your offering will need to be:

Plant-based (ie. contain no animal derived ingredients or processing methods)

Whole Food (ie. contain no processed oils or highly refined ingredients)



Our Advisory Council of Doctors,
Dietitians, Researchers & Staff.



Opportunities - Be part of the paradigm shift

If you feel the ethos behind your brand, product or service reflects the DFN values and you are looking for more visibility among health conscious professionals and the general public, we would love to discuss how we can best support each other!

You may have just launched, or be an established brand seeking market penetration into the fast-emerging field of whole food nutrition and lifestyle medicine.

Either way, we would be happy to assist you to further increase the scope of your exposure to the early-adopters at this exciting and engaging event.

Examples of businesses and sectors that may be a good fit for partnering with the #NIHC2019 include:

Fresh produce

Packaged whole foods and beverages

Fitness and wellbeing





















Personal and home-care

Digital health solutions

Existing packages are listed on the following page, however, if you have any ideas of your own for collaborating with us or would like to discuss some suggestions regarding using what budget you may have, please don't hesitate to suggest these via our 'Expression of Interest' form on our website, or simply give us a call or email. We want to ensure your engagement with our event is a successful and productive one and we look forward to hearing from you.



Sponsorship Packages

	Gold \$2,800	Silver \$2,300	Bronze \$1,800
Activation of your choice or suggestion to be negotiated with DFN (e.g. naming of stage/area with premium display of your banner; cooking demonstration using your product/s during our Food As Medicine Workshop (with Food For Life instructor Dr Heleen Roex, MD and Dr Neal Barnard, MD); interactive social media competition			
Your product/s as the hero of our conference breakfast, morning tea, afternoon tea or evening canapes (we can provide staff)			
We upload a promotional video of you / your product or business to our social media (video to be under 3 minutes and provided by you)			
Advertisement material or product sample in delegate conference bags			
Trade table presence throughout Saturday's event			
Feature of your business logo on digital posters, flyers, social media, advertisements, DFN and NIHC websites (hyperlink included)			
Mentioned in press release distributed via Australian Associated Press to key media			
Recognition of your business or organisation by MC throughout the conference and promotion in real time updates on social media			
Feature in event video to be shared on social media post-event			



Our Socials

+ WEBSITE

WWW.NUTRITIONINHEALTHCARE.ORG

+ FACEBOOK

DOCTORS FOR NUTRITION

+ INSTAGRAM

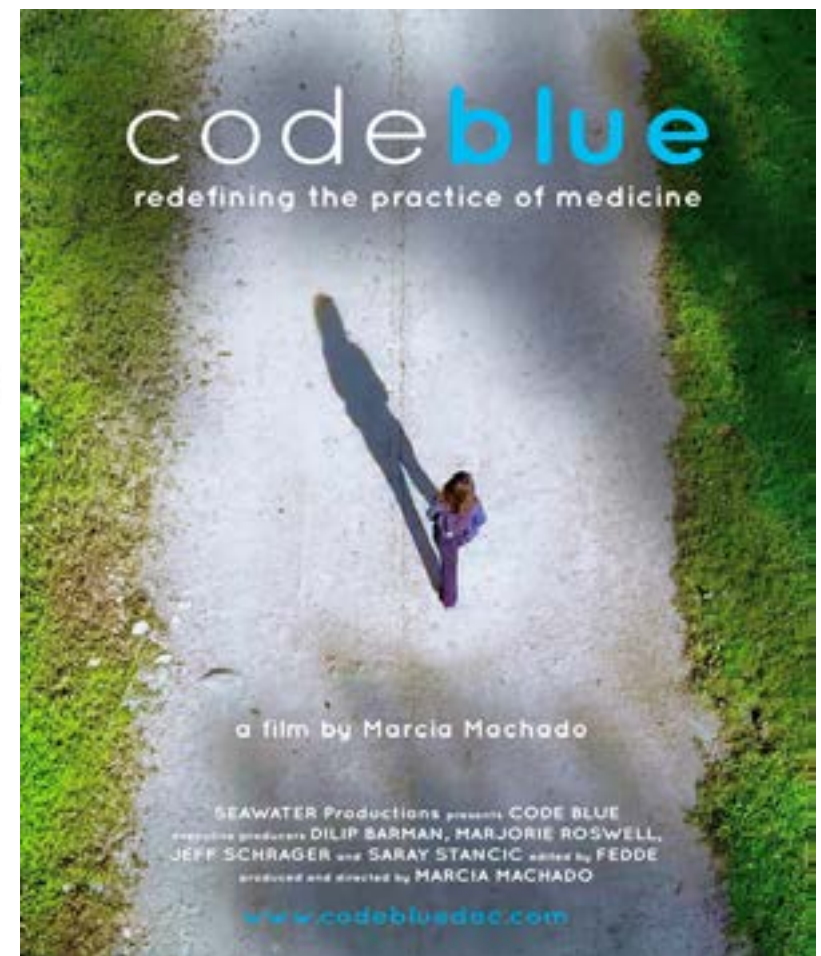
@DOCTORSFORNUTRITION

+ REGISTRATION

WWW.HUMANITIX.COM.AU/NIHC2019



In addition to our Gala Dinner (Friday), full day of health presentations (Saturday) and four in-depth seminar sessions (Sunday), we are delighted to be screening the Southern Hemisphere premieres of two ground-breaking health documentaries on Saturday and Sunday evening:



**OUR HEARTFELT THANKS FOR YOUR
CONSIDERATION IN PARTNERING WITH #NIHC2019**

Contact



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Please direct all emails to: events@doctorsfornutrition.org

**Doctors For Nutrition also gratefully acknowledge the following allied
organisations for their valuable support and involvement**



Doctors For Nutrition
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www.nutritioninhealthcare.org