



iaedpTM **GLOBAL**
SYMPOSIUM
18-20 February **2027**

LEAD GENERATION & ENGAGEMENT TOOLKIT

for Exhibitors, Sponsors
and Partners

HOW TO USE THIS TOOLKIT

Thank you for partnering with the iaedp Foundation! This toolkit is here to help you get the most out of that partnership, not just at the Global Symposium, but all year long.

Inside, you'll find sample messaging, social posts, and emails you can adapt in minutes. You'll find a timeline that tells you when to do what. And you'll find ideas for staying visible to the eating disorders community long after the Symposium wraps.

Use as much or as little as fits your team. Everything here is meant to save you time, not add to your to-do list.

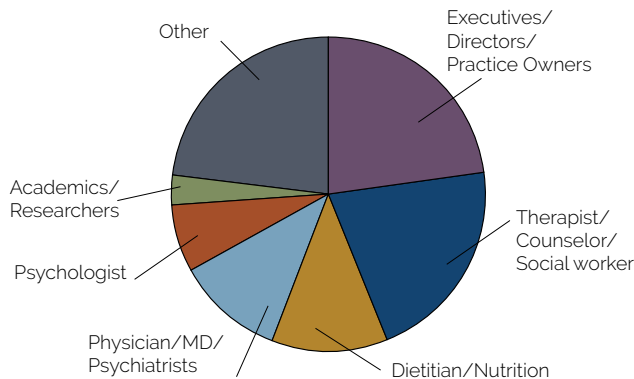
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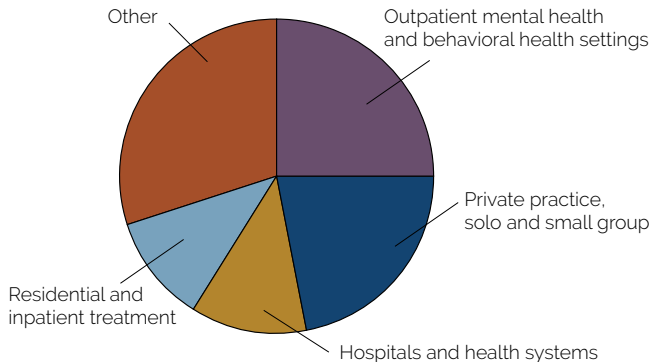
SECTION 1: KNOW YOUR AUDIENCE

Eating disorder professionals are not a general healthcare audience. They are specialists, and they expect the organizations they engage with to understand that.

Who you're reaching:



Where they work:



What matters to them:

Evidence-based care, clinical credibility, and genuine commitment to the field. They are not swayed by broad promotional pitches. They respond to organizations that lead with substance.

Use this section to set the tone for your own outreach. If your messaging reflects clinical depth rather than a sales pitch, you'll earn more attention from this audience.

“

Attending the 2026 iaedp Global Symposium was incredibly meaningful for me as a new clinician and the founder of Love, A Stranger—the nation's only eating disorder helpline you can text. I honestly didn't know what to expect walking into my first symposium, but the experience was truly inspiring. Being surrounded by professionals so deeply committed to recovery was powerful, and it felt surreal to have such a full-circle moment—from someone struggling with an eating disorder eight years ago to now being part of the field supporting others. I'm grateful to be part of this community and excited for the work ahead..”

—2026 Attendee

SECTION 2: SAMPLE WEBSITE AND PRESS MATERIALS & BOILERPLATE LANGUAGE

Use these example building blocks in your own materials, press releases, and website **to appeal to iaedp Foundation members and Symposium attendees**. Adapt the example language to your organization's brand.

Core message, all partner types

Example: [Organization Name] is proud to partner with the iaedp™ Foundation, advancing the standard of care for people affected by eating disorders through [education / clinical resources / research / direct service – choose what fits].

Impact Partners

Position your organization as embedded in the field, not adjacent to it.

Example: As an Impact Partner, [Organization Name] works alongside the iaedp™ Foundation year-round to bring [specific resource/product/service] directly to the professionals treating eating disorders in order to strengthen their day-to-day work with the people they serve.

Key talking points:

- Product/service is built for the realities of running or working in a practice
- Elevate visibility and credibility among a discerning professional audience
- Positioned as a trusted, value-aligned solution provider, not a vendor

Practice Partners

Position your organization as a practical ally to the people doing the clinical work.

Example: [Organization Name] is a proud Practice Partner of the iaedp™ Foundation, providing [programs / training / resources] that help clinicians and practices with the support and resources they need.

Key talking points:

- Deepest, most sustained relationship with the Foundation and its members
- Positioned as a resource for best practices, resources and referrals
- A partnership that shows up consistently, not just at the Symposium

Symposium Exhibitors & Sponsors

Position your presence as high-impact and time-bound. This is the “come meet us” message.

Example: [Organization Name] is proud to exhibit at the 2027 iaedp Global Symposium, February 18 to 20 in Chicago. Stop by booth to [see a demo / pick up a resource / talk with our clinical team].

Example: [Organization Name] proud to be your Breakfast Sponsor/Yoga Sponsor/Coffee Bar Sponsor...

Key talking points:

- Face-to-face access to a highly engaged, multi-disciplinary audience
- Efficient, focused investment for organizations without a year-round commitment
- 65% of attendees have attended before — a loyal, returning community

Marketplace Partners

Position your organization as a curated, trusted resource members can turn to directly.

Example: [Organization Name] is featured in the iaedp™ Foundation Marketplace, connecting eating disorder professionals with [products / services / resources] to support their practice.

Key talking points:

- A member-facing hub built specifically for this professional community
- Every listing should include a value-add exclusively for iaedp members
- Note: the iaedp™ Foundation does not endorse any Marketplace-listed organization

SECTION 3: SAMPLE SOCIAL MEDIA POSTS

- Organized by moment in the partnership lifecycle. Each moment includes platform variants: LinkedIn (professional, slightly longer), Facebook/Threads (warmer, conversational), and Instagram (visual-first, short caption).
- Tag @iaedpFoundation and use #iaedp2027 on all Symposium-related posts.

MOMENT 1: Announcing Your Partnership or Involvement

LinkedIn Example

We're proud to announce that [Organization Name] is now a [Impact/Practice/Marketplace] Partner with the iaedp™ Foundation, a global organization that certifies and supports eating disorder treatment professionals worldwide. This partnership reflects our ongoing commitment to [mission-aligned statement]. Learn more: [link]

#EatingDisorderRecovery #iaedpFoundation

Facebook/Threads Example

Big news: [Organization Name] has partnered with the iaedp™ Foundation! We're excited to support the professionals doing this important work every day. More on what this means: [link]

Instagram Example

Proud to partner with @iaedpFoundation, supporting the people who support eating disorder diagnosis and treatment. [link in bio]

MOMENT 2: Pre-Symposium Countdown / Booth Preview

LinkedIn Example

[Organization Name] is heading to the 2027 iaedp Global Symposium in Chicago, February 18 to 20! Stop by booth to [connect with our clinical team / see [resource] / enter our giveaway]. We can't wait to connect with the professionals shaping the future of eating disorder care. #iaedp2027

Facebook/Threads Example

We'll be at the iaedp Global Symposium next month! If you're attending, come find us at booth _____. We'd love to meet you. #iaedp2027

Instagram Example

Counting down to #iaedp2027 in Chicago! Find us at booth___. [link in bio]

MOMENT 3: At the Symposium (live posts)

LinkedIn Example

Great conversations today at iaedp2027 with clinicians, dietitians, and researchers from across the field. Thank you to everyone who stopped by booth — this is exactly why we show up for this community.

Facebook/Threads Example

What a day at iaedp2027! So many meaningful conversations at our booth. Thank you, iaedp community.

Instagram Example

Live from iaedp2027 [photo of booth/team] So grateful to be part of this community.

MOMENT 4: Post-Symposium Recap & Thank You

LinkedIn Example

Thank you to the iaedp™ Foundation and everyone who visited booth at iaedp2027. We left inspired by the dedication of this field, and energized to keep supporting the professionals doing this critical work. See you in 2028.

Facebook/Threads Example

iaedp2027 is a wrap! Thank you to everyone who stopped by our booth. It's an honor to be part of this community.

Instagram Example

That's a wrap on iaedp2027 Thank you, iaedp community, for another meaningful year. [photo]

MOMENT 5: Year-Round Engagement (non-Symposium spotlights)

Use these to stay visible between annual Symposiums. Reference your specific involvement: podcast sponsorship, iaedp Marketplace listing, EDR Journal support, member resource, webinar, etc.

LinkedIn Example

[Organization Name] is proud to support the iaedp™ Foundation's [Eating Disorders Review Journal / iaedp Voices podcast / iaedp Marketplace / member education series] — because supporting the field means showing up beyond a single event. [link]

Facebook/Threads Example

Our partnership with the iaedp™ Foundation isn't just a once-a-year thing. We're proud to support [program/resource/Marketplace listing] year-round. [link]

Instagram Example

Partnership means more than a booth. Proud to support @iaedpFoundation's [program] all year long. [link in bio]

SECTION 4: SAMPLE EMAIL MESSAGING

Email 1: Pre-conference outreach to the attendee list

Examples for exhibitors and sponsors using the pre-conference registration list

Subject: See you in Chicago? Stop by booth X

Hi [First Name],

We noticed you're registered for the 2027 iaedp Global Symposium, and we wanted to say hello ahead of time.

[Organization Name] will be at booth and sponsoring the _____; we'd love to connect. We'll have [resource/demo/giveaway] available, and our team is looking forward to hearing about the work you're doing.

If you'd like to set up a time to talk before the show floor gets busy, just reply to this email.

See you in Chicago,

[Your Name]

[Organization Name]

Email 2: Proud sponsor / encourage your network to attend

Example for partners inviting their own contacts, colleagues, or clients to the Symposium

Subject: We're proud to sponsor the 2027 iaedp Global Symposium

Hi [First Name],

We're proud to be a [partner level] of the iaedp™ Foundation and this year's Global Symposium, taking place February 18 to 20 in Chicago.

If you work with people affected by eating disorders, this is one of the most valuable gatherings in the field. Three days of clinical education, connection, and a community of professionals who take this work seriously.

We'll be there at booth , and we'd love to see you. [Registration link - Consider sponsoring a registration as a special offer!]

[Your Name]

[Organization Name]

Email 3: Post-symposium follow-up

Send within 48 to 72 hours post-event

Subject: Great connecting at iaedp2027

Hi [First Name],

It was great to meet you at the iaedp Global Symposium. I enjoyed our conversation about [specific detail from the exchange].

As promised, here's [the resource / follow-up information we discussed]: [link]

If it's helpful, I'd welcome the chance to talk further about how [Organization Name] might support your work. Let me know a time that works for you.

Best,

[Your Name]

[Organization Name]

SECTION 5: PRACTICAL GUIDANCE FOR A PRODUCTIVE SYMPOSIUM

The iaedp™ Foundation Global Symposium brings together a focused, highly engaged audience of eating disorder treatment professionals — clinicians, dietitians, therapists, and researchers who are actively building and refining their practices. This is not a general health conference. The professionals who walk your booth are purposeful, discerning, and knowledgeable. The approaches that work best here reflect that.

Before You Arrive

- Outreach before the event significantly increases booth traffic and the quality of conversations you have on the floor. Use the pre-conference registration list (included with booth and select sponsorship packages) to send a brief, value-forward email introducing your organization and inviting attendees to visit you.
- Share that you'll be at the symposium on your own social channels. Tag @iaedpFoundation and use #iaedp2027 to connect with the broader community.
- Decide in advance what a successful conversation looks like for your team — a product demo, a resource handoff, a follow-up call scheduled — so booth staff are aligned before day one.

At Your Booth

- Lead with value, not volume. This audience responds to substance. Instead of broad promotional pitches, consider offering a clinical resource, a research summary, or a practical tool that is genuinely useful in their work.
- Ask good questions. Open with curiosity: "What does your current caseload look like?" or "What gaps are you finding in your practice right now?" Listening first builds trust with professionals who are accustomed to being marketed to.
- Use a simple, consistent system for capturing contact information. A QR code that links to a resource download — paired with an opt-in for follow-up — is effective and respectful of attendee preferences. Make sure your method complies with applicable privacy guidelines.
- Staff your booth with people who know the field. Attendees appreciate speaking with someone who understands eating disorder treatment. If clinical expertise is part of your organization's value, let that show in who represents you.
- Keep your table approachable. Less clutter, clear signage, and a visible conversation starter — whether a question on a card, a brief case study, or a product demo running on a screen — helps draw people in naturally during high-traffic breaks and meals.
- Offering something that is different and fun adds to the experience of attendees and attracts attendees to your booth. Offer interesting give ways, run a drawing for something special, offer to pay a conference registration next year, do headshots, massage booth, hair tinsel, a kit of some sort where attendees return each day for a different item to fill their kit, etc. See section 12 for more ideas. Help the attendees relax and escape!

After the Symposium

- Follow up within 48–72 hours while the conversations are still fresh. Reference something specific from your exchange when possible.
- Use the post-conference registration list (included with booth packages) for a thoughtful follow-up sequence — not a generic blast.
- Note which conversations had the most traction and use those insights to refine your approach and partnership for next year.

SECTION 6: LEAD GENERATION TIMELINE

90 days before Symposium

- Confirm who owns lead follow-up internally
- Draft your booth giveaway, resource, or demo plan
- Decide what a successful conversation looks like for your team, so booth staff are aligned

45 days out

- Review the pre-conference attendee list
- Finalize booth materials, signage, and giveaways
- Schedule your pre-conference outreach email (Section 4, Email 1)

30 days out

- Schedule your countdown social posts (Section 3, Moment 2)

1 week out

- Send your pre-conference outreach email
- Confirm your team's on-site content plan (who's posting, when)

Day of setup — Thursday, February 18, 2027

- Arrive during setup hours and post set-up, generating excitement
- Tease giveaways, if any

During the Symposium

- Capture contact information consistently
- Post live from the floor (Section 3, Moment 3)
- Note which conversations show the most traction

Within 72 hours post-event

- Send personalized follow-up to key contacts (Section 4, Email 3)
- Post your recap and thank-you (Section 3, Moment 4)

2 weeks post-event

- Review the post-conference attendee list for additional follow-up

30 days post-event

- Evaluate ROI
- Begin planning next year's approach

Year-round (ongoing)

- Rotate in one Section 3, Moment 5 post per quarter
- Look for a spotlight, podcast, or journal opportunity (Section 6) each quarter
- Review your Marketplace listing (if applicable) and member value-add at least twice a year

SECTION 7: YEAR-ROUND ENGAGEMENT IDEAS

The Symposium is three days. The relationship doesn't end there.

Content & thought leadership

- Sponsor a full year of the iaedp Voices on Air podcast
- Submit a guest article or clinical resource for consideration to the Eating Disorders Review Journal
- Provide a downloadable clinical tool or resource guide, gated behind an opt-in

Visibility

- Co-develop a "Meet the Partner" feature in an iaedp Foundation newsletter
- Post an ongoing Marketplace listing with a member-exclusive value-add
- Place iaedp™ Foundation logo on your organization's website, listed as an official partner.

Direct member value

- Sponsor or co-host an iaedp Chapter's education session
- Recruit for post-doc fellowships through the job board
- Provide a discount, free trial, or exclusive resource for iaedp Foundation members through the iaedp Marketplace

Community involvement

- Recognize National Eating Disorders Awareness Week with a co-branded post or resource
- Celebrate a member or clinician spotlight on your own channels
- Participate in the iaedp Career Center by posting open positions

Relationship building

- Quarterly check-in with your Foundation account contact
- Annual review of what worked and what to adjust for next year

SECTION 8: INCENTIVE IDEAS TO OFFER MEMBERS

We request that every paid Marketplace listing offers a member-exclusive value-add. These ideas apply across all partner types. Whatever incentive you choose, it should be clear, easy to redeem, and genuinely useful to a working clinician. Complicated redemption processes reduce uptake even when the offer is generous.

Discounts & pricing

- Percentage discount on products or services for iaedp™ Foundation members
- Free trial period, extended beyond the standard offer
- Waived setup or onboarding fees
- Bundle pricing for group practices

Education & resources

- Free or discounted CE-eligible training or webinar
- Complimentary clinical toolkit, template, or assessment resource
- Early or exclusive access to new research, whitepapers, or reports
- A private Q&A or office hours session with your clinical team

Recognition & access

- Featured “member spotlight” or co-branded content opportunity
- Priority scheduling or dedicated support line for members
- Invitation to a partner-hosted networking event at the Symposium

Community support

- Scholarship funding for a member or student to attend the Symposium
- Donation tied to member engagement (for example, a resource donated to F.E.A.S.T. or a similar organization for every email sign-up)

“Monte Nido is proud to partner with iaedp to advance our mission to eradicate eating disorders. Together, we’re committed to educating professionals, moving the field forward through outcomes-driven care, and making eating disorder recovery possible for every body.”

SECTION 9: QUICK-REFERENCE CHECKLIST

- Logo, 100-word description, and website URL sent to socialmedia@iaedpfoundation.com
- Partnership announcement posted (all platforms)
- Pre-symposium outreach email sent (exhibitors/sponsors)
- Countdown posts scheduled
- Live posts planned for Symposium days
- Post-event follow-up sent within 72 hours
- Recap and thank-you post published
- Member-exclusive value-add live and easy to redeem (Marketplace)
- One year-round engagement idea scheduled per quarter
- ROI reviewed 30 days post-event

SECTION 10: DO'S AND DON'TS FOR THIS AUDIENCE

Eating disorders professionals can spot a hard sell fast, and they remember who respected their time.

Do

- Lead with a resource, not a pitch
- Ask about their caseload or practice before talking about your product
- Back up any clinical claim with evidence you can point to
- Use people-first language in your own materials ("people with eating disorders," not "eating disorder patients")
- Let your clinical staff, if you have them, do the talking at the booth
- Follow up with something specific from your conversation

Don't

- Open with a pitch before a conversation
- Overstate outcomes or make claims you can't support
- Use diet culture language, body-focused humor, or food metaphors in your materials or booth signage
- Treat the registration list as a mass blast list — a thoughtful, small-batch outreach performs better with this audience
- Let booth staff work the floor without knowing the basics of your own product or service

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Name	Organization	Email	What we talked about	Next step	Follow-up date

[illegible]

- ▶ Fill it in right after the conversation, not at the end of the day
- ▶ Note one specific detail per person — it makes your follow-up email feel personal instead of generic
- ▶ Flag your hottest leads (a demo requested, a specific need mentioned) so they're followed up with first

SECTION 12: GIVEAWAY & SWAG IDEAS

This audience tends to skip the generic pens and stress balls. What performs better:

- A printed clinical pocket guide or quick-reference card relevant to their work
- A CE-hour tracker or planner insert
- A downloadable assessment tool or resource, accessed via QR code (also doubles as your lead capture)
- A well-made tote or notebook, useful for carrying Symposium materials
- A donation made in the visitor's name to an eating disorder advocacy or research organization, in lieu of a physical giveaway
- A raffle or drawing for something substantial (a free training seat, a piece of equipment, a subscription, symposium registration for next year), collected through your lead capture form
- Do headshots in exchange for an email address
- Personal care offerings such as massage booth, hair tinsel, palm readings
- Build-your-own kit: Offer a variety of items and attendees return each day for a different item to fill their kit

SECTION 13: ROI RECAP TEMPLATE

A short template your team can use to report back to leadership after the Symposium.

[Organization Name] — 2027 iaedp Global Symposium Recap

Partnership level: [Impact / Practice / Symposium Sponsor / Marketplace]

Investment: [\$ amount]

Booth traffic (estimated): [#]

Leads captured: [#]

Notable conversations: [1–3 brief highlights]

Follow-up meetings scheduled: [#]

Social engagement: [impressions, likes, comments across posts]

What worked well:

What we'd change next year:

Recommendation for 2028: [renew / adjust level / reconsider]

SECTION 14: ATTENDEE PROFILES

COUNTRIES REPRESENTED:



United States	Colombia
Mexico	United Kingdom
Dominican Republic	Costa Rica
Canada	Russia
Ireland	

TOP JOB TITLES:

Executive / Director / Owner 23.1%
Therapist / Counselor / SW 20.8%
Other clinical / program staff 15.3%
Registered Dietitian / Nutrition 11.9%
Physician / Psychiatrist / Medical 11.2%
Outreach / BD / Marketing 8.0%
Psychologist 6.5%
Academic / Student / Researcher 3.1%

TOP INDUSTRIES REPRESENTED:

Outpatient mental health / behavioral health 24.8%
Private practice / solo & small group 21.7%
Hospital / health system / medical 12.1%
Residential / inpatient treatment 11.4%
Outreach / business development / industry 9.5%
Academic / research / university 3.6%
Advocacy / nonprofit / association 0.5%
Unclassified / mixed titles 16.5%

“Rogers Behavioral Health is proud to support the International Association of Eating Disorders Professionals and its mission. Rogers and iaedp share a strong commitment to advancing the treatment of eating disorders through evidence-based care, education, and professional development.”

ATTENDANCE FREQUENCY

First time - 49.8%
1-3 times - 27.2%
4-6 times - 11.7%
Every year - 11.2%

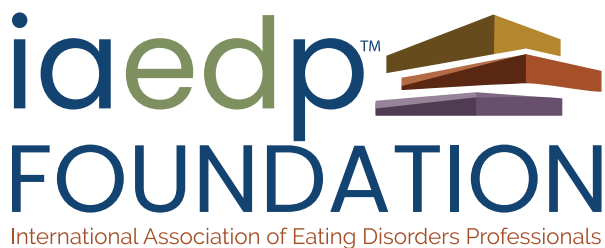
LOGO SPECS FOR SIGNAGE, WEBSITE AND SOCIAL MEDIA

File Submission Specifications:

- All logos must be submitted as .png, .jpg, or .eps files. This format is required to maintain the quality and integrity of the image across digital platforms.
- Ensure the URL is correctly formatted and functional and leads to a relevant landing page.
- All .png or .jpg files must have a minimum resolution of 300 dpi and be 6" wide to ensure clarity and quality. This sizing ensures we are able to provide high-quality promotional logo placements on print, our website landing pages, our newsletters, and our social media channels.

How to Submit:

- Send your .png, .jpg, or .eps file, URL, 100-word organization description and contact information to socialmedia@iaedpfoundation.com



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