

[Link to Conference Folder in Shared Drive](#)

Frontiers in Metabolic Health & Nutritional Ketosis

Report for the week of: April 26-May 2

Conference: October 4-7, 2026

Executive Summary

The conference continues to make strong progress across operational workflows

Notable accomplishments last week:

- We have finalized the sponsorship prospectus, and this is ready for distribution. (We will open, preview and seek approval for opening the exhibitor portal on Tues. April 28, during our regularly scheduled meeting)
- Registration is open and ready for engagement.
- The hotel has granted an extension on the initial room block release, providing additional runway to drive attendee demand.

With assets finalized the next phase requires disciplined execution, and consistent use of centralized tools (Monday.com) to maintain alignment and forward momentum.

On our Tuesday meeting we will:

- Tia – Reporting (what’s in what’s out)
- Tawanda - Review the sponsor portal.
- Walk through the contents of this report
- Touch base on Monday.com deliverables – If there is time.

The priority for the coming week is to move from readiness to action: launching targeted outreach campaigns, activating sponsorship sales efforts, and increasing visibility across clinical and academic audiences. With focused execution, the conference is well-positioned to convert its strong foundation into measurable growth in attendance, participation, and revenue.

We have linked the following Weekly reports:

[Registration](#)

[Abstracts](#)

[Speakers](#)

Sponsors – TBA

Exhibits - TBA

Room Block - TBA

	Discussion/Updates	Action Items
Registration	Total attendees: 1 Physician / 6 Board Registration	- Continue aggressive marketing - Group Registration – send a spreadsheet and we will do in manually on the back end.
Speakers	20 contacted / 11 engaged Speakers	
Sponsors	TBA – What support is needed to begin initial email support?	
Abstracts	0 Submissions	Consider adjusting dates
Room Block	1 Pick Up So far, report will be added	
Sheraton Update	Addendum Attached to email. July 1 st pick up extension	
CME/ Education Management	Britt to email MHI	
Budget/ Finance	\$25,000 to Sheraton, waiting for Credit app \$17,000 due to Forums \$11,500 due to Cvent	Cvent Balance \$975.00
Marketing / Comms	Katrina and Britt to process	
Logics Update	Alliance – Contracted needed by April 30th AV – Ina – Questions answered, contract pending	
Partner Updates	Katrina & Britt to Process	
Welcome Reception	Sunday Night – 4pm – 5pm Speakers/Board 5pm – 7pm Open / Exhibitors open???	Exhibitor Meet & Greet Pending
Poster Session	Processing F&B – seeking sponsorship	
Scholarships	1 @ \$200 Available	
Leadership Assignments	- Repost EVERY post - Sponsorship Sales	
Exhibit Hall	No activity	

Decisions Required:

- Hotel Addendum needs a signature acknowledging Saturday set up, Parlor lunches for board & extended drop dates.
- Alliance contract needs a signature by April 30th.

What to Watch:

- We MUST be marketing every day. Katrina & Britt to collaborate separately on how to make this a reality.