



GOED Exchange – Analytical Challenge Sponsorship

Title: *Omega-3 Analytical Challenge Corner (O3ACC)*

1. Overview

The Omega-3 Analytical Challenge Corner will be an interactive, educational, and fun space located in the coffee break/networking area at [GOED Exchange 2026](#). It will feature side-by-side activity stations, each hosted by a GOED member laboratory, showcasing an analytical concept in omega-3 testing through a simple hands-on game.

2. Purpose

- **Educate** attendees on key analytical concepts in omega-3 oil testing in a clear, engaging way.
- **Promote** participating labs as leaders in analytical excellence.
- **Encourage** interaction between labs and attendees in a relaxed environment.
- **Create** a memorable, shareable experience at GOED Exchange.

3. Structure & Location

- **Location:** Within the coffee break area, near sponsor booths
- **Setup:** Tables with posters behind them, each dedicated to one lab
- **Participants:** GOED member labs
- **Timing:** Games run during coffee breaks, with labs staffing their stations

4. Topics & Example Activities

Each lab selects one analytical science concept relevant to omega-3 oils, explains it in layperson's terms on their poster, and creates a small game to illustrate it. Members will work with GOED to identify and approve topics.

Possible Topics:

- Accuracy
- Precision
- Repeatability
- Correct expression of results
- Sample weighing
- Chemical form interconversion

Example Games:

- **Precision:** Throw darts for grouping tightness (closer together = better).
- **Accuracy:** Toss beanbags into a central bucket.
- **Sample Weighing:** Take cookies from a jar aiming for 30.0 g total.
- **Chemical Form Conversion:** Convert an EPA-EE amount to FFA equivalent (or other conversions using conversion factors found on the poster).
- **Formula Grab Bag:** Identify omega-3 compounds by name & molecular weight from drawn cards.

Note, labs can come up with other game ideas.

5. Sponsorship Details

- **Cost:** Fixed amount per lab (\$2500 USD)
- **What's Included:**
 - Inclusion in the event program and signage
 - Promotion in GOED Exchange communications
 - Opportunity to design and run a branded activity
- **Sponsor Responsibilities:**
 - Develop the activity & educational poster
 - Provide any game materials
 - Staff the table during coffee breaks
 - Ensure activity is safe, simple and mess-free

6. Benefits for Sponsors

- Direct engagement with targeted industry attendees
- Positive brand association through fun and learning
- Showcase of expertise in analytical testing
- Networking opportunities in an informal setting