

2018 National Convention Marketing Opportunities

Increase your exposure and get directly in front of the OAC's passionate attendees by sponsoring a Convention Item/Event at the 2018 Convention. OAC's Convention attendees are connected individuals and take notice of companies and organizations that show a genuine interest in the community and the individuals we serve.

Technology Charging Station

\$1,000

Exclusive Sponsorship

Keep attendees connected during the meeting and help them plug-in by sponsoring the official technology charging station in the registration foyer. With a strong social media presence onsite, attendees will take notice of the convenience to charge-up their devices while not missing a minute of the meeting.

Sponsorship Includes: The sponsor receives prominent logo display on signage at the charging station and ability to have a product/service flyer available for attendees to pick-up at the station. Sponsoring this station also offers acknowledgment in the Convention Program Book.

Convention Registration Desk

\$1,000

Exclusive Sponsorship

Your company logo will be seen by every Convention attendee as the official sponsor of the Convention Registration Desk. All attendees are required to visit the Registration Desk to check-in and pick-up their meeting materials. The Convention Registration Desk also services Exhibitor Check-in, Speaker Check-in and Press Check-in.

Sponsorship Includes: Sponsor receives prominent logo display on signage on all registration counters and nearby affiliated tables for check-in. Sponsoring this item also offers acknowledgment in the Convention Program Book.

Refreshment Break in Healthy Living EXPO Hall

\$1,000/each

4 Available

With a full educational agenda, attendees are ready for the scheduled refreshment breaks in the EXPO Hall. Your company can choose to sponsor one of the four scheduled refreshment breaks where attendees can re-fuel and hydrate with healthy snacks and beverages.

Sponsorship Includes: Sponsor receives prominent logo display on signage at the selected refreshment break and ability to have a product/service flyer available for attendees to pick-up at the refreshment table. Sponsoring these breaks also offers acknowledgment in the Convention Program Book. Breaks offered include: Friday AM and PM, Saturday AM and PM.

Morning Breakfast Sponsorship

\$1,500/each

2 Available

Rise and shine with the attendees each morning and have your company logo proudly displayed at the Friday or Saturday morning breakfast (or both). Breakfast is included for all fully-registered Convention attendees, along with speakers and exhibitors.

Sponsorship Includes: Sponsors can choose to sponsor either Friday or Saturday breakfast (or both) and receive prominent logo placement on all breakfast signage and menu labels (all meals provided to the attendees are labeled with nutrition content). Logo will also be placed on small signs on scattered breakfast tables for attendees, along with acknowledgment on menu hand-out given to all attendees for specific breakfast day sponsored.

Attendee Badgeholders

\$2,000

Exclusive Sponsorship

Have your company name and logo proudly worn by each Convention attendee! Each registered Convention attendee is required to wear a name badge for entry to all sessions and the YWM Healthy Living EXPO.

Sponsorship Includes: Sponsor receives exclusive company logo placement on name badgeholders, and acknowledgment for sponsorship in Convention Program Book.

Breakfast with the Experts Event

\$2,000/day

2 Available

One of the newest events added to the Convention agenda this year is the Breakfast with the Experts ticketed event. Modeled after the popular Lunch with the Experts event, Breakfast with the Experts invites attendees to sit one-on-one with an expert of their choice over breakfast, while discussing a topic that is important to them. There are up to 8 different topics offered each day and attendees must sign-up in advance for a nominal fee to participate.

Sponsorship Includes: Sponsors can choose to sponsor either Friday or Saturday (or both) and receive exclusive name recognition on Breakfast with the Experts signage, logo placement on table tent cards (placed on each of the lunch tables) and recognition on event tickets. Sponsorship of the Breakfast with the Experts session also includes acknowledgment in the Convention Program Book.

Convention Group Exercise Sponsor

\$2,500

Exclusive Sponsorship

Showcase your company's support of fitness and exercise by becoming the official sponsor of the Convention Exercise Program. The Convention Exercise Program is included as part of the attendee registration fee and is a popular component of the meeting. Classes are offered on both Friday and Saturday with a variety of options designed for different levels of ability and experience.

Sponsorship Includes: Sponsor receives prominent logo display on all Exercise Program signage (including directional signage). Companies in the exercise industry who wish to provide equipment or instructors in exchange for sponsorship are also eligible. Please contact the OAC National Office for more information on this option. Sponsorship of the Convention Exercise Program also includes acknowledgment in the Convention Program Book and on meeting announcement slides.

Lunch with the Experts Event

\$2,500/day

2 Available

Be part of the most popular special event at Convention that sells out every year! On Friday and Saturday, the Convention hosts the Lunch with the Experts session where attendees sit one-on-one with an expert to learn more about a specific topic of choice. There are up to 8 different lunch table topics offered each day and attendees must sign-up in advance (nominal, additional fee) to attend.

Sponsorship Includes: Sponsors can choose to sponsor either Friday or Saturday (or both) and receive exclusive name recognition on Lunch with the Experts signage, logo placement on table tent cards (placed on each of the lunch tables) and recognition on event tickets. Sponsorship of the Lunch with the Experts session also includes acknowledgment in the Convention Program Book.

PLEASE NOTE: If you are planning to take advantage of an OAC Convention Marketing Opportunity and would like to conduct a fundraiser in order to raise funds for the opportunity, please be advised that the OAC has formal fundraising guidelines. You must seek prior-approval before initiating any fundraiser. To request the OAC's Donation policy and forms, please contact the OAC at (800) 717-3117.

Attendee Wi-Fi Sponsorship

\$3,000

Exclusive Sponsorship

Your company can be the most “typed” and thanked by all who attend **YWM2018** by becoming the official Wi-Fi Sponsor for **YWM2018**! With such a strong emphasis on social media onsite, Convention attendees like to stay connected and spread the word about the amazing education and experience of the YWM Convention. The Convention Wi-Fi sponsorship would make it possible for all Convention attendees to have complimentary access to Wi-Fi from Thursday-Saturday in the ballrooms, EXPO Hall and foyer.

Sponsorship Includes: The Exclusive Sponsor of Convention Wi-Fi will be able to use their company name as the official Wi-Fi password log-in (*limit to characters*). This sponsorship would also include the ability for a redirect to be set to your company’s homepage for all who access **YWM2018** Convention Wi-Fi in the ballrooms, EXPO Hall and foyer (*please note: this would not cover the attendee guest room Wi-Fi*). Your company will be acknowledged as the official Wi-Fi sponsor in session announcement slides, in the Convention Program Book and on Wi-Fi signs located through the foyer and EXPO Hall. Details of Wi-Fi set-up dependent on hotel requirements.

Attendee Tote Bags

\$3,000

Exclusive Sponsorship

Get valuable exposure throughout the Convention (*and well after*) by being the exclusive sponsor of the official Convention tote bag! Each registered attendee receives a tote bag as part of their registration, which includes the Convention Program Book and all other important meeting materials.

Sponsorship Includes: Sponsor receives exclusive company logo placement on tote bag and acknowledgment for sponsorship in Convention Program Book.

7th Annual OAC Awards Ceremony

\$3,000

Exclusive Sponsorship

Join in the opportunity to honor the OAC’s most passionate members and volunteers by becoming the exclusive sponsor of the 7th Annual OAC Awards Ceremony. The Awards ceremony is held on Saturday evening and culminates the entire weekend. All Full Convention registrants receive a ticket to the reception where they can enjoy a more formal evening that will leave everyone feeling inspired and energized.

Sponsorship Includes: The exclusive sponsor of this event will receive prominent name and logo placement on Awards Ceremony signage, logo inclusion on table tent cards placed on each reception table and recognition by the OAC’s Chairman and President/CEO in the speech and awards presentation. Sponsorship of this event also includes acknowledgment in the Convention Program Book and on meeting announcement slides.

Friday Night Welcoming Ceremonies

\$4,000

Exclusive Sponsorship

Show your company’s fun side and become the exclusive sponsor of the most interactive social event offered at Convention! On Friday evening, the OAC will kick-off the Convention and social events by hosting the Welcoming Ceremonies themed dinner. This fun event invites all Convention attendees to join for a buffet dinner, dancing and costume contest. All Full Convention registrants receive tickets to this dinner.

Sponsorship Includes: The exclusive sponsor of this event will receive prominent name and logo placement on Welcoming Ceremonies signage, logo inclusion on table tent cards placed on each dinner table and recognition by the OAC’s Master of Ceremonies in event welcome speech. Sponsorship of this event also includes acknowledgment in the Convention Program Book and on meeting announcement slides.

Healthy Living EXPO Health Screening

\$5,000

Exclusive Sponsorship

Your company can make a stamp by sponsoring the Health Screening component that will be offered for free to all visitors of the **YWM2018** Healthy Living EXPO. The screening will be conducted by medical professionals in a private area and will include the full spectrum of wellness testing (*BMI, blood pressure, etc.*). Be part of our EXPO Hall that invites the local community to attend for free and receive valuable exposure to the products and services offered at the Convention.

Sponsorship Includes: The exclusive sponsor will receive prominent name recognition on Health Screening EXPO Hall signage, ability to have company flyers available for pick-up in the screening area, logo placement on the attendee bag insert to promote the screening and one complimentary company bag insert. Sponsorship also includes acknowledgment in the Convention Program Book and on meeting announcement slides.

Official YWM2018 Convention App

\$5,000

Exclusive Sponsorship

Your company can be in front of attendees as the go-to source for all Convention information by sponsoring the official **YWM2018** App. Convention attendees like to stay connected and have asked for an app since our inaugural year. This is a great opportunity for your company to support expanding our Convention technology and giving attendees an added benefit to attending. The app will include all Convention-related information for preparing for the meeting, how to navigate the three full days onsite, and how to access all post-meeting tools.

Sponsorship Includes: The sponsor of the **YWM2018** Convention app will receive exclusive acknowledgment as the official sponsor of the Convention app (*Convention Web site, event signage, app promotional materials, etc.*). Sponsor also receives logo placement on the app entrance page, exclusive logo placement on the home navigation page, logo placement on all internal pages and an exclusive section on the app, highlighting your company. Sponsorship also includes acknowledgment in the Convention Program Book and on meeting announcement slides.

NEW!

Hotel Room Drop EXCLUSIVE Opportunity - 2 Available

New to the Marketing Opportunities offerings for the 2018 Convention is the opportunity for participating companies and organizations to promote their products/services via a Hotel Room Drop. This **EXCLUSIVE** opportunity allows you to send a targeted message/promotional piece to all attendees staying at the Hilton Denver City Center with a flyer/sample bag, direct to their hotel room door. The Hotel Room Drop would be separate from the general Convention attendee tote bags and provides exclusive attention to your company/organization’s offerings. There are two **EXCLUSIVE** opportunities available to a single company each day, either Friday or Saturday. Companies would be responsible for supplying all Room Drop materials in advance and would be limited to 250 pounds in total weight received for preparation for the drop.

Hotel Room Drop Fee:

\$1,750/day

Flyer/Product Insertion

Companies and organizations are invited to insert items into the official meeting tote bags received by all Convention attendees. All Convention exhibitors receive one insert with their Exhibit booth, and select National Sponsorship levels also include inserts as part of the package. This is a great opportunity to promote your product or service directly to each Convention attendee, or even provide samples. Flyers/product insertions must be provided by the company/organization and sent directly to the hotel site in advance for insertion.

Flyer Insertion

\$750/insertion

Product/Sample Insertion

\$1,100/insertion

2018 Convention Marketing Opportunities Application

Deadline:

National Sponsorship Deadline: Must be received by March 16 for access to full benefits.

Marketing Opportunities Deadline: All opportunities are on a first-come, first-served basis.

Company Information:

Company Name: _____

Company Contact: _____ Contact Title: _____

Address: _____ City: _____ State: _____ Zip: _____

Phone: _____ E-mail: _____

Has your company/organization sponsored or exhibited at a past OAC National Convention, OR, been a past supporter of the OAC?

Yes No

Note: The Your Weight Matters National Convention takes careful consideration in the companies and organizations who support this educational event for patients. Companies and organizations who have not been past supporters of the Convention or OAC will be contacted and requested to complete a short form to be reviewed by the Convention Committee prior to the acceptance of sponsorship support.

YWM2018 Convention Marketing Opportunities (multiple may be selected):

- | | |
|--|---|
| <input type="checkbox"/> Technology Charging Station - \$1,000 | <input type="checkbox"/> Convention Wi-Fi - \$3,000 REDUCED! |
| <input type="checkbox"/> Convention Registration Desk - \$1,000 *POPULAR SELECTION* | <input type="checkbox"/> Attendee Tote Bags - \$3,000 *POPULAR SELECTION* |
| <input type="checkbox"/> Refreshment Break in Healthy Living EXPO Hall - \$1,000/each
_____ Friday AM _____ Saturday AM
_____ Friday PM _____ Saturday PM | <input type="checkbox"/> 7th Annual OAC Awards Ceremony - \$3,000 |
| <input type="checkbox"/> Morning Breakfast Sponsorship - \$1,500/each
_____ Friday, July 20 Breakfast
_____ Saturday, July 21 Breakfast | <input type="checkbox"/> Friday Night Welcoming Ceremonies - \$4,000 |
| <input type="checkbox"/> Attendee Namebadges - \$2,000 *POPULAR SELECTION* | <input type="checkbox"/> Healthy Living EXPO Health Screening - \$5,000
Program NEED |
| <input type="checkbox"/> Convention Group Exercise Sponsor - \$2,500 | <input type="checkbox"/> Official YWM2018 Convention App - \$5,000 |
| <input type="checkbox"/> Breakfast with the Experts Event - \$2,000/day NEW!
_____ Friday, July 20
_____ Saturday, July 21 | <input type="checkbox"/> Flyer/Product Tote Bag Inserts
____ Flyer Insertion - \$750/insertion
____ Product/sample Insertion - \$1,100/insertion |
| <input type="checkbox"/> Lunch with the Experts Event - \$2,500/day
_____ Friday, July 20
_____ Saturday, July 21 | <input type="checkbox"/> Hotel Room Drop NEW!
____ Friday, July 20 Room Drop - \$1,750
____ Saturday, July 21 Room Drop - \$1,750 |

TOTAL Due: \$ _____

Payment Information

All sponsorships must be paid in full when application is submitted. If sponsorship is not paid at that time, the OAC reserves the right to accept sponsorship from other interested companies.

Payment by Credit Card:

Charge my card for my sponsorship fee of: \$ _____

Visa Mastercard Amex Discover

Credit Card Number: _____

Expiration Date: _____ Billing Zip Code: _____ CV Code: _____

Authorized Signature: _____

OAC Tax ID#: 20-1953508

Payment by Check:

Please make checks payable to the Obesity Action Coalition.

Return to:

Obesity Action Coalition
4511 North Himes Ave., Suite 250
Tampa, FL 33614



E-mail: kkuna@obesityaction.org

Fax to: (813) 873-7838