



2018

*Your Weight Matters*TM

HEALTHY LIVING EXPO

Exhibitor Prospectus

Convention Dates:
July 19-22

EXPO Dates:
July 19-21

Hilton Denver City Center

Reach 600+ Engaged and Passionate Health Advocates at the
Nation's ONLY Consumer Conference for Individuals Seeking
Resources and Tools to Better Manage their Weight and Health!



ABOUT

the *Your Weight Matters*SM Healthy Living EXPO



Take part in this year's *Your Weight Matters* National Convention by exhibiting at the YWM Healthy Living EXPO!

Your company/organization can join with the most reputable companies and organizations in the industry and exhibit products and services that are geared toward individuals focused on improving their weight, health and quality of life.

The *Your Weight Matters* Healthy Living EXPO is a 3-day exposition open to registered Convention attendees Thursday evening – Saturday, and open to the public for FREE on Saturday. The EXPO Hall not only includes diverse vendors, but it also serves as the main hub for Convention attendees. Also featured in the hall is our free health screening area where Convention attendees and members of the public can receive an important BMI and health screening by a licensed health professional.

About the Hosting Organization – the Obesity Action Coalition (OAC):



The OAC is the nation's most powerful voice that represents individuals affected by obesity. As a 58,000 member-strong 501(c)(3) National non-profit organization, the OAC is dedicated to helping individuals affected by the disease of obesity and empowering individuals along their journey toward better health through education, advocacy and support. Our core focuses are to:

- **Raise awareness and improve access to the prevention and treatment of obesity**
- **Provide evidence-based education on obesity and its treatments**
- **Fight to eliminate weight bias and discrimination**
- **Elevate the conversation of weight and its impact on health**
- **Offer a community of support for the individual affected**

The OAC was formed in 2005 after a legislator pointed out the tremendous need to hear from those affected by obesity - because the voice of the individual affected was rarely heard. With this obvious gap, the OAC was created as a membership organization and today stands as the largest charity that represents individuals affected by excess weight and obesity. Learn more about the OAC and our ongoing efforts by visiting our Web site at www.ObesityAction.org.

Features of the *Your Weight Matters* Healthy Living EXPO

- ✓ **Exhibit Space Professionally Presented with Pipe and Drape**
- ✓ **More than 30 Exhibit Spaces**
- ✓ **600+ Attendees Interested in Weight and Health-related Products and Services**
- ✓ **Free Health Screenings Offered**
- ✓ **Breakfast and All Refreshment Breaks Located in the EXPO Hall**

YWM Healthy Living EXPO Exhibitor Fees:

10 x 10 inline • \$1,500

10 x 10 corner • \$1,750

10 x 20 inline • \$2,750

10 x 20 corner • \$3,250

Non-Profit Rate *(proof of 501c3 status required)*

10 x 10 inline • \$750

What's Included in Exhibitor Fee:

- **Pipe and Drape Booth Space** (8' high back wall, 3' high siderails, ID sign)
- **Booth Furniture** (per 10 x 10 booth space, additional items available for rent)
 - 1- 6 ft. Draped Table (3 sides draped)
 - 2 Contour chairs
 - 1 Wastebasket
- **Access to all General and Breakout Educational Sessions**
- **Two Booth Personnel Badges**
- **Two Tickets to Friday Night Welcoming Ceremonies Dinner**
- **Exhibitor Listing with Logo and Company Description in Official Convention Program Book**
- **Exhibitor Acknowledgment on Convention Web site at www.YWMConvention.com**
- **Pre and Post-meeting Social Media Recognition/Exposure**
- **Exclusive Pre and Post-meeting Attendee Outreach Opportunity**
- **One Complimentary Attendee Bag Insert** (flyer or product sample)



YWM Healthy Living EXPO Schedule

Exhibit times subject to change

Thursday, July 19

Exhibitor Set-up

10:00 am - 5:30 pm

Thursday, July 19

Convention Attendee and Exhibitor Welcome Reception

7:00 pm – 8:30 pm

Friday, July 20

Open to Registered Convention Attendees

7:45 am – 5:00 pm

Saturday, July 21

Open to Registered Convention Attendees and FREE to Public

7:45 am – 5:00 pm

Saturday, July 21

Exhibitor Move-out

5:00 pm - 8:00 pm

"Great enthusiastic attendees!"

"Set-up, lay-out, turn-out = VERY IMPRESSIVE!"

"It was a solid show and had a good mix of fun activities mixed with education"

"Good targeted audience for our products"

In Past Surveys...

100% of Exhibitors Surveyed Gave the Convention the Highest Rating in Terms of their Overall Exhibitor Experience

100% of Exhibitors Surveyed Would Recommend the OAC's National Convention to Other Companies

75% of Exhibitors were Returning Vendors from the Previous Convention

Past Convention Exhibitors

PHARMACEUTICAL // SURGICAL WEIGHT-LOSS DEVICES/INSTRUMENTS // MEDICAL DEVICE // WEIGHT MANAGEMENT PRODUCTS/SERVICES // RESIDENTIAL WEIGHT MANAGEMENT PROGRAMS // NUTRITION SUPPLEMENTS/PRODUCTS // EXERCISE TRAINING PROGRAMS/EQUIPMENT // COUNSELING SERVICES // DIABETES SUPPLIES // HEALTHY/EVERYDAY LIVING PRODUCTS // RESOURCES FOR ASSOCIATED CONDITIONS // RESOURCES AND SUPPORT GROUPS FOR INDIVIDUALS WITH OBESITY // NON-PROFIT ORGANIZATIONS // PROFESSIONAL MEDICAL SOCIETIES // BARIATRIC-SPECIFIC PRODUCTS

A Post-op and a Doc
American College of Preventative Medicine
American Heart Association
ASMBS
AmeriWell Bariatrics
Apollo Endosurgery
Aspire Bariatrics
B'More Fit for Healthy Babies
Bari Life Bariatric Supplements
BariAthletes
BariatricPal.com
Bariatric Advantage
Bariatric Support Centers International
BariatricPal.com
BariMelts
Bell Plantation
BiPro USA
Bobby Whisnand's Victory of Life
Building Blocks Vitamins

Celebrate Vitamins
Chike Nutrition
Covidien
CRC Health/Wellspring
Devrom - The Parthenon Company
Eating Recovery Center
Eisai Inc.
EnteroMedics, Inc.
Ethicon Endo-Surgery
Fitness Matters Gym
FitRx
Heartland Food Products Group
It's Food
KVK Tech, Inc.
LAP-BAND® by Apollo Endosurgery
Livliga | Elegant Portion Control
Medi-Weightloss Clinics
Medtronic
Mission Pharmacal
National Obesity Care Week

Novo Nordisk
OAC's *Your Weight Matters* Brand
Obesinov
Obesity - It's Not a Character Flaw
Obesity Medicine Association
OPTIFAST/Nestle Health Science
Overeaters Anonymous
Pennington Biomedical Research Center
Perky Jerky
Pharmics, Inc.
Premier Protein
ProCare Health
Quest Nutrition
Rivermend Health
Robanne Robin, Get Your Strong On!
Shades of Hope
Shawna O'Hagan Morrow Coaching
Slimpressions
SmartPatients
Squeaky Cheeks

STOP Obesity Alliance
Structure House
Take Shape for Life
Takeda Pharmaceuticals
The Obesity Society
TOPS Club, Inc.
TRI-S Counseling & Education
TwinLAB - Bariatric Support
Vitamix
Vivus, Inc.
WLS Foundation of America (WLSFA)
Weight Management DPG
Weight Watchers
WLS Daily Plate
Wonder Natural Foods Corp
Worldlink Supply - Yunmai
YMCA of Metropolitan DC

Reaching Beyond the OAC National Convention

What makes the YWM Healthy Living EXPO unique:

There is no other exposition that caters to the consumer who is focused on learning about products and services specific to improving their weight and health. The YWM Healthy Living EXPO is a unique opportunity for companies and organizations with proven products to get in front of a group of individuals looking for tools to better their health. With this in mind, the OAC takes pride in ensuring that vendors of the YWM Healthy Living EXPO have goals that are in-line with the mission and vision of the *Your Weight Matters* National Convention.

With the vast number of products on the market targeted at individuals eager to better their weight and lifestyle, all new vendors must be reviewed by our Exhibitor Review Team to ensure that the approach, offering and messaging meets the standards of the National Convention. New vendors who are approved to participate in the YWM Healthy Living EXPO will receive helpful information to understand the needs and interests of the attendees when planning their presence at the EXPO.



Public Access to the EXPO Hall - Giving Your Company More Exposure!

One of the most valuable features of the EXPO Hall is our ability to expand beyond our passionate National Convention audience. As part of our expanded effort to get the important messages of the OAC's National Convention into local communities, we are pleased to host a **Community Health Outreach Day** where we invite the public to attend the Healthy Living EXPO for **FREE** all-day **Saturday** and learn about the proven products and services to help them in their journey toward better health. This is the perfect opportunity to reach beyond the Convention attendees and expose an unreached group to a wide variety of offerings from reputable vendors.

Key Industry Influencers



Michelle Vicari
The World According to Eggface
@Eggface

More than 34,000 Followers



Ted Kyle, RPh, MBA
ConscienHealth
@ConscienHealth

More than 31,000 Followers



Nikki Massie
Bariatric Foodie
@BariatricFoodie

More than 35,000 Followers

The OAC'S National Convention is a great opportunity to connect with some of the most influential Bloggers in the weight management industry. Network and engage with these key players to increase visibility and exposure of your products and services beyond the Convention.

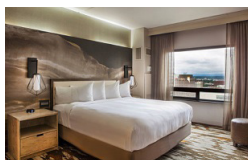
YWM Healthy Living EXPO Details

Housing:

A Room Block at the Hilton Denver City Center has been reserved for all OAC National Convention attendees and YWM Healthy Living EXPO exhibitors. The OAC has secured a competitive rate of \$159/night (*single and double occupancy*). The Room Block sells-out each year, so we strongly suggest making your arrangements as soon as possible. The Convention Room Block closes June 26, or when the block sells out, whichever comes first. *Please note that the OAC does not have any authorized third party housing companies selling rooms for our meeting. All sleeping rooms should be booked directly through the Hilton. If you are contacted by a third party company with an offer to book rooms*

Reserve Your Room:

www.ywmconvention.com/hotelsite-information



Exhibitor Eligibility:

The *Your Weight Matters* Healthy Living EXPO invites companies and organizations that support individuals seeking a healthier weight and lifestyle to participate in this year's Exhibition. Companies interested in exhibiting that have not participated in a past Convention or have not yet provided general support to the OAC will be asked to complete a short application for review prior to the reservation of Exhibit space. Application review will be based on compliance with the OAC's Exhibitor Policy. Exhibits from individual physicians, medical practices, hospitals and multi-level marketing companies will not be accepted. These entities may choose to take advantage of the sponsored marketing opportunities offered. The OAC reserves the right to reject or cancel any exhibit at any time. Please see exhibitor guidelines section for full information on OAC's Exhibitor Policy.

Exhibit Service Provider:

The OAC has secured Alliance Exposition and Event Services to provide all services to **YWM2018** vendors. Alliance will provide all show information, including furniture ordering options, shipping options, show deadlines and much more.

Exhibit Personnel:

Each 10x10 exhibit space is allotted two exhibitor badges. 10x20 spaces are allotted four exhibitor badges. Exhibitors must register their exhibit personnel in advance. Exhibitors must wear their badges at all times during the Convention to gain access to the EXPO Hall. Additional badges may be purchased for \$60/each. Please contact the OAC to order additional personnel badges.

Exhibit Install and Dismantle:

Install:

Thursday, July 19

10:00 am - 5:30 pm

All exhibits must be fully installed by Thursday at 5:30 pm

Dismantle:

Saturday, July 21

5:00 pm - 8:00 pm

Exhibit dismantle may not occur during exhibit hours. Exhibitors who are found in violation will not be permitted to exhibit at future OAC meetings.

Space Assignment:

Assignment of exhibit booth space is conducted in priority order, with National Sponsors given first access to Premium Booth locations. Past Convention supporters/exhibitors are next in line with space selection, along with the date in which their exhibit application is received. For new exhibitors, space is available on a first-come, first-served basis, and is also based on the date in which your application is received. Exhibitors are asked to select their top three booth location choices. We will make every effort to accommodate your top selections, space permitting. It is recommended to submit your exhibitor contract early to ensure the best booth selection. If Premium Booth space becomes available, it will be offered to exhibitors based on the date their application was received.

Sharing Space:

Sharing or subletting of booth space is not permitted.

Terms of Payment:

Payment in full is required with the Application and Contract for Exhibit Space. If alternate payment schedule is needed, please contact the OAC to make arrangements. No requests for exhibit space will be accepted without payment, unless authorized by the OAC. Failure to submit full amount results in release of booth space reserved. All funds must be drawn on a U.S. bank.

Cancellation of Space:

Notification of an exhibitor's decision to cancel or reduce exhibit space must be submitted in writing. If cancellation or reduction of space occurs prior to May 4, 2018, a refund will be issued minus a \$500 administrative fee. There will be no refund for cancellation or reduction of space after May 4, 2018, unless the EXPO Hall is sold-out and the booth space is able to be re-sold.



YWM Healthy Living EXPO Details

Sale of Products:

Sales are permitted to take place on the EXPO Hall floor if conducted in a non-obtrusive and discrete manner. Food, beverages and other products intended for immediate consumption must be offered free of charge.

Exhibitor Activities and Programs:

The OAC encourages exhibitors to actively engage with attendees as part of the Convention experience. Please note the following rules/policies that apply to vendor activities/programs:

- All exhibitor activities must be conducted within the exhibitor's assigned space. Vendors that would like to promote their products/services/initiatives outside of their designated 10x10 area must notify the OAC in advance and provide a full description for approval.
- Vendors who intend to engage attendees in activities that extend beyond their designated booth space (i.e. *scavenger hunts, games, etc.*) must seek prior approval before planning and conducting any activity. A full description of the activity will be required, along with review of all materials associated.

Insurance and Liability:

It is the sole responsibility of the exhibitor for any damages, claims, losses, liabilities or expenses arising from any injury to any person or property that arises out of or is in any manner connected with the exhibitor's participation in the OAC Convention. Exhibitor acknowledges and agrees that it will obtain, at its own expense, any and all licenses or permits to comply with all local, state and federal laws, ordinances and regulations for any of its activities in connection with the OAC Convention.

Exhibitors should maintain general public liability insurance against claims for personal injury, death, or property damage incident to, arising out of, or in any way connected with their participation in the exhibition, in an amount of not less than one million dollars (\$1,000,000) for personal injury, death, or property damage in any one occurrence. Such insurance should include coverage of the indemnification obligations of exhibitors under the policies and procedures and should cover OAC as an additionally named insured.

Each exhibit company is responsible for obtaining, for its protection and entirely at its expense, such property insurance for its exhibit and display materials as the exhibitor deems appropriate.

Any policy providing such property insurance must contain an express waiver by the exhibitor's insurance company of any right of subrogation as to any claims against OAC, its officers, directors, agents, members, or employees.

By executing the Application and Contract to Exhibit, Exhibitor agrees to indemnify, hold harmless and defend OAC, and its members, officers, directors, employees and agents from and against any and all liabilities, claims, losses, damages, causes of action, demands, costs and expenses of any kind whatsoever including, without limitation, court costs, interest and attorney's fees, which OAC or its members, officers, directors, employees or agents may incur, suffer or be required to pay, incident to or arising out of, directly or indirectly, any intentional, reckless or negligent act or omission or breach of the terms, conditions or provisions of these Rules and Regulations by Exhibitor or its agents, servants or employees.

In no event shall OAC be liable or responsible for any loss or interruption of business, business opportunities, or any other type of direct or consequential damages alleged to be due from OAC. Exhibitor agrees and understands that the sole liability of OAC for any claims of Exhibitor shall be limited to a refund of the amount paid by Exhibitor under the Application and Contract to Exhibit. Nothing in the Application & Contract to Exhibit, Exhibitor's Prospectus, or Rules and Regulations is intended or shall be interpreted as creating a partnership, joint venture or agency relationship between Exhibitor and OAC.

Exhibitor further agrees that it is solely responsible for the conduct, actions and omissions of its employees, agents, servants and independent contractors, whether acting within or without the scope of their authority, and agrees to indemnify, hold harmless and defend OAC and its members, officers, directors, employees and agents from and against any and all liabilities, claims, losses, damages, causes of action, demands, costs and expenses of any kind whatsoever including, without limitation, court costs, interest and attorney's fees, resulting directly or indirectly from such acts or omissions.

Security:

Each exhibitor is responsible for safeguarding its goods, materials, equipment and exhibit at all times during the Convention. The EXPO Hall will be locked during non-exhibiting hours, however, the OAC is not responsible for loss of or damage to any property.

Show Cancellation Policy:

The parties agree that if the *Your Weight Matters* National Convention and *Your Weight Matters* Healthy Living EXPO are canceled in whole or in part, or its scheduled opening is canceled or delayed, due to fire, explosion, strike, freight embargo, act of God, act of public enemy, act of war, act of terrorism, civil disturbance, act of any government, de jure or de facto, or governmental declaration or regulation, epidemic or other event over which the OAC has no control, then the exhibitor contract may be immediately amended by the OAC and the exhibitor hereby waives any and all claims against the OAC for damages, additional reimbursement beyond exhibit space reservation fee, refunds or compensation.

For more information on exhibiting at the 2018 *Your Weight Matters* Healthy Living EXPO, please contact:

Melissa Woolley
OAC Senior Program Manager
mwoolley@obesityaction.org
(800) 717-3117

www.YWMConvention.com

Exhibit Application



Complete the below exhibit application to reserve your space to participate in the 2018 *Your Weight Matters* Healthy Living EXPO. National Sponsors are given priority for booth space selection. Payment is due in full at the time the application is submitted. If an alternate payment schedule is needed, please contact the OAC prior to submitting your application.

Exhibit Space Application/Booth Reservation

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: We take careful consideration in the companies/organizations who support this event. Companies and organizations who have not supported the Convention or OAC in the past will be contacted and asked to complete a form to be reviewed by the Convention Committee prior to the acceptance of sponsorship support.

Please Select the Booth Size You Would Like to Reserve:

<input type="checkbox"/> 10 x 10 in-line	\$1,500	<input type="checkbox"/> 10 x 20 in-line	\$2,750
<input type="checkbox"/> 10 x 10 corner	\$1,750	<input type="checkbox"/> 10 x 20 corner	\$3,250

Non Profit Organizations (please attach proof of 501c3 status to your application)

☐ 10 x 10 in-line \$750

Would your company like to make a \$100 tax-deductible donation toward the Convention Scholarship Program to help bring underserved individuals to the Convention?

- ☐ Yes, my company would like to donate **\$100**. (separate check/form of payment is acceptable)
☐ Yes, we would like to donate an alternate amount of \$____. (separate check/form of payment is acceptable)
☐ No, thank you.

PAYMENT INFORMATION:

Payment by Credit Card:

Charge my card for my exhibiting fee of: \$_____.

☐ Visa ☐ Mastercard ☐ Amex ☐ Discover

Credit Card Number: _____

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

☐ Payment by Check:

Please make checks payable to the
Obesity Action Coalition.

OAC Tax ID#: 20-1953508

Contact Name (print): _____

Signature: _____ Date: _____

By signing below, the Company named in this Application & Contract to Exhibit acknowledges and agrees to comply with all rules, regulations, policies, terms and conditions contained in the Exhibitor Prospectus and the OAC Exhibitor Rules and Regulations. This contract shall not be binding until signed by authorized representatives of Company. OAC reserves the right, in its absolute discretion, to deny this Application & Contract to Exhibit. Company agrees to distribute the Exhibitor Prospectus and the OAC Rules and Regulations to all of Company's personnel involved with exhibiting at the Convention.

Return to:

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

Fax to: (813) 873-7838

Convention Contact:

Melissa Woolley
OAC Senior Program Manager
mwoolley@obesityaction.org
(800) 717-3117

OAC USE ONLY:

Date Received: _____

Date Processed: _____

OAC Exhibitor Rules and Regulations

Exhibitor Eligibility:

Companies interested in exhibiting that have not participated in a past Convention or have not yet provided general support to the OAC will be asked to complete a short application for review prior to the reservation of Exhibit space. Application review will be based on compliance with the Exhibitor Rules and Regulations. **Exhibits regulations prohibit the following entities from participating:**

- Individual physicians
- Medical practices
- Hospitals
- Multi-level marketing companies

The above entities may choose to take advantage of the sponsored marketing opportunities offered. New exhibitors and supporters will be reviewed according to the following criteria;

- Meeting basic exhibitor eligibility
- Compliance with Product-claim Guidelines (*if applicable, as listed below*)
- Compliance with Labeling Guidelines (*if applicable, as listed below*)
- Compliance with Tradeshow Activities Guidelines
- Appropriate marketing of products and services

The OAC reserves the right to reject or cancel any exhibit at any time. Exhibited products must be compliant with the regulations in the United States. Exhibitors for pharmaceutical and medical device products that are subject to the U.S. Food and Drug Administration (FDA) oversight must comply with FDA regulations regarding advertising and promotion. All exhibits must clearly and prominently identify the exhibitor by trademark or signature.

Product Claims Guidelines:

Product Claims/Substantiation of Health Benefit Statements/Guidelines:

1. Exhibitors are encouraged to provide and have available substantiation of all health benefit statements or ingredient content statements to any attendee.
2. All testing to validate health benefit statements or ingredient content statements should be performed by an independent, certified laboratory with published Good Laboratory Practices.

Product Claims/Superlative Statements/Guidelines:

1. Superlative statements should only be made if they are true, and the exhibitor has substantiation of such statements.
Examples: Superlative statements include (but not limited to): "best in the world," "best product in the U.S.," "the only," "the most potent" and "the most effective."
2. Superlative statements should not be misleading.

Product Claims/Disease or Health Benefit Statement/Standards:

In accordance with the Dietary Supplement Health and Education Act of 1994 (DSHEA), and the U.S. Food, Drug and Cosmetic Act, dietary supplement, food and cosmetic products and their labeling must not claim to treat, prevent, mitigate, cure or reduce the risk of diseases, unless the complete FDA-approved unqualified or qualified health claim is used on the labeling. The FDA considers that if a statement about a product or ingredient, claims to diagnose, mitigate, treat, cure, or prevent disease or if it has an effect on a specific disease, class of diseases or on the characteristic signs or symptoms of a disease, the product will be subject to regulation as a drug unless the claim is an authorized health claim for which the product qualifies. Please remember that obesity is a disease under the definition of the law.

1. Product labeling including sales and marketing material must not express or imply claims to diagnose, treat, cure, prevent or mitigate any diseases, including (but not limited to), obesity, cancer, heart disease, AIDS, diabetes, Alzheimer's disease, etc.
2. Substantial scientific data, to be determined at the discretion of an OAC representative, will be required to support benefit statements pertaining to such diseases. The data if published must include journal name, date, volume and authors' names.

Product Claims/"No" and "Free" Statements/Standards:

1. "No," "low," "lite" and "free" statements must comply with all applicable FDA and FTC regulations.
2. Such statements must not be deceptive and must fully disclose relevant facts. *Examples: A statement of "no salt added" is deceptive if the product contains a high amount of sodium from hydrolyzed vegetable protein. "No oil" is deceptive when the product is naturally high in fat such as peanuts.*
3. Products stating to be free of ingredients with a particular activity must disclose the presence of ingredients with similar activity. *Example: Products that contain no caffeine but do contain guarana.*
4. Such statements must be substantiated with documentation available at the request of a designated OAC representative.

Product Claims/Disallowed Statements/Standard:

1. The following products may not be exhibited:
 - Products that claim to "cure" or "prevent" obesity
 - Products containing unproven and misleading information
 - Products that do not meet current FDA standards (if applicable)
 - Products that compare themselves as the "best" or "better" obesity treatment (in comparison to others)
2. The OAC evaluates all promotional literature and/or labeling as a whole, including text, product names and images used.
 - Imagery and language used by exhibiting companies must comply with the OAC's written weight bias policy/statement, located on the OAC Web site at www.obesityaction.org.

Labeling Guidelines:

Labels and Labeling/FDA and USDA Compliance / Standard:

All labels and labeling must be truthful and not misleading and must comply with current FDA and USDA regulations.

Labels and Labeling:

1. Product labels and promotional literature must include the full name of the manufacturer or distributor and mailing address.

2. Literature that does not list a trade name must have the exhibitor's name, city, state and zip code and/or the phone number; or it must have the name and address or phone number of the party responsible for compilation and dissemination of the information. Published "third-party literature" must bear a full citation.
3. Product labels and promotional literature should include a phone number for the manufacturer or distributor.

Labels, Labeling and Literature/Quotes/Testimonials:

1. Quotes must not be misrepresented by being taken out of context.
2. Endorsements or testimonials by consumers must represent what the typical experience of customers would be, not the experience of just a few customers. Simply stating that "Not all consumers will get these results" or "your results may vary" is not enough.
3. Endorsement quotes must cite the speaker and source of the quote.

Labels, Labeling and Literature/Photos and Illustrations/Standards:

1. Photos and illustrations may not be deceptive or misleading.
2. Photos and illustrations must comply with the OAC's written weight bias position. For access to appropriate images available for public use, please visit OAC's Image Gallery at www.obesityaction.org/oac-image-gallery. Images prohibited for use include:
 - Intentionally degrading/derogatory depictions of individuals affected by obesity
 - Individuals depicted as "headless" or intentional photos taken from behind
 - Exaggerated and unfair depictions that target individuals affected by obesity (*over-indulgence, appearance of laziness, etc.*)
3. Before/after and comparison photos must be used in the following manner:
 - Include a caption stating the time of the first photo and the time of the second photo.
 - Exposure and print techniques must be identical for each photo.
4. Photos and illustrations should not contain additional misleading features or characteristics.

Labels, Labeling and Literature/Comparison and Negative Advertising/Standard:

1. The OAC discourages the use of negative advertising. All comparison and negative advertising must comply with FTC regulations. FTC defines comparison advertising as that which "compares alternative brands on objectively measurable attributes or price and identifies the alternative brand by name, illustration or other distinctive information."

Labels, Labeling and Literature/Comparison and Negative Advertising/Guidelines:

1. Data cited should be made available on request to any attendee.
2. Negative statements about companies or products should be thoroughly documented and such documentation made available at the request of a designated OAC representative.

Labels, Labeling and Literature/Guarantees/Standards:

1. Guarantees must be easily understandable and must not be misleading and must include relevant terms and conditions.
2. Companies offering guarantees must honor the guarantee.

Labels, Labeling and Literature/Use of Information/Standard:

1. The exhibitor is responsible for the accuracy of all information present in the booth that pertains to products or services offered.

Labels, Labeling and Literature/Use of Information/Guidelines:

1. Information that is primarily educational and helps to better understand the product is encouraged.
2. Information should state product limitations.
3. Information from an impartial third party is encouraged.
4. Information about the cultural context of use or philosophical basis of formulation is encouraged.
5. Information should explain technical terms and cite references for any statements made.

Tradeshow Activities Guidelines:

Sale of Products/Standard:

1. Sales are permitted to take place on the EXPO Hall floor if conducted in a non-obtrusive and discrete manner.
2. Food, beverages and other products intended for immediate consumption must be offered free of charge.

Exhibitor Activities and Programs:

1. All exhibitor activities must be conducted within the exhibitor's assigned space. Vendors that would like to promote their products/services/initiatives outside of their designated 10x10 area must notify the OAC in advance and provide a full description for approval.
2. Vendors who intend to engage attendees in activities that extend beyond their designated booth space (i.e. scavenger hunts, games, etc.) must seek prior approval before planning and conducting any activity. A full description of the activity will be required, along with review of all materials associated.

Ethical Considerations/Guideline:

1. Exhibitors are requested to adhere to ethical considerations in areas including but not limited to the following:
 - Weight Bias
 - Racism
 - Sexism
 - Sexually explicit materials
 - Profanity
 - Nudity
2. Exhibiting companies may not conduct consultations of any kind on the exhibit floor or in any meeting room on the grounds at the Hilton Denver City Center. All customer leads and consultations must be conducted at a later date.
3. Exhibiting personnel are prohibited from offering medical advice if not authorized or credentialed. Inquires of a medical nature must be handled by a qualified medical professional.