

OAC's 7th Annual *Your Weight Matters* National Convention
July 19-22 • DENVER
HILTON DENVER CITY CENTER

The **ONLY** National
Educational Conference
Offering **Direct Reach** to the
Nation's Most Passionate **Consumers**
Seeking Improved Weight and Health.

SPONSORSHIP & **MARKETING** OPPORTUNITIES



A National educational conference proudly brought to you by the nation's most powerful educational and advocacy voice for individuals with excess weight and obesity – **Obesity Action Coalition**



About Convention



The Obesity Action Coalition's (OAC) *Your Weight Matters National Convention* is the nation's PREMIER educational conference that unites more than 600 individuals from across the country to learn science-based weight management strategies from the country's leading experts in weight and health.

OAC's Convention is a **4-day event** for the everyday individual concerned with weight and health, packed-full with a strong educational program, group exercise classes, exciting social events, 30+ booth EXPO Hall, volunteer trainings and much more. The OAC is proud to host its 7th Convention in Denver, Colorado and offer another unparalleled educational agenda, with the nation's leading experts converging with the most passionate patients and health advocates from across the country (*and globe*).

**2018
Convention
Planning
Committee:** Pam Davis, RN, BSN, CBN, MBA – *Chair*
Maria Caprigno – *Co-Chair*
Michelle Vicari – *OAC Chairwoman*
Amber D. Huett - Garcia, MPA – *Immediate-past OAC Chairwoman*
Tammy Beaumont, BSN, RN, BC, CBN
Jaime Fivecoat, MBA
Holly F. Lofton, MD
Patty Nece, JD
Rob Portinga
Christopher D. Still, DO, FACN, FACP

**2018
Convention
Program
Committee:** Scott Kahan, MD, MPH – *Program Chair*
Robert Kushner, MD – *Program Co-Chair*
Pam Davis, RN, BSN, CBN, MBA – *Convention Chair*
Michelle Vicari – *OAC Chairwoman*
Tammy Beaumont, BSN, RN, CBN
Ted Kyle, RPh, MBA
Merrill Littleberry LCSW, LCDC, CCM, CI-CPT
Christopher D. Still, DO, FACN, FACP
Cassie I. Story, RD

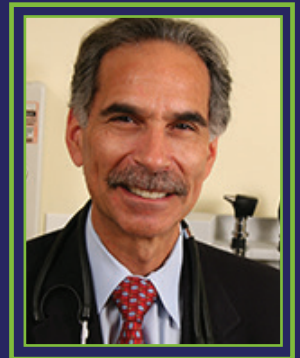
**OAC's National
Convention is
Led by the
Thoughts Leaders
in the Industry!**



Michelle Vicari
OAC Chairwoman



Scott Kahan, MD, MPH
Program Chair



Robert Kushner, MD
Program Co-Chair



Pam Davis, RN, BSN, CBN, MBA
Convention Committee Chair

Who Attends

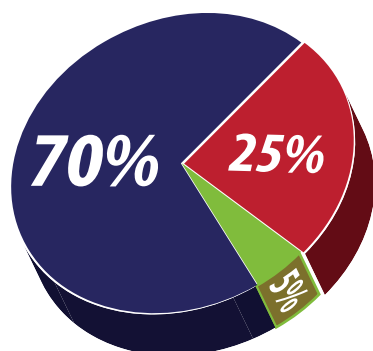
The OAC's Convention is for the **everyday individual concerned about weight and health issues.**

While the target audience for the Convention is the **CONSUMER**, the OAC recognizes the important role of the health professional in the care of patients and offers CE credits to those interested in learning alongside the patients. This meeting attracts key industry leaders who attend to gain a better understanding of the needs of the patient and the topics most important to them.

- Individuals who struggle with their weight and are seeking options for weight-loss and health improvement
- Members from the general public concerned about weight-related topics
- Family members and support-individuals
- Pre and post-bariatric surgery patients
- Non-surgical weight management patients
- Industry leaders concerned with patient care
- Health Professionals who care for individuals with obesity and want to learn what their patients learn

Our Attendees: The Most Passionate Consumer Health Advocates!

Convention Audience

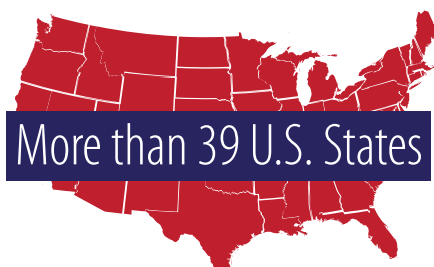


- 70%** Patients/Everyday Individual Concerned with Weight and Health
- 25%** Health Professionals
- 5%** Support Individuals

2018 - Denver

Budgeted Attendance:

675-700 attendees



More than 39 U.S. States

and... 4 countries

How Your Support Makes a Difference

Your support is the reason we are able to make this an accessible and affordable Convention for those in need of high quality education and support. The OAC is diligent to continually acknowledge the fact that Sponsors make the Convention affordable for all who wish to attend.

Supporting the OAC's National Convention not only means contributing to the greater cause, but it directly impacts patients. It is important to us to keep the cost for the attendee low, and we greatly rely on the generous support of companies and organizations to help offset expenses for our attendees.

The *Your Weight Matters* National Convention is NOT a fundraiser, but serves to provide quality education and a place for a strong community of support.

Protecting the Integrity of the Patient and the Vision of the OAC Convention

Because the OAC's Convention caters to the patient audience in obesity, careful consideration is taken to ensure that the products and services our attendees are exposed to are of sound evidence and intent. Therefore, companies/organizations that do not have an established relationship with the OAC are asked to submit information for review. Contact the OAC to learn more about this process.

**Your Support
in ACTION:**

**ACTUAL COST
For Each Attendee:**

\$350



**REGISTRATION FEE
CHARGED**

to Convention Attendees:

\$95



Who Supports Convention

The OAC prides itself on aligning with a diverse range of companies. All supporters of the OAC National Convention offer products, services, support and resources for the everyday individual with obesity and concerned with weight-related issues.

Types of Companies and Organizations that Support the OAC National Convention:

MEDICAL DEVICE

PHARMACEUTICAL

OBESITY MEDICINE SPECIALISTS

**SURGICAL WEIGHT-LOSS DEVICES/
INSTRUMENTS**

**RESIDENTIAL WEIGHT MANAGEMENT
PROGRAMS**

**EXERCISE TRAINING PROGRAMS/
EQUIPMENT**

HOSPITAL PROGRAMS

**WEIGHT MANAGEMENT PRODUCTS/
SERVICES**

**NUTRITION SUPPLEMENTS/
PRODUCTS**

DIABETES SUPPLIES

COUNSELING SERVICES

**HEALTHY/EVERYDAY LIVING
PRODUCTS**

**RESOURCES FOR ASSOCIATED
CONDITIONS
(SLEEP APNEA, DIABETES,
HYPERTENSION, ETC.)**

**RESOURCES AND SUPPORT GROUPS
FOR INDIVIDUALS
WITH OBESITY**

NON-PROFIT ORGANIZATIONS

PROFESSIONAL MEDICAL SOCIETIES

Companies that Have Supported through SPONSORSHIP:

Allergan/LAP-BAND

AmeriWell Bariatrics

Apollo Endosurgery

Arena Pharmaceuticals

Aspire Bariatrics

Bari Life Bariatric Supplements

Bariatric Advantage

BariLife Bariatric Supplements

Celebrate Vitamins

Covidien

Eisai (2013 & 2014 Platinum Supporter)

EnteroMedics/VBloc

Ethicon

Forest Park Medical Center

Geisinger Obesity Institute

KVK-Tech

Medtronic

Methodist Weight Management Institute

Michaels Aesthetic & Reconstructive

Plastic Surgery

Novartis

Novo Nordisk (2015-2017 Platinum Supporter)

Orexigen

Takeda Pharmaceuticals

Vivus, Inc.

Weight Watchers



National Sponsorship LEVELS

	PLATINUM \$50,000	GOLD \$25,000	SILVER \$10,000	BRONZE \$5,000
Booth Space in YWM2018 Healthy Living EXPO Hall	Complimentary 10 x 20 booth in premium location*	Complimentary 10 x 10 booth in premium location*	50% off 10 x 10 booth*	
Full-Convention Registrations	5 Registrations	3 Registrations	2 Registrations	1 Registration
Extra Individual Tickets to Friday Night Dinner	5 Tickets	2 Tickets	2 Tickets	1 Ticket
Complimentary Advertisement in Official Convention Program Book	Two-Page Spread	One-Page	1/2 Page	1/4 Page
Complimentary Attendee Bag Inserts	Two Bag Inserts	Two Bag Inserts	One Bag Insert	
Complimentary Marketing Opportunity Add-on** <i>(See Page 8 for Details)</i>	One Marketing Opportunity Valued at \$5,000 or Less ¹	One Marketing Opportunity Valued at \$2,500 or Less ¹		
Exclusive Featured Post on OAC Social Media (Facebook, Twitter, LinkedIn, Pinterest)	✓	✓		
Recognition on Onsite Event Signage	Premium Placement	✓	✓	✓
Recognition in Speeches at Dinners	Special Recognition	✓	✓	✓
Recognition in Official Convention Program Book	Premium Placement	✓	✓	✓
Recognition on Official Event T-Shirts	Premium Placement	✓	✓	✓
Ability to add-on a Focus Group Opportunity for an additional fee	NEW BENEFIT!	✓	✓	✓

GET DIRECT PATIENT/CONSUMER INSIGHTS: Patient insight is one of the best ways to ensure that your company/organization is on track and keeping the needs and interests of the end-user in mind. As an **EXCLUSIVE** benefit to Convention National Sponsors, we are offering the ability for your company to host a Focus Group at the 2018 Convention for a nominal fee. For details on pricing and times of these opportunities, please see the Sponsorship Application located on the next page.

National Sponsors ALSO Receive...

National Sponsors are committed for a one-year period, with benefits continuing after the event date through the remainder of 2018.

General Acknowledgment:

- ✓ Sponsor-level acknowledgment for entire 2018 calendar year
- ✓ Sponsor-level listing with logo on homepage of www.YWMConvention.com
- ✓ Sponsor-level listing with logo on Convention section on OAC Web site at www.ObesityAction.org
- ✓ Recognition as a National Sponsor on promotional materials, which include: Posters, flyers, e-communications, event Web site, etc.**
- ✓ Recognition as an event National Sponsor on Convention main press release

Social Media Recognition:

- ✓ Recognition as a National Sponsor in all Convention E-news event announcements
- ✓ Official welcome announcement as a National Sponsor in Convention E-news Alerts and on all OAC social media (Facebook, Twitter, LinkedIn and Pinterest)
- ✓ Official welcome announcement as a National Sponsor on the official Convention Facebook Page

Onsite and Attendee Materials Recognition:

- ✓ Sponsor-level recognition on onsite event signage
- ✓ Recognition by Keynote/Opening Address Speaker as a National Sponsor
- ✓ Sponsor-level recognition and acknowledgment in speeches at social events – Welcoming Ceremonies Dinner and 7th Annual Awards Ceremony
- ✓ Sponsor-level recognition in official Convention Program Book and on event T-shirts

Post-Meeting Recognition:

- ✓ Sponsor-level recognition in official post-meeting Press Release
- ✓ National Sponsor recognition in wrap-up feature in *Your Weight Matters Magazine*
- ✓ Access to attendees pre and post-meeting with ability to extend promotional discounts****

¹ Marketing Opportunities excluded from add-ons: Healthy Living EXPO Health Screening, Convention Scholarship Program Donations and Hotel Room Drop
*Certain restrictions apply, based on availability.

**Based on availability of when sponsorship is secured. All marketing opportunities are on a first-come, first-served basis.

****Inclusion on some Convention promotional materials is dependent on the sponsor sign-on date.

**** In keeping with our strict privacy policy, attendee information will NOT be shared, but the OAC will send an email on your behalf with your exclusive promotion/discount.

2018 *Your Weight Matters* National Convention

NATIONAL SPONSORSHIP APPLICATION

Company Information:

Company Name: _____

Company Contact: _____ Contact Title: _____

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

Phone: _____ E-mail: _____

National Sponsorship Deadline:

Must be received by March 16
for access to full benefits.

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 Convention takes careful consideration in the companies/organizations who support this patient educational 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.

National Sponsorship: (select one)

- Platinum** – \$50,000
- Gold** – \$25,000
- Silver** – \$10,000
- Bronze** – \$5,000

Is your company able to take advantage of all
the listed benefits for the level selected?

Yes No

If No, please complete the section below.

OPTIONAL ADD-ON:

Focus Group Opportunity (4 opportunities available)

This newly-added benefit is only available to companies/organizations that sign-on as a National Sponsor. Focus Groups provide a valuable opportunity to gain patient insight and better help your company understand the needs of the population you serve. Below, please find the available times for each Focus Group, with the number of participants and cost outlined. If your company would like to host a Focus Group at the 2018 National Convention, please indicate your interest below. The OAC will contact you once your application is received and send the complete details and requirements. All opportunities are on a first-come, first-served, basis.

Date/Time:

Thursday, July 19 at 5:00 pm - 6:15 pm

Friday, July 20 at 7:45 am - 9:00 am

Saturday, July 21 at 7:45 am - 9:00 am

Max # Participants:

50-75

50-75

50-75

Cost:

\$1,250 (2 available - refreshments not included)

\$2,000 (breakfast included)

\$2,000 (breakfast included)

**CHECK HERE if you would like
to host a Focus Group at YWM2018
and receive more information.**

NATIONAL SPONSORSHIP BENEFITS OPT-OUT

The OAC recognizes that some companies are regulated in terms of the benefits they are able to receive as sponsors. As such, we are allowing National Sponsors to **OPT-OUT** for the benefits they are not able to accept, if necessary. Pricing for the National Sponsorship will not change based on the benefits that are opted-out, but will allow companies to support the Convention based on their requirements.

My Company Cannot Take Advantage of All Benefits and Needs to OPT-OUT of the Following:

Tangible Benefits - OPTED-OUT

- Exhibit Booth Space
- Full-Convention Registrations
- Extra Individual Tickets to Friday Night Dinner
- Advertisement in Convention Program Book
- Complimentary Attendee Bag Inserts
- Complimentary Marketing Opportunity Add-on

Post-meeting Recognition - OPTED-OUT

- Recognition in post-meeting Press Release
- Recognition in wrap-up feature in *Your Weight Matters Magazine*
- Participation in post-meeting attendee discount solicitation

Recognition/Acknowledgment - OPTED-OUT

- Exclusive Featured Post on OAC Social Media
- Recognition on Onsite Event Signage
- Recognition in Speeches at Dinner Events
- Recognition in Convention Program Book
- Recognition on Official Event T-Shirts
- Logo on homepage of Convention Web site
- Logo on Convention section on OAC Web site
- Promotional materials sponsorship listing
- General Press Release sponsorship listing
- Keynote address and event speeches
- Convention E-news event announcements

Payment Options:

- My Company Plans to Remit
Payment by Check**
- My Company Plans to Remit
Payment via Electronic Transfer**
- Other Payment Method**
Please contact Kristy Kuna at OAC.

Return to:

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

OAC Tax ID#:

20-1953508

E-mail: kkuna@obesityaction.org

Fax to: (813) 873-7838

Phone: (813) 872-7835

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

Support the OAC's Convention Scholarship Program as a Sponsor

The OAC's *Your Weight Matters* National Convention Scholarship Program helps make attending the Convention a reality for any individual with a desire to learn more about their weight and health. This program awards grants to fund or offset the associated expenses in attending the Convention for those without the financial means necessary to take part in an in-person meeting.

Since its inception in 2014, the Scholarship Program has received more than \$300,000 in requests and has awarded 52 scholarships totaling more than \$45,000 in assistance. The funds for these grants came from general fundraising efforts, with the bulk of the awards granted from the proceeds from the past Convention.

The need for education is great, and so is the desire for so many who wish to attend the OAC's Convention. The OAC has established a way for companies and organizations to help sponsor individuals to attend the Convention by inviting corporate donations to the OAC Convention Scholarship Program. Your company can help change the lives of those who are in desperate need of quality, science-based education by becoming a contributing sponsor to this program.

Contributing Sponsors Receive:

Acknowledgment as a 2018 Convention Scholarship Program Sponsor through the following mediums:

- Listing on the "Scholarship Program" section on the Convention Web site
- Recognition in Program press releases
- Acknowledgment in Convention Program Book
- OAC Social Media and newsletter acknowledgment
- Acknowledgment in Convention wrap-up story in *Your Weight Matters Magazine*
- Recognition as Convention Scholarship Program Sponsor at Saturday Night Awards Ceremony
- Company listing on Scholarship Program Bag Insert

Suggested Sponsorship Amounts:

\$1,250 – Sends One Attendee to Convention **\$3,750** – Sends Three Attendees to Convention
\$2,500 – Sends Two Attendees to Convention **\$5,000** – Sends Four Attendees to Convention

Interested in Becoming a Convention Scholarship Sponsor?

Please contact Kristy Kuna at kkuna@obesityaction.org or (800) 717-3117.

SUPPORT

the Nation's Leading Educational
Convention Focused Solely on Individuals
Affected by Excess Weight and Obesity

July 19-22 | Denver
Hilton Denver City Center

PROUDLY BROUGHT TO YOU BY: The Obesity Action Coalition

The OAC is a 58,000 member-strong 501(c)(3) National non-profit organization dedicated to giving a voice to the individual affected by the disease of obesity and helping individuals along their journey toward better health through education, advocacy and support. OAC's 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 to bring together individuals who care about making a difference and 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 www.ObesityAction.org.



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