



# SPONSORSHIP & MARKETING OPPORTUNITIES

## July 9-11, 2020

## WESTIN LAKE LAS VEGAS RESORT & SPA

The **ONLY** National Educational Conference  
Offering **DIRECT REACH** to the Nation's  
Most Engaged **CONSUMERS** Actively  
Seeking Improved Weight and Health.



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

*QUESTIONS? Please contact Kristy Kuna, OAC's VP of Programs and Operations, at [kkuna@obesityaction.org](mailto:kkuna@obesityaction.org) or (800) 717-3117.*

# ABOUT CONVENTION

The Obesity Action Coalition's (OAC) *Your Weight Matters* Convention & EXPO is the nation's PREMIER educational conference that unites more than 500 individuals from across the country to learn science-based weight management strategies from the country's leading experts in weight and health.

The Convention is a **3-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+ booths in the EXPO Hall, volunteer trainings and much more. The OAC is proud to host its 9<sup>th</sup> Convention in Henderson, NV, with more than 50 educational topics presented by the industry's thought leaders. Combined with the most passionate patients and health advocates from across the country (*and globe*), **YWM2020** is an event you won't want to miss!



## 2020 CONVENTION PLANNING COMMITTEE:

- Pam Davis, RN, BSN, CBN, MBA – *Chair*
- Kristal Hartman – *Co-chair*
- Michelle Vicari – *OAC Chairwoman*
- Tammy Beaumont, BSN, RN, CBN
- Jaime Fivecoat, MBA
- Debera Gau
- Patty Nece, JD
- Rob Portinga
- Christopher D. Still, DO, FACN, FACP
- Ava Zebrick

## 2020 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
- Paul Davidson, PhD
- Ted Kyle, RPh, MBA
- Merrill Littleberry, LCSW, LCDC, CCM, CI-CPT
- Christopher D. Still, DO, FACN, FACP
- Cassie I. Story, RDN

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



Scott Kahan, MD, MPH  
Program Chair



Robert Kushner, MD  
Program Co-chair



Christopher D. Still, DO, FACN, FACP  
Program Committee Member



Merrill Littleberry, LCSW, LCDC, CCM, CI-CPT  
Program Committee Member

# WHO ATTENDS

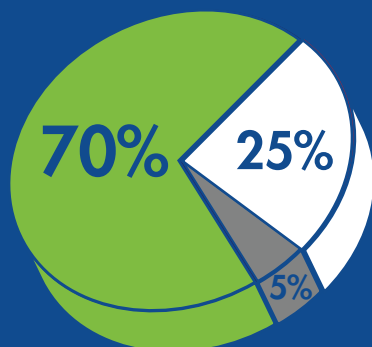
The OAC's Convention is for the **everyday individual** concerned about **weight and health**. Our attendees are **highly engaged** and are **looking for tools and resources** to help them in their weight management journey.

While the target audience for the Convention is the **CONSUMER**, the OAC recognizes the important role of health providers in the care of patients and offers CE credits to professionals 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. Below is a list of the diverse **CONSUMER** and **HEALTHCARE PROFESSIONALS** that attend Convention:

- 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
- Health Professionals who care for individuals with obesity and want to better connect with the needs of patients
- Industry leaders concerned with patient care



## Convention Audience



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

**2020 - Las Vegas**

Budgeted Attendance: 500+ attendees

**More than  
39 U.S. States**  
and... 6 countries





# HOW YOUR SUPPORT MAKES A DIFFERENCE

Your support is the reason we are able to make this an accessible Convention for those in need of high quality education and support. The OAC is diligent to continually acknowledge the fact that Sponsors help to offset the cost of the Convention for the attendees. 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 us continue offering an affordable and impactful conference.

It's important to note that the *Your Weight Matters Convention & EXPO* is **NOT** a fundraiser, but serves to provide quality education and a place for a strong community of support.



## First-time Supporting OAC's 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.



# SUPPORTERS OF THE CONVENTION



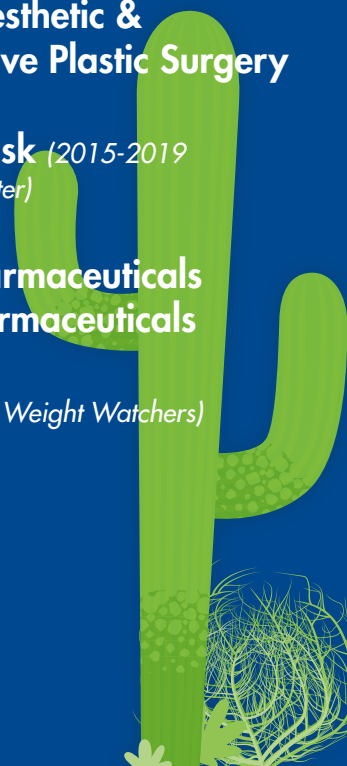
The OAC prides itself on aligning with a diverse range of companies. All supporters of the OAC National Convention offer products, services, support and resources for the everyday individual with obesity.

## Types of Companies and Organizations that Support 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

## Past Sponsors:

Allergan/LAP-BAND  
AmeriWell Bariatrics  
AMGEN  
Apollo Endosurgery  
Arena Pharmaceuticals  
Aspire Bariatrics  
Bari Life Bariatric Supplements  
Bariatric Advantage  
Boehringer Ingelheim  
Celebrate Vitamins  
Covidien  
Eisai (2013 & 2014 Platinum Supporter)  
EnteroMedics/VBloc  
Ethicon  
FitForMe Bariatric Supplements  
Forest Park Medical Center  
Geisinger Obesity Institute  
KVK-Tech  
Medi-Weight Loss  
Medtronic  
Methodist Weight Management Institute  
Michaels Aesthetic & Reconstructive Plastic Surgery  
Novartis  
Novo Nordisk (2015-2019 Platinum Supporter)  
Orexigen  
Rhythm Pharmaceuticals  
Takeda Pharmaceuticals  
Vivus, Inc.  
WW (formerly Weight Watchers)



# National Sponsorship LEVELS

	PLATINUM \$50,000	GOLD \$25,000	SILVER \$10,000	BRONZE \$5,000
Booth Space in YWM2020 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	Two-Page	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** (See Page 10 for Details)	One Marketing Opportunity Valued at \$5,000 or Less <sup>1</sup>	One Marketing Opportunity Valued at \$2,500 or Less <sup>1</sup>		
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	<b>NEW BENEFIT!</b>	✓	✓	✓
<b>GET DIRECT PATIENT/CONSUMER INSIGHTS:</b> 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 2020 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 2020.

### General Acknowledgment:

- Sponsor-level acknowledgment for entire 2020 calendar year
- Sponsor-level listing with logo on homepage of [www.YWMConvention.com](http://www.YWMConvention.com)
- 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 and Twitter)
- 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 Celebration Dinner and Closing Ceremonies
- 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 *Weight Matters* Magazine
- Access to attendees pre and post-meeting with the ability to extend promotional discounts\*\*\*\*

All marketing opportunities are on a first-come, first-served basis.

<sup>1</sup> Marketing Opportunities excluded from add-ons include: EXPO Health Screening, Convention Scholarship Program Donations

\*Certain restrictions apply, based on availability

\*\*Based on availability of when sponsorship is secured

\*\*\*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



# 2020 Your Weight Matters Convention & EXPO

## NATIONAL SPONSORSHIP APPLICATION

### Company Information:

**National Sponsorship Deadline:**  
Must be received by March 3 for  
access to full benefits.

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 Convention & EXPO 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 time slots 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 2020 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:	# of Participants:	Cost:
Thurs., July 9 at 9:00 am - 10:00 am*	20-50	\$1,500
Thurs., July 9 at 11:00 am - 12:00 pm*	20-50	\$1,500
Fri., July 10 at 7:45 am - 8:45 am	20-50	\$1,500
Sat., July 11 at 7:45 am - 8:45 am	20-50	\$1,500

*\*Please note that meals are not included and additional fees apply if you would like to include F&B.*

- ☐ **CHECK HERE** if you would like to  
host a Focus Group at **YWM2020**  
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 (if applicable)
- ☐ Full-Convention Registrations
- ☐ Extra individual tickets to the Friday Welcoming Celebration
- ☐ 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 *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
- ☐ 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](mailto:kkuna@obesityaction.org)  
**Fax to:** (813) 873-7838  
**Phone:** (813) 872-7835

# 2020 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 2020 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 EXPO Hall

**\$1,000**  
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.

**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/day**  
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.

## Hotel Room Drop

**\$1,750/day**  
2 Available

This is a highly sought after opportunity to promote your 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 host hotel with a flyer/sample bag delivered direct to their hotel room door. Companies would be responsible for supplying all Room Drop materials in advance and would be limited to 250 pounds in total weight received.

**Sponsorship Includes:** Sponsor can choose to sponsor either Friday or Saturday Room Drop (or both). Sponsoring these drops also offers acknowledgment in the Convention Program Book.

## Attendee Badge-holders

**\$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 EXPO Hall. Also, your company logo will be visible in all attendee photos posted online and/or Convention promotional materials.

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

## Attendee Water Bottles

**\$2,500**  
Exclusive Sponsorship

Each registered attendee will receive a water bottle in their swag bag to use and fill-up at the water stations that will be scattered throughout the meeting rooms, foyer and EXPO Hall! Your company's exposure will go even FURTHER when Convention attendees utilize their water bottles when they travel home and carry them along in their everyday lives!

**Sponsorship Includes:** Sponsor receives their company logo (co-branded with the Convention logo), on the water bottles, and acknowledgment in the Convention Program Book.

## Convention Group Exercise

**\$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

**\$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 15 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.



## Hotel Key Cards

**\$3,000**

Exclusive Sponsorship

Have your company name be the first logo that attendees see by being the exclusive sponsor of the host Hotel Key Cards. Each attendee in our Room Block will receive their hotel key cards upon check-in with your company logo placed prominently on the front! Each time they open their room door they will be viewing your company name and logo!

**Sponsorship Includes:** Sponsor receives exclusive company logo placement on hotel key cards and acknowledgment for sponsorship in Convention Program Book.

## 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.

## Attendee Wi-Fi Sponsorship

**\$3,000**

Exclusive Sponsorship

Your company can be the most “typed” and thanked by all who attend **YWM2020** by becoming the official Wi-Fi Sponsor! 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 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 **YWM2020** Convention Wi-Fi in the ballrooms, EXPO Hall and foyer (*please note: this would not cover the attendee guest room Wi-Fi*). In addition, your company will be acknowledged as the official Wi-Fi sponsor in session announcement slides, in the Convention Program Book and on Wi-Fi info signs located through the foyer and EXPO Hall.

## Friday Night Welcoming Celebration

**\$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 Celebration themed dinner. This fun event invites all 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 Celebration signage, logo inclusion on table tent cards placed on tables 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.

## 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 **YWM2020** Convention & 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.*).

**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 YWM2020 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 **YWM2020** 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 **YWM2020** 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.

## UNABLE TO EXHIBIT?

Insert Your Company's Marketing Flyer or Product Sample in the Convention Attendee Tote Bags

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. *\*\*Please note that there are certain weight restrictions for samples.*

### Flyer Insertion

**\$750/insertion**

### Product/Sample Insertion

**\$1,200/insertion**



# 2020 Convention Marketing Opportunities Application

## Deadline:

**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 Convention & EXPO 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.*

## YWM2020 Convention Marketing Opportunities (multiple may be selected):

- |   |  |
|---|--|
| <input type="checkbox"/> <b>Technology Charging Station</b> - \$1,000                             | <input type="checkbox"/> <b>Convention Group Exercise Sponsor</b> - \$2,500                |
| <input type="checkbox"/> <b>Convention Registration Desk</b> - \$1,000 <b>*POPULAR SELECTION*</b> | <input type="checkbox"/> <b>Attendee Water Bottles</b> - \$2,500                           |
| <input type="checkbox"/> <b>Refreshment Break in EXPO Hall</b> - \$1,000/each                     | <input type="checkbox"/> <b>Convention Wi-Fi</b> - \$3,000                                 |
| _____ Friday AM      _____ Saturday AM  | <input type="checkbox"/> <b>Attendee Tote Bags</b> - \$3,000 <b>*POPULAR SELECTION*</b>    |
| _____ Friday PM      _____ Saturday PM  | <input type="checkbox"/> <b>Hotel Key Cards</b> - \$3,000                                  |
| <input type="checkbox"/> <b>Morning Breakfast Sponsorship</b> - \$1,500/day                       | <input type="checkbox"/> <b>Friday Night Welcoming Celebration</b> - \$4,000               |
| _____ Friday      _____ Saturday  | <input type="checkbox"/> <b>EXPO Hall Health Screening</b> - \$5,000 <b>*PROGRAM NEED*</b> |
| <input type="checkbox"/> <b>Hotel Room Drop</b> - \$1,750/day                                     | <input type="checkbox"/> <b>Official YWM2020 Convention App</b> - \$5,000                  |
| _____ Friday      _____ Saturday  | <input type="checkbox"/> <b>Flyer/Product Tote Bag Inserts</b>                             |
| <input type="checkbox"/> <b>Attendee Name Badges</b> - \$2,000 <b>*POPULAR SELECTION*</b>         | _____ Flyer Insertion - \$750/insertion  |
| <input type="checkbox"/> <b>Lunch with the Experts</b> - \$2,500/day                              | _____ Product/sample Insertion - \$1,200/insertion   |
| _____ Friday      _____ Saturday  |  |

**TOTAL Due: \$** \_\_\_\_\_

## Payment Information

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

### Payment by Credit Card:

Charge my card for: \$ \_\_\_\_\_

☐ **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](mailto:kkuna@obesityaction.org)  
**Fax to:** (813) 873-7838

# Donate to the Convention Scholarship Fund & Sponsor Attendees for YWM2020:

The OAC's *Your Weight Matters* Convention & EXPO 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 \$350,000 in requests and has awarded 65 scholarships totaling more than \$60,000 in assistance. Funds raised for the scholarship program are from the generous support of individuals and companies.

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 2020 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 acknowledgement
- Acknowledgment in Convention wrap-up story in *Weight Matters* Magazine
- Recognition as Convention Scholarship Program Sponsor in attendee slides

## Suggested Sponsorship Amounts:

**\$1,250** – Sends One Attendee to Convention

**\$2,500** – Sends Two Attendees to Convention

**\$3,750** – Sends Three Attendees to Convention

**\$5,000** – Sends Four Attendees to Convention

## Interested in Donating to the Convention Scholarship Fund?

Please contact Kristy Kuna at [kkuna@obesityaction.org](mailto: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 9-11 | Henderson, NV  
Westin Lake Las Vegas

## PROUDLY BROUGHT TO YOU BY: The Obesity Action Coalition

The OAC is a 70,000 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.



**Obesity Action Coalition**

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[info@ObesityAction.org](mailto:info@ObesityAction.org)

Toll-free: (800) 717-3117  
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Learn More about the OAC and Our Ongoing Efforts by Visiting [www.ObesityAction.org](http://www.ObesityAction.org).