



2020 VIRTUAL EXPO PROSPECTUS

An Immersive **VIRTUAL** Educational
Experience Bringing Quality, Science-based
Education to **INDIVIDUALS** Seeking Weight
Management **TOOLS, RESOURCES & SUPPORT**



An 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

Take part in OAC's Your Weight Matters Virtual Convention by becoming an exhibitor!

Join with the most reputable companies and organizations in the industry during YWM2020-VIRTUAL! The Obesity Action Coalition (OAC) is excited to take its National Convention to a virtual platform to allow heightened exposure to quality education and proven tools and resources for individuals with an interest in better managing their weight and health. YWM2020-VIRTUAL will be hosted as an event series and will offer open registration to any and all individuals who want access to quality information and resources. One of the unique features of YWM2020-VIRTUAL is our Virtual EXPO Hall, designed to feature products and services focused on helping individuals improve their health and quality of life. With OAC's live, in-person events drawing an attendance of 600+ attendees, we are anticipating an even larger crowd that can easily access this premier event from the comfort of their home.

YWM2020 - VIRTUAL is bringing together the most sought-after health and weight industry experts to present science-based information in an easy-to-understand format, designed to help attendees navigate the complex topic of weight management. A main feature of the Convention is our Virtual EXPO Hall. The Virtual EXPO Hall will be available to all registered attendees during the live streaming of all three events, as well as featured on the "After Hours" web page for those with access to session recordings and materials post-event. Each exhibitor will have a dedicated booth space on the Virtual EXPO Hall page within the Virtual Platform which will be featured during and after the virtual events.

Virtual Event Schedule:

July 11:	1:00 - 3:00 pm EST
July 18:	1:00 - 3:00 pm EST
July 25-26:	1:00 - 4:00 pm EST

INCREASED EXPOSURE: All registered attendees will have access to your DEDICATED BOOTH in our Virtual EXPO Hall which be prominently featured and easily navigated via YWM's Virtual Platform throughout the entire event series and beyond!

WHAT'S INCLUDED IN THE YWM VIRTUAL BOOTH PACKAGE:

- Virtual Booth
 - Company Description
 - Contact Information and link to Company Website
 - Promotional Video (*approved by OAC*)
- Access to all Educational Sessions
- Two Full Event Registrations
- Exhibitor Listing with Logo and Company Description in Official Convention Program Book
- Exhibitor Acknowledgment on Convention Web site
- One Complimentary Attendee Virtual Swag Bag Promotion

**YWM Virtual
Booth Fee:
\$500**

Exhibit Application



Complete the below exhibit application to reserve your virtual booth for **YWM2020 - VIRTUAL**.

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.

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 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.

Payment Options

☐ Virtual EXPO Booth: \$500.00

OAC Tax ID#: 20-1953508

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.

Contact Name (print): _____

Signature: _____ Date: _____

By signing 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.

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 a Virtual Booth. 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 Virtual Booth Guidelines
- Compliance with Product-claim Guidelines (if applicable, as listed below)
- Compliance with Labeling Guidelines (if applicable, as listed below)
- 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.

Virtual Booth Guidelines:

Company Description:

1. All exhibitor company descriptions but be submitted to the OAC in advance and provide a full description for approval.
2. Submitted company descriptions should accurately describe your company and product following the product and label guidelines provided in this document.

Promotional Video Guidelines

1. All submitted promotional videos must be submitted to the OAC in advance for approval.
2. The content of the promotional video must follow our rules/guidelines (ex. *appropriate imagery and product claims*), as well as be ethically appropriate.

Virtual Swag Bag Guidelines

1. All submitted virtual swag bag promotions must be submitted to the OAC in advance for approval.
2. Exhibitors are responsible for honoring any promotions included in the virtual swag bag until the designated expiration date.

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

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.