



**SPONSORSHIP
& MARKETING
OPPORTUNITIES**

July 8-10, 2021

**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

2021 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 2021 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 **YWM2021** 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 **YWM2021** 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 **YWM2021** 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 YWM2021 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 **YWM2021** 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 **YWM2021** 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



2021 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.

YWM2021 Convention Marketing Opportunities (multiple may be selected):

- | | |
|--|---|
| <input type="checkbox"/> Technology Charging Station - \$1,000 | <input type="checkbox"/> Convention Group Exercise Sponsor - \$2,500 |
| <input type="checkbox"/> Convention Registration Desk - \$1,000 *POPULAR SELECTION* | <input type="checkbox"/> Attendee Water Bottles - \$2,500 |
| <input type="checkbox"/> Refreshment Break in EXPO Hall - \$1,000/each | <input type="checkbox"/> Convention Wi-Fi - \$3,000 |
| _____ Friday AM _____ Saturday AM | <input type="checkbox"/> Attendee Tote Bags - \$3,000 *POPULAR SELECTION* |
| _____ Friday PM _____ Saturday PM | <input type="checkbox"/> Hotel Key Cards - \$3,000 |
| <input type="checkbox"/> Morning Breakfast Sponsorship - \$1,500/day | <input type="checkbox"/> Friday Night Welcoming Celebration - \$4,000 |
| _____ Friday _____ Saturday | <input type="checkbox"/> EXPO Hall Health Screening - \$5,000 *PROGRAM NEED* |
| <input type="checkbox"/> Hotel Room Drop - \$1,750/day | <input type="checkbox"/> Official YWM2021 Convention App - \$5,000 |
| _____ Friday _____ Saturday | <input type="checkbox"/> Flyer/Product Tote Bag Inserts |
| <input type="checkbox"/> Attendee Name Badges - \$2,000 *POPULAR SELECTION* | _____ Flyer Insertion - \$750/insertion |
| <input type="checkbox"/> Lunch with the Experts - \$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
Fax to: (813) 873-7838

Donate to the Convention Scholarship Fund & Sponsor Attendees for YWM2021:

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 2021 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 or (800) 717-3117.

SUPPORT

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

July 8-10 | Henderson, NV
Westin Lake Las Vegas

PROUDLY BROUGHT TO YOU BY: The Obesity Action Coalition

The OAC is a 75,000 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
4511 N. Himes Ave. Suite 250
Tampa, FL 33614

www.ObesityAction.org
info@ObesityAction.org

Toll-free: (800) 717-3117
Fax: (813) 873-7838

Learn More about the OAC and Our Ongoing Efforts by Visiting www.ObesityAction.org.