

# 2022

## NATIONAL SPONSORSHIP AND EXHIBITOR PROSPECTUS

Presenting 2 Unique Events in 2022

Education, Connection, Action!



**YWM**  
Your Weight Matters  
**Virtual**

May 14 - 15  
Convention Online Platform  
*(Online experience)*



Your Weight Matters  
**YWM**  
**Engage**

July 14 - 16  
Westin Lake Las Vegas  
Henderson, NV  
*(In-person, immersive experience)*





YWM2022 is proudly brought to you by the nation's leading non-profit representing individuals with obesity, the Obesity Action Coalition (OAC)

# ABOUT OAC'S CONVENTION

Obesity Action Coalition's (OAC) *Your Weight Matters* Convention has stood strong as the nation's leading conference dedicated to bringing together individuals concerned about their weight and health to learn science-based strategies from the country's leading experts. Throughout the past 10 years, OAC's Convention has transformed the lives of thousands of individuals by offering top-notch education on proven strategies and tools in weight management, practical tips that can be used in everyday life, and a place to connect in a powerful Community of support.

While the purpose and vision of OAC's Convention has remained unchanged, what has changed is the way we connect with and deliver an immersive educational experience while we continue to navigate a global pandemic. Taking our Convention virtual for the past two years provided the OAC a unique opportunity to expand our reach. What's clear is that the need for access to quality, science-based education has never been more critical, but we also recognize that members of OAC's Community are ready to get back connected in-person to dive deeper into education and advocacy.

**With this, we are proud to announce that OAC's *Your Weight Matters* Convention is expanding and will now offer two separate events – YWM-Virtual (online) and YWM-Engage (in-person) - designed to meet the needs of our diverse Community.**

**Supporting the 2022 Convention as a Sponsor gives you access to both events under one sponsorship, providing enhanced exposure and participation opportunities. Exhibit opportunities are offered separately for both events.**

## YWM2022-Virtual (Online):

May 14 – 15, 2022

Convention Online Platform

## YWM2022-Engage (In-person):

July 14 – 16, 2022

Westin Lake Las Vegas  
Henderson, NV



TO OTHERS.



Kristal Hartman  
Convention Co-chair



Pam Davis, RN, CBN, MBA  
Convention Co-chair



Scott Kahan, MD, MPH  
Program Chair



Robert Kushner, MD  
Program Co-chair

## 2022 CONVENTION PLANNING COMMITTEE:

Patty Nece, JD – OAC Chair

Shelly Vicari - OAC Immediate-past Chair

Tammy Beaumont, RN, BSN

Jaime Fivecoat, MBA

Debera Gau

Rob Portinga

Christopher D. Still, DO, FACN, FACP

## 2022 PROGRAM AGENDA COMMITTEE:

Pam Davis, RN, CBN, MBA – Convention Co-chair

Patty Nece, JD – OAC Chair

Shelly Vicari - OAC Immediate-past Chair

Tammy Beaumont, RN, BSN

Paul Davidson, PhD

Ted Kyle, RPh, MBA

Merrill Littleberry, LCSW, LCDC, CCM, CI-CPT

Christopher D. Still, DO, FACN, FACP

Cassie I. Story, RDN



VIRTUAL



May 14-15, 2022  
Presented on the YWM  
Convention Online Platform

# REACH

## 2,000+ Individuals Interested in Weight and Health Topics at YWM2022-Virtual

The OAC is proud to host **YWM-Virtual** each year to provide all individuals seeking information on weight and health the ability to access quality education on OAC's online platform. With a free registration option, attendees can take part in a weekend of education and opportunities to connect with fellow attendees.

### About the Virtual Program:

The **YWM2022-Virtual** program will present eight topics over two days (3 hours each day), all designed to provide science-based weight management strategies, presented by the country's leading experts and researchers in the field. Attendees can expect to hear about topics relating to the science of obesity and weight gain, nutrition strategies, exercise, mental health, impact of weight bias on obesity care, and much more.

The OAC also knows how important support is in an individual's weight management journey, which is why we will also offer post-event chat opportunities that allow attendees to connect with fellow attendees via Zoom and discuss weight-related topics and experiences.

### VIRTUAL GENERAL SCHEDULE

#### Saturday, May 14:

|         |                                   |
|---------|-----------------------------------|
| 1:00 pm | Event Kick-off                    |
| 1:10 pm | General Sessions 1 and 2 with Q&A |
| 2:10 pm | Break – visit digital EXPO Hall   |
| 2:20 pm | Breakout Sessions 3 & 4 with Q&A  |
| 3:20 pm | Event Closing                     |
| 3:30 pm | Post-event Chat opportunity       |

#### Sunday, May 15:

|         |                                   |
|---------|-----------------------------------|
| 1:00 pm | Event Kick-off                    |
| 1:10 pm | General Sessions 1 and 2 with Q&A |
| 2:10 pm | Break – visit digital EXPO Hall   |
| 2:20 pm | Breakout Sessions 3 & 4 with Q&A  |
| 3:20 pm | Event Closing                     |
| 3:30 pm | Post-event Chat opportunity       |

\*Times subject to change



**VIRTUAL**



**Key Details:**

**Date of Event:** May 14 - 15 (1 pm ET - 4 pm ET each day)

**Location of Event:** YWM Convention Online Platform

**Expected Attendance:** 2,500 participants (US and International)

**General Audience:** Targeted consumer with focused interest in weight and health

## Reach & Exposure

**2,000+**  
virtual registrants



**49 countries & 46 states** represented



Virtual EXPO Hall with **1,500+** unique page views



**85%** were first-time Convention attendees

**5.8 million** social media impressions



**5,000+** social media interactions

## Who Attends:

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

**IN-PERSON**



**JULY 14-16, 2022**

**Westin Lake Las Vegas  
Henderson, NV  
Presented In-person**

## **In-person, immersive experience connecting Health Advocates for EDUCATION, CONNECTION, ACTION!**

The OAC is excited to plan to be back with our OAC Community this summer at the Westin Lake Las Vegas for our newly re-established Convention – **YWM-Engage!** **YWM-Engage** is now the official name of OAC's in-person Convention and is a limited-capacity event specifically for those who want to take that deeper dive into weight and health education, while also focusing on making connections and learning how to take action to advance our cause. **YWM-Engage** promises to be the most immersive Convention experience yet, featuring presentations from the leading experts, hands-on workshops, advocacy trainings, social events and meaningful connection opportunities.

### **Who Attends:**

**YWM-Engage** invites any individual who wants to take a deeper dive in education and advocacy while also making connections with fellow attendees for ongoing support. With the health and safety of our Convention attendees our top priority, we have re-designed the in-person meeting to be a limited-capacity event. The OAC will sell up to 125 tickets to **YWM2022-Engage**, available on a first-come, first-served basis. Though our in-person attendance is modified, we aim to attract the most engaged health advocates who are vocal voices of support and action.



**IN-PERSON**



**JULY 14-16, 2022**

Westin Lake Las Vegas

Henderson, NV

Presented In-person

## Event Details



**Date of Event:** July 14 - 16 (Evening Thurs., Full days Fri. and Sat.)

**Location of Event:** Westin Lake Las Vegas  
101 Montelago Blvd  
Henderson, NV 89011

**Expected Attendance:** 125 participants  
*(limited capacity due to Covid considerations)*

**General Audience:** Engaged Health Advocate who wants to be immersed in education, connection and action

### SCHEDULE OF EVENTS:

**Thursday, July 14**

- Opening Ceremonies
- Attendee Reception
- Tabletop exhibits

**Friday, July 15**

- Group exercise session
- Breakfast and lunch events
- Tabletop exhibits
- Main educational sessions
- Breakout Sessions/Workshop
- Dinner social event

**Saturday, July 16**

- Group exercise session
- Breakfast and lunch events
- Tabletop exhibits
- Main educational sessions
- Advocacy/Volunteer Trainings
- Special Closing Event



## Event Highlights

- Highly-engaged Patient/consumer Audience
- Inspiring Presentations
- Access to the Leading Experts
- Social Events
- Tabletop Exhibits
- Helpful Tools and Resources
- Advocacy Training
- Volunteer Training



# 2022 National Sponsorship & Exhibiting Opportunities

## Two Exciting Events - One Sponsorship!

With two OAC Convention events planned, becoming a National Sponsor gives your company access to **YWM-Virtual** and **YWM-Engage** under one sponsorship. Exhibit opportunities are available separately for each event, but included with sponsorship.

### Overview of Events Included in Sponsorship/Exhibiting:



|   |  |
|---|--|
| <b>Date of Event:</b>                   | May 14 - 15<br>(1 pm ET - 4 pm ET each day)                          |
| <b>Location of Event:</b>               | YWM Convention<br>Online Platform                                    |
| <b>Expected Attendance:</b>             | 2,500 participants<br>(US and International)                         |
| <b>General Audience:</b>                | Targeted consumer with<br>focused interest in weight<br>and health   |
| <b>Previous YWM-Virtual Attendance:</b> | <b>2020</b> - 2,500 participants<br><b>2021</b> - 2,200 participants |



|                             |   |
|-----------------------------|---|
| <b>Date of Event:</b>       | July 14 - 16<br>(Evening Thurs., Full days<br>Fri. and Sat.)                                  |
| <b>Location of Event:</b>   | Westin Lake Las Vegas<br>101 Montelago Blvd<br>Henderson, NV 89011                            |
| <b>Expected Attendance:</b> | 125 participants<br>(limited capacity)  |
| <b>General Audience:</b>    | Engaged Health Advocates<br>looking for education,<br>connection and getting<br>more involved |

## Types of Companies and Organizations that Sponsor Convention:

- ❖ Medical device
- ❖ Pharmaceutical
- ❖ Obesity medicine specialists
- ❖ Surgical weight-loss devices/instruments
- ❖ Residential weight management programs
- ❖ Exercise training programs and equipment
- ❖ Resources for associated conditions (Sleep apnea, diabetes, Hypertension, etc.)
- ❖ Weight management products/services
- ❖ Nutrition supplements/products
- ❖ Diabetes supplies
- ❖ Counseling services
- ❖ Healthy/everyday living products
- ❖ Hospital programs

# YWM2022 National Sponsorship LEVELS AND BENEFITS

When Sponsoring YWM2022, you are supporting both Convention events. One Sponsorship fee gives your company access to YWM-Virtual and YWM-Engage, in addition to the specific benefits for each.



|   | PLATINUM<br>\$50,000   | GOLD<br>\$25,000       | SILVER<br>\$10,000     | BRONZE<br>\$5,000 |
|---|------------------------|------------------------|------------------------|-------------------|
| Booth Space/Section in VIRTUAL EXPO Hall  | FEATURED VIRTUAL BOOTH | FEATURED VIRTUAL BOOTH | FEATURED VIRTUAL BOOTH | VIRTUAL BOOTH     |
| OAC Recorded Interview for Feature on Event Platform                                | Premium Placement      | ✓                      | ✓                      | ✓                 |
| Full Event Registrations  | 25 Registrations       | 15 Registrations       | 10 Registrations       | 5 Registrations   |
| Complimentary Advertisement in Official Convention Program                          | Two-Page Spread        | One-Page               | 1/2 Page               | 1/4 Page          |
| Exclusive Featured Post on OAC Social Media (Facebook, Twitter, LinkedIn Instagram) | ✓                      | ✓                      | ✓                      | ✓                 |
| Recognition on Virtual Platform and "After Hours" Event Page                        | Premium Placement      | ✓                      | ✓                      | ✓                 |
| Recognition in Event Welcome Sessions   | Special Recognition    | ✓                      | ✓                      | ✓                 |
| Recognition in Official Convention Program Book                                     | Premium Placement      | ✓                      | ✓                      | ✓                 |
| Recognition on Official Event T-Shirts (for purchase)                               | Premium Placement      | ✓                      | ✓                      | ✓                 |
| Participation in Virtual Swaa Baa   | ✓                      | ✓                      | ✓                      | ✓                 |



|   |  |                   |                |                |
|---|--|-------------------|----------------|----------------|
| 6 ft. Tabletop Exhibit Booth  | 2 Tabletop Exhibits, Premium Placement | Premium Placement | ✓              | 50% discount   |
| Full Convention Registrations   | 2 Registrations                        | 2 Registrations   | 1 Registration | 1 Registration |
| Complimentary Advertisement in Onsite 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 |                |
| Exclusive Featured Post on OAC Social Media (Facebook, Twitter, LinkedIn Instagram) | ✓                                      | ✓                 | ✓              | ✓              |
| Recognition on Onsite Event Signage   | Premium Placement                      | ✓                 | ✓              | ✓              |
| Recognition in Speeches at Social Events  | Special Recognition                    | ✓                 | ✓              | ✓              |
| Recognition in Official Convention Program Book                                     | Special Recognition                    | ✓                 | ✓              | ✓              |
| Recognition on Official Event T-Shirts  | Premium Placement                      | ✓                 | ✓              | ✓              |
| Ability to Add-on Focus Group Opportunity for an add. fee                           | ✓                                      | ✓                 | ✓              | ✓              |

As an EXCLUSIVE benefit to Convention National Sponsors, your company can host a Focus Group at either event for an additional fee to get valuable patient insights. For more information, please contact **Madison Manley** [mmanley@obesityaction.org](mailto:mmanley@obesityaction.org)



# National Sponsors ALSO Receive...



## General Acknowledgment:

- Sponsor-level acknowledgment for entire 2022 calendar year
- Sponsor-level listing with logo on homepage of **www.YWMConvention.com**
- Recognition as a National Sponsor on promotional materials, which include e-communications, event Web site, etc.
- Recognition as an event National Sponsor on Convention main press release

## Virtual Platform and In-person Recognition:

- **YWM-Virtual:**
  - Sponsor level recognition on Virtual Platform
  - Sponsor level recognition on Event "After Hours" page
  - Recognition in Event Welcome as a National Sponsor
- **YWM-Engage (In-person):**
  - Sponsor-level recognition on onsite event signage
  - Recognition by Keynote as a National Sponsor
  - Sponsor-level recognition and acknowledgment at social events

## 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, Instagram*)

## Post-Meeting Recognition:

- Sponsor-level recognition in official post-meeting Press Release
- National Sponsor recognition in wrap-up feature in *Weight Matters Magazine*

**NOTE:** National Sponsors are committed for a one-year period, with benefits for each event continuing through the remainder of 2022.



## Past Sponsors of the OAC's Your Weight Matters Convention



Allergan/LAP-BAND  
AmeriWell Bariatrics  
AMGEN  
Apollo Endosurgery  
Arena Pharmaceuticals  
Aspire Bariatrics  
Bari Life Bariatric Supplements  
Bariatric Advantage  
Bariatric & Metabolic Institute  
Boehringer Ingelheim  
Celebrate Vitamins  
Covidien  
Currax Pharmaceuticals

Eisai  
Eli Lilly and Company  
Endo Pharmaceuticals  
EnteroMedics/VBloc  
Ethicon  
FitForMe  
Forest Park Medical Center  
Form Health  
Geisinger Obesity Institute  
KVK-Tech  
Medi-Weight Loss  
Medtronic  
Methodist Weight Management Institute

Michaels Aesthetic & Reconstructive Plastic Surgery  
Novartis  
Novo Nordisk (2015-2021 Platinum Supporter)  
Orexigen  
Persona  
Rhythm Pharmaceuticals  
Takeda Pharmaceuticals  
Vivus, Inc.  
WW  
Wondr Health

# YWM2022 Events Exhibit Information



Exhibit opportunities are available for both events, with **YWM-Virtual** featuring a Virtual EXPO Hall, and **YWM-Engage** offering tabletop exhibits for the in-person meeting. Companies interested in exhibiting are able to purchase a booth for one or both events. Please note that most National Sponsorships include a complimentary booth at both events.



❖ **May 14 - 15** ❖

## Virtual EXPO Hall

*Expected Attendance: 2,500*

**Exhibit Fee: \$500**

Get your company's name in front of more than 2,000 consumers who are specifically looking for valuable products, tools and resources to help in their weight management journey. **YWM-Virtual** features a Virtual EXPO Hall where companies can showcase their offerings to a targeted group concerned with weight and health. Each Virtual booth includes:

- ❖ Virtual Booth with company description, logo, contact info and link to Company Website
- ❖ Ability to host exclusive discounts in Virtual Booth for attendees
- ❖ Promotional Video featured in Virtual Booth (*approved by the OAC*)
- ❖ Access to all Live Stream Sessions
- ❖ Two Full Event Registrations
- ❖ Exhibitor Listing in the Convention Program Guide
- ❖ Exhibitor Acknowledgment on the Convention Website, Virtual Event Platform and "After Hours" Event Page



Your company can take part in the in-person exhibit experience at **YWM-Engage!** This event is designed for OAC's most engaged health advocates seeking tools and resources to take charge of their health. Exhibitors at **YWM-Engage** have a unique opportunity to connect with a targeted audience of some of the most influential voices in our Community, expanding your reach beyond the in-person event. Here is what is included in your **YWM-Engage** exhibit experience:

- ❖ 1- 6 ft. Draped Table (*3 sides draped*), with 2 chairs
- ❖ Access to all sessions
- ❖ Two Booth Personnel Badges
- ❖ Two Tickets to Friday Social Event
- ❖ Exhibitor Listing with Logo and Company Description in onsite Convention Program Book
- ❖ Exhibitor Acknowledgment on Convention Web site
- ❖ Pre and Post-meeting Social Media Recognition/Exposure
- ❖ One Complimentary Attendee Bag Insert (*flyer or product sample*)



❖ **July 14 - 16** ❖

## In-person Exhibits

*Expected Attendance: 125*  
*(limited capacity due to Covid)*

**Exhibit Fee: \$750**

## Tentative In-person Exhibit Schedule:

### Thursday, July 14

**Exhibitor Set-up:** 3:00 pm - 5:30 pm

**Reception/Opening Ceremonies:** 6:00 pm - 9:00 pm

### Friday, July 15 & Saturday, July 16

**Exhibits Open:** 7:30 am - 4:00 pm (*Fri. & Sat.*)

**Exhibitor Move-out:** 4:00 pm - 6:00 pm (*Sat.*)



**Commit to Exhibit at  
YWM-Virtual and YWM-Engage**

**Fee for Both Events: \$1,000**



# Exhibit Information and General Details

## YWM2022-Virtual General Details:

**Event Dates:** May 14-15, 2022  
**Location:** YWM Convention Online Platform

### General Exhibitor Schedule:

**Saturday, May 14 and Sunday, May 15:**  
1:00 pm Event Kick-off  
1:10 pm General Sessions 1 and 2 with Q&A  
2:10 pm Break – visit digital EXPO Hall  
2:20 pm Breakout Sessions 3 & 4 with Q&A  
3:20 pm Event Closing  
3:30 pm Post-event Chat opportunity



## Virtual Exhibit Information:

All **YWM2022-Virtual** Exhibitors will have access to a digital booth on the OAC's YWM Convention Platform. The Virtual EXPO Hall will host the industry's most reputable companies and organizations, displaying a variety of products and services to help individuals with their weight and health. The Virtual EXPO Hall will be available to all registered attendees during the live streaming of all 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. Companies will have the opportunity to submit all their content and assets to OAC for placement on the Virtual Platform. This is a digital-only booth, and OAC encourages companies to feature special details and discounts for YWM Convention attendees.

## YWM2022-Engage General Details:

**Event Dates:** July 14 - 16, 2022  
**Location:** Westin Lake Las Vegas  
101 Montelago Blvd  
Henderson, NV 89011



### General Exhibitor Schedule:

**Thursday, July 14**  
Exhibitor Set-up: 3:00 pm - 5:30 pm  
Exhibits Open: 6:00 pm - 9:00 pm

**Friday, July 15 & Saturday, July 16**  
Exhibits Open: 7:30 am - 4:00 pm (Fri. & Sat.)  
Exhibitor Move-out: 4:00 pm - 6:00 pm (Sat.)

## Housing

A room block at the Westin Lake Las Vegas has been reserved for all Convention attendees and exhibitors. The OAC has secured a competitive rate of \$159/night (*single and double occupancy*) with a discounted resort fee. Given **YWM2022-Engage** is a limited-capacity event, we strongly suggest making your arrangements as soon as the room block opens, which will be available in the coming months. The OAC will be sure to notify all exhibitors once the room block is officially open so you can begin making your arrangements. We request that exhibitors reserve no more than two rooms per company to ensure that rooms remain available for **YWM-Engage** attendees. Please note that the OAC does not have any authorized third party housing companies selling rooms for our meeting. All sleeping rooms should be booked directly through the Westin. If you are contacted by a third party company with an offer to book rooms in our block, please notify the OAC.

## Sale of Products

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

## Cancellation of Space

Notification of an exhibitor's decision to cancel exhibit space must be submitted in writing. If cancellation or reduction of space occurs prior to June 1, 2022, a refund will be issued minus a \$150 administrative fee. There will be no refund for cancellation or reduction of space after June 1, 2022, unless the Exhibit Hall is sold-out and the booth space is able to be re-sold.

## Show Cancellation Policy

The parties agree that if **YWM2022-Engage** is canceled in whole or in part, or its scheduled opening is canceled or delayed, due to fire, explosion, strike, freight embargo, act of God, act of public enemy, act of war, act of terrorism, civil disturbance, act of any government, de jure or de facto, or governmental declaration or regulation, epidemic/pandemic or other event over which the OAC has no control, then the exhibitor contract may be immediately amended by the OAC and the exhibitor hereby waives any and all claims against the OAC for damages, additional reimbursement beyond exhibit space reservation fee, refunds or compensation.

## Terms of Payment

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

## Exhibitor Eligibility:

**YWM2022-Engage** invites companies and organizations that support individuals seeking tools and resources in weight management to participate in this year's Exhibition. Companies interested in exhibiting that have not participated in a past Convention or have not yet provided general support to the OAC will be asked to complete a short application for review prior to the reservation of Exhibit space. Application review will be based on compliance with the OAC's Exhibitor Policy. Exhibits from individual physicians, medical practices, hospitals and multi-level marketing companies will not be accepted. These entities may choose to take advantage of the sponsorship opportunities offered. The OAC reserves the right to reject or cancel any exhibit at any time. Please see exhibitor guidelines section for full information on OAC's Exhibitor Policy.

## Exhibit Personnel

Each exhibiting company receives a 6ft tabletop exhibit and two chairs. Exhibitors are limited to having a maximum of two representatives at each table (*to keep within capacity considerations due to Covid-19*). Exhibitors must register their two exhibit personnel in advance. Exhibitors must wear their badges at all times during the Convention.

## Sharing Space

Sharing or subletting of booth space is not permitted.

## Insurance and Liability:

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

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

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

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

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

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

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



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

The OAC is the nation's most powerful voice that represents individuals affected by obesity. As a 78,000 member-strong 501(c)(3) National non-profit organization, the OAC is dedicated to helping individuals affected by the disease of obesity and empowering individuals along their journey toward better health through education, advocacy and support. Our core focuses are to:

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

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

**For more information on exhibiting at YWM-Virtual and YWM-Engage, please contact:**

**Madison Manley**  
*OAC Programs and Events Associate*  
[mmanley@obesityaction.org](mailto:mmanley@obesityaction.org)  
(800) 717-3117

[www.YWMConvention.com](http://www.YWMConvention.com)

# 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. 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 sponsorship opportunities offered. New exhibitors and supporters will be reviewed according to the following criteria;

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

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

## Product Claims Guidelines:

### Product Claims/Substantiation of Health Benefit Statements/Guidelines:

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

### Product Claims/Superlative Statements/Guidelines:

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

### Product Claims/Disease or Health Benefit Statement/Standards:

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

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

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

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

### Product Claims/Disallowed Statements/Standard:

1. The following products may not be exhibited:
  - Products that claim to "cure" or "prevent" obesity
  - Products containing unproven and misleading information
  - Products that do not meet current FDA standards (if applicable)
  - Products that compare themselves as the "best" or "better" obesity treatment (in comparison to others)
2. The OAC evaluates all promotional literature and/or labeling as a whole, including text, product names and images used.
  - Imagery and language used by exhibiting companies must comply with the OAC's written weight bias policy/statement, located on the OAC Web site at [www.obesityaction.org](http://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](http://www.obesityaction.org/oac-image-gallery). Images prohibited for use include:
  - Intentionally degrading/derogatory depictions of individuals affected by obesity
  - Individuals depicted as "headless" or intentional photos taken from behind
  - Exaggerated and unfair depictions that target individuals affected by obesity (over-indulgence, appearance of laziness, etc.)
3. Before/after and comparison photos must be used in the following manner:
  - Include a caption stating the time of the first photo and the time of the second photo.
  - Exposure and print techniques must be identical for each photo.
4. Photos and illustrations should not contain additional misleading features or characteristics.

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

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

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

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

## Labels, Labeling and Literature/Guarantees/Standards:

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

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

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

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

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

## Tradeshow Activities Guidelines:

### Sale of Products/Standard:

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

### Ethical Considerations/Guideline:

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

# 2022 Your Weight Matters National Convention SPONSORSHIP & EXHIBIT APPLICATION

## Company Information:

Company Name: \_\_\_\_\_

Company Contact: \_\_\_\_\_ Contact Title: \_\_\_\_\_

Address: \_\_\_\_\_ City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Phone: \_\_\_\_\_ E-mail: \_\_\_\_\_

**National Sponsorship Deadline:**  
Must be received by March 21  
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



# SPONSOR

**CHECK HERE if you would like more information on hosting a Focus Group at YWM2022 events. This opportunity is only available to YWM National Sponsors.**

## Exhibiting Options: (select one)

- YWM-Virtual (Virtual EXPO Hall)** – \$500
- YWM-Engage (In-person EXPO)** – \$750
- YWM-Virtual & YWM-Engage (both events)** – \$1,000
- My company is a 2022 National Sponsor (no booth selection required).**



# EXHIBIT

## 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.*

### TOTALS:

Sponsorship Fee: \$ \_\_\_\_\_

Exhibit Fee: \$ \_\_\_\_\_

### Total to be Charged:

\$ \_\_\_\_\_

*By signing-up to take part in OAC's Convention, I attest that I have read the rules and guidelines provided in this prospectus.*

(Your Signature) \_\_\_\_\_

**Return to:**

**E-mail:** [mmanley@obesityaction.org](mailto:mmanley@obesityaction.org)

**Phone:** (813) 872-7835

**OAC Tax ID#:**  
20-1953508