



Orlando, FL | July 23-25, 2026

SPONSORSHIP & MARKETING OPPORTUNITIES

The **ONLY** National Educational Conference
Offering **Direct Reach** to the Nation's Most
Passionate **Consumers** 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



ABOUT CONVENTION

Since 2012, the Obesity Action Coalition (OAC) has been proud to host the *Your Weight Matters* National Convention, the nation's premier educational conference that unites individuals from across the country to learn from leading experts in weight and health.

Immerse yourself in 3-days of science-based education, exhibitors, group exercise classes, volunteer trainings and exciting social events that foster lasting friendships.



Convention Program Committee Leadership



Nikki Massie, MA,
OAC Chair



Robert Kushner, MD,
OAC Program Committee Chair



Paul Davidson, PhD,
OAC Program Committee Chair



Nina Crowley, PhD, RDN, LD,
OAC Convention Committee Chair



Elizabeth Paul,
OAC Convention Committee Chair

WHO ATTENDS

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

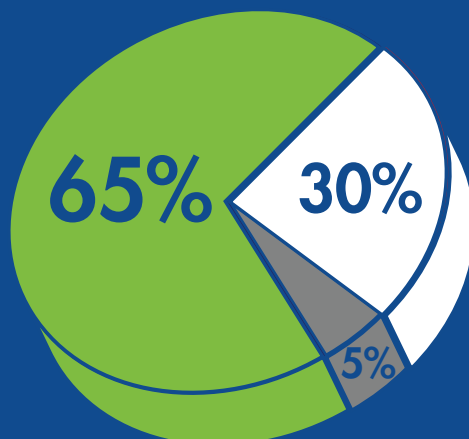
While the target audience for the Convention is the CONSUMER, the OAC recognizes the important role of the health professional in the care of patients and offers CE credits to those interested in learning alongside the patients. This meeting attracts key industry leaders who attend to gain a better understanding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

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

A GLIMPSE at the Attendees, an Engaged Audience



Convention Audience



65% Patients/Everyday Individual
Concerned with Weight and Health

30% Health Professionals

5% Support Individuals

HOW YOUR SUPPORT MAKES A DIFFERENCE

Your support is what allows us to make the *Your Weight Matters* National Convention accessible to individuals who need high-quality education and support. Thanks to our sponsors, we are able to keep registration fees affordable so that more people can attend and benefit.

Supporting the Convention not only contributes to a greater cause, it directly impacts patients. Keeping costs low for attendees is one of our highest priorities, and we rely on the generosity of companies like yours to make that possible.

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

The *Your Weight Matters* Convention is dedicated to individuals seeking better health and weight management, so we ensure that all products and services presented are credible and trustworthy. Companies and organizations without an established relationship with the OAC must submit information for review. Contact the OAC to learn more about this process.

Your Support in ACTION:

ACTUAL COST
For Each Attendee:

Approximately
\$2,500



REGISTRATION
FEE CHARGED
For Each Attendee:

\$150



WHO SUPPORTS CONVENTION



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

Types of Companies and Organizations that Support 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 OBESITY 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
Arena Pharmaceuticals
Aspire Bariatrics
Bari Life Bariatric Supplements
Bariatric Advantage
BariLife Bariatric Supplements
Boehringer Ingelheim
Boston Scientific
Celebrate Vitamins
Covidien
Curax
Eisai
Eli Lilly and Company
EnteroMedics/VBloc
Ethicon
Forest Park Medical Center
Geisinger Obesity Institute
Genentech
KVK-Tech
Medtronic
Methodist Weight Management Institute
Michaels Aesthetic & Reconstructive Plastic Surgery
Novartis
Novo Nordisk
Rhythm Pharmaceuticals
Takeda Pharmaceuticals
Vivus, Inc.
Wave Life Sciences
Weight Watchers
Zealand Pharma

National Sponsorship LEVELS

	PLATINUM \$100,000	GOLD \$75,000	SILVER \$50,000	BRONZE \$25,000	PATRON \$5,000
Exhibitor Table Space	Complimentary Two 6-foot exhibitor tables in premium location*	Complimentary One 6-foot exhibitor table in premium location*	Complimentary One 6-foot exhibitor table	Complimentary One 6-foot exhibitor table	Complimentary One 6-foot exhibitor table
Full-Convention Registrations	5 Registrations	3 Registrations	2 Registrations	1 Registration	
Complimentary Advertisement	Full Page	½ Page	¼ Page		
Complimentary Attendee Bag Inserts	Two Bag Inserts	Two Bag Inserts	One Bag Insert		
Recognition on OAC Social Platforms (Facebook, Twitter, LinkedIn & Instagram)	✓	✓			
Recognition on Onsite Event Signage	Premium Placement	✓	✓	✓	✓
Recognition in Speeches	Special Recognition	✓	✓	✓	✓
Recognition in On-site Attendee Materials	Premium Placement	✓	✓	✓	✓
Ability to add-on a Focus Group Opportunity for an additional fee	✓	✓	✓	✓	

GET DIRECT PATIENT/CONSUMER INSIGHTS

Patient insight is one of the best ways to ensure that your company or 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 offer the opportunity for your company to host a Focus Group at the Convention for a nominal fee. For details on pricing and available times, please see the Sponsorship Application on the next page.

National Sponsors ALSO Receive...

General Acknowledgement:

- Sponsor-level acknowledgment for entire calendar year
- Sponsor-level listing with logo on **YWMConvention.com**
- Recognition as an event National Sponsor on Convention main press release

Onsite and Attendee Materials Recognition:

- Sponsor-level recognition on onsite event signage
- Recognition in Each Day's Opening Speech as a National Sponsor
- Sponsor-level recognition and acknowledgment in speeches at social events
- Sponsor-level recognition in on-site attendee materials

Social Media Recognition:

- Recognition as a National Sponsor in Convention E-news Alerts announcements
- Official welcome announcement as a National Sponsor in Convention E-news Alerts and on OAC Social Media Platforms (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*
- Participation in post event email (we do not share emails) but will send attendees a link of your choosing.

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.

NEW! Health Hub Sponsorship

\$100,000 (Non-Exclusive)

The Health Hub is a brand-new, high-traffic feature of the *Your Weight Matters* National Convention, offering attendees free onsite health screenings in a safe, supportive environment. Located in a central area of the Exhibit Hall, the Health Hub provides practical tools and trusted resources that empower individuals to take the next step in their health journey.

Attendees will leave with screening results they can share with their healthcare providers, along with trusted OAC resources to support informed next steps. The Health Hub will also include a mini speaker stage, interactive sign-ups for the *Your Weight Matters* Toolkit and will be open to the public on Saturday, extending sponsor visibility beyond registered attendees.

This opportunity is available to multiple presenting sponsors.

Featured Screenings (subject to availability)

- Liver health test
- A1C blood sugar screening
- Body composition analysis
- Blood pressure checks
- Cholesterol panel
- Sleep apnea risk screening questionnaire
- Mental health and depression screening questionnaire
- Touchscreen sign-up for the *Your Weight Matters* Toolkit

Sponsor Recognition and Visibility

- Prominent sponsor recognition at the Health Hub entrance and throughout the space
- Logo placement on all Health Hub signage
- Recognition in pre-event attendee communications promoting the Health Hub
- Recognition in onsite Convention materials
- Dedicated email highlighting the Health Hub to registered attendees

On-Stage and Program Recognition

- Special verbal recognition during the Convention Opening Session
- Mention during key Health Hub activations and announcements
- Sponsor logo included on Health Hub session and mini-stage title slides

Educational and Engagement Opportunities

- Opportunity to collaborate on one educational topic area within the Health Hub, subject to content review, 10-15 minute mini stage presentations
- Opportunity to provide a sponsor-branded educational resource or tip sheet connected to a screening area

Sponsorship Includes

Sponsor receives prominent name and logo placement on signage throughout the Health Hub, acknowledgment in onsite Convention materials, recognition in pre-event and onsite promotions and verbal recognition during key Health Hub announcements. Sponsors will be recognized as supporters of one of the most visible and impactful areas of the Convention.

Why Sponsor the Health Hub

- Direct Engagement – Meaningful interaction in a trusted health setting
- Visibility and Trust – Brand alignment with OAC's mission of education, support and advocacy
- Impact – Screenings that may help attendees identify health risks and start conversations with their healthcare providers



Your Weight Matters National Convention

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: _____

Note: The Your Weight Matters Convention carefully selects the companies and organizations that support this patient educational event. New supporters will be asked to complete a form for review by the Convention Committee before sponsorship is accepted.

National Sponsorship: (select one)

- | | | |
|--|---|--|
| <input type="checkbox"/> Platinum – \$100,000 | <input type="checkbox"/> Silver – \$50,000 | <input type="checkbox"/> Patron – \$5,000 |
| <input type="checkbox"/> Gold – \$75,000 | <input type="checkbox"/> Bronze – \$25,000 | |

OPTIONAL ADD-ON:

Focus Group Opportunity

This benefit is available only to National Sponsors. Focus Groups offer valuable patient insights to help your company understand the needs of the population you serve. Below are the available times for each Focus Group, along with the number of participants and costs. If your company wants to host a Focus Group at our National Convention, please indicate your interest below. The OAC will contact you with complete details and requirements once your application is received. All opportunities are first-come, first-served.

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

NATIONAL SPONSORSHIP BENEFITS OPT-OUT

The OAC understands that some companies are subject to regulations regarding the benefits they may receive as sponsors. To accommodate this, National Sponsors may choose to opt out of specific benefits they cannot accept. To request an opt-out, please contact us at **mvcari@obesityaction.org**. Please note that sponsorship pricing will remain the same regardless of benefits declined. This flexibility allows companies to support the Convention while meeting their own compliance requirements.

Payment Options:

- ☐ My Company Plans to Remit Payment by Check
- ☐ My Company Plans to Remit Payment via Electronic Transfer
- ☐ Other Payment Method
Please email mvcari@obesityaction.org

Return to:

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

E-mail: mvcari@obesityaction.org
Fax to: (813) 873-7838
Phone: (813) 872-7835

OAC Tax ID#:
20-1953508

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 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.

Convention Registration Desk

\$5,000

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.

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 and on meeting announcement slides.

Attendee Tote Bags

\$5,000

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 important meeting materials.

Sponsorship Includes: Sponsor receives exclusive company logo placement on attendee tote bags and includes a tote bag insert.

Refreshment Break in EXPO Hall

\$10,000

4 Available

With a full educational agenda, attendees look forward to scheduled refreshment breaks. Your company can choose to sponsor one of the four breaks, giving participants the opportunity to re-fuel and hydrate with healthy snacks and beverages.

Sponsorship Includes: Sponsor receives prominent logo display on signage at the selected refreshment break and ability to have a product/service flyer available for attendees to pick-up at the refreshment table on meeting announcement slides. Breaks offered include: Friday AM and PM, Saturday AM and PM.

Attendee Badge-holders

\$4,000

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 exhibit area.

Sponsorship Includes: Sponsor receives exclusive company logo placement on name badges.

Breakfast Sponsorship

\$10,000/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. Logo will also be placed on small signs on scattered breakfast tables for attendees.

Lunch Sponsorship

\$10,000/day

2 Available

Join the attendees each afternoon and have your company logo proudly displayed at the Friday or Saturday lunch (or both). Lunch is included for all fully-registered Convention attendees, along with speakers and exhibitors.

Sponsorship Includes: Sponsors can choose to sponsor either Friday or Saturday lunch (or both) and receive prominent logo placement on all lunch signage. Logos will also be placed on small signs on scattered lunch tables for attendees.

Advocacy Training Sponsorship

\$150,000

Support the OAC's Advocacy Training where attendees gain the knowledge, skills and confidence to use their voices and drive meaningful change. This dynamic program prepares participants to raise awareness in their communities, challenge weight bias, engage the media and share their personal stories effectively improving access to obesity care. Through interactive workshops, educational sessions and mock legislative visits, participants will officially become "OAC advocacy trained," leaving empowered to take action in schools, workplaces, healthcare settings and the halls of government. By sponsoring this program, you demonstrate your commitment to patient voices, reducing weight bias and ensuring that every individual has the tools to advocate for themselves and others.

Sponsorship Includes: Sponsors of this event will receive prominent name and logo placement on signage and meeting announcement slides, and recognition during the program by OAC leadership.

Wi-Fi Sponsorship

\$10,000

Keep attendees connected throughout the event by sponsoring the official Convention Wi-Fi. This high-visibility opportunity places your company's name directly in the hands of every participant as they log on to access the network. Attendees will see your brand each time they connect, ensuring repeated exposure and recognition across the event.

Sponsorship Includes: Your company will enjoy exclusive visibility through a custom Wi-Fi network name and a branded password that highlights your organization. Attendees will be guided to your brand every time they connect, with prominent acknowledgment on on-site signage and in Convention materials directing them to the log-in details. In addition, your company will be recognized in event announcements promoting Wi-Fi access, giving your brand repeated exposure throughout the event.

Health Screening Sponsorship

\$10,000

Support the well-being of attendees by sponsoring the onsite Health Screening station. This opportunity connects your brand with an essential service that empowers individuals to take charge of their health during the Convention. Attendees will associate your company with care, prevention and support as they engage in complimentary health checks.

Sponsorship Includes: Your company will be prominently recognized on signage at the Health Screening area, ensuring visibility to every participant who takes part in this important service. You'll also be acknowledged in onsite Convention materials highlighting the availability of screenings and mentioned in event announcements promoting this offering. This sponsorship demonstrates your commitment to healthier communities while keeping your brand front and center.

PLEASE NOTE: If you plan to participate in an OAC Convention Marketing Opportunity and wish to hold a fundraiser to support it, please be aware that the OAC has formal fundraising guidelines. Prior approval is required before beginning any fundraising activity. To request the OAC's donation policy and required forms, please contact us at (800) 717-3117.

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 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.

Convention Marketing Opportunities (multiple may be selected):

- | | |
|--|---|
| <input type="checkbox"/> Convention Registration Desk - \$5,000 | <input type="checkbox"/> Attendee Water Bottles - \$4,000 |
| <input type="checkbox"/> Refreshment Break in EXPO Hall - \$10,000/each | <input type="checkbox"/> Attendee Tote Bags - \$5,000 |
| _____ Friday AM _____ Saturday AM | <input type="checkbox"/> Advocacy Training - \$150,000 |
| _____ Friday PM _____ Saturday PM | <input type="checkbox"/> Health Screening - \$10,000 |
| <input type="checkbox"/> Breakfast Sponsorship - \$10,000/day | <input type="checkbox"/> Convention Scholarship Program Contributing Sponsor |
| _____ Friday _____ Saturday | *TAX DEDUCTIBLE* - \$2,750 per attendee |
| <input type="checkbox"/> Lunch Sponsorship - \$10,000/day | |
| _____ Friday _____ Saturday | |
| <input type="checkbox"/> Attendee Name Badges - \$5,000 | |
| <input type="checkbox"/> Convention Group Exercise Sponsor - \$2,500 | |

TOTAL Due: \$ _____

Payment Information

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

☐ Payment by Credit Card:

Charge my card for my sponsorship fee of: \$ _____

☐ **Visa** ☐ **Mastercard** ☐ **Amex** ☐ **Discover**

Credit Card Number: _____

Expiration Date: _____ Billing Zip Code: _____ CV Code: _____

Authorized Signature: _____

☐ 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: mvicari@obesityaction.org

Fax to: (813) 873-7838

OAC Tax ID#: 20-1953508



Become a Convention Scholarship SPONSOR:

The OAC's Rob Portinga Memorial Scholarship Program make attending the Convention possible for individuals eager to learn about their weight and health but lack the financial means. Since 2014, the program has awarded over 100,000 in scholarships to more than 100 attendees who would have otherwise been unable to attend. Your company can help change lives by becoming a contributing sponsor.

Suggested Sponsorship:

\$2,750 – Sends One Attendee to the Convention

Contributing Sponsors Receive:

- Listing on the "Scholarship Program" section of the Convention website
- Recognition in program press releases
- OAC social media and newsletter acknowledgment
- Recognition in the Convention wrap-up story in *Weight Matters* Magazine
- Recognition as a Convention Scholarship Program Sponsor in attendee slides

Contributing Sponsors may also choose to remain anonymous

Interested in Becoming a Convention Scholarship Sponsor?

Please contact Shelly Vicari at mvicari@obesityaction.org

SUPPORT

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

Thursday July 23, 2026

Friday, July 24, 2026

Saturday, July 25, 2026

Orlando, FL

Renaissance Orlando at SeaWorld®

PROUDLY BROUGHT TO YOU BY: The Obesity Action Coalition

The Obesity Action Coalition (OAC) is a more than 85,000-member strong 501(c)(3) national nonprofit organization dedicated to giving a voice to individuals affected by obesity and supporting them on their journey toward better health through education, advocacy and community.

OAC's core focuses are to:

- Raise awareness and improve access to obesity care and treatment
- Provide science-based education on obesity, its causes, impacts and treatments
- Work to eliminate weight bias and discrimination
- Elevate the national conversation about weight and its impact on health
- Offer a supportive community for individuals and families affected by obesity

The OAC was formed in 2005 after a legislator pointed out the tremendous need to hear from those affected by obesity - because the voice of the individual affected was rarely heard. With this obvious gap, the OAC was created to bring together individuals who care about making a difference and stands as the largest charity that represents individuals affected by excess weight and obesity.

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



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