

Corporate Advisory Council

The Corporate Advisory Council (CAC) provides a unique opportunity to link the corporate community to the Obesity Medicine Association (OMA). OMA focuses on advancing the prevention, treatment, and reversal of the disease of obesity.

The CAC serves as a forum in which OMA leaders and corporate representatives may exchange information, strategic initiatives, and resources related to obesity medicine, such as research priorities, current and projected trends, advocacy efforts, reimbursement issues, access-to-care concerns, and more.*

*CAC will not serve to directly influence the decisions of OMA.

Mission

To promote the advancement of obesity medicine through cooperation between OMA leaders and corporate partners in a transparent and ethical fashion.

Benefits

The CAC term begins January 1 and ends December 31. Corporate members have the opportunity to choose between four membership levels depending on what best fits their needs.

Membership

Membership in the CAC is at the sole discretion of the OMA Board of Trustees, who will assess whether the applicant is actively pursuing the missions of the OMA. In addition to other corporate members, OMA's executive director, president, and president-elect, as well as other appointed OMA board members—take part in the CAC meetings and networking events.



2021 Corporate Advisory Council Benefits

Benefits	Level 4 \$5,000	Level 3 \$10,000	Level 2 \$25,000	Level 1 \$50,000
CAC Leadership Meetings: Convene and discuss industry topics and changes throughout the year with CAC members and leaders from OMA.	X	X	X	X
Exclusive Networking Events: Network informally with other CAC members and OMA leaders during an invitation-only President's Reception at two OMA conferences.	X	X	X	X
Conference Recognition: Recognition at the Obesity Medicine Association's Spring and Fall Conferences on signage, virtual materials, unique onsite badge ribbon, and onsite booth floor cling.	X	X	X	X
Fundamentals of Obesity Treatment Course Recognition: Logo recognition at 3 virtual fundamentals courses in 2021, on pre-conference communications, and conference materials.	X	X	X	X
Adult Obesity Algorithm® : Receive access to the e-book and keep up with the latest obesity treatment trends and learn how to implement evidence-based medical approaches to help patients achieve their weight and health goals.	X	X	X	X
Pediatric Obesity Algorithm® : Receive access to the e-book and keep up with the latest obesity treatment trends when treating obesity in children. This resource provides age-specific recommendations and a staged treatment approach for treating childhood obesity.	X	X	X	X
Two Complimentary Registrations to a Fundamentals of Obesity Treatment Course: Receive 2 passes to a course offered throughout the year to learn an introduction to obesity medicine or pass along to potential clients.	X	X	X	X
Obesitymedicine.org Recognition: Get recognized for your support as a CAC member on the OMA website and link back to your company website.	X	X	X	X
CAC Partnership Logo: Showcase your CAC partner logo in your email signatures, website, etc.	X	X	X	X
Plaque: Receive a plaque to display your CAC partnership in your office.	X	X	X	X
Two Complimentary Registrations for Delegates to OMA Conferences: Receive 2 passes to the Summit for each OMA Spring and Fall Conference to stay up to date on your obesity medicine education.		X	X	X
Additional Registrations to a Fundamentals of Obesity Treatment Course: Receive 2 additional passes for a total of 4 annually to a course offered throughout the year to learn an introduction to obesity medicine or pass along to potential clients.		X	X	X
Fundamentals of Obesity Treatment Course Company Highlight: List your logo, company description, and link in the vendor email sent to all fundamentals attendees. Total of 3 emails annually.		X	X	X
Company listing in OMA Vendor Directory: List and highlight your products and services in the online OMA Vendor Directory so users can access for their practice. Directory is promoted 12x a year in monthly newsletters.		X	X	X
OMA member and non-member monthly e-Newsletter Recognition: Your logo will be placed in each monthly edition with a link to your company website. Total of 24 issues annually.		X	X	X
Quarterly Member and Non-Member e-Newsletter Top Banner Ads: Showcase your products and services with a banner ad in our monthly e-Newsletters. Total of 8 slots, 2 per quarter, one in a member and one in a non-member issue.			X	X
Quarterly Blog Article: Supply a non-promotional blog article once a quarter to be posted on the OMA Blog to highlight an industry topic specific to your field. OMA editorial approval required.			X	X
Bi-Annual Survey Question: Ask OMA members and customers one survey question two times a year in the OMA newsletter, and on the OMA Twitter & Facebook accounts.			X	X
Advertising Discount: Receive 5% off any OMA advertising opportunity.			X	
Sponsorship Discount: Receive 5% off any OMA conference sponsorship opportunity.			X	
Advertising Discount: Receive 10% off any OMA advertising opportunity.				X
Sponsorship Discount: Receive 10% off any OMA conference sponsorship opportunity.				X
Sponsored Webinar: Give a live webinar for non-CME to OMA members and customers. Provide any content and speakers you would like to deliver your message to a live audience. OMA editorial approval required.				X
Podcast: Interview on an OMA podcast and suggest a topic of choice. Final content is selected by OMA. Podcast will then be pushed out to all members, customers, and on all subscription channels.				X
Host Focus Group: Conduct a 30 minute focus group of 10-20 people at one of the OMA bi-annual conferences to get attendee feedback on a topic of your choice. OMA will promote to conference attendees but setup costs and logistics are covered by partner.				X
Co-authored White Paper: Partner with OMA to produce one yearly co-authored white paper that is in alignment with OMA communications and position statement strategy.				X



2021 Corporate Advisory Council Member Application

Contact Information

Company Name: _____

Primary Contact: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ Fax: _____

Email: _____ Website: _____

Please explain how your involvement in CAC will further OMA’s focus on advancing the prevention, treatment, and reversal of the disease of obesity.

Please briefly list the topics you would like to discuss with members of the Corporate Advisory Council:

Payment Information

CAC annual fee: Level 1 (\$50,000) Level 2 (\$25,000) Level 3 (\$10,000) Level 4 (\$5,000)

Please charge my credit card: Visa MasterCard AmEx Discover

Card Number: _____ Exp. Date: _____

OR Check enclosed, made payable to “OMA”

By signing below, I have read and agreed to the exhibitor rules and regulations, antitrust guidelines, and terms and conditions available on www.obesitymedicine.org/terms

Signature: _____ Date: _____

Complete this form and return it to Obesity Medicine Association

MAIL: 7173 S. Havana St. #600-130 Centennial, CO 80112 | **Fax:** 303.779.4834