



Prospectus

**REACH
THOUSANDS**
of obesity
medicine
clinicians



**MAKE AN
IMPRESSION**
with existing
and potential
customers

**BUILD BRAND
RECOGNITION**
with a variety of
opportunities to
gain exposure



obesitymedicine.org/spring/exhibit
obesitymedicine.org/fall/exhibit

Why Attend Obesity Medicine Conferences?

Exhibit at the 2023 Obesity Medicine Association Conferences and have the opportunity to reach hundreds of healthcare professionals looking to explore the complexities of obesity related diseases.

As more clinicians look to further their careers by getting certified in obesity medicine, they are searching for the best clinically focused educational opportunities. Exhibiting at the Obesity Medicine 2023 Conferences offers you a rare opportunity to build relationships with practicing clinicians who are either entering the field or have experience treating patients affected by obesity.

Attendees will learn how to apply evidence-based guidelines to the treatment of obesity. This includes practical treatment strategies, treating patients in special populations, patient engagement, practice and business management, research, and diving deep into a variety of patient case studies.

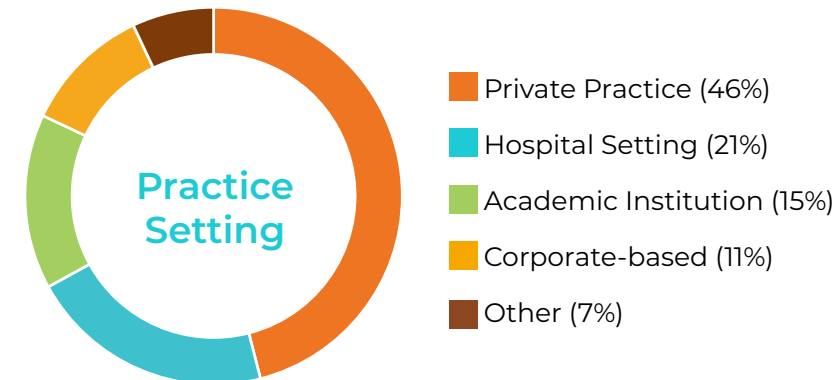
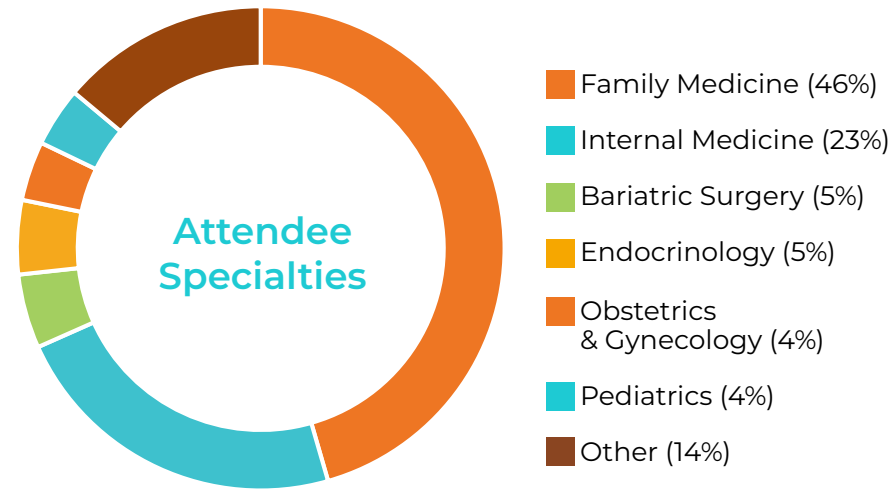
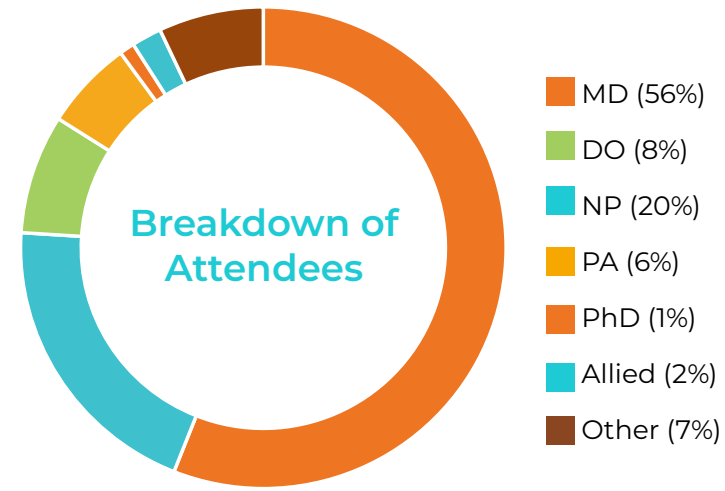
- Increase brand awareness
- Build relationships through face-to-face interactions
- Generate leads
- Showcase your products and services
- Create new partnerships
- Get your message in front of your target audience

Who Exhibits?

Companies with each of these products or services exhibit with us and increase their visibility among obesity medicine clinicians:

- | | |
|---|-----------------------------------|
| ● Body Composition Analyzers and Scales | ● Wearable Health Technology |
| ● Genetic Testing | ● Exercise Solutions and Programs |
| ● Telehealth and Telemedicine | ● Patient Data Tracking Software |
| ● Business Consulting | ● Patient Financing |
| ● Compounding and Dispensing Services | ● Patient Support Centers |
| ● Diagnostic Testing | ● Pharmaceuticals |
| ● Metabolic Testing Systems | ● Supplements and Vitamins |
| ● Nutritional Products | ● Turnkey Business Programs |
| ● Office Equipment | ● Website Design Services |

Conference Attendee Demographics:



of attendees visit the exhibit hall or online/conference app resources.



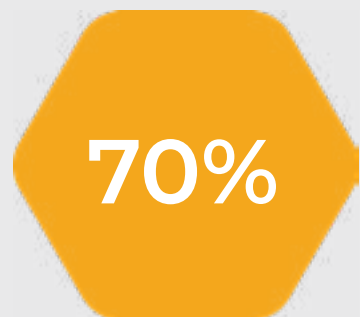
Attendees spend on average

each in the exhibit hall

Meet face-to-face with more than



attendees when you exhibit at both conferences



of attendees are in the early stages of implementing obesity medicine into their practice

Exhibiting Opportunities

April 19-23, 2023 | New York

New York Hilton Midtown
1335 6th Ave.
New York, NY 10019

October 25-29, 2023 | San Antonio, TX

Grand Hyatt San Antonio River Walk
600 E. Market St.
San Antonio, TX 78205

10 x 10 | \$3,000 Booth

- 10 x 10 Booth
 - Pipe and drape: 8' draped black back wall and 8' draped black side wall
 - (1) 6' black skirted table
 - (2) chairs
 - (1) wastebasket
 - ID company sign with your booth number
- Company logo and booth number in the mobile app
- 4 exhibit hall badges for each space purchased
- 1 lead retrieval license

Exhibit Booth



10 x 20 | \$5,800 Booth

- 10 x 20 Booth
 - Pipe and drape: 8' draped black back wall and 8' draped black side wall
 - (1) 6' black skirted table
 - (2) chairs
 - (1) wastebasket
 - ID company sign with your booth number
- Company logo and booth number in the mobile app
- 8 exhibit hall badges for each space purchased
- 2 lead retrieval license

Reserve a booth at both 2023 conferences at the same time and save \$200 on total exhibit rates.

- 10 x 10 booths in both New York & San Antonio - \$5,800 total
- 10 x 20 booths in both New York & San Antonio - \$11,400 total

*All spring booths must be secured by March 3, 2023. Booths purchased after that date will have a \$200 additional late fee added to purchases until April 7, 2023.

**All fall booths must be secured by September 8, 2023. Booths purchased after that date will have a \$200 additional late fee added to purchases until October 13, 2023.

Sponsorship Packages

April 19-23, 2023 | New York

October 25-29, 2023 | San Antonio, TX

Sponsorship Packages	Bronze \$1,000	Silver \$3,500	Gold \$8,000	Platinum \$15,000
Upgraded company listing in the conference app/website to include logo, company description, URL links, and video	X	X	X	X
Access to pre and post conference attendee physical mailing list	X	X	X	X
Company listed on event signage (multi-sponsor)	Text	Logo	Logo	Logo
Company listed on attendee thank you email (multi-sponsor)	Text	Logo	Logo	Logo
Company listed in onsite printed guide (multi-sponsor)	Text	Logo	Logo	Logo
Pre-conference vendor resource guide email - company logo and description included (multi-sponsor)		X	X	X
One product OR flyer insert in attendee welcome bag		X	X	X
2 Summit attendee passes			X	X
Company logo on conference website (multi-sponsor)			X	X
Onsite Guide full page printed ad			X	X
Twitter post from the OMA account			X	X
Post-conference vendor resource guide email - company logo and description included (multi-sponsor)			X	X
Mobile app push notification				X
Pre-Conference Email Banner Ad				X
Email list of attendees who opted in				X
One branded reception at the event (potential multi-sponsor)				X
Branded charging station (potential multi-sponsor)				X

*Sponsorship prices listed above are a per event cost. Additional details of package offerings found on pages 8-10.

Additional Sponsorship Opportunities

April 19-23, 2023 | New York

October 25-29, 2023 | San Antonio, TX

Trail Map | \$1,200

This is one of the most popular sponsorship items. Drive more attendees to your booth and highlight your company when you participate in the game. Your company logo will be placed on a game card for attendees. Sponsorship space is limited to the first 12 exhibitors who sign up. Attendees must stop by all 12 exhibitors listed and speak with them to receive a signature. Once they visit all booths, they are entered to win \$1,000. This is a great way to drive traffic to your booth and chat with attendees. This sponsorship opportunity drives 50% more attendance to your onsite booth.



Trail Map

Dine Around | \$5,000

Sponsor a dinner dine-around on Saturday evening for up to 30 attendees to attend a dinner and learn more about your products and services. Your organization is responsible for finding a restaurant /event space prior to conference to host this dinner dine-around. Dinner is paid for by the sponsor. Signup is located in the mobile app for attendees to sign up to attend dinner and secure their seat. This opportunity is limited to 5 sponsored dine arounds per event.



Dine Around

Includes:

- Dinner presentation with up to 30 attendees in an intimate setting
- Recognition as a sponsor in the onsite guide
- Recognition as a sponsor on onsite signage
- Recognition as a sponsor on conference website and mobile app
- Registered attendee email banner ad to promote the dine around

*Sponsorship prices listed above are a per event cost.

Additional Sponsorship Opportunities

April 19-23, 2023 | New York

October 25-29, 2023 | San Antonio, TX

Information Table | \$2,000

Not able to attend in person and exhibit in the hall? Highlight your company during conference with an information table. This information table is not staffed and will be setup outside the hall. Still have the opportunity to showcase your organization and product offerings. Ship materials directly to the conference and OMA staff will set up the table onsite.



Information Table

Product Theater Lunch Presentation | \$50,000

The Friday lunch presentation is an exclusive chance for your company to give a 45-minute presentation and host attendees at the conference. Consideration for CME is available.

Includes:

- 45-minute presentation (Includes stage, podium, presentation screen, projection package, laptop, and one microphone. Any enhancements must be paid by Sponsor.)
- Live Q&A after presentation. (This is included in the 45-minute time slot.)
- Recognition as sponsor in the onsite guide and mobile app
- Recognition as a sponsor on conference website and onsite signage
- Listing of session in the onsite guide
- Homepage featured sponsor logo
- Inclusion of the education activity details in attendee communications prior to conference
- Use of a conference attendee mailing list for a one-time use before and after the conference
- Sign to recognize sponsors presentation
- Placement of promotional materials during presentation on a literature table inside the room
- Mobile app push notification
- Twitter post highlighting lunch presentation
- Complimentary run through with OMA staff and AV team

Lunch Presentation



*Sponsorship prices listed above are a per event cost.

Sponsorship Package Details

April 19-23, 2023 | New York

October 25-29, 2023 | San Antonio, TX

Items included in all sponsorship packages.

Upgraded company listing in the conference app/website to include logo, company description, URL links, and video

In the onsite mobile app that attendees will access, build additional brand recognition for your organization and include your company logo, description of your products and services, URL links to your website or other special website destinations, and a video of your choice.

Access to pre- and post- conference attendee physical mailing list

Reach OMA conference attendees that have opted in to receive communications, before or after the event with a special mailing directly to them. This can promote your onsite booth or a follow-up offering after conference. This is a physical mailing address list only and no email addresses will be provided. Email addresses can be obtained onsite with lead retrieval.

Company listed on event signage (multi-sponsor)

Based on sponsorship level your company name or logo will be listed on event signage throughout the onsite venue.

Company listed on attendee thank you email (multi-sponsor)

Based on sponsorship level your company name or logo will be listed on the thank you email that deploys at the end of conference to all onsite attendees.

Company listed In onsite printed guide (multi-sponsor)

Based on sponsorship level your company name or logo will be listed in the onsite printed 'Schedule at a Glance' guide that is included in all attendee welcome bags.

Event Signage



Onsite Printed Guide



Sponsorship Package Details

April 19-23, 2023 | New York

October 25-29, 2023 | San Antonio, TX

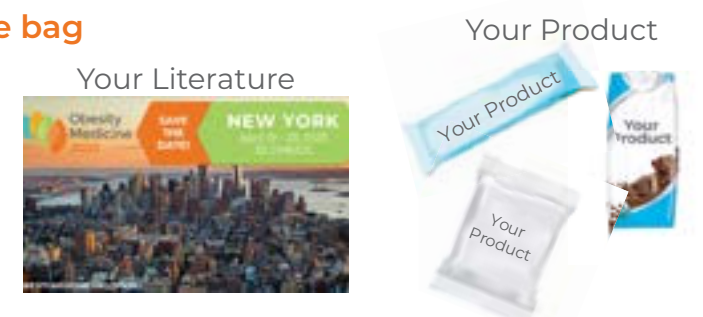
Additional items included in the Silver, Gold, and Platinum Packages

Pre-conference vendor resource guide email - company logo and description included (multi-sponsor)

Highlight your company in a special vendor only resource guide emailed to all attendees before conference. Receive a company listing, logo placement, and link to your organization. Consider highlighting why the attendee should visit your booth onsite or any special offerings.

One product OR flyer insert in attendee welcome bag

Place a literature piece OR product sample in the conference bag that all attendees receive when they pick up their badge at registration. Your company is responsible for providing the materials, shipping to the conference center, and OMA staff will stuff them in all of the bags. Limited to one item per company.



Additional items included in the Gold and Platinum Packages

Two Summit attendee passes

Receive two passes to the Summit educational sessions onsite at conference to stay up on the latest obesity medicine education.

Company logo on conference website (multi-sponsor)

Sponsors company logo will be placed on the OMA conference webpages to highlight your organization and drive traffic to your booth. Link your logo back to your website or destination of your choice.

Onsite Guide full page printed ad

Include a full-page print ad in the onsite 'Schedule at a Glance' guide to highlight your company and drive attendees to visit your booth. The onsite guide is placed in all attendee conference bags.

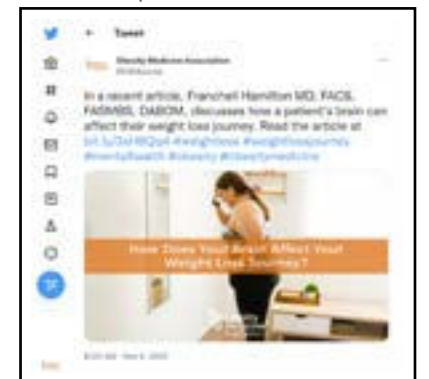
Twitter post from the OMA account

Reach over 4,300+ followers with a Twitter post (268-word count) sent from the OMA Twitter account.

Post-conference vendor resource guide email - company logo and description included (multi-sponsor)

Highlight your company in a special vendor only resource guide emailed to all attendees after conference. Receive a company listing, logo placement, and link to your organization. Consider listing an additional way the attendee can engage with you after the conference as an additional way to capture leads. For example, have them: request a product sample, attend a free webinar, download a whitepaper, request more information, etc.

Sample Twitter Post



Post-Conference Vendor Email



Sponsorship Package Details

April 19-23, 2023 | New York

October 25-29, 2023 | San Antonio, TX

Additional items included in the Platinum Package

Mobile app push notification

Send a notification to all of the conference attendees through the mobile app. Use this opportunity to drive traffic to your booth and promote your products and services. OMA will select the timing of the notification to be sent out. (Limited to 230 characters. This includes title and body copy. There are no linking options)

Pre-conference email banner ad

Place a banner ad and link in one of the pre-conference attendee 'Know Before You Go' emails that will go out prior to conference to all those registered. Drive attention to your booth or something special you want to highlight during conference.

Pre-Conference Email Banner Ad



Email list of attendees who opted in

Reach OMA conference attendees after the event with a dedicated email. Sponsors will be provided a list of email addresses of those attendees who opted in to receive communications.

One branded reception at the event (potential multi-sponsor)

Multiple sponsors will be recognized at one of the onsite welcome receptions. This sponsorship includes your company name listed as a signature cocktail throughout the reception, branded logo cocktail napkins, table tents, and the option to place flyers on tables throughout the event. All flyers will be supplied by the vendor for placement by OMA. This branded reception may be shared with multiple vendors.

Branded charging station (potential multi-sponsor)

Create a place for attendees to charge their devices, check email, and mingle with others with a branded charging table. Drive traffic to your booth and awareness for your organization with your logo placement on the charging station. This opportunity may be shared with multiple vendors.

High-Top Charging Table



*Any items listed as potential multi-sponsor may have a shared logo placement or company listing with other vendors who purchased the same sponsorship package.

