

# Exhibitor Prospectus

**OBESITY 2010**

**28th Annual Scientific Meeting**

San Diego, California | October 8-12





## Exhibit Hours

Saturday, October 9	11:30 AM – 6:30 PM
Sunday, October 10	9:00 AM – 1:45 PM 1:45 PM – 3:15 PM (Closed) 3:15 PM – 6:30 PM

## Exhibit Booth

### Move in:

Friday, October 8 8:00 AM – 5:00 PM

### Dismantle:

Sunday, October 10 6:30 AM – 10:00 PM

Monday, October 11 8:00 AM – 12 NOON

## Pricing

\$2,500 per 10'x10' unit

\$100 premium for each corner unit

*Special pricing available for not-for-profit exhibitors.  
Please call for details.*

A. Fassano & Company | Exhibit Sales & Marketing  
Warren Plank | 856.232.2322 ext. 13

Complete and return the enclosed Application and Contract for Exhibit Space, along with a non-refundable deposit of 50% of the total booth space fee.

Contact The Obesity Society to learn about sponsorship pricing and benefits and to reserve your booth space.

### Exhibits

A. Fassano & Company  
Exhibit Sales & Marketing  
900 Route 168, Suite A-2  
Turnersville, NJ 08012  
856.232.2322 ext. 13  
856.232.2312 fax  
www.AFassanoCo.com  
Contact: Warren Plank,  
Associate Director  
Sales & Marketing

### General Meeting

Information, Advertising,  
Sponsorships, Corporate-  
Sponsored Symposia and  
Affiliate Functions  
Tricia Cavallo  
tcavallo@obesity.org  
804.519.9437

Continuing Medical Education  
education@obesity.org

### Membership

membership@obesity.org

# Reserve Your Booth Space and Enjoy More Value-Added Exhibitor Benefits.

**Strengthen  
Your Existing  
Relationships,  
Increase Your  
Product Awareness  
and Generate New  
Sales Leads.**

## All Exhibitors Receive:

- » Complimentary Exhibit Hall guest passes for your customers and prospects
- » Complimentary Exhibit Hall Lunch ticket and option to buy more
- » Final Program Listing includes a 50-word description of your company, distributed to every attendee
- » Website link from The Obesity Society's annual meeting webpage to yours through the end of 2010
- » Complimentary Corporate Delegate badge for admission to all annual meeting sessions
- » Free pre- and post-conference registration mailing lists to promote your company's participation
- » Extensive pre-conference promotion including direct mail, email, and website marketing pieces
- » Extensive advertising and sponsorship opportunities

## Why Exhibit?

Obesity 2010, the 28th Annual Scientific Meeting of The Obesity Society offers a unique opportunity to showcase your obesity-related products, services and corporate message to the innovators and decision makers in the obesity field—all searching for the latest solutions for managing the challenges of obesity.

The Obesity Society is the leading scientific society dedicated to the study of obesity. It is an interdisciplinary society whose purpose is to promote research, education, and advocacy to better understand, prevent and treat obesity and improve the lives of those affected. Since 1982, The Obesity Society has been committed to improving the lives of those with obesity, nurturing careers of obesity scientists and practitioners, and promoting the interdisciplinary nature of obesity research and education.

**For more information, visit [www.obesity.org/obesity2010](http://www.obesity.org/obesity2010).  
Download the latest Exhibit Hall floor plan at  
[www.obesity.org/obesity2010/pdf/Obesity\\_2010\\_Floorplan.pdf](http://www.obesity.org/obesity2010/pdf/Obesity_2010_Floorplan.pdf)**

# Sponsorship Opportunities

Increase awareness of your company's commitment to obesity research, prevention, treatment, and management. Spotlight your company's message and reach prospective clients by participating in one or more Obesity 2010 sponsorship opportunities:

## General Meeting Sponsorship

**Benefactor** Become a Benefactor of Obesity 2010, the 28th Annual Scientific Meeting of The Obesity Society and heighten awareness of your company and product(s) among the experts and thought leaders in the field of obesity. Benefactor Sponsorship provides the most economical way to reach all of the 2,500+ Obesity Society Annual Scientific Meeting attendees before, during, and after the meeting.

## Educational Sponsorship

**Corporate-Sponsored Symposia** These programs are planned and conducted by the corporate community in conjunction with The Obesity Society Annual Scientific Meeting to provide attendees with additional educational/informational opportunities. Program content and product information are the sole responsibilities of the sponsors. Convenient dates and times are available. Sponsor receives listing on the Obesity 2010 website, in promotional materials, in the Final Program, and on site at the meeting. Signage will be provided.

## Meeting Sponsorship

**Media Room** Obesity 2010 will attract national media coverage. Your company can gain prime exposure to this audience through sponsorship of the official Media Room for the event. Media registrants are provided with computer equipment, internet connections, and refreshments throughout the meeting.

**Hotel Room Drops** Your message will be the first thing attendees see when they leave for the conference in the morning. Get ahead of the rest with a hand-delivered message to all registered attendees at the four official hotels (approx. 1400).

**Hotel Room Keycards** Get your message and brand noticed by all registered attendees. They'll have it in front of them for the duration of the meeting!

**Registration Tote Bags** Receive maximum exposure throughout the meeting. Attendees use the Registration Totes to organize their materials in an attractive, convenient and professional way that will endure long after the meeting.

**Registration Badge/Lanyards** Registered attendees receive an official identification badge that includes a printed bar code. The bar code provides demographic information about attendees for future company mailings. As a sponsor of the badge, your company name/logo will be printed on every badge and lanyard.

**Final Program** Put your company name/logo in the hands of more than 2,500 meeting attendees. In addition to a comprehensive list of sessions, the program includes the schedule of abstracts to be presented, maps of the facilities, and a Day-at-a-Glance schedule—everything an attendee needs to know about Obesity 2010.



**Conference Pads/Pens** Put your company logo into the hands of every attendee. Pens and pads are distributed in the registration tote bags to each attendee.

**Cyber Center** Your company logo is at peak visibility as clinicians, educators and policy-makers stay in touch while at Obesity 2010. The Cyber Center is conveniently located and a frequent stop for attendees. Sponsor receives promotion on the Obesity 2010 website, in the Final Program, and on site at the meeting. Signage will be provided.

**Refreshment Breaks** Sponsors receive maximum company exposure in high-density areas as attendees gather between sessions for a refreshment break several times throughout the day. Sponsors receive promotion on the Obesity 2010 website, in the Final Program, and on site at the meeting. Signage will be provided.

## Event Sponsorship

**Opening Reception** All attendees are welcome at the opening night event for Obesity 2010! The reception allows attendees a sneak preview of the following days' excitement. Treat attendees to cocktails, refreshments, hors d'oeuvres, and networking opportunities during this kick-off event. Sponsors receive promotion on the Obesity 2010 website, in the Final Program, and on site at the meeting. Signage will be provided.

**Opening Reception Tabletop Display** Exhibitors are invited to attend and participate in the Opening Reception. Tabletop sponsorship is available to provide attendees with a preview of the Exhibit Hall on Sunday. Bring literature or a pop-up display for attendees to learn about your company. Tables will be located in the foyer space outside of the reception along with bars and food service.

## Exhibit Hall Grand Opening Lunch

Host all attendees for lunch in the Exhibit Hall on Saturday, October 9, 2010. During this exclusive exhibit-hall time, attendees will gather for lunch and time with the exhibitors. Signage will be provided.

**Special-Interest Section Meetings/Luncheons** Support insightful dialogues and important networking functions at one of several events. Several of The Obesity Society Special-Interest Sections are scheduled to meet during the Annual Meeting. Call for a listing of Special-Interest Sections and sponsor a meeting that corresponds with your company's mission.

## Journal Advertising

Place your company's message in the Obesity Program Abstract Supplement. Mailed to all TOS members and provided to conference attendees, the supplement reaches approximately 4,500 leaders in the field of obesity. The Obesity Program Abstract Supplement is read, re-read, and referenced throughout the year by attendees, subscribers, researchers, media outlets, and other healthcare professionals—providing an exceptional vehicle for your ad message.



# Welcome to San Diego

California's second largest city, San Diego is renowned for its near-perfect climate, 70 miles of beautiful beaches, and its many places of interest. Popular family attractions include the world-famous San Diego Zoo and Wild Animal Park, Sea World San Diego, and LEGOLAND California. Downtown San Diego areas include the historic Gaslamp Quarter, Little Italy, Coronado, and La Jolla to name but a few. San Diego is also known for its arts, culture and culinary arts. Balboa Park, the largest urban cultural park in the US, is home to 15 museums, numerous art galleries, beautiful gardens, award-winning theaters and the San Diego Zoo. San Diego is home to many fine restaurants and a variety of cuisines. Nearby, championship golf courses such as Torrey Pines round out the family's entertainment and recreational needs.

To the east of San Diego, the land ranges from gentle foothills to mile-high mountains and the 600,000-acre Anza Borrego Desert State Park offers visitors hiking, camping, fishing and much more. To the north, the agricultural community produces quantities of flowers, produce and wines. Along the west, the Pacific Ocean coastline supports year-round outdoor recreation, such as surfing, boating, sailing and swimming. To the south, a whole different country, Mexico, features its own cultural offerings in various towns along the border and coastline, including Tijuana, Rosarito and Ensenada.

Obesity 2010 will be held at the San Diego Convention Center located on the waterfront in downtown San Diego. The award-winning facility provides over 2.6 million square feet of indoor and outdoor space and is an excellent setting for our Exhibit Hall, scientific and educational sessions, and networking activities. The convention center is adjacent to the Obesity 2010 headquarters hotel, The Hilton San Diego Bayfront, whose rooms provide breathtaking views across the bay, the city, and downtown. Both locations have access to the four-acre waterfront park and are close to all the amenities of downtown San Diego, a short walk from the Gaslamp Quarter, and close to PETCO Park home of the San Diego Padres. They are convenient for transportation, located only three miles from San Diego International Airport and less than one mile from the Amtrak Station.



# Who attends?

Obesity 2010, the 28th Annual Scientific Meeting of The Obesity Society is the largest conference in North America focusing on obesity research, prevention, treatment, and management. Scientists, clinicians, industry leaders and policy shapers from around the world attend this conference to hear the most renowned leaders in the obesity field present cutting-edge research. More than 2,500 attendees are expected to gather at the San Diego Convention Center, October 8-12, 2010 for the most comprehensive, obesity-related program of the year.



## Attendee Demographics

Scientist 52%

Clinical/Care Provider 27%

Industry 14%

Educator 8%

PhD 40%

MD 30%

Registered dietitian 7%

Nurse, pharmacist,  
other healthcare professional 13%

### Based on the breakdown of area of specialties among the physicians

Endocrinology 14%

Internal medicine 10%

Psychology/psychiatry 9%

Pediatrics 8%

Bariatric surgery 7%

Family practice 4%

Bariatric medicine 3%

Other specialties

*OB/GYN, general medicine, general surgery (no % assigned)*

### Level of attendees

Senior-level professionals in their respective areas  
*(research or practice)*



## THE OBESITY SOCIETY

The Obesity Society is the leading scientific society dedicated to the study of obesity. The Obesity Society is an interdisciplinary society whose purpose is to promote research, education, and advocacy to better understand, prevent and treat obesity and improve the lives of those affected. Since 1982, The Obesity Society has been committed to improving the lives of those with obesity, nurturing careers of obesity scientists and practitioners, and promoting the interdisciplinary nature of obesity research and education.

**For more information, visit [www.obesity.org/obesity2010](http://www.obesity.org/obesity2010)**