

# 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.