

Budget Now For Maximized 2018 Engagement

Invest your marketing dollars in opportunities that deliver attendee interaction! A wide range of sponsorships have been developed to meet your company's needs. Indicate which sponsorships you have interest in, and Eric Otero will contact you after ObesityWeek 2017 to discuss your participation at ObesityWeek 2018.

Please note: opportunities are offered on a first-come, first-served basis.

Company Name: _____

Contact: _____

Telephone: _____ Email: _____

Support Levels

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

Conference Advertising

- | | |
|---|----------|
| <input type="checkbox"/> Hotel Keycards | \$22,000 |
| <input type="checkbox"/> At-A-Glance | \$12,000 |
| <input type="checkbox"/> Mobile App | \$12,000 |
| <input type="checkbox"/> Direct Access Handout | \$10,000 |
| <input type="checkbox"/> Omni Hotel Lobby Logo | \$10,000 |
| <input type="checkbox"/> Hotel Room Drops | \$9,000 |
| <input type="checkbox"/> NEW! Music City Center Coffee Sleeves | \$6,500 |
| <input type="checkbox"/> Mobile App Banner Ad | \$3,000 |
| <input type="checkbox"/> Virtual Event Bag | \$3,000 |
| <input type="checkbox"/> OW Push Notifications | \$2,000 |
| <input type="checkbox"/> OW Enhanced Listing | \$1,000 |
| <input type="checkbox"/> OW Newsletter | Varies |

Attendee Engagement

- | | |
|---|----------|
| <input type="checkbox"/> Relaxation Station | \$20,000 |
| <input type="checkbox"/> Exhibit Hall Luncheon | \$10,000 |
| <input type="checkbox"/> NEW! Professional Head Shots | \$10,000 |
| <input type="checkbox"/> NEW! Country Music Hall of Fame | \$10,000 |
| <input type="checkbox"/> AM/PM Refreshment Breaks | \$7,500 |
| <input type="checkbox"/> Hydration Stations | \$6,500 |
| <input type="checkbox"/> Enhanced Opportunity | \$1,500 |
| <input type="checkbox"/> NEW! Strolling Cowboy | \$6,000 |
| <input type="checkbox"/> NEW! Lunch Date | \$5,500 |
| <input type="checkbox"/> NEW! Product Displays | \$5,000 |
| <input type="checkbox"/> NEW! Executive Board Room | \$4,000 |

Music City Center Branding

- | | |
|--|-------------------|
| <input type="checkbox"/> Escalator Banner Level 3 to 3m | \$32,000 |
| <input type="checkbox"/> Grand Lobby Level 3 Banner (Brio) | \$32,000 |
| <input type="checkbox"/> Grand Lobby Level 3 Banner (Sonatina) | \$32,000 |
| <input type="checkbox"/> Escalator Banner Level 3m to 4 | \$25,000 |
| <input type="checkbox"/> Exhibit Hall Concourse Level 2 Window Banner (Ensemble) | \$17,000 |
| <input type="checkbox"/> Show Manager's Office Window Clings | \$15,000 |
| <input type="checkbox"/> Exhibit Hall Level 3 Floor Clings | \$14,000/\$10,000 |
| <input type="checkbox"/> Digital Billboard (Exhibit Halls B, C, D) | \$10,500 |
| <input type="checkbox"/> Column Wraps | \$9,500 |
| <input type="checkbox"/> Digital Billboard (Exhibit Hall A) | \$8,500 |
| <input type="checkbox"/> Level 3 F&B Table Rounds Clings | \$8,000 |
| <input type="checkbox"/> Exhibit Hall Concourse Level Wall Banner (Concerto) | \$8,000 |
| <input type="checkbox"/> Level 3 Elevator Branding | \$5,500 |
| <input type="checkbox"/> Level 3 Power Stations | \$5,500 |
| <input type="checkbox"/> Exhibit Hall LCD 65" Screens | \$4,500 |
| <input type="checkbox"/> Exhibit Floor Graphics | \$2,500 |

For more information, contact:

Eric Otero
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 Office: 856-302-0894
 Cell: 856-426-8597

Support Levels

Companies may purchase any of the level sponsorships listed below, or they may purchase a combination of a la carte sponsorship items that elevate their company to the Platinum, Gold, Silver or Bronze level of sponsorship.

| | Platinum \$100,000+ | Gold \$75,000+ | Silver \$50,000+ | Bronze \$25,000+ | \$24,999 & below |
|---|------------------------|-------------------|---------------------|---------------------|---------------------|
| Complimentary use of OW 2018 pre-registration list through ObesityWeek approved vendor for email or mailings | 3X | 1X | 1X | 1X | |
| Complimentary use of OW 2018 post-registration list through ObesityWeek approved vendor for email or mailings | 2X | 1X | 1X | 1X | |
| Complimentary breakfast corporate-sponsored symposia at OW 2018 | 1 | | | | |
| Complimentary refreshment break at OW 2018 | 1 | | | | |
| Complimentary full conference registrations | 5 | 4 | 3 | 1 | |
| Complimentary promotional marketing piece in the OW 2018 virtual bag | 2 | 1 | 1 | 1 | |
| Priority points towards 2019 exhibitor space selection | 10 | 7 | 5 | 3 | |
| Meeting room available for company press conference at OW 2018 | ✓ | | | | |
| Sponsor recognition on OW 2018 website with link to your site | ✓ | ✓ | ✓ | ✓ | ✓ |
| Sponsor recognition in the final program hosted in the mobile app | ✓ | ✓ | ✓ | ✓ | ✓ |
| Sponsor recognition on prominent onsite signage | ✓ | ✓ | ✓ | ✓ | ✓ |
| Sponsor recognition sign for display in your exhibit booth | ✓ | ✓ | ✓ | ✓ | ✓ |
| Sponsor ribbons for booth staff | ✓ | ✓ | ✓ | ✓ | ✓ |

Conference Advertising

Mobile App Opportunities—The Growing Way to Reach Attendees

95% of ObesityWeek attendees use the app!

Mobile App – \$12,000

Welcome attendees as the sponsor of the ObesityWeek 2018 Mobile App! As the exclusive sponsor of the mobile app, your company logo will be displayed on the opening splash screen (for 2 seconds) before the mobile app opens. This sponsorship also includes a rotating banner ad at the top of the screen, as well as your company name highlighted in the exhibitor listing and exhibitor map. The homepage will include a button that clicks directly to your site (or URL of choice). The sponsor's name will also be recognized in onsite signage and advance marketing promoting usage of the app.

Mobile App Banner Ad – \$3,000

Put your company message in a banner ad at the top of the ObesityWeek 2018 Mobile App screen. Your banner ad can link to your url or a special message for ObesityWeek attendees. Ads rotate at the top of the app Dashboard Page and can include logos*.

Virtual Event Bag – \$3,000 each

Place your company's messaging in the Virtual Event Bag inside of the ObesityWeek 2018 Mobile App! Connect with attendees before, during, and after the conference. The Virtual Event Bag is integrated across platforms and devices and will allow you to upload links to a video as well as web and PDF content to increase booth traffic. Sponsors will receive detailed analytics.

OW Push Notifications – \$2,000

(Per notification, one per company per day)

Push notifications deliver your messaging right to attendees' home screens. Push notifications are proven, proactive ways to drive engagement and your brand. Use the ObesityWeek push notifications as an opportunity to get attendees to your booth, special events, or alert attendees to your company.

OW Enhanced Listing – \$1,000

Include your company name and PDF handouts on the exhibitor detail page of the ObesityWeek 2018 Mobile App.

*Except where prohibited by ACCME rules.



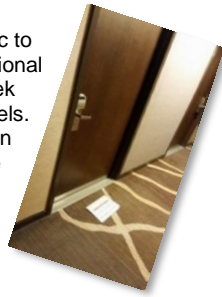
Conference Advertising

Hotel Keycards – \$22,000

Welcome guests to Nashville by sponsoring the hotel room keycards. Cards will be given to hotel guests at check-in and used to access their rooms throughout their stay. Your custom artwork will be printed on each card (*artwork must incorporate ObesityWeek 2018 name and is subject to final approval by ObesityWeek*). Your sponsorship includes keycards at the Omni, Renaissance, and JW Marriott.

Hotel Room Drops – \$9,000

Extend your marketing reach and drive traffic to your exhibit booth by delivering your promotional literature directly to the doors of ObesityWeek attendees staying at ObesityWeek 2018 hotels. Customized limited opportunities available on Monday, Tuesday, or Wednesday. Available hotels include the Omni, Renaissance, or JW Marriott.



At-A-Glance – \$12,000

This is the **only official printed piece** at ObesityWeek 2018. The At-A-Glance Schedule will be handed out to each attendee at registration and will be used daily by nearly 4,000 conference attendees, benefits include:

- Your company's exclusive full-page, 4/color ad on the schedule back cover*

* Must comply with ACCME rules.

Direct Access Handout – \$10,000

Give attendees your material right at the entrance of the Exhibit Hall. This cost would include one of the two Exhibit Hall entrances (noted on the floorplan), and one preferred time slot for two of your company staff members. Multiple opportunities available.

Omni Hotel Lobby Logo – \$10,000

Project your logo on the main entrance floor of the Omni Hotel lobby November 12 – November 15, 2018.

NEW! Music City Center Coffee Sleeves - \$6,500

ObesityWeek will print coffee sleeves with your logo to be given out in the coffee shop in the food court of Music City Center. Sleeves will be available for attendees to place on their coffee cups.



OW Newsletter – Prices Vary

Each month leading up to, and each day of the conference, attendees receive the web-based ObesityWeek Newsletter, which is distributed to more than 20,000 scientists, clinicians, and surgeons. This is perfect to help drive attendees to your exhibit booth. View the website: <http://mk.multibriefs.com/MediaKit/Pricing/tos2> to find more details on advertising options and rates, or contact Geoffrey Forneret at Gforneret@multibriefs.com.

Attendee Engagement

NEW! Country Music Hall of Fame - \$10,000

Drive attendees to your booth by distributing tickets for the Country Music Hall of Fame that is directly across the street! Sponsors will receive a virtual bag insert and a push notification directing attendees to their booth. This exclusive opportunity includes a limited number of tickets.

NEW! Professional Head Shots - \$10,000

Sponsorship will include the opportunity for the sponsor to have one company representative check everyone in to get their professional shot done by a photographer, or they could also schedule appointments in their booth.

NEW! Strolling Cowboy - \$6,000

This new opportunity will be sure to create buzz and excitement during the lunch breaks in the Exhibit Hall, strolling with guitar and company/logo and booth number. Your strolling cowboy will walk the Exhibit Hall and direct attendees to your booth.

Available Days:

Tuesday, November 13: 12:00 – 1:30 pm

Wednesday, November 14: 12:00 – 1:30 pm

Thursday, November 15: 12:00 – 1:30 pm

NEW! Lunch Date - \$5,500

Reserve your seat! Sponsors can set aside three tables in the Exhibit Hall close to their exhibit space to engage up to 30 invited attendees. Show management will handle invitations based on your criteria. Attendees will RSVP to your contact person. Sponsors will spend time networking with attendees, conducting product demonstrations, or distributing samples.

NEW! Product Displays (3 Available) - \$5,000

Put the spotlight on your product! Displayed in the high-traffic registration area outside of the Exhibit Hall, with company name, logo, or booth number.

NEW! Executive Board Room - \$4,000 per day

Meet your clients in style! Furnished board room is available for rent Monday, Tuesday, Wednesday, and Thursday.

Attendee Engagement

Relaxation Station – \$20,000

A real feel-good sponsorship that builds brand value and creates positive feelings with your company. You'll generate booth traffic and create outstanding visibility by sponsoring the ObesityWeek 2018 Massage Station, located in a high-traffic area of the Exhibit Hall. You can choose to have attendees stop by your booth to pick up a coupon for a free massage, or you can make the lounge open to everyone!

Exhibit Hall Luncheon – \$10,000

Place your branding on napkins and signage during the complimentary buffet lunch each day in the Exhibit Hall. Table tent cards with your company name will be placed on a limited number of tables in the Exhibit Hall. Space will also be available for your company's literature and verbal acknowledgement of your sponsorship will also be announced over the PA system in the Exhibit Hall.

AM/PM Refreshment Breaks – \$7,500 per break

Satisfy attendees thirst! As attendees re-group, in between educational sessions and other conference events, be sure to help them re-energize with refreshments. Imprinted napkins, table tent cards, and full-color recognition signage will further elevate your brand.

Hydration Stations – \$6,500

A chance for terrific exposure with a fully branded unit that includes the company name, logo, and booth location. Hydration stations will be positioned throughout the Exhibit Hall.



Enhanced Opportunity – \$1,500

Enhance this opportunity by providing your own branded reusable water bottle (plus cost of water bottles and any other service fees).

Music City Center Branding

Digital Opportunities

Billboard (Exhibit Hall A) – \$8,500

Dimensions: 1080 x 1920 pixels 96 dpi
File types: .png, .jpeg for .mp4

Billboard (Exhibit Halls B, C, D) – \$10,500

Dimensions: 576 x 1152 pixels 96 dpi
File types: .png, .jpeg for .mp4

LCD 65" Screens – \$4,500 per package

Package of 3. Three packages available.

Music City Center Branding

Brand and Deliver!

Banners and digital banners deliver the branding industry wants, and provide the recognition attendees respond to.

Escalator Banners – \$32,000/\$25,000

Be the first logo they see. 2 opportunities available.

- Escalators from 3 to 3M - \$32,000
- Escalators from 3M to 4 - \$25,000

Grand Lobby Level 3 Banner (Brio) – \$32,000

Your double-sided 25'x35 banner will be visible from inside and outside of the convention center in the pre-function area of the Grand Lobby.

Grand Lobby Level 3 Banner (Sonatina) – \$32,000

35x25 double-sided Grand Lobby banner above the escalators.

Exhibit Hall Concourse Level 3 Window Banner Facing Exhibit Hall B, C, D (Ensemble) – \$17,000 Each

Buy all 3 for one large banner or purchase individually.

- \$17,000 – price per each 25x18 banner (double sided)

Show Manager's Office Window Clings – \$15,000

As attendees look up from the Exhibit Hall your message is prominently displayed. Three opportunities are available.

Exhibit Hall Level 3 Floor Clings – \$14,000/\$10,000

- At the top of the escalators on level 3 - \$10,000
- From Exhibit Hall entrance (inside) to sponsors booth - \$14,000
- In front of Main Exhibit Hall doors - \$10,000

Column Wraps – \$9,500 (each)

There are approximately 11 opportunities available right outside of the Exhibit Hall.

Exhibit Hall Concourse Level Wall Banner (Concerto) – \$8,000

Your 25x10 single-sided banner is like a symphony outside of Exhibit Hall A.

Level 3 F&B Table Rounds Clings – \$8,000

Clings on the 27 F&B tables in the alcove on level 3.

Level 3 Elevator Branding – \$5,500

Two separate areas. Also includes floor graphics in front of each door. These would be in front of the Exhibit Hall (near the escalators) and on the Omni side of the Convention Center.

Level 3 Power Stations – \$5,500

Sponsor 2 (of 4) power stations on level 3 in CME compliant area. Up to two sponsors.

Exhibitor Floor Graphics – \$2,500

Place a 9x5 floor graphic in front of your booth.