The American Society of Metabolic and Bariatric Surgery and The Obesity Society present ObesityWeek 2019, where industry and the medical and scientific community connect to share solutions, advance treatment, and provide for the care and health maintenance of the adults and children impacted by obesity.

ObesityWeek is the largest conference of its kind in the world, providing an unmatched multi-track schedule with:

- An interactive Exhibit Hall
- Pre-conference courses
- Oral abstract and poster presentations
- Interdisciplinary research, education sessions and policy programming
- Hands-on skills labs
- Keynote speakers
- Industry-sponsored symposia
- And much more!

Join us in Las Vegas at Mandalay Bay with over 4,000 obesity professionals. Secure your booth today!

Contact me to discuss your exhibit and sponsorship goals:

Merle Zappan
Exhibit and Sponsorships
856-302-0884

Comments from previous OW exhibitors:

“This was my first year as an exhibitor at Obesity Week. The support I received leading up to it was great and the traffic flow during the event was fantastic. I had pre-set goals I was hoping to meet over the course of the event but I met them on day 1! Day 2 and 3 were a bonus!”

~Rose Archer, Founder
True You Food

“This is the best orchestrated event. Lunch in the exhibit hall brings people in to visit with the exhibitors.”

~ Paul Bagley, Manager
Pharmics
ObesityWeek caters to a wealth of occupations and specialties surrounding obesity research, treatment, and prevention. Among our attendees you’ll find researchers, policy makers, physicians, surgeons, and other healthcare providers with an interest in adult and childhood obesity.

Demographics

Attendee Professions*

84% of attendees are domestic

OW18 Domestic Attendee Heat Map*

* All data is self-reported and compiled from final registration at ObesityWeek 2018
Demographics

16% of attendees are international.

OW18 International Attendee Heat Map

*All data is self-reported and compiled from final registration at ObesityWeek 2018.
More than 33% of American Adults are Obese\(^1\)

*This rate has tripled from 1960*\(^2\)

More than 17% of American Children Are Obese\(^3\)

*Nearly 13 million children and adolescents are affected*\(^4\)

1.9 Billion

Adults Worldwide\(^5\)

41 Million

Children Worldwide\(^6\)

21% of annual medical spending in the United States is on obesity-related illness\(^7\)

$200 Billion

Annual health costs related to obesity in the U.S.\(^8\)

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1. [https://asmbs.org/resources/obesity-in-america](https://asmbs.org/resources/obesity-in-america)
2. [https://asmbs.org/resources/obesity-in-america](https://asmbs.org/resources/obesity-in-america)
4. [https://www.cdc.gov/obesity/data/childhood.html](https://www.cdc.gov/obesity/data/childhood.html)
The Exhibit Hall: Showcasing Industry

In the exhibit hall, exhibitors and attendees engage in conversations and product demonstrations focused on the latest technology, services, and solutions in the obesity industry. Connect with a diverse representation of specialties seeking a wide-range of services and solutions.

Bariatric Surgery
- Bariatric Nutrition
- Insurance/Finance
- Imaging Devices & Equipment
- Medical Devices & Instruments
- Medical Supplies
- Patient Services
- Robotic Equipment
- Software
- Surgical Equipment and Instruments
- Wound Care

Clinical Treatment
- Advocacy & Education
- Body Fat Analyzers
- Consulting and Program Development
- Dietary Products
- Exercise Equipment & Programs
- Family Programs/Educational Services
- Healthcare Products & Furniture
- Insulin
- Metabolic Testing Systems
- Nutrition
- Patient Assessment Testing
- Patient Tracking Software
- Pharmaceuticals
- Practice Management
- Wearables
- Weight Management Programs

Research/Labs
- Animal Models
- Clinical Research
- Genetic Testing
- Lab Equipment
- Laboratory Research Products
- Market Research
- Publishers
- Software & Services

And more!

15+ exhibition hours

140+ exhibitors

View the ObesityWeek 2018 exhibitor list and see if your competition participates!
Advancing the Profession

Include representation from your entire corporate structure in your sales and marketing strategy to ensure you reach the entire scope of obesity prevention and treatment. Engage professionals seeking solutions and tools to improve patient care, foster collaborative discussions that transcend into long-lasting partnerships, and receive immediate feedback from the professionals who use your products daily.

Sales Teams Will:
• Engage with over 4,000 obesity professionals
• Generate new leads and sales
• Strengthen relationships with current clients

Brand Teams Will:
• Drive interest and visibility
• Re-energize your brand
• Increase brand awareness

Marketing Teams Will:
• Launch new product lines
• Receive immediate feedback on current lines or pipeline products
• Conduct live demonstrations and hands-on presentations

Executive Management Will:
• Meet with key clients and industry partners
• Conduct business intelligence on mergers, acquisitions, and investments
• Build on business opportunities

Contact Merle Zappan at 856-302-0884 to discuss your exhibiting objectives and to create unique sponsorship packages.
Exhibit Dates, Times, and Costs

**Exhibit Dates and Hours:**

**Monday November 4:** 7:00 pm - 9:00 pm  
*NEW!* Opening Reception

**Tuesday, November 5:** 9:30 am – 4:00 pm  
Coffee Breaks in the Exhibit Hall: 9:30 am – 10:15 am & 3:00 pm – 3:45 pm  
Lunch in the Exhibit Hall: 12:00 pm – 1:30 pm

**Wednesday, November 6:** 9:30 am – 4:00 pm  
Coffee Breaks in the Exhibit Hall: 9:45 am – 10:30 am & 3:00 pm – 3:45 pm  
Lunch in the Exhibit Hall: 12:00 pm – 1:30 pm

**Thursday, November 7:** 9:30 am – 1:30 pm  
Coffee Break in Exhibit Hall: 9:30 am – 10:30 am  
Lunch in the Exhibit Hall: 12:00 pm – 1:30 pm  
*Times Subject to Change*

**Booth Space Fee:**  
- Inline: $3,400 per 10’ x 10’  
- Corner: $3,600 per 10’ x 10’  
- Island: $36.00 per sq. ft.  
- Nonprofit: $900 per 10’ x 10’ *(must provide 501(c) form)*

**Corporate Member Discount:**  
ASMBS Corporate Council members and TOS Corporate Advisory Council members receive a 10% discount on booth exhibiting fees*. Visit asmbs.org or obesity.org for additional benefits of membership and more information on joining these two groups.  
*2019 corporate membership dues must be paid in full prior to receiving the 10% discount.

**Booth Assignments:**  
All new exhibitors will be assigned booths on a first-come, first-served basis.  
[Click here](#) to review the floorplan.

**Exhibit Hall Business Suites:**  
A Business Suite is perfect for holding small staff meetings, meeting privately with potential clients, conducting investigator meetings, or hosting hospitality events and one-on-one product demonstrations.  
Business Suite Fee: $6,000 per 10’ x 10’ suite
Exhibitor Benefits

Included with Each 10’ x 10’ Booth:
• 8’ tall back draping.
• 3’ tall side draping.
• 7” x 44” identification sign with company name and booth number.
• Company listing and 35-word description with an interactive map in OW 2019 Mobile App.
• Three complimentary Exhibit Hall Only badges per 100 sq. ft. booth.
• Two complimentary full-conference registration badges per 100 sq. ft. booth.
• Complimentary pre and post attendee list (upon request) that only includes contact name, title, company, city/state/country in a pdf format of those attendees who “opted-in”.
• Lunches and breaks served in the exhibit hall.
• Traffic drivers that include the ASMBS theater, electronic posters and TOS posters.

“...The traffic patterns for this show were excellent. Loved that you did meals in the exhibit hall. That created a steady flow through mid-day.”
~ DIEM Labs

Contact Merle Zappan at 856-302-0884 to learn more about the benefits of exhibiting.
1. Exhibitor Policy
ObesityWeek, LLC, (“OW”) retains the right to refuse space to an exhibitor, sponsor or advertiser if the vendor or its product(s) or service(s) are not consistent with the mission of ObesityWeek or its member societies to safely treat or prevent obesity and prevent weight-related bias. The basis for refusal to exhibit said product(s) or service(s) for human use includes health or structure/function claims that are not approved by the appropriate federal agency, or any efficacy claims that are not supported by peer-reviewed publications. Upon request, exhibitors must provide proof of compliance with the above.

2. Non-Endorsement Policy
Neither OW, nor its member societies, ASMBS and TOS (“Member Societies”), shall endorse the product(s) or service(s) exhibited at ObesityWeek. Vendors are prohibited from making claims of endorsement, or implied endorsement, by OW or its Member Societies, regarding their product(s) or service(s). Vendors may not use the names or logos of OW or its Member Societies in advertisements or other promotional materials without expressed written permission from one of the above named.

3. Review Policy
Any exhibit, sponsorship or advertising application submitted by a company or organization shall be sent to the ObesityWeek Exhibitor Review Committee (“Review Committee”) for consideration. The Review Committee is composed of an equal number (3) of members from each of the Member Societies.

Each member of the Review Committee shall examine the exhibitor and its product(s) or service(s), and will be asked to respond within two (2) business days with his/her recommendations to approve or deny (with an explanation) an applicant’s request—or to request additional information, if appropriate.

- A majority agreement is required for approval.
- Any application not approved by the Review Committee will be escalated to the ObesityWeek Board of Directors (“Board”). The Board will deliberate and author a final decision, which may override the decision of the Review Committee.
- New exhibitors, sponsors and advertisers shall be informed of any decision on their applications.

Returning exhibitors may, at the discretion of the Review Committee, be reappraised. Reasons for such a reappraisal may include (but are not limited to):

- Engagement in new business activities;
- Promotion of (or plans to promote) new product(s) or service(s) that may be inconsistent with current OW policies contained herein.

Please [click here](#) to view the full exhibitor rules and regulations found on the back of the exhibitor application.

People-First Language and Images
It’s important to use people-first language and positive images in exhibit hall materials. Attendees of this conference are strong and vocal advocates for people with the obesity, and have complained about past exhibitors that carelessly worded publicity material or used negative imagery in graphics. Please share with your marketing team that obesity is a disease, and the people who have this disease should be respected in word and image. Care with your messaging will impress potential customers in the exhibit hall.
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.

Sponsorship Levels and Benefits

Please note: Due to CME standards, commercial logos are not permitted in the educational area of conference.

*All mailings will be distributed through ObesityWeek preferred vendors. Sponsors will not receive the list directly.*

Please note: Due to CME standards, commercial logos are not permitted in the educational area of conference.

Contact Merle Zappan at 856-302-0884 to learn more about the benefits you’ll receive as a sponsor.
Conference Advertising

Mobile App Opportunities—The Growing Way to Reach Attendees

**Mobile App*** – **$12,000 SOLD OUT!**
Welcome attendees as the sponsor of the ObesityWeek 2019 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. 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 2019 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**.

Total of 5 slots available

**Attendee Pre-registrant Mailing Lists & Eblasts - **$300**
All pre-registrated lists will go through the approved vendor for ObesityWeek 2019. A Letter of Agreement will be sent along with an invoice. Click [here](#) for additional information.

*Right of first refusal.
**Except where prohibited by ACCME rules.

**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.

ObesityWeek 2018 Mobile App Stats:
- **95%** of attendees downloaded the mobile app
- **210,800+** Dashboard views
- **32,000+** Alert views
- **7,700+** Exhibitor pageviews
- **1,300+** Exhibitor bookmarks
Conference Advertising

Hotel Keycards* – Call for Pricing **SOLD OUT**!
Welcome guests to Las Vegas 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 2019 name and is subject to final approval by ObesityWeek). Your sponsorship includes keycards at Mandalay Bay.

At-A-Glance* – $12,000 **SOLD OUT**!
This is the only official printed piece at ObesityWeek 2019. 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**

Direct Access Handout – $7,000
Give attendees your material right at the entrance of the Exhibit Hall. This cost includes 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.

Hotel Room Drops – $11,000
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 Mandalay Bay. Customized limited opportunities available on Sunday, Monday, Tuesday, or Wednesday. Sponsor responsible for printing. Promotional Piece must go under door or hang on the door knob. Over 2,000 rooms are in the housing block.

Contact Merle Zappan at 856-302-0884 to customize your sponsorship package.

*Right of first refusal.
** Must comply with ACCME rules.
Engagement

**NEW!** **Professional Head Shots - $8,000**
Sponsorship will include the opportunity for the sponsor to have one company representative check in the attendees, schedule appointments via their booth space or the Professional Head Shots could be part or adjacent to your exhibit space.

**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.

**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 2019 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! The lounge could also be part of your space.

Contact [Merle Zappan](#) at 856-302-0884 to create engaging experiences.
Exhibitor Branding

NEW! Product Displays (3 Available) - $5,000
Put the spotlight on your product! Displayed in high-traffic area outside of the Exhibit Hall, with company name, logo, or booth number. Sponsor responsible for rope and stanchion (if needed) and signage. This can also be a meter board (that includes your message) or a kiosk for your samples or literature.

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. Sponsor responsible for providing napkins and/or cup sleeves.
Charging Stations –$15,000
The sponsor of the charging towers will be recognized with your logo along with a video (no sounds). Suggested locations are in the Exhibit Hall but may also be placed in foyers of educational areas, as long as ACCME rules are followed.

Digital Media Boards - $15,000
Two (2) placed in the foyer of the exhibit hall. This opportunity includes 2 Digital Media Boards that are placed in non-educational areas. Locations to be determined.
Convention Center Branding

Trio Wall – Level 1 - $25,000
This wall can be seen walking from the casino/hotel to the Convention Center. It is located closest to the Wedding Chapel and will be seen by the general public as they make their way to the food court and the aquarium. This sponsorship is for the Center Screen only. You can have a video (no sounds) or a static image. Sunday through Thursday. *This may not be an Exclusive Opportunity depending on other groups in house.

Bayside Video Wall - $25,000
Your message will appear where indicated on the picture below. This wall is located in Bayside B Foyer. The escalators from Level 1 to Level 2 are behind this wall. You can have a static image or a video (without sound) on one half of the area indicated below. *This may not be an Exclusive Opportunity depending on other groups in house.

Escalator Branding
Escalator Railing - Level 1 to Level 2 Escalators - $22,000
Branding will be placed on the center as indicated below.

Escalator Carpet Decal – Level 1 to Level 2 - $22,000
Seen by all attendees as they make their way to the exhibit hall and educational sessions. The area is on Level 1, at the bottom of the escalators.

Escalator Wall Clings - $25,000
Brand the walls of the escalator bank on level 1. This includes images on both sides.

Contact Merle Zappan at 856-302-0884 to discuss new branding opportunities.
Main Contacts

Exhibit and Sponsorship Opportunities
Merle Zappan
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Exhibitor Booth and Business Suite Assignments
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Financial and Administrative Services
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Sponsorship Fulfillment and Logistics
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General Services Contractor
Freeman
615-884-5785
FreemanNashvilleES@freemanco.com
Thank you, ObesityWeek 2018 Exhibitors and Sponsors

Acacia Pharma
Advantage Point Behavioral
Aesculap, Inc
Al Media Group
Alliteess Medical Laboratory
Allied Powers LLC
American Heart Association
Apollo Endosurgery, Inc.
Aquaficial
Aspire Bariatrics
Automated Medical Products Corp.
Bankers Healthcare Group
Bariatric Advantage
Bariatric Times
BariatricFusion LLC
BariatricPal
Bariatrx Nutrition
Bariatric
Baritrx360
Baxter Healthcare Corporation
BD
BeeWell, LLC
BIPRO USA
BirdEye
Boehringer Laboratories, LLC
Brainchild Surgical Devices LLC
BTL Industries
Cairn Diagnostics
Callion Pharma
Calposeptine
Calvin Scott Inc.
CareCredit
CareOrbit
CDx Diagnostics
Celebrate Vitamins
Cell Science Systems
Chef’s Cut Real Jerky
Cleveland Clinic
CoachCare
Commission on Dietetic Registration
Cook Medical
Conceptrx Therapeutics
COSMED USA, Inc.
Crystal Clear Digital Marketing
D’Amore Healthcare
DaVinci Laboratories of Vermont
Dr. G’s WeightLoss & Wellness
Dr. Miami
Eating Recovery Center
Echosens North America
Elsevier
Empower Pharmacy
Endo Pharmaceuticals
Erchonia Corporation
European Assoc. for the Study of Ob (EASO)
Exemplo Medical, LLC
FitForMe
FreeHold Surgical, Inc
Genetic Direction
Global Retail
Gore & Associates
gotbariatricjobs.com - ESA Medical Resources
GSquared Medical, LLC
Health Economic Advisors
Healthy Habits Medical Consultants
Ideal Protein of America
InBody
Infinity Massage Chairs
Intuitive Surgical, Inc.
Isopure
Johnson & Johnson Medical Devices
KORR Medical Technologies
KVK Tech
Kyoui Health
Lara International
Leavitt Risk Partners
Levita Magnetics
Levi
Lexion Medical
Lipedema Foundation
Livliga / Elegant Portion Control
L-Nutra
Mauna Kea Technologies
Medtronic
Mercodia
Merit Medical Endotek
Mouse Metabolic Phenotyping Centers
Nat’l Inst. of Diabetes & Digestive & Kidney Dis.
New Tri Health
Nordland at Swissray
Novo Nordisk
NuGoNutrition
Nutritional Resources, Inc.
Obalron Therapeutics
Obesinov Corporation
Obesity Action Coalition (OAC)
Obesity Canada
Obesity Medicine Association
Olympus America, Inc.
Optavia
OPTIFAST/Nestle Health Science
Orgain, Inc
Ostrim
Pacira Pharmaceuticals
PAL Technologies Ltd
Pharmics, Inc.
Premier Nutrition / Premier Protein
ProCare Health
Recordati Rare Diseases Inc
ReShape Lifesciences
Restech/Mederi-RF
Rethink Obesity
Rhythm Pharmaceuticals
R-Kane Nutritional
Robard Corporation
SBI
seca corp.
Selvas Healthcare
Sequence Health
Shire
Si03, Inc.
Spatz FGA, Inc.
Standard Bariatrics
Standard Bariatrics
STOP Obesity Alliance
Structure House
Styku
Suki AI Inc
Suture Ease
Taiyo Nippon Sanso Corporation
Tanita Corporation of America
The Parthenon Co. Inc
TOPS Club, Inc. (Take Off Pounds Sensibly)
TransEnterix, Inc.
True You Food
UNJURY Protein & OPURITY Vitamins
Virtual Health Partners
Weight Loss Surgery Foundation of America
Weight Management DPG of the Academy of Nutrition
Wellness Consultants LLC
Wiley
World Obesity Federation