



CORPORATE SPONSORSHIP OPPORTUNITIES

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Boston, Massachusetts

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For additional information, contact:
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GENERAL MEETING SPONSORSHIP OPPORTUNITIES

Benefactor

Become a Benefactor of the 2006 Annual Scientific Meeting of NAASO, The Obesity Society, and heighten awareness of your company and product(s) among the experts and thought leaders in the obesity field. Benefactor Sponsorship provides the most economical way to reach *all* of the 2,300 Annual Scientific Meeting attendees *frequently* before, during, *and* after the meeting.

Benefits:

- Sponsorship of three general sessions:
 - ❖ One Symposium
 - ❖ One Workshop/Tutorial/Debate
 - ❖ One Key Lecture
- Sponsor recognition in registration area
- Sponsor logo on attendee registration bags
- Sponsor recognition on meeting Web site
- Sponsor recognition in several issues of The Obesity Society's electronic newsletter
- Sponsor recognition in all on-site publications, including:
 - ❖ Final Program
 - ❖ Abstract Supplement
- Complimentary insert into attendee registration bag
- Complimentary use of one mailing list of:
 - ❖ Pre-registered attendees (4 – 6 weeks prior to meeting)
 - ❖ Final meeting attendee list (approximately 2,300 names)

Sponsorship Fee: \$50,000



Learning Center

This is The Obesity Society's newest educational resource, dedicated to capturing and reproducing content from education sessions at the Annual Scientific Meeting. The symposia, key lectures, tutorials, clinical workshops, and other selected activities are recorded during the meeting. After the meeting, these programs are made available online as synchronized audio/slide presentations. Access to these programs is free to all registered meeting attendees. Non-attendees can purchase yearly subscriptions to view these materials.

Attendees and subscribers have access to the recorded programs throughout the year on a 24x7 basis. In addition to capturing the content from the meeting, the Learning Center also tracks users' CME/CPE/CEU credit activity. On demand, registered users are able to retrieve their credit activity reports. They can earn additional credit by viewing the audio/slide programs and completing an online evaluation.

In its first seven months of operation, the Learning Center was visited more than 15,000 times by approximately 5,000 unique visitors, who generated over 100,000 page views. Based on the information provided on CME evaluation forms, the majority of the individuals viewing these programs for credit are physicians and registered dietitians.

Sponsorships are available for each of the four Annual Scientific Meeting tracks: Cell and Molecular Biology, Integrative Biology, Clinical Studies, and Population Studies.

Benefits:

- Sponsor will receive coupons for complimentary access to the Learning Center for distribution to customers
- Acknowledgement on The Obesity Society's Web site
- Sponsor name and logo will appear on the Learning Center Web site
- Sponsor will be recognized in on-site publications and pre-event slides

Sponsorship Fee: \$10,000 per track, \$35,000 for all tracks



EDUCATIONAL OPPORTUNITIES

Opening Session – President’s Lecture

Join President Thomas A. Wadden, PhD, during the President’s Lecture, the official opening of the Annual Scientific Meeting. This session traditionally features a lecture of importance for the entire obesity community.

Benefits:

- Company name on signage outside the Opening Session
- Acknowledgement of sponsorship during the Opening Session
- Company name in the Final Program

Sponsorship Fee: \$5,000

Program Sessions

Comprehensive, integrative presentations by internationally recognized experts on critical subjects will be given at the Annual Scientific Meeting. Choose from a variety of significant programs including Key Lectures, Symposia, Debates, Workshops, and Tutorials.

Benefits:

- Sponsor recognition will appear on the sign outside the meeting room
- Sponsor will be acknowledged on The Obesity Society’s Web site
- One time use of attendee list (the final attendee list will be available following the meeting)

Unrestricted Educational Grant: \$5,000 per session

MEETING OPPORTUNITIES

Conference Pads/Pens

Put your company's logo in front of every attendee! This marketing opportunity allows you to produce pads and pens for use during the meeting. Pads and pens will be distributed in the registration tote bags given to all attendees.

Benefits:

- Sponsor recognition in on-site publications
- Sponsor recognition on meeting Web site
- Sponsor must supply the pads and pens at direct cost to sponsor (The Obesity Society approves the design)

Sponsorship Fee: \$5,000

Cyber Center

Your sponsorship will be in high demand as leading clinicians, educators and policymakers seek to stay in touch while in Boston. The Cyber Center will be located in a prime public area in the Convention Center. This will be a frequent stop for attendees and high visibility for your company!

Benefits:

- Sponsor recognition on sign in Cyber Center area and session area
- Sponsor recognition in on-site publications
- Sponsor recognition on meeting Web site
- Sponsor recognition screensaver at each of 10 terminals (sponsor provides screensaver, approved by The Obesity Society)

Sponsorship Fee: \$20,000



Registration Tote Bags

The sponsor for the registration totes will be ensured 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. This is an excellent marketing opportunity.

Benefits:

- Company name and logo printed on the registration totes
- Complimentary tote bag insert (must have prior approval by The Obesity Society)
- Sponsor recognition in on-site publications
- Sponsor recognition on the meeting Web site

Sponsorship Fee: \$20,000

Registration Badge/Lanyards

Registered attendees will 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.

Sponsorship Fee: \$10,000



Refreshment Breaks

Refreshment breaks provide an opportunity for attendees to relax and network between sessions. Sponsors of refreshment breaks receive maximum company exposure in high-density areas. The sponsoring company will have the option to provide personalized cups and napkins. Signs with the company name/logo will be displayed at each beverage station. There are several mornings and afternoons available.

Benefits:

- Sponsor recognition on sign displayed at each beverage station
- Sponsor recognition in on-site publications
- Sponsor recognition on meeting Web site
- Opportunity to provide promotional items such as cups, napkins, etc. (The Obesity Society must approve size and design; products are supplied and shipped to event by sponsor)

Sponsorship Fee: \$5,000 each

Final Program

By sponsoring the Final Program, your company name/logo will be in the hands of more than 2,300 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 wants and needs to know about the 2006 Annual Scientific Meeting can be found in the Final Program.

Benefits:

- Company full page 4-color advertisement on program back cover
- Sponsor logo and recognition on program front cover
- One time use of pre-registration attendee list
- Final attendee list for post-conference marketing

Sponsorship Fee: \$15,000





Media Room

The 2006 meeting 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, fax machines, and catering throughout the week.

Benefits:

- Sponsor logo and recognition on the event Web site, on media room signage, and in printed materials
- Opportunity to provide literature for display and distribution in the Media Room (The Obesity Society must approve all materials; products are supplied and shipped to the event by sponsor)
- Final attendee list for post-conference marketing (including media contacts)

Sponsorship Fee: \$10,000

EVENTS

Opening Reception, Friday, October 20

Welcome all attendees at The Obesity Society's opening night event! This event will take place on the exhibit floor, allowing 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.

Benefits:

- Sponsor recognition in on-site publications
- Sponsor recognition on event signage and at every food station/bar
- Gold level sponsor can provide cocktail napkins with logo

Event Sponsorship: Multiple opportunities available – choose from:

- \$20,000 (Gold)
- \$15,000 (Silver)
- \$10,000 (Bronze)



The Obesity Society Gala, Sunday, October 22

Celebrate The Obesity Society and enjoy an evening of food and entertainment! This event can be sponsored as separate packages or as an exclusive opportunity for your company. The event will include a cocktail hour with hosted bar (tickets) for one hour, followed by the main event featuring great food and entertainment.

Benefits:

- Sponsor recognition on sign at event
- Sponsor recognition in on-site publications
- Sponsor logo on tickets
- Sponsor recognition on tent cards at each table
- Gold level sponsor can provide cocktail napkins with logo
- Each level of sponsorship includes complimentary Gala seating:
 - ❖ Gold: 3 tables
 - ❖ Silver: 2 tables
 - ❖ Bronze: 1 table

Event Sponsorship: Multiple opportunities available – choose from:

- \$20,000 (Gold)
- \$15,000 (Silver)
- \$10,000 (Bronze)



Special Interest Group Meetings and Luncheons

Support insightful dialogues and important networking functions at one of several events. A number of Special Interest Group functions are scheduled during the Annual Scientific Meeting. Call for a listing of Special Interest Groups and sponsor a meeting that corresponds with your company's mission.

Benefits:

- Sponsor recognition during remarks at event
- Sponsor recognition on event sign
- Sponsor recognition in on-site publication
- Opportunity for sponsor to distribute a gift or piece of literature at each seat (pending The Obesity Society's approval)
- Sponsor recognition on meeting Web site

Sponsorship Fee: \$5,000 per meeting/luncheon

Please call for a listing of Special Interest Group Functions.

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