

EXHIBITOR PROSPECTUS

Who attends?

NAASO's Annual Meeting is the largest conference in North America focusing on obesity research, 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 2,200 attendees will gather at Hynes Convention Center in Boston, Massachusetts, October 20–24, 2006 for the most comprehensive, obesity-related program of the year.

Why exhibit?

The 2006 NAASO Annual Scientific Meeting 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.

Journal Advertising

Place your company's message in the *Obesity Research* Program Abstract Supplement. Mailed prior to the meeting to all *Obesity Research* subscribers, the Program Abstract Supplement is also distributed to each and every Annual Meeting attendee upon registration. The *Obesity Research* Program Abstract Supplement is read, re-read, and referenced throughout the year by attendees, subscribers, researchers, media outlets, and other health care professionals providing an exceptional vehicle for your ad message.

Contact the NAASO office to learn about more sponsorship opportunities, benefits, pricing and to reserve your booth space:

GENERAL MEETING INFORMATION: Stacey Malmgren, staceym@naaso.org

EXHIBITS: Tricia Cavallo, tricia@pacevent.com

CORPORATE SPONSORED SYMPOSIA/CORPORATE SPONSORSHIP: Tricia Cavallo, tricia@pacevent.com

AFFILIATE FUNCTIONS: Tricia Cavallo, tricia@pacevent.com

ADVERTISING: Michele Taussig, michelet@naaso.org

CONTINUING MEDICAL EDUCATION: Robert Eckrich, roberte@naaso.org

MEMBERSHIP: Ana Escobar, anae@naaso.org

About NAASO

NAASO, The Obesity Society is the leading scientific society dedicated to the study of obesity. NAASO 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 NAASO 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.naaso.org/annualmeeting06

NAASO 2006
THE OBESITY SOCIETY ★
annual scientific meeting

October 20–24, 2006
Hynes Convention Center
Boston, Massachusetts

Reach the
thought leaders and
decision makers in
the obesity field.



8630 FENTON STREET, SUITE 918 SILVER SPRING, MARYLAND 20910 USA
301.563.6526 T 301.563.6595 F WWW.NAASO.ORG



Booth Pricing:

\$2,300 per 10'x10' unit
Special pricing available for not-for-profit exhibitors. Please call for details.

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.

Exhibit Hours (tentative)

Friday, October 20	7:30 pm–8:30 pm (Opening Reception)
Saturday, October 21	12:45 pm–6:30 pm
Sunday, October 22	12:45 pm–6:30 pm
Monday, October 23	9:45 am–2:45 pm

Exhibit Move-in and Dismantle

MOVE IN:	Thursday, October 19	8:00 am–5:00 pm
	Friday, October 20	8:00 am–5:00 pm
DISMANTLE:	Monday, October 23	2:45 pm–8:00 pm

Welcome to Boston

Colonial charm meets urban elegance in one of America's oldest cities. Boston is the hub of American history, offering distinctive and diverse neighborhoods, and world-class cultural and entertainment options. NAASO Annual Meeting attendees are eager to see the sights of the American Revolution from Paul Revere's house, the Boston Tea Party Ship, and Old North Church, to the ever-popular Freedom Trail. NAASO is sure to attract a dynamic gathering of annual meeting attendees in Boston.

Sponsorship Opportunities

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

General Meeting Sponsorship

BENEFACTOR: Become a Benefactor of the 2006 NAASO Annual Scientific Meeting 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 2,200 NAASO Annual Meeting attendees frequently before, during, and after the meeting.

Educational Sponsorship

OPENING SESSION, PRESIDENT'S LECTURE: The official opening of the NAASO Annual Scientific Meeting features a lecture of importance for the entire obesity community. Attendance is extensive at this "kick-off" session.

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

CORPORATE SPONSORED SYMPOSIA: These programs are planned and conducted by the corporate community in conjunction with the NAASO Annual 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.

Meeting Sponsorship

LEARNING CENTER: Selected NAASO Annual Meeting Symposia, Lectures, Tutorials, and Workshops are available online and FREE to all registered Conference attendees. Registered users can access all material online throughout the year, relive meeting highlights, AND receive additional CME credits. Sponsorships are available for each of the four Annual Meeting Tracks.

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 2,200 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 the 2006 NAASO Annual Scientific Meeting.

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 the Annual Meeting. The Cyber Center is conveniently located and a frequent stop for attendees.

REFRESHMENT BREAKS: Sponsors receive maximum company exposure in high-density areas. Attendees gather between sessions for a refreshment break several times throughout the day.

Event Sponsorship

OPENING RECEPTION: Welcome all attendees at NAASO'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.

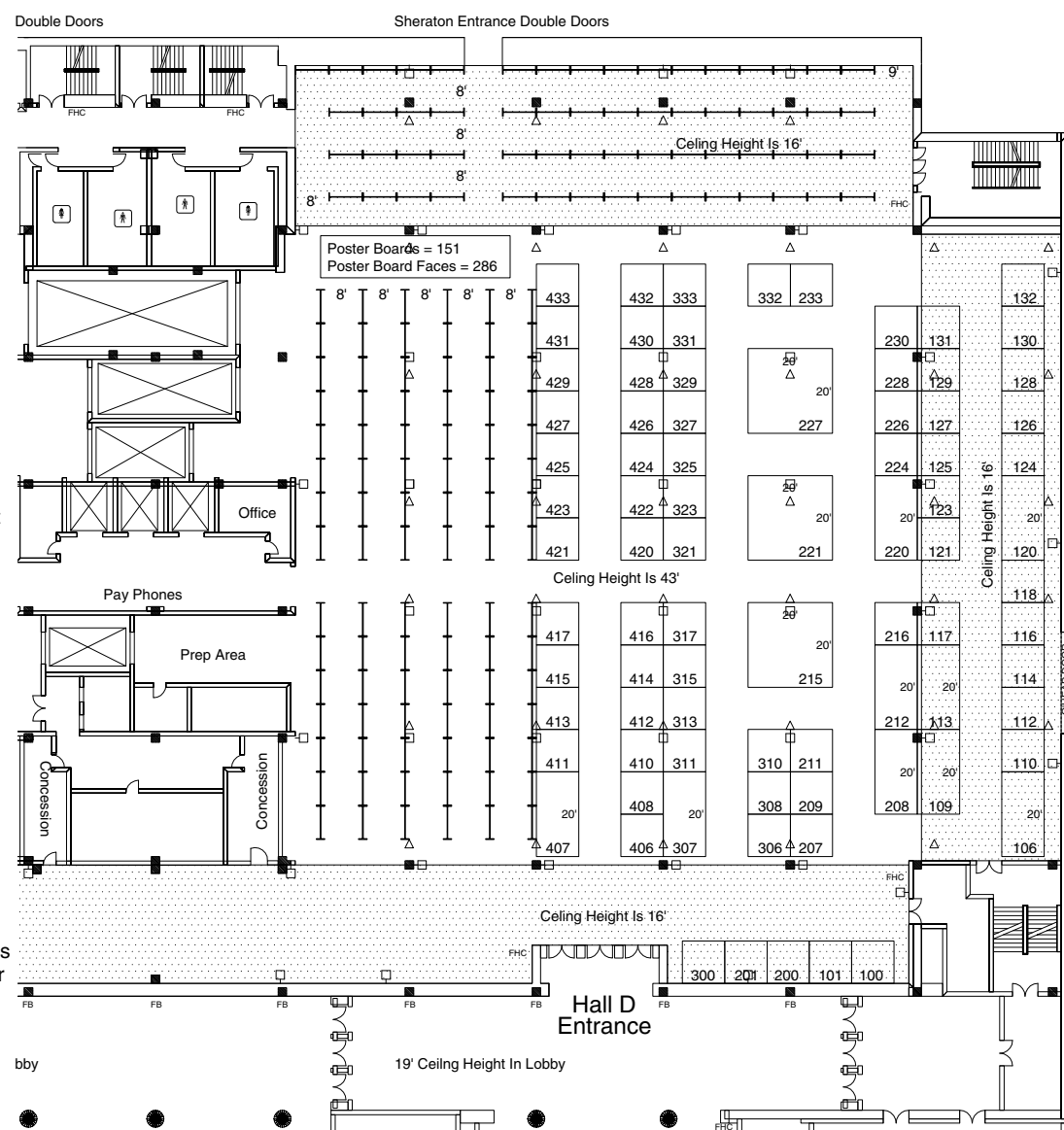
NAASO GALA: Celebrate NAASO and enjoy an evening of food and entertainment! This event can be sponsored as separate packages or as an exclusive opportunity for your company. The Gala includes a cocktail hour with hosted bar (tickets) for one hour, followed by the main event featuring great food and entertainment.

NAASO AT NIGHT: Special entertainment events are planned throughout the Annual Meeting to take full advantage of networking, socializing, and relaxing.

SPECIAL INTEREST SECTION MEETING/LUNCHEONS: Support insightful dialogues and important networking functions at one of several events. A number of NAASO Special Interest Section (SIS) functions are scheduled during the Annual Meeting. Call for a listing of Special Interest Sections and sponsor a meeting that corresponds with your company's mission.

Floor Plan

NAASO 2006 Annual Scientific Meeting
Hynes Convention Center,
Boston, Massachusetts



Building Legend:

Ceiling height of Hall A & B is 14', except shaded area at the back of both halls is 11'.
Registration & Lobby area ceiling height is 16'.

Fire Hazard:

FHC - Fire Hose Cabinet (MUST BE KEPT CLEAR)
FB - Fire Biken
FEC - Fire Extinguisher Cabinet
FHR - Fire Hose Rack
Fire Hose Cabinets in booths must be totally visible and accessible.

Booths are 10'x10' unless noted
Aisles are 10' unless noted
*- denotes last in / first out booths

Utilities:

■ - typical column, 24" x 24"
electric & telephone available at columns
△ - utility floor box: water, drain, air
□ - electric & telephone: 120/208V, 100 amp

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
- ★ Final Program Listing includes a 50-word description of your company distributed to every attendee
- ★ Website link from NAASO's annual meeting webpage to yours through the end of 2006
- ★ 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, e-mail, and website marketing pieces
- ★ Extensive Advertising and Sponsorship opportunities

