

# OBESITY 2009

27th Annual Scientific Meeting  
of The Obesity Society



WASHINGTON, DC OCTOBER 24-28, 2009



For additional information and  
contracts, contact:  
Tricia Cavallo, CMP, CEM  
(804) 723-3138  
[tricia@pacevent.com](mailto:tricia@pacevent.com)

**CORPORATE  
SPONSORSHIP  
OPPORTUNITIES**

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# General Meeting Sponsorship Opportunities

## Platinum Sponsorship

### *Benefits:*

- Sponsor recognition in onscreen video loop
- Sponsor recognition on general signage at meeting
- Sponsor logo recognition on meeting website
- Sponsor recognition in all onsite publications
  - Final Program
  - Abstract Supplement
- Complimentary insert into attendee registration bag
- One full-page, four-color ad in Abstract Supplement
- One ad in The Obesity Society Newsletter
- Two email blasts to members
- 4 complimentary conference registrations
- Complimentary one-time use of mailing list of:
  - Pre-registered attendees ( 4 – 6 weeks prior to meeting)
  - Final meeting attendee list (30 days post-meeting)

➤ **Sponsorship Fee: \$50,000**

## Gold Sponsorship

### *Benefits:*

- Sponsor recognition on general signage at meeting
- Sponsor logo recognition on meeting website
- Sponsor recognition in all onsite publications
  - Final Program
  - Abstract Supplement
- Complimentary insert into attendee registration bag
- One ½ page, four-color ad in Abstract Supplement
- 3 complimentary conference registrations
- Complimentary one-time use of mailing list of:
  - Pre-registered attendees ( 4 – 6 weeks prior to meeting)
  - Final meeting attendee list (30 days post-meeting)

➤ **Sponsorship Fee: \$30,000**

## Silver Sponsorship

### **Benefits:**

- Sponsor recognition on general signage at meeting
- Sponsor logo recognition on meeting website
- Sponsor recognition in all onsite publications:
  - Final Program
  - Abstract Supplement
- Complimentary insert into attendee registration bag
- 1 complimentary conference registration
- One ½ page, four-color ad in abstract supplement
- Complimentary one-time use of mailing list of:
  - Pre-registered attendees ( 4 – 6 weeks prior to meeting)
  - Final meeting attendee list (30 days post-meeting)

➤ **Sponsorship Fee: \$20,000**

## Additional Sponsorship Opportunities

### Opening Session - President's Lecture

Join The Obesity Society's President, Robert Kushner, MD for the President's Lecture, the official opening of Obesity 2009, the 27<sup>th</sup> Annual Scientific Meeting of the Obesity Society. 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: \$10,000**

### 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 onsite publications
- Sponsor recognition on meeting website
- Sponsor must supply the pads and pens at direct cost to sponsor; The Obesity Society approves the design.

➤ **Sponsorship Fee: \$5,000**

### Cyber Center – **New for 2009!** Two locations! Twice the Exposure!

Your sponsorship will be in high demand as leading clinicians, educators and policymakers seek to stay in touch while in Washington, DC. 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 Cyber Center sign
- Sponsor recognition in onsite publications
- Sponsor recognition on meeting website
- Sponsor recognition screensaver at each terminal (sponsor provides screensaver, approved by The Obesity Society)
- One-time use of post-show attendee mailing list

➤ **Sponsorship Fee: \$15,000**

## 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.

### **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 onsite publications
- Sponsor recognition on the meeting website
- One-time use of post-show attendee mailing list

➤ **Sponsorship Fee: \$20,000**

## Registration Lanyards

Your name and logo on lanyards given to each attendee at registration (2-color)

➤ **Sponsorship Fee: \$10,000**

## Final Program

By sponsoring the Final Program your company name/logo will be in the hands of more than 2,000 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.

### **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 mailing list
- Final attendee list for post-conference marketing

➤ **Sponsorship Fee: \$15,000**

## Media Room

Obesity 2009 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 recognition on the event website, 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 design; products are supplied and shipped to the event by sponsor)
- One-time use of pre-registration attendee list (including media contacts)
- Final attendee list for post-conference marketing (including media contacts)

➤ **Sponsorship Fee: \$10,000**

### **Hotel Room Drops** – *available to exhibitors or in conjunction with a sponsorship*

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 two official hotels (approx. 1400).

- Sponsor must provide and ship items to each hotel (specific labeling instructions will be provided)
- Room drops will be delivered outside of room early in the morning on day of choice (extra handling charges for inside room)

➤ **Sponsorship Fee: \$5,000 per day (single days available)**

### **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!

➤ **Sponsorship Fee: \$10,000**

# Event Sponsorship

## Opening Reception, Saturday, October 24

Welcome all attendees at The Obesity Society's opening night event! Treat attendees to cocktails, refreshments, hors d'oeuvres, and networking opportunities during this kick-off event.

### **Benefits:**

- Sponsor recognition in onsite publications
- Sponsor recognition on event signage and at every food station/bar
- Sponsor may produce and ship cocktail napkins with logo
- One-time use of post-event attendee mailing list

➤ **Sponsorship Fee: \$20,000**

New for 2009!

## Opening Reception Tabletop Display, Saturday, October 24

Exhibitors are invited to attend and participate in the Opening Reception for 2009. Tabletop space is available to provide attendees with a preview of the Exhibit Hall on Sunday. You may 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.

➤ **Tabletop fee: \$500**

## Exhibit Hall Grand Opening Lunch

Host all attendees for lunch in the exhibit hall on Sunday, October 25. During this exclusive Exhibit Hall time, attendees will gather for a box lunch and time with the exhibitors.

### **Benefits:**

- Sponsor recognition on signs at event
- Sponsor recognition in onsite publications
- Sponsor logo on tickets
- Sponsor may distribute promotional items or literature at each food station

➤ **Sponsorship Fee: \$15,000**

## Coffee 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. There are several breaks available. Morning breaks are held in the meeting areas and afternoon breaks are held in

the Exhibit Hall on the days it is open.

**Benefits:**

- Sponsor recognition on sign displayed at each beverage station
- Sponsor recognition in onsite publications
- Sponsor recognition on meeting website
- Opportunity to provide promotional items such as cups and napkins
- Literature table in break area

➤ **Sponsorship Fee: \$10,000 per break**

### **Poster Viewing Beverage Sponsor**

Poster viewing times are the highlight of the meeting for researchers and clinicians. Sponsor the drink tickets at an evening poster viewing session and help attendees relax at the end of a hectic day of education. *(Three viewings available)*

**Benefits:**

- Sponsor recognition on drink tickets and signs displayed at each beverage station
- Sponsor recognition in on-site publications
- Sponsor recognition on meeting website
- Opportunity to provide promotional items such as cups and napkins
- Literature table in break area

➤ **Sponsorship Fee: \$10,000**

### **Section Meetings**

The Obesity Society section meetings will be held on Sunday, October 25. Sections include Bariatric Surgery, Clinical Management of Obesity, Epidemiology, New Faculty/Investigators, Pediatric Obesity, Health Services Research, and Prader-Willi syndrome. This is a perfect opportunity to get your message to a select audience.

**Benefits:**

- Sponsor recognition on sign displayed at meeting
- Sponsor recognition in onsite publications
- Sponsor recognition on meeting website

➤ **Sponsorship Fee: \$5,000**

*For more information or to receive a contract for your desired sponsorship, Contact: Tricia Cavallo at [tricia@pacevent.com](mailto:tricia@pacevent.com) or 804-723-3138.*



## Sponsorship Commitment Form

Sponsorship: \_\_\_\_\_ Price: \_\_\_\_\_

Sponsoring Company: \_\_\_\_\_

Authorized Signature: \_\_\_\_\_

Title: \_\_\_\_\_ Print Name: \_\_\_\_\_

Company Name: \_\_\_\_\_

Address: \_\_\_\_\_

City \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Telephone: \_\_\_\_\_ Fax: \_\_\_\_\_

Email: \_\_\_\_\_

### Payment Information

Sponsorship Total: \_\_\_\_\_

**Payment Method (checks only, please):**

**Please complete, sign and return form via fax to:** (240) 208-0300

**Make checks payable to:** The Obesity Society

**Mail form and check to:** The Obesity Society  
8630 Fenton Street, Suite 814  
Silver Spring, MD 20910  
US