



Where science and treatment meet.

2014

**SPONSORSHIP
PROSPECTUS**

› Sponsorship Levels

Companies may purchase any of the level sponsorships listed below, or they may purchase a combination of à la carte sponsorship items that would elevate their company to the platinum, gold, silver or bronze level of sponsorship. All companies sponsoring at the \$10,000 level or below will receive the following benefits:

- › Logo recognition as a sponsor in advance online program brochure (subject to deadline)
- › Logo recognition as a sponsor on OW 2014 website with link to your site
- › Logo recognition as a sponsor in the final program (subject to deadline)
- › Logo recognition as a sponsor on prominent on-site signage
- › Sponsor recognition sign for display in your exhibit booth
- › Sponsor ribbons for all booth staff

Platinum - \$100,000+

- › Two-time use of the OW pre-registration list in email format
- › Two-time use of the OW post-registration list in email or print format
- › One complimentary breakfast corporate-sponsored symposia at ObesityWeek
- › One complimentary refreshment break at ObesityWeek
- › Five (5) complimentary full conference registrations
- › One complimentary eblast to OW pre-registration list (must provide HTML)
- › One complimentary full-page, 4/color ad in the OW 2014 final program
- › One complimentary promotional marketing piece in the OW 2014 conference tote
- › Ten (10) priority points towards 2015 exhibitor space selection
- › Meeting room will be available for company press conference at OW 2014
- › Logo recognition as Platinum Sponsor in advance online program brochure (subject to deadline)
- › Logo recognition as Platinum Sponsor on OW 2014 website with link to your site
- › Logo recognition as a Platinum Sponsor in the final program (subject to deadline)
- › Logo recognition as a Platinum Sponsor on prominent on-site signage
- › Sponsor recognition sign for display in your exhibit booth
- › Sponsor ribbons for all booth staff

Gold - \$75,000+

- › One-time use of the OW pre-registration list in email format
- › One-time use of the OW post-registration list in email or print format
- › Four (4) complimentary full conference registrations
- › One complimentary half page, 4/color ad in the OW 2014 final program
- › One complimentary promotional marketing piece in the OW 2014 conference tote
- › Seven (7) priority points towards 2015 exhibitor space selection
- › Logo recognition as Gold Sponsor in advance online program brochure (subject to deadline)
- › Logo recognition as Gold Sponsor on OW 2014 website with link to your site
- › Logo recognition as a Gold Sponsor in the final program (subject to deadline)
- › Logo recognition as a Gold Sponsor on prominent on-site signage
- › Sponsor recognition sign for display in your exhibit booth
- › Sponsor ribbons for all booth staff

Silver - \$50,000+

- › One-time use of the OW pre-registration list in email format
- › One-time use of the OW post-registration list in email or print format
- › Three (3) complimentary full conference registrations
- › One complimentary half-page, B/W ad in the OW 2014 final program
- › Five (5) priority points towards 2015 exhibitor space selection
- › Logo recognition as Silver Sponsor in advance online program brochure (subject to deadline)
- › Logo recognition as Silver Sponsor on OW 2014 website with link to your site
- › Logo recognition as a Silver Sponsor in the final program (subject to deadline)
- › Logo recognition as a Silver Sponsor on prominent on-site signage
- › Sponsor recognition sign for display in your exhibit booth
- › Sponsor ribbons for all booth staff

Bronze - \$25,000+

- › One-time use of the OW pre-registration list in email format
- › One (1) complimentary full conference registration
- › One complimentary half-page, B/W ad in the OW 2014 final program
- › Three (3) priority points towards 2015 exhibitor space selection
- › Logo recognition as Bronze Sponsor in advance online program brochure (subject to deadline)
- › Logo recognition as Bronze Sponsor on OW 2014 website with link to your site
- › Logo recognition as a Bronze Sponsor in the final program (subject to deadline)
- › Logo recognition as a bronze sponsor on prominent on-site signage
- › Sponsor recognition sign for display in your exhibit booth
- › Sponsor ribbons for all booth staff

› Sponsorship Opportunities

Conference Tote Bags **\$25,000 Investment**

A conference tote bag is presented to each OW attendee at registration. Attendees organize their materials during the conference in these attractive, convenient and professional tote bags that will endure long after the meeting – providing your company maximum marketing impact.

- › Your company one/color logo is imprinted on all tote bags (with OW logo)
- › Your company will receive one complimentary conference tote insert

Hotel Keycards **\$22,000 Investment**

Put your company in front of attendees upon first arrival in Boston 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 OW logo and is subject to final approval by OW). Your sponsorship includes keycards at the following Boston hotels: Westin Waterfront, Renaissance Waterfront and the Seaport Hotel.

Hotel Room Drops **Prices vary according to number of rooms at each hotel**

Extend your marketing reach by delivering your promotional literature directly to the doors of OW attendees. The cost and number of rooms per hotel is listed below:

- › Westin Boston Waterfront (636 Rooms) **\$4,000**
- › Renaissance Boston Waterfront (338 Rooms) **\$3,000**
- › Seaport Village Hotel (213 Rooms) **\$2,000**
- › Sheraton Hotel (487 Rooms) **\$3,500**
- › Boston Park Plaza (487 Rooms) **\$3,000**

Lanyards **\$17,500 Investment**

Your company logo (one-color) will be on all conference lanyards given to each attendee at registration. The lanyards will be clipped to each attendee's badge and will provide significant visibility throughout the entire week.

Re-charge Lounge ***\$15,000 Investment***

Enable attendees to power up their smart phones, laptops and other wireless devices without leaving the convention center. The recharge lounge will be placed in a high-traffic area, sure to draw attention and appreciation from attendees as you rescue them from the dreaded “Low Battery” signal. Your logo will also appear on signage near the lounge, and your custom artwork will appear on the top of two charging cubes inside the lounge.

Relaxation Station ***\$14,000 Investment***

This feel-good opportunity builds brand value and good will among participants while driving traffic to your booth. Professional massage therapists will be on hand in the Exhibit Hall, or in your booth to provide 10 minute seated upper body massages, benefits include:

- › Your company logo will be on signage promoting the Relaxation Station
- › Your company has the opportunity to provide massage tickets for participants to redeem for a massage

Twitter Wall ***\$10,000 Investment***

The digital social wall will be located at the member service desk of the conference. The social wall will show a running Twitter feed of comments from conference attendees as well as photos taken during the conference and posted on Flickr.

- › Your company logo will be attached to the Social Wall
- › Your company will receive periodic mention on the OW Twitter Page

Exhibit Hall Luncheon ***\$10,000 Investment***

Attendees receive a complimentary buffet lunch each day in the Exhibit Hall. Your sponsorship will be acknowledged through signage at the luncheon, and napkins with your company logo will be placed at every station. In addition, table tents with your company logo will be placed on lunch 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.

Screen Cleaner Sticker

\$10,000 Investment

Place your brand on the one item no attendee leaves home without: his or her cell phone! Phone screen cleaner stickers are handy, reusable microfiber cleaners that easily adhere to the back of mobile devices for convenient access. Your company logo will be featured on these long-lasting screen cleaner stickers that attendees will stick to their phones and use daily to keep their screens spotless! Sponsorship also includes a full-color, double-sided marketing card. Screen cleaner sticker (1 5/8" x 2") and marketing card (5" x 4") will be placed inside all registration bags.

Notepads

\$10,000 Investment

Designed for use during the conference and at home afterwards. Each note pad is 5 1/2" x 8" and features your company logo on all the pages.

Ear Bud Headphones in Travel Case

\$9,000 Investment

Whether looking to make a call, catch up with work or simply relax with music playing, attendees will appreciate having ear bud headphones during the six-day conference. Each pair of ear bud headphones comes in a handy travel case imprinted with your company logo, taking your brand with them everywhere they go. Ear bud headphones and travel case will be placed inside registration bags.

Smart Phone Silicone Wallet

\$9,000 Investment

Deliver your message with a tech accessory everyone can use! Whether carrying their hotel key cards as they explore Boston or their credit cards as they run errands back home, these durable stick-on smart phone silicone wallets allow attendees to keep the essentials in a safe and convenient place. Your company logo will be imprinted on all silicone wallets and placed inside attendee registration bags.

Travel Antibacterial Wipes

\$9,000 Investment

These antibacterial wipes are perfect for cleaning hands when soap and water aren't available, keeping attendees fresh, clean and germ-free during their busy travel schedules. The travel antibacterial wipe canisters are the perfect size for attendees' to keep in their bags or carry-on luggage. Your logo will be featured across the canister labels.

Highlighter Pens ***\$8,000 Investment***

Your company logo is imprinted on these highlighter pens given to all conference participants in their registration bags, ensuring visibility and use during and after the conference.

5K Run ***\$7,500 Investment***

Your company is invited to sponsor the ObesityWeek Fun Run. Enjoy the sights of Boston, its historic buildings, charming neighborhoods and world-renowned parks as you run to support the efforts of OW. Sponsor will receive logo recognition on OW website with link to your site and recognition in the final program. Branding opportunities in the form of t-shirts and hats are also available. All promotional materials must be approved by OW.

AM/PM Refreshment Breaks ***\$7,500 Investment***

The morning and afternoon refreshment breaks allow attendees to relax and network between sessions. Sponsors receive maximum company exposure, with recognition signage and table tents with sponsor logo at each break station. Additionally, sponsors can provide company literature to be placed at refreshment tables.

Morning Yoga Class ***\$5,000 Investment***

Have attendees start their day relaxed and invigorated. Sponsor morning yoga at the Westin Hotel on Wednesday and Thursday morning, November 5th and 6th.

Mobile App Featured Listing ***\$3,500 Investment***

Stand out and distinguish your company on the mobile app by having your company name listed at the top of the exhibitor listing on the mobile app. Your company name can be set up to link to your website. The list of exhibitors will be done alphabetically.

Tote Bag Insert ***\$3,000 Investment - Limit 10***

Include a promotional flier from your company in the conference tote bags that all participants receive at registration. All inserts must be no larger than 8 x 11.

Advertising Opportunities

Escalator Signage In Exhibit Hall

\$16,000 Investment - 4 available

Do it up big! Place your company-designed artwork on the side glass panels between the escalators that take participants to and from the exhibit hall. OW attendees will travel these escalators several times each day giving you thousands of impressions.

Exhibit Wall Walkway Panels

\$12,000 Investment Includes 3 Panels

Reach attendees as they cross the sky bridge walkway from the TOS session rooms to the ASMBS session rooms and exhibit hall. Each panel is 4' w x 8' h. These large glass panels will make a powerful impact!

Glass Panels Outside The Doors To Exhibit Hall

\$10,000 Investment

As attendees enter and exit the OW exhibit hall remind them where they need stop on the exhibit show floor. Put your company message on two glass panel clings that are 5' w x 8' h next to the entrance/exit doors of the OW exhibit hall.

Glass Panels At The Top Of Escalators In Exhibit Hall

\$10,000 Investment

Put your company message on two (2) glass side panels just before you step onto the escalator to the exhibit hall. Each of these panels measure approximately 7' w x 2' h.

Glass Clings-Shuttle Bus Drop off/Pick-up Area

\$10,000 Investment

Make a major impact on attendees as they enter ObesityWeek from the only shuttle bus drop off location. Attendees will walk directly into the glass cling panels that are over 26' w and 2 1/2 ft. high. This large area can create quite an impact as attendees get on and off the shuttle buses.

Recycle Bins

\$10,000 Investment

Get your message across in a unique, environmentally friendly way! Your logo and product information will be printed on all 4 sides of these lightweight, recyclable bins. This sponsorship offers thousands of impressions as participants repeatedly walk by and use the recycle bins throughout the conference, benefits include:

- Your company-designed artwork printed on thirty, 40-gallon, 4-sided corrugated bins

Stair Sponsorship - Stairs Up/Down From Exhibit Hall

\$8,500 Investment - 2 Available

Your exclusive advertisement runs on the face of 21 stairs going down and up into the OW exhibit hall. OW attendees will travel up, down and by these stairs several times each day. See how powerful an impact your company message can make!

Water Stations in ASMBS or TOS Session Rooms

\$8,000 Investment

Attendees appreciate the simple availability of water. Place your eye-catching company-designed message on the front of each water cooler in the ASMBS or TOS session rooms. Your artwork will be in 10 session rooms at the conference. Sponsor can choose which area to sponsor.

Floor Decals at Top of Escalator

\$6,000 Investment - 2 Available

As attendees step onto or off the escalator to the exhibit hall, put your company message on a super sized floor decal that measures 13' w x 10' h.

Standing Sign

\$2,500 Investment - 5 Available

Your advertisement is prominently included on a freestanding double-sided signboard that measure 8' h x 3' w, and are placed in high traffic areas throughout the convention center.

Final Program

Final Program ***\$15,000 Investment***

Sponsor the OW 2014 final program and put your company's logo and message in the hands of more than 4500 meeting attendees. The final program includes a comprehensive list of sessions, the schedule of abstracts, maps and the day-at-a-glance pull-out schedule. Your company will receive a full-page, 4/color ad on the inside tabbed pages of the program. The program will have ASMBS and TOS program information in two separate sections of the book with joint ObesityWeek content in the center. There will be a tab insert in the center of the book dividing the sections.

Day-at-a-Glance Schedule ***\$10,000 Investment***

This is one of the most popular and sought after conference items. The pull-out schedule is included in the final program and will be used daily by more than 4500 conference attendees, benefits include your company's full page, 4/color ad on the schedule back cover.

Full-page color advertisement	\$5,000
Half-page color advertisement	\$3,500
Full-page b/w advertisement	\$3,500
Half-page b/w advertisement	\$2,000

OW Daily Newsletter ***\$2,500 per day, \$10,000 Exclusive Investment***

Each day of the conference, attendees receive the web-based OW daily newspaper. Include your company's advertisement in the daily news for one day of the meeting or for the duration of the whole conference. ObesityWeek daily news will provide attendees with a round-up of must-see sessions and events for each day of the conference. For more information on securing an ad in the daily newsletter, please contact Gforneret@multibriefs.com

Digital Advertising Marquee

Deliver your message with the cuttingedge design and “wow” factor using the convention center outdoor digital marquee, indoor video wall and an array of digital monitors within the center. The outdoor digital marquee is visible from a several-block location, and the first floor video wall will be the first thing attendees see as they enter the center. The indoor and outdoor digital marquee advertising ensures your company high-impact, buzzworthy recognition. Choose from these digital advertising packages below (first come-first served). A longer slot offers increased visibility and a solid spot in the continuous rotation.

15 seconds **\$3,000** (Limit 6)

30 seconds **\$4,000** (Limit 6)

60 seconds **\$6,000** (Limit 4)

Daily Television Program Advertising

\$4900 - \$15,999

ObesityWeek Broadcast News is the daily television news and information program that plays on shuttle buses, in approximately 2500 attendee hotel rooms, and in the convention center, providing maximum exposure to ObesityWeek attendees. ObesityWeek Broadcast News provides the power of television to: amplify your message in an uncluttered environment, direct traffic to your booth with strong call-to-action messaging, and enhance your overall presence at the meeting. Take advantage of Broadcast News to promote your brand or announce a new product. You can provide your own ad, or we can produce one for you for a small additional fee. Ad formats include video ad, animated ad or “slideshow” style ad.

- > 10-Second Spot **\$4,900**
- > 15-Second Spot **\$5,500**
- > 20-Second Spot **\$6,300**
- > 30-Second Spot **\$8,995** (includes one free 10-second ad spot)
- > 60-Second Spot **\$15,999** (includes one free 15-second ad spot)



ObesityWeek would like to help each exhibitor meet their sales and marketing objectives. If you have any thoughts or suggestions, or would like to discuss new promotional approaches or sponsorship ideas, please contact Mary Michalik at 312.265.9650.