

WHO ATTENDS?

The Obesity Society's Annual Scientific Meeting is the largest conference in North America focusing on obesity research, prevention, 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 2,500 attendees are expected to gather at the Marriott Wardman Park Hotel, October 24-28, 2009 for the most comprehensive, obesity-related program of the year.

ATTENDEE DEMOGRAPHICS

PhD: approximately 50%
MD: approximately 32%
Registered dietitians: approximately 14%
Nurses, pharmacists, other healthcare professionals: approximately 4%

Based on the breakdown of area of specialties among the physicians, the ranking from highest to lowest is:

Endocrinology: 14%
Internal medicine: 10%
Psychology/psychiatry: 9%
Pediatrics: 8%
Bariatric surgery: 7%
Family practice: 4%
Bariatric medicine: 3%
Other specialties: OB/GYN, general medicine, general surgery (no % assigned)

WORKING ENVIRONMENT

University: 22%
Hospital: 19%
Individual/group practice: 15%
Medical school: 12%
Government: 6%
Other environments, such as HMO, consulting, industry, other (no % assigned)

LEVEL OF ATTENDEES

Senior level professionals in their respective areas (research or practice).

WHY EXHIBIT?

The 2009 Obesity Society 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.



The Obesity Society is the leading scientific society dedicated to the study of obesity. The Obesity Society 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, The Obesity Society 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.obesity.org/annualmeeting09

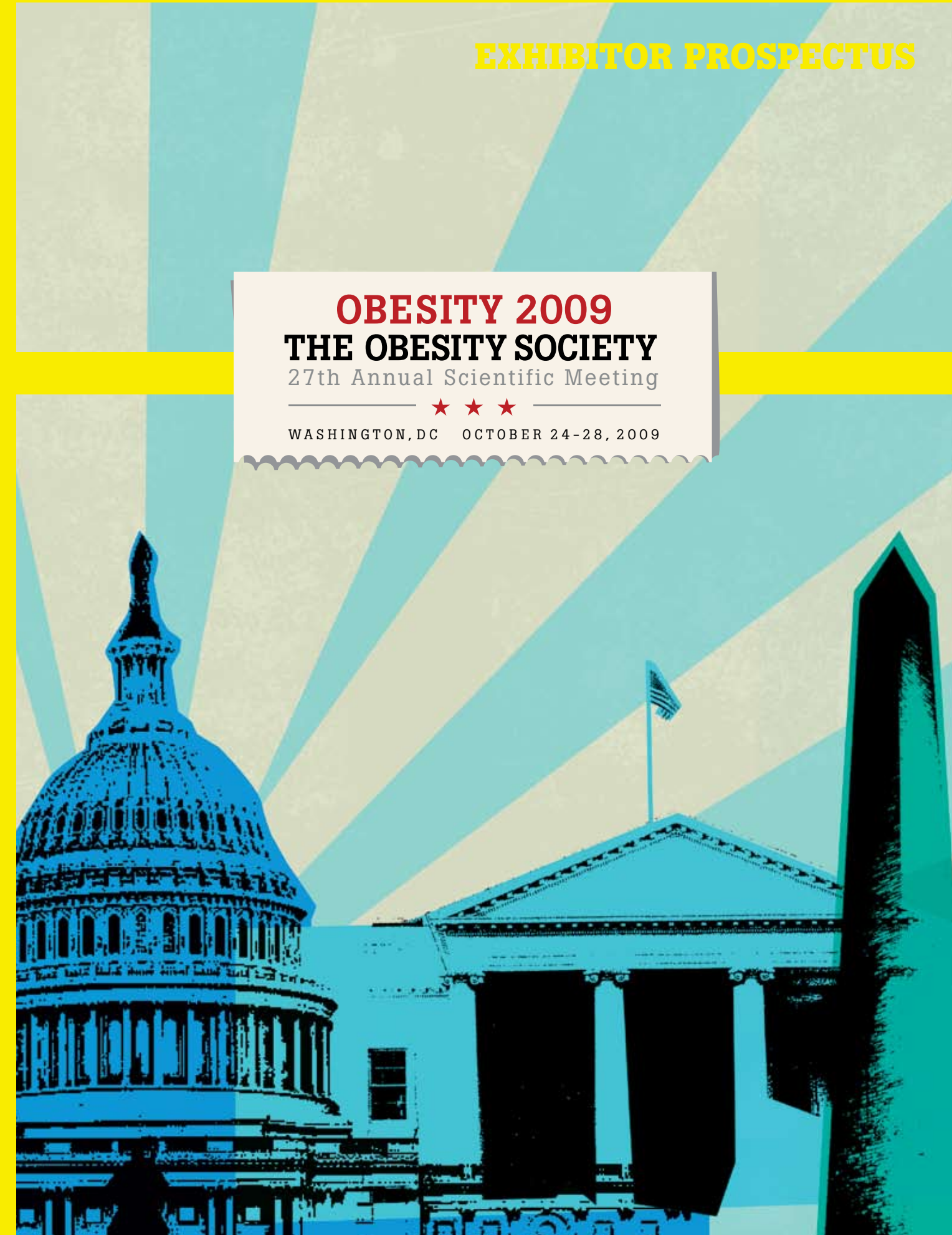
OBESITY 2009 THE OBESITY SOCIETY 27th Annual Scientific Meeting

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WASHINGTON, DC OCTOBER 24-28, 2009

EXHIBITOR PROSPECTUS

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WELCOME TO WASHINGTON, DC

Fall in Washington, DC is a great time to visit the nation's capital. The scenery is second to none. The home of history and presidents, politics and monuments – all provide the perfect backdrop for The Obesity Society's 2009 Annual Scientific Meeting. Attendees will applaud the panoply of fine restaurants, whether a "power" dining spot or one of the many great eateries that the capital is known for. And, there is no shortage of activities to suit everyone's taste: major attractions, theatre, concert venues; walking, bus, and boat tours.

A great meeting, in a wonderful, historic and vibrant location!

Contact the Obesity Society to learn about sponsorship pricing and benefits and to reserve your booth space.

General Meeting Information, Exhibits, Corporate-Sponsored Symposia, and Affiliate Functions:
Tricia Cavallo / tricia@pacevent.com

Advertising:
tricia@pacevent.com

Continuing Medical Education:
education@obesity.org

Membership:
membership@obesity.org

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
- ★ Complimentary tickets to the Opening Reception on October 24, 2009
- ★ Final Program Listing includes a 50-word description of your company, distributed to every attendee
- ★ Website link from The Obesity Society's annual meeting webpage to yours through the end of 2009
- ★ 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, email, and website marketing pieces
- ★ Extensive advertising and sponsorship opportunities

SPONSORSHIP OPPORTUNITIES

Increase awareness of your company's commitment to obesity research, prevention, treatment, and management. Spotlight your company's message and reach prospective clients by participating in one or more of The Obesity Society's 2009 Annual Meeting sponsorship opportunities:

GENERAL MEETING SPONSORSHIP

BENEFACTOR: Become a Benefactor of the 2009 Annual Scientific Meeting of The Obesity Society and heighten awareness of your company and product(s) among the experts and thought leaders in the field of obesity. Benefactor Sponsorship provides the most economical way to reach all of the 2,500+ Obesity Society Annual Scientific Meeting attendees before, during, and after the meeting.

EDUCATIONAL SPONSORSHIP

CORPORATE-SPONSORED SYMPOSIA: These programs are planned and conducted by the corporate community in conjunction with The Obesity Society Annual Scientific 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

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.

HOTEL ROOM DROPS: 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).

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!

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 2,500 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 2009 Obesity Society 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: All attendees are welcome at The Obesity Society's Annual Scientific Meeting 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.

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.

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.

SOCIETY BY NIGHT: Special entertainment events are planned throughout the Annual Meeting to take full advantage of this annual opportunity to network, socialize, and relax with colleagues and friends.

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.

SPECIAL-INTEREST SECTION

MEETINGS/LUNCHEONS: Support insightful dialogues and important networking functions at one of several events. Several of The Obesity Society Special-Interest Sections are scheduled to meet during the Annual Meeting. Call for a listing of Special-Interest Sections and sponsor a meeting that corresponds with your company's mission.

JOURNAL ADVERTISING

Place your company's message in the Obesity Program Abstract Supplement. Mailed prior to the meeting to all Obesity subscribers, the Program Abstract Supplement is also distributed to each and every Annual Meeting attendee upon registration. The Obesity 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.

EXHIBIT HOURS

Sunday, October 25..... 11:30 a.m. – 7:00 p.m.
Monday, October 26 11:30 a.m. – 7:00 p.m.

EXHIBIT BOOTH

Move in:

Saturday, October 24 2:00 pm – 8:00 p.m.

Dismantle:

Monday, October 26 2:00 p.m. – 10:00 p.m.
Tuesday, October 27 8:00 a.m. – 3:00 p.m.

PRICING

\$2,500 per 10'x10' unit
\$100 premium for each corner 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.

