



**YOUR WEIGHT
MATTERS** | NATIONAL
CONVENTION

Washington, DC | July 24-26, 2025

SPONSORSHIP & MARKETING OPPORTUNITIES

The **ONLY** National Educational Conference
Offering **Direct Reach** to the Nation's Most
Passionate **Consumers** Seeking Improved
Weight and Health.

OAC

Obesity Action Coalition

A National educational conference
proudly brought to you by the
nation's most powerful educational
and advocacy voice for individuals
with excess weight and obesity –
Obesity Action Coalition



ABOUT CONVENTION

Since 2012, the Obesity Action Coalition (OAC) has been proud to host the *Your Weight Matters* National Convention, the nation's premier educational conference that unites individuals from across the country to learn from leading experts in weight and health.

Immerse yourself in 3-days of science-based education, exhibitors, group exercise classes, volunteer trainings and exciting social events that foster lasting friendships.



Convention Program Committee Leadership



Kristal Hartman,
OAC Chair



Robert Kushner, MD,
OAC Program Committee Chair



Nina Crowley, PhD, RDN, LD,
OAC Convention Committee Chair



Elizabeth Paul,
OAC Convention Committee Chair

WHO ATTENDS

The OAC's Convention is for the **everyday individual concerned about weight and health issues.**

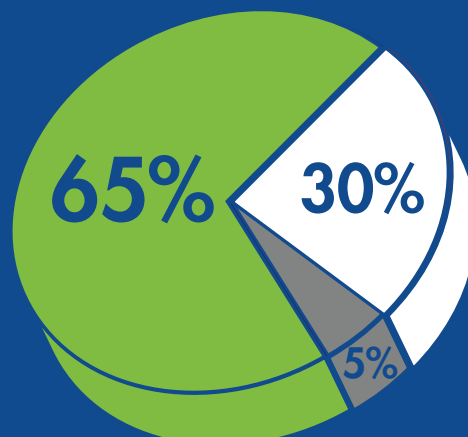
While the target audience for the Convention is the CONSUMER, the OAC recognizes the important role of the health professional in the care of patients and offers CE credits to those interested in learning alongside the patients. This meeting attracts key industry leaders who attend to gain a better understanding of the needs of the patient and the topics most important to them. Below is a list of the diverse groups that attend Convention.

- Individuals who are seeking options for weight loss and health improvement
- Members from the general public interested in health and weight-related topics
- Family members and support-individuals
- Pre and post-bariatric surgery patients
- Non-surgical weight management patients
- Industry leaders concerned with patient care
- Health Professionals who care for individuals with obesity and want to learn what their patients learn

A GLIMPSE at the Attendees,
an Engaged Audience



Convention Audience



65% Patients/Everyday Individual Concerned with Weight and Health

30% Health Professionals

5% Support Individuals

HOW YOUR SUPPORT MAKES A DIFFERENCE

Your support is the reason we can make this an accessible Convention for those in need of high-quality education and support. The OAC is diligent in continually acknowledging that sponsors make the Convention affordable for all who wish to attend.

Supporting the *Your Weight Matters* National Convention not only means contributing to the greater cause, but it directly impacts patients. It is important to us to keep the cost for the attendee low, and we greatly rely on the generous support of companies.

Protecting the Integrity of the Patient and the Vision of the OAC Convention

The *Your Weight Matters* Convention is dedicated to individuals seeking better health and weight management, so we ensure that all products and services presented are credible and trustworthy. Companies and organizations without an established relationship with the OAC must submit information for review. Contact the OAC to learn more about this process.

Your Support in ACTION:

ACTUAL COST
For Each Attendee:

Approximately
\$1,500

REGISTRATION
FEE CHARGED
For Each Attendee:

\$150



WHO SUPPORTS CONVENTION



The OAC prides itself on aligning with a diverse range of companies. All supporters of the OAC National Convention offer products, services, support and resources for the everyday individual with obesity and concerned with weight-related issues.

Types of Companies and Organizations that Support Convention:

- MEDICAL DEVICE
- PHARMACEUTICAL
- OBESITY MEDICINE SPECIALISTS
- SURGICAL WEIGHT-LOSS DEVICES/INSTRUMENTS
- RESIDENTIAL WEIGHT MANAGEMENT PROGRAMS
- EXERCISE TRAINING PROGRAMS/EQUIPMENT
- HOSPITAL PROGRAMS
- WEIGHT MANAGEMENT PRODUCTS/SERVICES
- NUTRITION SUPPLEMENTS/PRODUCTS
- DIABETES SUPPLIES
- COUNSELING SERVICES
- HEALTHY/EVERYDAY LIVING PRODUCTS
- RESOURCES FOR OBESITY ASSOCIATED CONDITIONS (SLEEP APNEA, DIABETES, HYPERTENSION, ETC.)
- RESOURCES AND SUPPORT GROUPS FOR INDIVIDUALS WITH OBESITY
- NON-PROFIT ORGANIZATIONS
- PROFESSIONAL MEDICAL SOCIETIES

Past Sponsors:

Allergan/LAP-BAND
AmeriWell Bariatrics
Apollo Endosurgery
Arena Pharmaceuticals
Aspire Bariatrics
Bari Life Bariatric Supplements
Bariatric Advantage
BariLife Bariatric Supplements
Boehringer Ingelheim
Celebrate Vitamins
Covidien
Eisai
Eli Lilly and Company
EnteroMedics/VBloc
Ethicon
Forest Park Medical Center
Geisinger Obesity Institute
KVK-Tech
Medtronic
Methodist Weight Management Institute
Michaels Aesthetic & Reconstructive Plastic Surgery
Novartis
Novo Nordisk
Orexigen
Rhythm Pharmaceuticals
Takeda Pharmaceuticals
Vivus, Inc.
Weight Watchers

National Sponsorship LEVELS

	PLATINUM \$100,000	GOLD \$75,000	SILVER \$50,000	BRONZE \$25,000	PATRON \$5,000
Exhibitor Table Space	Complimentary Two 6-foot exhibitor tables in premium location*	Complimentary One 6-foot exhibitor table in premium location*	Complimentary One 6-foot exhibitor table	Complimentary One 6-foot exhibitor table	Complimentary One 6-foot exhibitor table
Full-Convention Registrations	5 Registrations	3 Registrations	2 Registrations	1 Registration	
Complimentary Advertisement	Full Page	½ Page	¼ Page		
Complimentary Attendee Bag Inserts	Two Bag Inserts	Two Bag Inserts	One Bag Insert		
Recognition on OAC Social Platforms (Facebook, Twitter, LinkedIn & Instagram)	✓	✓			
Recognition on Onsite Event Signage	Premium Placement	✓	✓	✓	✓
Recognition in Speeches	Special Recognition	✓	✓	✓	✓
Recognition in Official Convention Program	Premium Placement	✓	✓	✓	✓
Ability to add-on a Focus Group Opportunity for an additional fee	✓	✓	✓	✓	

GET DIRECT PATIENT/CONSUMER INSIGHTS

Patient insight is one of the best ways to ensure that your company or organization is on track and keeping the needs and interests of the end-user in mind. As an exclusive benefit to Convention National Sponsors, we offer the opportunity for your company to host a Focus Group at the Convention for a nominal fee. For details on pricing and available times, please see the Sponsorship Application on the next page.

National Sponsors ALSO Receive...

General Acknowledgement:

- Sponsor-level acknowledgment for entire calendar year
- Sponsor-level listing with logo on www.YWMConvention.com
- Recognition as an event National Sponsor on Convention main press release

Social Media Recognition:

- Recognition as a National Sponsor in Convention E-news Alerts announcements
- Official welcome announcement as a National Sponsor in Convention E-news Alerts and on OAC Social Media Platforms (Facebook, Twitter, LinkedIn & Instagram)

Onsite and Attendee Materials Recognition:

- Sponsor-level recognition on onsite event signage
- Recognition in Each Day's Opening Speech as a National Sponsor
- Sponsor-level recognition and acknowledgment in speeches at social events
- Sponsor-level recognition in official Convention Program and on event bags

Post-Meeting Recognition:

- Sponsor-level recognition in official post-meeting Press Release
- National Sponsor recognition in wrap-up feature in *Weight Matters Magazine*
- Participation in post event email (we do not share emails) but will send attendees a link of your choosing.

Inclusion on some Convention promotional materials is dependent on the sponsor sign-on date.

In keeping with our strict privacy policy, attendee information will NOT be shared, but the OAC will send an email on your behalf with your exclusive promotion/discount.

Your Weight Matters National Convention

NATIONAL SPONSORSHIP APPLICATION

Company Information:

National Sponsorship Deadline:
Must be received by March 3 for
access to full benefits.

Company Name: _____

Company Contact: _____ Contact Title: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ E-mail: _____

Note: The Your Weight Matters Convention carefully selects the companies and organizations that support this patient educational event. New supporters will be asked to complete a form for review by the Convention Committee before sponsorship is accepted.

National Sponsorship: (select one)

- Platinum** – \$100,000 **Silver** – \$50,000 **Patron** – \$5,000
 Gold – \$75,000 **Bronze** – \$25,000

OPTIONAL ADD-ON:

Focus Group Opportunity

This benefit is available only to National Sponsors. Focus Groups offer valuable patient insights to help your company understand the needs of the population you serve. Below are the available times for each Focus Group, along with the number of participants and costs. If your company wants to host a Focus Group at our National Convention, please indicate your interest below. The OAC will contact you with complete details and requirements once your application is received. All opportunities are first-come, first-served.

- CHECK HERE** if you would like to host a Focus Group and receive more information.

NATIONAL SPONSORSHIP BENEFITS OPT-OUT

The OAC recognizes that some companies are regulated in terms of the benefits they can receive as sponsors. Therefore, we are allowing National Sponsors to opt out of benefits they cannot accept if necessary. To opt out of any listed benefits in your sponsorship level, please contact us at mvcari@obesityaction.org.

Pricing for the National Sponsorship will not change based on the benefits opted out, but this option allows companies to support the Convention based on their requirements.

Payment Options:

- My Company Plans to Remit Payment by Check
 My Company Plans to Remit Payment via Electronic Transfer
 Other Payment Method
Please email mvcari@obesityaction.org

Return to:

Obesity Action Coalition
4511 North Himes Ave.,
Suite 250
Tampa, FL 33614

E-mail: mvcari@obesityaction.org
Fax to: (813) 873-7838
Phone: (813) 872-7835

OAC Tax ID#:
20-1953508

National Convention Marketing Opportunities

Increase your exposure and get directly in front of the OAC's passionate attendees by sponsoring a Convention Item/Event at the Convention. OAC's Convention attendees are connected individuals and take notice of companies and organizations that show a genuine interest in the community and the individuals we serve.

Convention Registration Desk

\$2,500
Exclusive Sponsorship

Your company logo will be seen by every Convention attendee as the official sponsor of the Convention Registration Desk. All attendees are required to visit the Registration Desk to check-in and pick-up their meeting materials. The Convention Registration Desk also services Exhibitor Check-in, Speaker Check-in and Press Check-in.

Sponsorship Includes: Sponsor receives prominent logo display on signage on all registration counters and nearby affiliated tables for check-in. Sponsoring this item also offers acknowledgment in the Convention Program Book.

Convention Group Exercise

\$2,500
Exclusive Sponsorship

Showcase your company's support of fitness and exercise by becoming the official sponsor of the Convention Exercise Program. The Convention Exercise Program is included as part of the attendee registration fee and is a popular component of the meeting. Classes are offered on both Friday and Saturday with a variety of options designed for different levels of ability and experience.

Sponsorship Includes: Sponsor receives prominent logo display on all Exercise Program signage (including directional signage). Companies in the exercise industry who wish to provide equipment or instructors in exchange for sponsorship are also eligible. Please contact the OAC National Office for more information on this option. Sponsorship of the Convention Exercise Program also includes acknowledgment in the Convention Program and on meeting announcement slides.

Attendee Tote Bags

\$3,000
Exclusive Sponsorship

Get valuable exposure throughout the Convention (and well after) by being the exclusive sponsor of the official Convention tote bag! Each registered attendee receives a tote bag as part of their registration, which includes the Convention Program Book and all other important meeting materials.

Sponsorship Includes: Sponsor receives exclusive company logo placement on tote bag and acknowledgment for sponsorship in Convention Program.

Refreshment Break in EXPO Hall

\$3,000
4 Available

With a full educational agenda, attendees are ready for the scheduled refreshment breaks. Your company can choose to sponsor one of the four scheduled refreshment breaks where attendees can re-fuel and hydrate with healthy snacks and beverages.

Sponsorship Includes: Sponsor receives prominent logo display on signage at the selected refreshment break and ability to have a product/service flyer available for attendees to pick-up at the refreshment table. Sponsoring these breaks also offers acknowledgment in the Convention Program. Breaks offered include: Friday AM and PM, Saturday AM and PM.

Attendee Badgeholders

\$4,000
Exclusive Sponsorship

Have your company name and logo proudly worn by each Convention attendee! Each registered Convention attendee is required to wear a name badge for entry to all sessions and the EXPO Hall.

Sponsorship Includes: Sponsor receives exclusive company logo placement on name badgeholders, and acknowledgment for sponsorship in Convention Program.

Morning Breakfast Sponsorship

\$4,000/day
2 Available

Rise and shine with the attendees each morning and have your company logo proudly displayed at the Friday or Saturday morning breakfast (or both). Breakfast is included for all fully-registered Convention attendees, along with speakers and exhibitors.

Sponsorship Includes: Sponsors can choose to sponsor either Friday or Saturday breakfast (or both) and receive prominent logo placement on all breakfast signage. Logo will also be placed on small signs on scattered breakfast tables for attendees.

Lunch Sponsorship

\$4,000/day
2 Available

Join the attendees each afternoon and have your company logo proudly displayed at the Friday or Saturday lunch (or both). Lunch is included for all fully-registered Convention attendees, along with speakers and exhibitors.

Sponsorship Includes: Sponsors can choose to sponsor either Friday or Saturday lunch (or both) and receive prominent logo placement on all lunch signage. Logos will also be placed on small signs on scattered lunch tables for attendees.

Saturday Night Gala

\$10,000
Exclusive Sponsorship

Join us in celebrating the 20th Anniversary of the Obesity Action Coalition (OAC) at our Gala, where we honor the dedication and passion of our most outstanding members and volunteers. As the exclusive sponsor of this milestone event, you will be prominently recognized throughout the 20th Anniversary Gala. This spectacular event will be held on Saturday evening. Your sponsorship will provide an exceptional opportunity to showcase your commitment to the OAC community while gaining significant exposure. Celebrate with us as we acknowledge two decades of advocacy, education, and support. This sponsorship includes prominent name and logo placement on Gala signage, recognition in the Convention Program, and acknowledgment during the event by the OAC's Chair and President/CEO. Be a part of an evening that leaves a lasting impression on everyone in attendance, and help us make this anniversary celebration truly unforgettable.

Sponsorship Includes: The exclusive sponsor of this event will receive prominent name and logo placement on Welcoming Ceremonies signage, logo inclusion on table tent cards placed on each dinner table and recognition by the OAC's Master of Ceremonies in event welcome speech. Sponsorship of this event also includes acknowledgment in the Convention Program and on meeting announcement slides.

PLEASE NOTE: If you are planning to take advantage of an OAC Convention Marketing Opportunity and would like to conduct a fundraiser in order to raise funds for the opportunity, please be advised that the OAC has formal fundraising guidelines. You must seek prior-approval before initiating any fundraiser. To request the OAC's Donation policy and forms, please contact the OAC at (800) 717-3117.

Convention Marketing Opportunities Application

Deadline:

Marketing Opportunities Deadline: All opportunities are on a first-come, first-served basis.

Company Information:

Company Name: _____

Company Contact: _____ Contact Title: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ E-mail: _____

Has your company/organization sponsored or exhibited at a past OAC National Convention, OR, been a past supporter of the OAC?

Yes No

Note: The Your Weight Matters Convention takes careful consideration in the companies and organizations who support this educational event for patients. Companies and organizations who have not been past supporters of the Convention or OAC will be contacted and requested to complete a short form to be reviewed by the Convention Committee prior to the acceptance of sponsorship support.

Convention Marketing Opportunities (multiple may be selected):

- | | |
|---|--|
| <input type="checkbox"/> Convention Registration Desk - \$2,500 | <input type="checkbox"/> Saturday 20th Anniversary Gala - \$10,000 |
| <input type="checkbox"/> Refreshment Break in EXPO Hall - \$3,000/each
_____ Friday AM _____ Saturday AM
_____ Friday PM _____ Saturday PM | <input type="checkbox"/> Saturday Social Event - \$3,000 |
| <input type="checkbox"/> Morning Breakfast Sponsorship - \$4,000/day
_____ Friday _____ Saturday | <input type="checkbox"/> Friday Night Welcoming Ceremonies - \$4,000 |
| <input type="checkbox"/> Lunch Sponsorship - \$4,000/day
_____ Friday _____ Saturday | <input type="checkbox"/> Health Screening - \$5,000 |
| <input type="checkbox"/> Attendee Name Badges - \$4,000 | <input type="checkbox"/> 20th Anniversary Gala Tables - \$2,500
Sponsor a table of 8 |
| <input type="checkbox"/> Convention Group Exercise Sponsor - \$2,500 | <input type="checkbox"/> Convention Scholarship Program Contributing Sponsor
TAX DEDUCTIBLE
_____ \$1,250 _____ \$3,750
_____ \$2,500 _____ \$5,000 |
| <input type="checkbox"/> Attendee Water Bottles - \$4,000 | |
| <input type="checkbox"/> Attendee Tote Bags - \$4,000 | |

TOTAL Due: \$ _____

Payment Information

All sponsorships must be paid in full when application is submitted. If sponsorship is not paid at that time, the OAC reserves the right to accept sponsorship from other interested companies.

Payment by Credit Card:

Charge my card for my sponsorship fee of: \$ _____

Visa Mastercard Amex Discover

Credit Card Number: _____

Expiration Date: _____ Billing Zip Code: _____ CV Code: _____

Authorized Signature: _____

Payment by Check:

Please make checks payable to the Obesity Action Coalition.

Return to:

Obesity Action Coalition
4511 North Himes Ave., Suite 250
Tampa, FL 33614

E-mail: mvicari@obesityaction.org

Fax to: (813) 873-7838

OAC Tax ID#: 20-1953508



Become a Convention Scholarship SPONSOR:

The OAC's Rob Portinga Memorial Scholarship Program and OAC's Youth & Families Initiative make attending the Convention possible for individuals eager to learn about their weight and health but lack the financial means. Since 2014, the program has awarded over 75,000 in scholarships to more than 75 attendees who would have otherwise been unable to attend. Your company can help change lives by becoming a contributing sponsor.

Suggested Sponsorship Amounts:

- \$2,250** – Sends One Attendee to the Convention
- \$3,500** – Sends Two Attendees to the Convention
- \$4,750** – Sends Three Attendees to the Convention
- \$6,000** – Sends Four Attendees to the Convention

Contributing Sponsors Receive:

- Listing on the "Scholarship Program" section of the Convention website
- Recognition in program press releases
- Acknowledgment in the Convention Program Book
- OAC social media and newsletter acknowledgment
- Recognition in the Convention wrap-up story in *Weight Matters Magazine*
- Recognition as a Convention Scholarship Program Sponsor in attendee slides

Interested in Becoming a Convention Scholarship Sponsor?

Please contact Shelly Vicari at mvicari@obesityaction.org

SUPPORT

**the Nation's Leading Educational
Convention Focused Solely on Individuals
Affected by Excess Weight and Obesity**

Thursday July 24, 2025

Friday, July 25, 2025

Saturday, July 26, 2025

Washington, DC

The Renaissance Arlington Capital View

PROUDLY BROUGHT TO YOU BY: **The Obesity Action Coalition**

The OAC is a 85,000 member strong 501(c)(3) National non-profit organization dedicated to giving a voice to the individual affected by the disease of obesity and helping individuals along their journey toward better health through education, advocacy and support. OAC's core focuses are to:

- Raise awareness and improve access to the prevention and treatment of obesity
- Provide evidence-based education on obesity and its treatments
- Fight to eliminate weight bias and discrimination
- Elevate the conversation of weight and its impact on health
- Offer a community of support for the individual affected

The OAC was formed in 2005 after a legislator pointed out the tremendous need to hear from those affected by obesity - because the voice of the individual affected was rarely heard. With this obvious gap, the OAC was created to bring together individuals who care about making a difference and stands as the largest charity that represents individuals affected by excess weight and obesity.

Learn More about the OAC and Our Ongoing Efforts by Visiting www.ObesityAction.org.



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4511 N. Himes Ave. Suite 250
Tampa, FL 33614

www.ObesityAction.org
info@ObesityAction.org

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Fax: (813) 873-7838