Where science and treatment meet.
About ObesityWeek℠

The American Society for Metabolic and Bariatric Surgery (ASMBS) and The Obesity Society (TOS) are once again combining resources to co-locate our respective annual meetings under one roof. ObesityWeek will cover the full scope of the obesity issue, from cutting-edge basic science and clinical research to intervention, including surgical treatment, as well as public policy discussions, all of which impact the quality of life for millions affected by the disease of obesity.

Programming will cover the full interdisciplinary spectrum and feature the world’s leading experts in their respective fields. A comprehensive agenda will include:

- Scientific sessions of both TOS and ASMBS to include oral abstract sessions, topical symposia, key lectures and debates, poster sessions
- Pre-conference continuing education courses
- Policy and public health discussions
- Co-sponsored programming and networking events
- Industry-sponsored symposia

Overall, a very positive experience for our organization.

CJ Brock
Thorne Research
ObesityWeek Attendee Profile

Surgeons, researchers and healthcare professionals with an interest in adult and childhood obesity representing the following disciplines:

- Practicing metabolic and bariatric surgeons
- Surgeons new to the field of metabolic and bariatric surgery
- Physicians (general medicine, internal medicine, family medicine, endocrinology, surgery, pediatrics, psychiatry)
- Basic and clinical research scientists
- Clinicians
- Policy makers and administrators
- Psychologists
- Pharmacists
- Physician Assistants
- Nurses and Nurse Practitioners
- Dietitians
- Rehabilitation, Exercise, Physical and Occupational Therapists
- Social Workers
- Students, Residents and Fellows
- Trainees

Attendee Demographics

TOS
The Obesity Society

- 45% Scientists
- 45% MDs
- 14% Industry
- 8% Educators
- 8% Integrated Health

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

- 14% Endocrinology
- 10% Internal medicine
- 9% Psychology/psychiatry
- 8% Pediatrics
- 7% Bariatric surgery
- 4% Family practice
- 3% Bariatric medicine

Other specialties: OB/GYN, general medicine, general surgery

ASMBS
American Society for Metabolic and Bariatric Surgery

- 45% Surgeons
- 30% Nurses
- 8% Physicians
- 6% Dietitians
- 5% Behavioral Health
- 3% PAs
- 3% Other

Thank you for a wonderful opportunity to interact with professionals, peers, potential supporters, and others. This was a great experience for our organization and we will absolutely be attending next year's event!

Beth Bush
Thorne Research
Who Should Exhibit at ObesityWeek?

Attendees are interested in learning more about the following products and services:

- Advocacy & Education
- Animal Models
- Biologics Development
- Body Fat Analyzers
- Clinical Research
- Consulting and Program Development
- Dietary Products
- Genetic Testing
- Healthcare Products & Furniture
- Healthcare Professionals Recruitment
- Imaging Devices
- Imaging Equipment
- Insulin
- Insurance
- Internet Publishers & Advertising
- Laboratory Research Products
- Market Research
- Medical Devices/Instruments
- Medical Supplies
- Metabolic Testing Systems
- Nutritional Supplements
- Orthotics & Prosthetics
- Patient Assessment Testing
- Patient Financing
- Patient Services
- Patient Tracking Software
- Patient Transfer Systems
- Pharmaceuticals
- Practice Management
- Publishers
- Risk Reduction
- Robotic Equipment
- Skin Care
- Software & Services
- Support Group Education Services
- Technology Education
- Therapy Services
- Vision/Eye Care
- Web Services & Design
- Wound Care
- And many more!

Exhibitor Benefits

- Targeted networking opportunities on the show floor, including lunches and refreshment breaks.
- Final program book, distributed to every attendee, will include your company information and a 35-word company description.
- Three complimentary exhibit hall badges per 100 square feet purchased.
- Two complimentary full-conference registration badges per 100 square feet purchased, for admission to all scientific and educational sessions. *Pre-conference courses are not included.*
- Free pre- and post-conference registration mailing lists to promote your company’s participation.
- Extensive pre-conference promotion including direct mail, website listing and marketing pieces (e-blasts and monthly email newsletters)
- Early sign-up for the 2015 ObesityWeek meeting in Los Angeles
- Inclusion in the ObesityWeek 2014 mobile app
- Interactive map of Exhibit Hall

Traffic Drivers

- Poster sessions in the exhibit hall
- Bariatric Skills Acquisition Center on the Expo floor
- Lunches and Refreshment Breaks on the Expo floor
Pricing and Details

Space Pricing

10’ x 10’ booths include 8’ high back drape and 3’ high side drape and a 7’ x 44’ identification sign with company name and booth number. An exhibitor kit will be made available approximately 90 days before the show with information about booth furnishings, labor, material handling, utilities, construction guidelines and other services.

**Corporate Member Discount**

ASMBS Corporate Council Members and TOS Corporate Advisory Council Members receive a 10% discount on booth fees. Visit asmbs.org or obesity.org for more information about the two member groups.

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$3150 In-Line (10’ x 10’ unit)

There is a $200 charge for each exposed corner.

**Exhibit Hours**

**Tuesday 11/4**
9:00am – 4:00pm

**Wednesday 11/5**
10:00am – 3:30pm

**Thursday 11/6**
9:30am – 3:30pm

**Booth Assignments**

All new exhibitors will be assigned on a first-come first-served basis. Reserve a booth online by visiting http://s15.a2zinc.net/clients/Corcoran/OW2014/Public/floorplan.aspx. For more information on exhibiting or to reserve a booth space by phone, please contact:

- **Craig Boehmke**
  - ObesityWeek Exhibit Manager
  - **Phone:** 312-265-9645
  - **Email:** craig@corcexpo.com

- **Bob Drewniak**
  - Exhibit Space Sales
  - **Phone:** 312-265-9662
  - **Email:** robert@corcexpo.com

**Sponsorship Information**

No matter what size your budget is, we can partner with you to develop a sponsorship that maximizes your marketing reach. For more information on sponsorship opportunities, contact:

- **Mary Michalik**
  - ObesityWeek Sponsorship Manager
  - **Phone:** 312-265-9650
  - **Email:** mary@corcexpo.com

Having TOS and ASMBS events combined was a good success. We are impressed with conference organizers. They were accessible, efficient and responsible prior to and throughout the show. All went well for us and we will plan to exhibit in the future.

**Colleen Cook**
- Bariatric Support Centers International
ObesityWeek Exhibitor Review Policy

1. Exhibitor policy
ObesityWeek, LLC, (OW) retains the right to refuse space to an exhibitor, sponsor or advertiser if the vendor or product(s) are not consistent with the mission of ObesityWeek or its member societies to safely treat or prevent obesity and prevent weight-related bias. The basis for refusal to exhibit a product(s)/service(s) for human use includes health or structure/function claims for the product(s) that are not approved by the appropriate federal agency or any efficacy claims that are not supported by peer-reviewed publications. Upon request, exhibitors must provide proof of compliance with the above.

2. Non-endorsement policy
Neither ObesityWeek, nor its member societies of TOS and ASMBS, endorses the products exhibited at OW. Vendors are prohibited from making claims of endorsement, or implied endorsement, by OW or its member societies in regards to their product(s)/service(s). Vendors may not use the OW or member society names or logos in any advertisements or promotional materials without written permission from OW or its member societies.

3. Review Policy
Exhibitors who have done so in previous years may be reappraised at the discretion of the OW Sponsorship/Exhibitor Review Committee. Possible reasons for reappraisal can include (but not limited to) engagement in new business activities or desire to promote new product(s)/service(s) that may be inconsistent with current OW policy contained herein.

- Any exhibit, sponsorship or advertising application submitted by a new company or organization will be sent to the ObesityWeek Exhibitor Review Committee for review prior to acceptance. The review of exhibitors and their products will be conducted by the ObesityWeek Exhibitor Review Committee which is composed of an equal number (3) of members of each member society.

All Committee members will be asked to reply within two business days with recommendation to approve or deny (with explanation) an applicant’s request, or request additional information, if appropriate.

- A majority is needed for approval.

- Any application not approved by the ObesityWeek Exhibitor Review Committee will go to the ObesityWeek Board of Managers for discussion and to make a final decision.

- New exhibitors, sponsors and advertisers will be informed within two weeks.
Thank You to Our 2013 Exhibitors!

3Pound Health
4Media Advertising
AADCO Imaging, LLC
Ace Medical Group (SlimPlate System)
Actigraph
Aesclup, Inc
American Association of Clinical Endocrinologists
American College of Surgeons
American HealthCare Lending
American Regent, Inc.
Amerilab Technologies Inc.
Apollo Endosurgery, Inc.
Atkins Nutritional, Inc.
Automated Medical Products Corp.
Bari Life Bariatric Supplements
BarApps
Bariatec Corporation
Bariatric Advantage
Bariatric Bridge
Bariatric Fusion, Inc.
Bariatric Support Centers International
Bariatric Times
BariatricPal.com
Bariatricx Nutrition Group
Bariatricx360
Baxter Healthcare Corporation
Bell Plantation
Bio-Tech Pharmacal, Inc.
Biospace, Inc.
BiPRO USA
Bite Technologies
BodyStat by VacuMed
Boehringer Laboratories, LLC
Boston Therapeutics, Inc.
Bruker BioSpin
Building Blocks Vitamins
Cadence Pharmaceuticals
Calmoseptine, Inc.
Calvin Scott Inc.
Canadian Obesity Network
Ceatus Media Group
Celebrate Vitamins
Celebrate Bariatric Supplements
Children’s Healthcare of Atlanta - Strong4Life
Cleveland Clinic cSite
CONMED Corporation
Cook Medical
Covidien
DEVROM - The Parthenon Co. Inc
EchoMRI, LLC
Eisai, Inc.
EMD Millipore
EnteroMedics, Inc.
Erchonia Corporation
Ethicon
European Association for the Study of Obesity (EASO)
Everidus Health Sciences
Exemplo Medical, LLC
Financial Institute for Physician Specialists
Food Addicts in Recovery Anonymous
GE Healthcare
Genova Diagnostics
GenoVive
Gore & Associates
Health Diagnostic Laboratory, Inc.
Health Economic Advisors
Health Management Resources, Inc. (HMR)
Healthsmart Foods, Inc.
Hologic
ICON plc
Ideal Fast
Ideal Protein
iXmedical, Inc
Infinite Therapeutics
IntelaMetrix, Inc.
International Association for the Study of Obesity
International Federation for the Surgery of Obesity & Metabolic Disorders (IFSO)
Intuitive Surgical, Inc.
The JAMA Network
Jenny Craig
Karl Storz Endoscopy - America, Inc.
KORR Medical Technologies
LAP-BAND® AP
Life 180
LipoScience, Inc.
Mando Group AB
Market Access Partners
Mary Ann Liebert, Inc.
Mayo Clinic
MDnetSolutions
Medical Device Division of OAPI, Inc.
Medifast, Inc.
Merck & Co., Inc.
Merit Medical Endotek
Microlife Medical Home Solutions, Inc. - (MiMHS)
Mind Body Health Services
Minimally Invasive Devices
Mission Pharmacal Company
National Collaborative on Childhood Obesity Research (NCCOR)
New Wave Surgical
New Whey Nutrition
New York Times by On the Avenue Marketing
Nextech Systems, Inc.
Novartis, Inc.
NuStep Inc.
Nutritional Resources, Inc.
Obesity Action Coalition (OAC)
ObesityHelp.com
Olympus America, Inc.
OPTIFAST
PAL Technologies Ltd
Perky Jerky
Phoenix Pharmaceuticals, Inc.
Prader-Willi Syndrome Association (USA)
Premier Protein
Pro-Amino International Inc.
ProCare Health
R-Kane Products, Inc.
Raintree Systems, Inc.
ReachLocal
Recharge Foods
RemedyEHR
Research Diets, Inc.
Reshape Medical, Inc.
Robard Corp./Food Sciences Corp.
Rosemont Media, LLC
Sable Systems International
SanMedica International, LLC
SBH
SE Healthcare Quality Consulting
seca corp.
Shane Camps & Resorts
Solara Labs
Springstone Patient Financing
Strativa Pharmaceuticals
Stryker Endoscopy
Surgical Tables, Inc.
SurgiQuest, Inc.
Suture Ease
Taiyo Nippon Sanso Corporation
Tanita Corporation
Teleflex
TFI HealthCare
Thompson Surgical Instruments, Inc.
Thorne Research, Inc.
TOPS Club, Inc. (Take Off Pounds Sensibly)
TSE Systems, Inc.
Twinlab
United Medical Credit, Inc.
UNJURY Protein
Vision-Sciences, Inc.
VIVUS, Inc.
Wake Forest Innovations
Wake Research Associates, LLC
Weight Loss Surgery Digest
Weight Loss Surgery Foundation of America
Weight Management DPG of ADA
Wellbe.me
Wellcoaches Corporation
Wellform, LLC
Wellspring / CRC Health Group
Wiley
YASOO Health
Yodlee
Zamzee
ZRT Laboratory