



» *Where science and treatment meet.*

2014

A decorative graphic consisting of a grey arrow pointing right, with a blue arrow pointing right inside it.

**EXHIBITOR
PROSPECTUS**

» About ObesityWeekSM

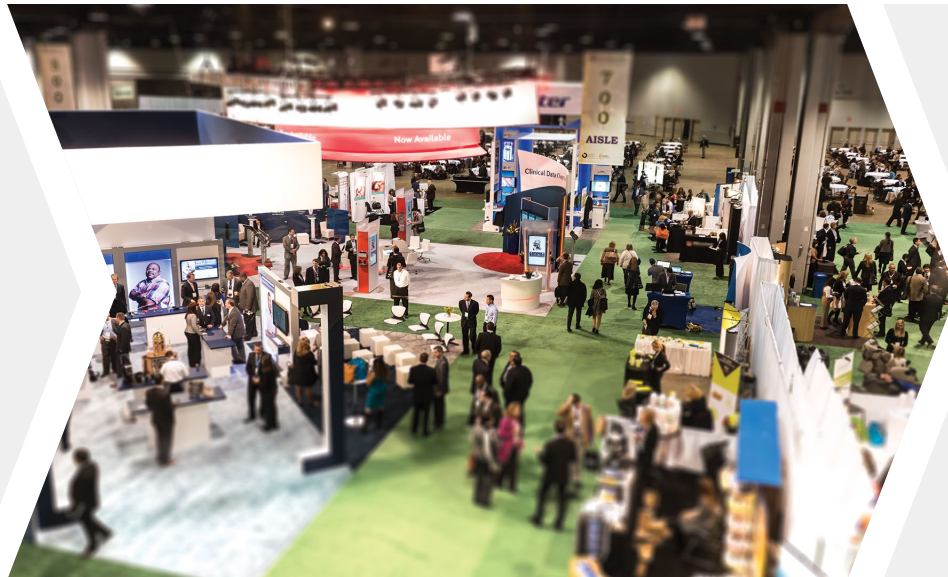
The American Society for Metabolic and Bariatric Surgery (ASMBS) and The Obesity Society (TOS) are once again combining resources to co-locate our respective annual meetings under one roof. ObesityWeek will cover the full scope of the obesity issue, from cutting-edge basic science and clinical research 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



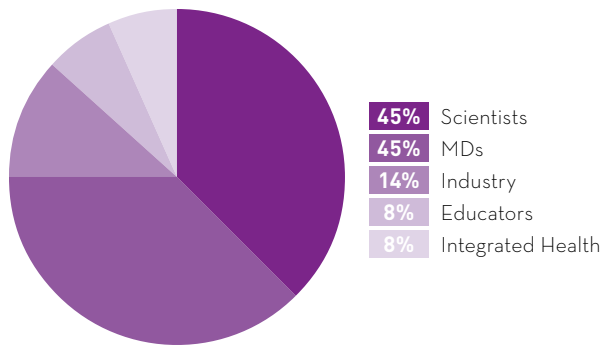
ObesityWeek Attendee Profile

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

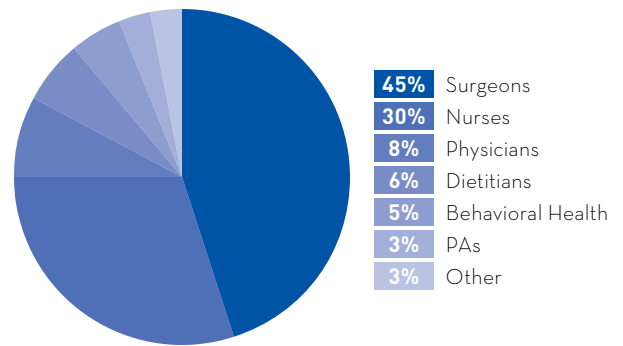


Based on the breakdown of area of specialties among physicians, the ranking from highest to lowest is:

- 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



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

\$3150 In-Line (10' x 10' unit)
There is a \$200 charge for each exposed corner.

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.



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	Supplements	LAP-BAND® AP	Rosemont Media, LLC
4Media Advertising	Children's Healthcare of Atlanta - Strong4Life	Life 180	Sable Systems International
AADCO Imaging, LLC	Cleveland Clinic, cSite	LipoScience, Inc.	SanMedica International, LLC
Ace Medical Group (SlimPlate System)	CONMED Corporation	Mando Group AB	SBH
ActiGraph	Cook Medical	Market Access Partners	SE Healthcare Quality Consulting
Aesculap, Inc	Covidien	Mary Ann Liebert, Inc.	seca corp.
American Association of Clinical Endocrinologists	DEVROM - The Parthenon Co. Inc	Mayo Clinic	Shane Camps & Resorts
American College of Surgeons	EchoMRI, LLC	MDnetSolutions	Solara Labs
American HealthCare Lending	Eisai, Inc.	Medical Device Division of OAPI, Inc.	Springstone Patient Financing
American Regent, inc.	EMD Millipore	Medifast, Inc.	Strativa Pharmaceuticals
Amerilab Technologies Inc.	EnteroMedics, Inc.	Merck & Co., Inc.	Stryker Endoscopy
Apollo Endosurgery, Inc.	Erchonia Corporation	Merit Medical Endotek	Surgical Tables, Inc.
Atkins Nutritional, Inc.	Ethicon	Microlife Medical Home Solutions, Inc - (MiMHS)	SurgiQuest, Inc.
Automated Medical Products Corp.	European Association for the Study of Obesity (EASO)	Mind Body Health Services	Suture Ease
Bari Life Bariatric Supplements	Everidis Health Sciences	Minimally Invasive Devices	Taiyo Nippon Sanso Corporation
BariApps	Exemplo Medical, LLC	Mission Pharmacal Company	Tanita Corporation
Bariatec Corporation	Financial Institute for Physician Specialists	National Collaborative on Childhood Obesity Research (NCCOR)	Teleflex
Bariatric Advantage	Food Addicts in Recovery Anonymous	New Wave Surgical	TFI HealthCare
Bariatric Bridge	GE Healthcare	New Whey Nutrition	Thompson Surgical Instruments, Inc.
Bariatric Fusion, Inc.	General Surgery News	New York Times by On the Avenue Marketing	Thorne Research, Inc.
Bariatric Support Centers International	Genova Diagnostics	NexTech Systems, Inc.	TOPS Club, Inc. (Take Off Pounds Sensibly)
Bariatric Times	GenoVive	Novaptus Systems, Inc.	TSE Systems, Inc.
BariatricPal.com	Gore & Associates	NuStep Inc.	Twinlab
Bariatrix Nutrition Group	Health Diagnostic Laboratory, Inc.	Nutritional Resources, Inc.	United Medical Credit, Inc.
Bariatrix360	Health Economic Advisors	Obesity Action Coalition (OAC)	UNJURY Protein
Baxter Healthcare Corporation	Health Management Resources, Inc. (HMR)	ObesityHelp.com	Vision-Sciences, Inc.
Bell Plantation	Healthsmart Foods, Inc.	Olympus America, Inc.	VIVUS, Inc
Bio-Tech Pharmacal, Inc.	Hologic	OPTIFAST	Wake Forest Innovations
Biospace, Inc.	ICON plc	PAL Technologies Ltd	Wake Research Associates, LLC
BiPRO USA	Ideal Fast	Perky Jerky	Weight Loss Surgery Digest
Bite Technologies	Ideal Protein	Phoenix Pharmaceuticals, Inc.	Weight Loss Surgery Foundation of America
BodyStat by VacuMed	IfXmedical, Inc	Prader-Willi Syndrome Association (USA)	Weight Management DPG of ADA
Boehringer Laboratories, LLC	Infinite Therapeutics	Premier Protein	Wellbe.me
Boston Therapeutics, Inc.	IntelaMetrix, Inc.	Pro-Amino International Inc.	Wellcoaches Corporation
Bruker BioSpin	International Association for the Study of Obesity	ProCare Health	Wellform, LLC
Building Blocks Vitamins	International Federation for the Surgery of Obesity & Metabolic Disorders (IFSO)	R-Kane Products, Inc.	Wellspring / CRC Health Group
Cadence Pharmaceuticals	Intuitive Surgical, Inc.	Raintree Systems, Inc.	Wiley
Calmoseptine, Inc.	The JAMA Network	ReachLocal	YASOO Health
Calvin Scott Inc.	Jenny Craig	Recharge Foods	Yodle
Canadian Obesity Network	Karl Storz Endoscopy - America, Inc.	RemedyEHR	Zamzee
Ceatus Media Group	KORR Medical Technologies	Research Diets, Inc.	ZRT Laboratory
Celebrate Vitamins		Reshape Medical, Inc.	
Celebrate Bariatric		Robard Corp. / Food Sciences Corp.	