



EXHIBITOR PROSPECTUS

 **obesityweek**

Where Science and Treatment Meet

November 11 - 16

2013

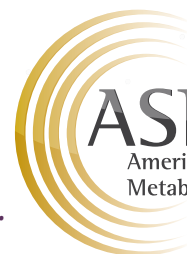
Atlanta, GA

PRESENTED BY:



**OBESITY
SOCIETY**

Research, Education, Action.



ASMBS

American Society for
Metabolic & Bariatric Surgery

ABOUT OBESITY WEEK

The American Society for Metabolic and Bariatric Surgery (ASMBS) and The Obesity Society (TOS) have combined resources to co-locate our respective annual meetings under one roof. Obesity Week 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 and video sessions
- Pre-conference continuing education courses
- Policy and public health discussions
- Co-sponsored programming and networking events
- Seven jointly sponsored symposia hosted by obesity partner organizations
 - American Association of Clinical Endocrinologists
 - American College of Sports Medicine
 - American Heart Association/Nutrition, Physical Activity and Metabolism
 - International Association for the Study of Obesity
 - International Federation for the Surgery of Obesity and Metabolic Disorders
 - Society for the Study of Ingestive Behavior
 - WM DPG of the Academy for Nutrition and Dietetics
- Industry-sponsored symposia

ATTENDEE PROFILE

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

Experienced Metabolic and Bariatric Surgeons

Surgeons new to the field of Metabolic and Bariatric Surgery as well as surgeons who provide coverage for bariatric surgeons

Physicians (General Medicine, Internal Medicine, Family Medicine, Endocrinology, Pediatrics, Psychiatry, Psychology)

Basic and Clinical Research Scientists
Clinicians/Integrated Health Professionals

Policymakers and Administrators

Pharmacists

Physician Assistants

Nurses and Nurse Practitioners

Dietitians

Rehabilitation/Exercise Therapists; Physical/Occupational Therapists

Social Workers

Students/Residents/Fellows

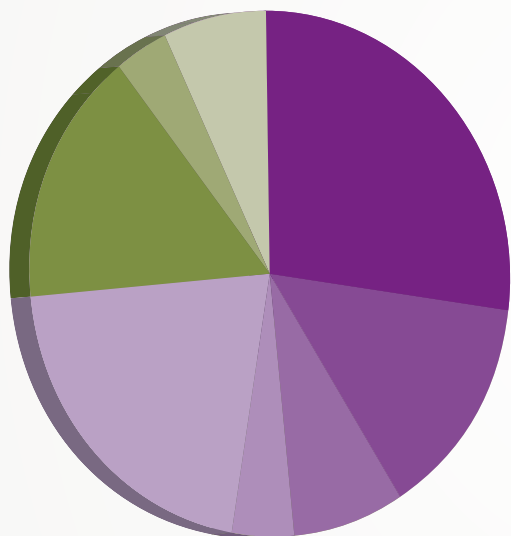
Trainees

Industry Professionals

ATTENDEE DEMOGRAPHICS

TOS

The Obesity Society



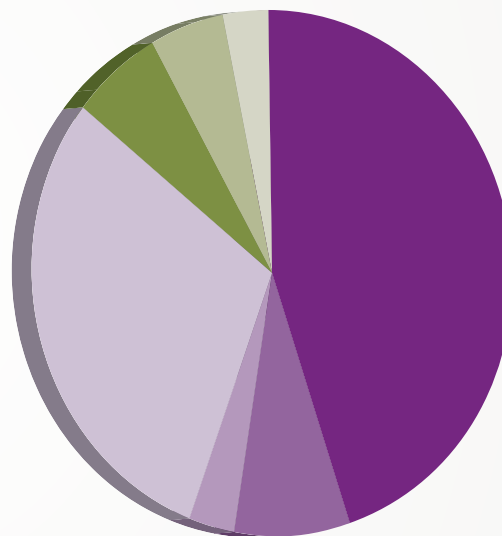
Scientists:	[52%]
Clinical/Care Provider:	[27%]
Industry:	[14%]
Educator:	[8%]
PhD:	[approx. 40%]
MD:	[approx. 30%]
Registered Dietitians:	[approx. 7%]
Nurses, Pharmacists, Other healthcare professionals:	[approx. 13%]

Based on the breakdown 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	

ASMBS

American Society for metabolic and Bariatric Surgery



Surgeons:	[45%]
Physicians:	[8%]
PAs:	[3%]
Nurses:	[30%]
Dietitians:	[6%]
Behavioral Health:	[5%]
Other:	[3%]

WHO SHOULD EXHIBIT?

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

- Advocacy and Education
- Animal Models
- Biologics Development
- Body Fat Analyzers
- Clinical Research
- Consulting and Program Development
- Dietary Products
- Genetic Testing
- Healthcare Products and Furniture
- Healthcare Professionals Recruitment
- Imaging Devices
- Imaging Equipment
- Insulin
- Insurance
- Internet Publishers and Advertising
- Laboratory Research Products
- Market Research
- Medical Devices/Instruments
- Medical Supplies
- Metabolic Testing Systems
- Nutritional Supplements
- Orthotics and 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 and Services
- Support Group Education Services
- Technology Education
- Therapy Services
- Vision/Eye Care
- Web Services and Design
- Wound Care
- And many more!

OBESITY WEEK EXHIBITOR REVIEW POLICY

Obesity Week, LLC, (OW) retains the right to accept or refuse space to any exhibitor, sponsor or advertiser for any reason. If accepted, exhibitors are prohibited from representing any endorsement from ASMBS, TOS or Obesity Week.



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 logo and a 50-word company description
- Three complimentary exhibit hall badges per 100 square feet purchased
- Two complimentary Full Conference registration badges 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 Exhibitors List and marketing pieces (E-Blasts and Monthly E-Newsletter)
- Early sign-up for the 2014 Obesity Week meeting in Boston, MA

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
- Interactive Expo Hall map

EXHIBIT DATES & TIMES

Wednesday, November 13 th	9:00am – 4:00pm
Thursday, November 14 th	10:00am – 3:30pm
Friday, November 15 th	10:00am – 3:30pm

EXHIBIT SPACE PRICING

\$3100 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 conference with information about construction guidelines, shipping, labor and ordering furniture and other services.

CORPORATE MEMBER DISCOUNT

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



BOOTH ASSIGNMENTS

Initial booth assignments are based on priority points. Points are accrued for every 100 sq ft purchased, exhibiting history, and sponsorship purchases. All new exhibitors will be assigned on a first-come first-served basis.

Online application will be available April 1, 2013

View the exhibit hall floor plan: <http://s36.a2zinc.net/clients/ow2013/ow2013/public/floorplan.aspx>

For more information on exhibiting, or to reserve a booth space by phone, please contact:

Sahar Khan

Obesity Week Exhibit Manager

Phone: 312-265-9663 | Email: sahar@corcexpo.com

SPONSORSHIP INFORMATION

No matter the size of your budget, we can partner with you to develop a sponsorship that maximizes your marketing reach. Complete sponsorship opportunities are available online at www.obesityweek.com or contact Mary Michalik at 312-265-9650 or mary@corcexpo.com.



LIST OF 2012 EXHIBITORS

(Combined TOS and ASMB 2012 Exhibitors Lists)

ActiGraph	Crospon	Intuitive Surgical	Overeaters Anonymous	Synovis Surgical Innovations
ACIGI Relaxation/Dr. Fuji	Devrom – The Parthenon Company	JAMA Network	PARE Surgical, Inc.	Taiyo Nippon Sanso Corporation
Aesculap, Inc.	Dyets, Inc.	Jenny Craig	Pathway Genomics	Tanita Corporation of America
Akrimax Pharmaceuticals	Echo MRI, LLC	KAP Medical	Pearson, Clinical Assessment Group	The Jackson Laboratory
Allergan	Eisai	Kapp Surgical Instrument, Inc.	Pharmics, Inc.	TOPS Club, Inc. (Take Off Pounds Sensibly)
ALR Industries	Elsevier	KARL STORZ Endoscopy-America, Inc.	Phoenix Pharmaceuticals, Inc.	Torbot Group, Inc., Jobskin Div
Ameriwell Bariatrics	EMD Millipore Corporation	Korr Medical Technologies	Plastic Surgery Studios	TransEnterix
Apollo Endosurgery, Inc.	EndoEvolution, LLC	Legally Mine	PracticeDock powering LocateADoc.com	TSE Systems, Inc.
Automated Medical Products Corp.	EnteroMedics	Lindstrom Obesity Advocacy	Premier Nutrition	Twinlab Corporation
Bariatric Advantage	Ethicon Endo-Surgery	Market Access Partners	Pro-Amino International Inc.	Unjury Protein – Opurity Vitamins
Bariatric Fusion, Inc.	Etna Interactive	MBSAQIP	ProCare Health	Vision-Sciences, Inc.
Bariatric Support Centers International	Everyday Health, Inc.	McCourt Manufacturing	Profil Institute for Clinical Research	Vitamix
Bariatric Times	Exemplo Medical, LLC	McKesson Medical Surgical	Raintree Systems, Inc.	VIVUS, Inc
Bariatrix Nutrition Corporation	Fresno Heart and Surgical Hospital	MDnetSolutions	RemedyEHR	Weight Management Dietetic Practice Group of the Academy of Nutrition and Dietetics
Bariatrix360	GE Healthcare	Medifast, Inc	Research Diets	Wellesse Premium Liquid Supplements
BariWare, LLC	General Surgery News	Merck & Co., Inc.	Richard Wolf Medical Instruments Corp.	Whey Protein Institute
Baxter	GenoVive	Merit Medical Endotek	Robard Corporation	Wiley-Blackwell
Bio-Tech Pharmacal	Glacial Multimedia	Microline Surgical	Rosemont Media, LLC	WLS Boards
Biospace, Inc	GlaxoSmithKline	Mission Pharmacal Company	Sable Systems International, Inc.	WLSFA.org – Weight Loss Surgery Foundation of America
Bite Technologies	Global Bellies Pty LTD	MWF Distribution Inc.	Salimetrics	Yodle
Bruker Biospin	Gore & Associates	National Collaborative on Childhood Obesity Research (NCCOR)	SBH	Your Practice Online, LLC
Building Blocks Vitamins	Hausmann Industries	National Heart, Lung & Blood Institute	Seahorse Bioscience, Inc	
Cadence Pharmaceuticals, Inc.	Health Management Resources (HMR)	New Life Bariatric Supplements	SeaPort Insurance Service, Inc.	
Calmoseptine, Inc.	HealthBridge Children's Hospital	New Wave Surgical	Sierra Research	
Cambridge University Press	Hologic	New Whey Nutrition	Sizewise	
CamNtech Inc.	HoverTech International	NexTech	Skylight Healthcare Systems	
Canadian Obesity Network	HRA Healthcare Research & Analytics	Northeast Georgia Health System	Sleep Data	
CareCredit	Hybrisil	Novus Insurance Program	Slimming World	
CareFusion	Hydration for Health Initiative	Obesity Action Coalition (OAC)	Sovrin Health Systems	
Ceatus Media Group	International Federation for the Surgery of Obesity and Metabolic Disorders (IFSO)	ObesityHelp.com	Statcorp Medical	
Celebrate Vitamins	Innovative Health Resources	Olympus America, Inc.	Stryker Endoscopy	
Cleveland Clinic, cSite	International Association for the Study of Obesity (IASO)	OPTIFAST	Surgical Excellence, LLC	
Coloplast			SurgiQuest	
Coloplast				
Columbus Instruments				
Connie Stapleton, PhD – Mind Prep				
Cook Medical				
Covidien				