

2010 Edition



The National Lipid Association

Marketing & Sponsorship Opportunities

connect • collaborate • contribute



Dear NLA Supporter,

Plan now for your company to participate in the National Lipid Association's premier scientific meeting series in 2010, where you can reach our distinguished board and faculty and our target audience of Lipidologists, Cardiologists, Endocrinologists, Primary Care Physicians and Allied Health Professionals involved in dyslipidemia management. We know how hard the past year has been with the economy and we want to work with you- so this year we have decided to pair down our meeting schedule to only 3 meetings this year – which should appeal to both your pockets and your schedule!

The exhibit hall provides a unique setting for you and your company's representatives to interact daily with attendees as they study the latest advances in their professions, while our numerous sponsorship opportunities allow you to connect with our members in a whole new way, providing you with maximum return on your investment.

Please note that priority will be given to NLA Industry Council members. Remaining time slots will be allocated on a "first-received, first-assigned" basis. NLA approval is required for all functions held in conjunction with our meetings.

We look forward to your participation and see you in 2010!

Best,

A handwritten signature in black ink, appearing to read 'Sh Sheridan', is written over a light blue horizontal line.

Shannon Sheridan
Event Director
National Lipid Association
6816 Southpoint Parkway, Suite 1000
Jacksonville , FL 32216
Office: 904.998.0854
Direct: 904.309.6205

2010 NATIONAL LIPID ASSOCIATION REGIONAL EXHIBITOR PROSPECTUS

The National Lipid Association would like to invite your organization to be an integral part of our 2010 regional scientific meetings. Exhibiting at these meetings is an excellent way to showcase your commitment to the NLA. You may take these opportunities to acquaint the attendees with the benefits of your products and services.



NLA Scientific Update – Winter 2010

Jointly hosted by the Pacific and Southwest Regional Chapters

February 19–21, 2010

The Palace Hotel

San Francisco, CA



NLA Scientific Update – Summer 2010

Jointly hosted by the Southeast and Northeast Regional Chapters

August 27–29, 2010

The Mayflower Hotel

Washington, DC



***PLEASE NOTE: SEPARATE APPLICATION IS REQUIRED FOR THE NLA 2010 ANNUAL SCIENTIFIC SESSIONS. Please see page 4 for full application.**

Exhibit Hall Schedule

The times and events below are tentative and subject to change. Please go to www.lipid.org for final event times.

Exhibitors Move In: Friday – 9:00 AM–5:00 PM

Welcome Reception in Exhibit Hall: Friday – 5:00 PM–6:00 PM

Exhibit Hall Open: Saturday – 7:00 AM–3:00 PM

Exhibitors Move Out: Saturday – 3:00 PM

Please note: There are no exhibits on Sunday. All food functions are held in the Exhibit Hall.

Hotel Information

The Palace Hotel

San Francisco, CA

Call 1-888-627-7196 and ask for the NLA room rate of \$159/night plus tax

The Mayflower Hotel

Washington, DC

Call 1-800-266-9432 and ask for the NLA room rate of \$169/night plus tax

Booth Fees & Equipment

For one 6' tabletop the fee is \$1,750, which includes:

(1) 6' draped table

(2) chairs

(1) wastebasket

(2) representative name badges*

**Two booth representatives are included in your Fee. There is a \$100 fee for each additional representative.*

Please note that your booth has no electrical service. If your booth requires electrical service, please contact Maggie Schaefer at the NLA Office (904-309-6214) to order.

Booth Assignment

Booths will be assigned according to the order in which application and full payment are received. Industry Council supporters are given primary space first. If you are interested in becoming a grant supporter or have any questions regarding exhibit opportunities, please contact Maggie Schaefer, Event Coordinator, at mschaefer@lipid.org or at 904.309.6214.



2010 NLA REGIONAL EXHIBIT APPLICATION



NLA Scientific Update—Winter 2010 6' Table—\$1,750
Exhibits: February 19–20 • Sessions: February 19–21 • The Palace Hotel • San Francisco, CA

NLA Scientific Update—Summer 2010 6' Table—\$1,750
Exhibits: August 27–28 • Sessions: August 27–29 • The Mayflower Hotel • Washington, DC

MAIL TO: 6816 Southpoint Parkway, #1000 • Jacksonville, Florida 32216 • T: 904-998-0854 • F: 904-998-0855

***PLEASE NOTE: SEPARATE APPLICATION IS REQUIRED FOR THE NLA 2010 ANNUAL SCIENTIFIC SESSIONS**
Please see next page for full application

Company Name _____
(As it is to be printed in the Program)

Address _____

City/State/Zip _____

Primary Contact _____

Telephone _____ **FAX** _____ **E-mail** _____

Competitors: _____

Two booth representatives are included in your exhibit fee. There will be a \$100 fee for each additional representative.

Please list the names of your exhibit booth representatives below:

Payment Options

Check or Money Order: Please make payable to NLA Tax ID# 59-3727483

Credit Card (check one)

MasterCard Visa AMEX

Name on Card _____ Card Number _____

Expiration Date _____ Total Amount _____ Signature _____

We/I have read and agree to abide by the exhibit specifications outlined by National Lipid Association and to all conditions under which the exhibit area is leased. Said exhibit specifications and conditions become a part of this contract. We understand the refund policy. We agree to abide by the specific exhibit set-up and tear down schedule as arranged by the organization. We understand that the National Lipid Association reserves the right to rearrange the floor plan where necessary to facilitate a successful traffic flow.

Full payment is to accompany application.

Authorized Signature _____ **Date** _____

→ The above signed agrees to pay a \$500 fee should the exhibit space contracted with this agreement get broken down before official tear-down hours or company is a no-show.

EXHIBIT OPPORTUNITIES FOR 2010 SCIENTIFIC SESSIONS

The National Lipid Association would like to invite your organization to be an integral part of the 2010 Annual Scientific Sessions. Exhibiting at this meeting is an excellent way to showcase your commitment to the NLA.

2010 NLA Annual Scientific Sessions

May 13–16, 2010

The Sheraton Hotel and Towers

Chicago, IL

Exhibits: May 13–May 15 • Sessions: May 13–May 16

Call 1-800-233-4100 and ask for the NLA room rate of \$185/night plus tax



Please check one:

8x10 Booth Space—\$2,500 8x20—\$5,000 Island Booth—\$10,000

MAIL CHECK TO: 6816 Southpoint Parkway Suite 1000 • Jacksonville, Florida 32216 • T: 904-998-0854 • F: 904-998-0855

Company Name _____
(As it is to be printed in the Program)

Address _____

City/State/Zip _____

Primary Contact _____

Telephone _____ **FAX** _____ **E-mail** _____

Competitors: _____

Two booth representatives are included in your exhibit fee. There will be a \$100 fee for each additional representative.

Please list the names of your exhibit booth representatives below:

Booth Selection: _____ **First Choice** _____ **Second Choice**

Payment Options

Check or Money Order: Please make payable to NLA Tax ID# 59-3727483

Credit Card (check one)

MasterCard Visa AMEX

Name on Card _____ Card Number _____

Expiration Date _____ Total Amount _____ Signature _____

We/I have read and agree to abide by the exhibit specifications outlined by National Lipid Association and to all conditions under which the exhibit area is leased. Said exhibit specifications and conditions become a part of this contract. We understand the refund policy. We agree to abide by the specific exhibit set-up and tear down schedule as arranged by the organization. We understand that the National Lipid Association reserves the right to rearrange the floor plan where necessary to facilitate a successful traffic flow.

Full payment is to accompany application.

Authorized Signature _____ **Date** _____

→ The above signed agrees to pay a \$500 fee should the exhibit space contracted with this agreement get broken down before official tear-down hours or company is a no-show.

Rules and Regulations

By applying for exhibit space, a company agrees to adhere to all conditions and regulations outlined below. The NLA requests the full cooperation of the exhibitor in their observances. Please be sure that your promotional department, exhibitor appointed contractor, and anyone else involved in the arrangements for your exhibit has a copy of these rules and regulations. For any questions, please call Maggie Schaefer at 904-998-0854 at the NLA office.

Available Tradeshow Hours:

All exhibitors must commit to having their exhibits displayed and staffed during the posted exhibit hours. Please do not set up late or tear down early, as this is an embarrassment to the organization. The above signed agrees to pay a \$500 fee should the exhibit space contracted with this agreement get broken down before official tear-down hours or company is a no-show.

Space Assignment:

Space will be assigned according to the order in which applications and full payments are received. **No space can be assigned without full payment.** NLA will confirm the receipt of money/contract along with a space assignment. NLA reserves the right to re-arrange the floor plan where necessary to facilitate a successful traffic flow. It also reserves the right to reject, at its discretion, any application to exhibit. The room is not large but every effort will be made to separate direct competitors. Exhibitors are confined to the area leased.

Cancellation:

Once formal application has been received, cancellation must be submitted to NLA, in writing, no later than 30 days prior to the meeting. If no cancellation notification in writing is received, no refund will be made. There are no refunds for no shows or those canceling within 30 days.

Exhibit Rules:

The rights and privileges of an exhibitor shall not be infringed upon by any other exhibitor. Exhibitor is responsible for damage to property. No signs or other articles shall be posted, nailed or otherwise attached to any of the pillars, walls, doors, etc. in such manner as to deface or destroy them. No attachments shall be made to the floors by nails, screws or any other device. NLA reserves the right to restrict exhibits that may be objectionable, or to order the removal of any portion of an exhibit which in the judgment of NLA is detrimental to or detracts from the general order of the exhibits. This applies to persons advertising, soliciting or anything of a similar nature.

Display Requirements and Restrictions:

NLA retains the right to deny the exhibition of inappropriate items and products. Please contact the Convention Manager with any questions. Drugs, chemicals or other therapeutic agents listed in *AMA's New and Non-Official Remedies*, *National Formulary* or *U.S. Pharmacopeia*, may be displayed. Proprietary drugs mixtures and special formulas may be displayed if documentary evidence of their acceptance by ethical medical organizations is on file with the Convention Manager. New, unlisted and/or initial display items must be submitted for clearance prior to opening of the convention. Clinical and laboratory tests and evaluation on such items must be submitted at least three months prior to opening date of convention. The same restrictions apply to books, advertisements in medical journals or other publications on display and to all promotional literature.

Unauthorized Canvassing and Distribution of Advertising Matter:

Solicitation of business or conferences in the interest of business except by exhibiting firms is prohibited. Exhibitors are urged to report to the Convention Manager any violations of this rule. Canvassing by exhibitors outside of their booths is also forbidden. Circulars or advertising matter of any description shall not be distributed except from the exhibitor's booth or by specific permission of the NLA.

Exhibits with Electrical Requirements:

Machines and apparatus operated by electricity must not distract or annoy other exhibitors. Electrical arrangements must be made through exhibit contractor.

Modesty and Live Demonstration:

The use of models, biological tissues, or animals is strictly forbidden.

Subletting of Space:

No subletting of space will be permitted. Only one company may exhibit per booth.

Liability:

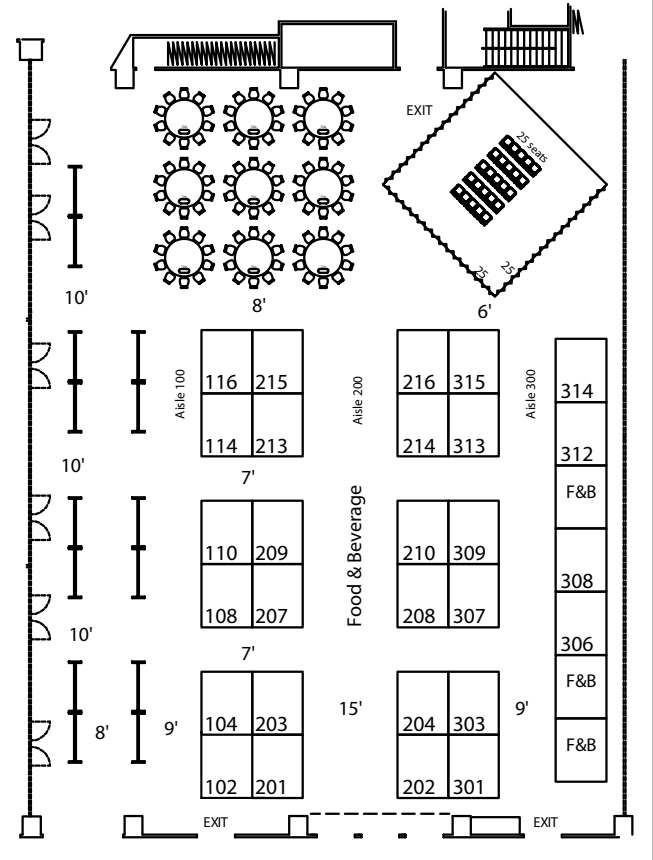
The property will take all reasonable precautions against damage or loss by fire, water, storm, theft, strike or any other emergencies of that character but does not guarantee or insure the exhibitor against loss by reason thereof. NLA will not guarantee Exhibitors against loss of any kind. Reasonable care should be exercised by the Exhibitor to protect all exhibits. Exhibitors are urged to secure valuables nightly or take them with them when they leave the room for the day. Exhibitor assumes entire responsibility and hereby agrees to protect, indemnify, and defend NLA, Compass Management, the affiliates, officers, directors, agents, employees and partners of each, ("Indemnified Parties") harmless against all claims, losses and damages, including negligence, to persons or property, governmental charges or fines and attorney's fees arising out of or caused by exhibitor's installation, removal, maintenance, occupancy or use of the exhibit premises or a part thereof.

In addition, Exhibitor acknowledges that the Indemnified Parties do not maintain insurance covering Exhibitor's property and that it is the sole responsibility of the Exhibitor to obtain business interruption, property damage and comprehensive general liability insurance.

Exhibitors are urged to take out a portal-to-portal rider available at a nominal cost on their own insurance policy, protecting them against lost through theft, fire damage, etc.

Booth Assignments

All booths will be assigned two weeks prior to the meeting dates to provide maximum separation of competitors with consideration given to Industry Council supporters and order in which application and full payments are received. Please refer back to page 4 to choose your requested booth selection.



NON-CME PROMOTIONAL SUPPORT OPPORTUNITIES

The NLA has created a series of new opportunities for promotional or social activities held in conjunction with our scientific meetings that are not CME or CE certified and that are under the control of the supporter. These opportunities are made available to supporters interested in offering presentations, posters, cases, and equipment demonstrations in an informal, non-educational environment. The NLA will approve all applications and will assign timeslots and room locations. These activities will not conflict or overlap with the official scientific or educational programming offered by the NLA. This year we offer three non-CME options:

Social Reception

Your company may hold a social reception at our meeting—a perfect place to meet and greet our members or other invited attendees in a casual and relaxed setting with light refreshments. No educational activities allowed at this reception slot other than a poster presentation (i.e., no speakers/faculty, no audiovisual equipment).

Fee

Annual Scientific Sessions: \$3,000

Regional Clinical Lipid Update: \$2,000

- Meeting room to accommodate target audience for approximately 30-person flow reception as available
- NLA Point of Contact to help with planning and operate as liaison between Hotel and Organizer
- NLA registration list for one-time use (Additional event marketing opportunities available, contact office)
- Food and beverage arrangements and charges are the responsibility of the event organizer

Exhibitor Theater—NEW!

The NLA is creating special space on the exhibit floor for supporters to present data and highlight their products and services during prime time exhibit hours. This is an excellent promotional opportunity to reach Clinical Lipidology thought-leaders and members while they are on the show floor evaluating products.

Fee

Annual Scientific Sessions: \$5,000

Regional Clinical Lipid Update: N/A

- 30 x 30' devoted space with seating for up to 30 people in the exhibit hall
- NLA Point of Contact to help with planning and operate as liaison for event
- NLA member mailing list and/or pre-registration list for one-time use
- Basic audio-visual package: screen, projector, computer, laser pointer, audio and podium with microphone
- Possibility to reach more than 300 registered NLA attendees

Innovation Lab Workshop

Do you have a new product or innovative service that you would like to discuss or demonstrate at our scientific meetings? Then the Innovation Lab or Non-CME Symposium is the ideal opportunity for your company. These non-certified promotional activity slots allow you to accommodate a larger audience for a devoted amount of time (up to 1.5 hours) to present your data or product information. Speakers and audiovisual equipment are allowed.

Fee

Annual Scientific Sessions: \$10,000

Regional Clinical Lipid Update: \$5,000

- Meeting room to accommodate up to 100 people theater style at the Sheraton Hotel (50 ppl theater at Clinical Lipid Updates)
- 1½- hours of uninterrupted program time
- Posting on www.lipid.org and listing in on-site materials and e-blast
- NLA Point of Contact to help with planning and operate as liaison between Hotel and Organizer
- NLA registration list for one-time use and one meeting bag insert advertising event. (Production of the marketing piece responsibility of event organizer. Additional event marketing opportunities available)
- Food and beverage and audiovisual arrangements and charges are the responsibility of the event organizer

NLA 2010 Annual Scientific Sessions

May 13-May 16, 2010

The Sheraton Hotel and Towers
Chicago, IL

The NLA has designated the following dates and times for non-CME ancillary events at the 2010 Annual Scientific Sessions:

Event Type	Fee	Wednesday May 12	Thursday May 13	Friday May 14	Saturday May 15	Sunday May 16
Social Reception	\$3,000	5:00–6:00 PM	N/A	5:00–6:00 PM	5:00–6:00 PM	N/A
Exhibitor Theater	\$5,000	N/A	N/A	Breakfast or Lunch Slot	Breakfast or Lunch Slot	N/A
Non-CME Innovation Lab/ Symposium	\$10,000	N/A	N/A	6:00–7:30 AM 4:00–5:30 PM	6:00–7:30 AM 4:30–6:00 PM	6:30–8:00 AM

Clinical Lipid Updates

Clinical Lipid Update – Winter

Jointly hosted by the Pacific and Southwest Regional Chapters
February 19–21, 2010
The Palace Hotel
San Francisco, CA

Clinical Lipid Update – Summer

Jointly hosted by the Southeast and Northeast Regional Chapters
August 27–29, 2010
The Mayflower Hotel
Washington, DC

The NLA has designated the following dates and times for non-CME options at the Clinical Lipid Updates:

Event Type	Fee	Friday	Saturday
Social Reception (2 slots)	\$2,000	N/A	5:00–6:00 PM
Non-CME Innovation Lab/ Symposium	\$5,000	N/A	6:00–7:30 AM 5:00–6:30 PM

***Times are subject to change, please contact Lindsay Otto at 904-998-6213 for an updated schedule**

Event Application Review, Selection and Guidelines

- Applications for non-CME activities must be submitted by April 1, 2010. Requested times will be honored as space and topic permit on a “first-received, first-assigned” basis and by the priority point system based on the supporter’s Industry Council recognition level. Applications will be reviewed by NLA Program Committee to ensure compliance with guidelines.
- Faculty for such events may not include NLA Board and Sessions Faculty or a Board Member that is serving at that current meeting.
- Events selected shall only be held in space released by NLA at times that do not conflict with the official sessions sponsored by the NLA.
- Sleeping rooms must be reserved under the contracted room block set up by the National Lipid Association.
- Receipt of complete applications will be confirmed by e-mail. Applications will be reviewed within a two-week timeframe. Notification of acceptance (or required changes) will be e-mailed no later than April 15, 2010 for the 2010 NLA Annual Scientific Sessions and no later than 1 month prior to the start date of the regional meetings.
- NLA, at its sole discretion, reserves the right to refuse selection if all slots are filled, the program is non-compliant with our standards, or the event does not meet the needs of the audience of NLA. If an application is not accepted, the organizer and supporter shall be notified as soon as possible. It is the responsibility of the organizer to cancel any arrangements that might have been made in connection with the symposium. NLA will not be responsible for any expenditure or other costs incurred by the supporter or its agent(s) in planning or conducting the symposium.
- Rooms are based on hotel availability.
- NLA does not guarantee an absolute number of attendees. Additional marketing is the responsibility of the supporting company.
- Supporter must exhibit at the Annual Meeting in order to be included in items above.

NON-CME PROMOTIONAL EVENT APPLICATION



MAIL CHECK TO: National Lipid Association • 6816 Southpoint Parkway Suite 1000 • Jacksonville, Florida 32216
T: 904-998-0854 • F: 904-998-0855

Name and Title of Primary Contact _____

Primary Contact Organization _____

Mailing Address _____

City/State/Zip _____

Telephone _____ Fax _____ E-mail _____

Website _____

Sponsoring Company/Institution _____

Title of Presentation _____

Names of Speaker(s) _____

Payment Options

Check or Money Order: Please make payable to NLA Tax ID# 59-3727483

Credit Card (check one) MasterCard Visa AMEX

Name on Card _____ Card Number _____

Expiration Date _____ Total Amount _____ Signature _____

By signing and submitting this application, I acknowledge reading and agreeing to NLA non-CME process and guidelines outlined on the reverse side of this form.

Signature/Title _____ Date _____

I would like to reserve the following Promotional Event Opportunity:

ANNUAL SCIENTIFIC SESSIONS

- Social Reception — \$3,000**
Wednesday May 12 • 5:00–6:30 PM
Friday May 14 • 5:00–6:30 PM
Saturday May 15 • 5:00–6:30 PM
- Exhibitor Theater — \$5,000**
Friday May 14 • Breakfast Slot
Friday May 14 • Lunch Slot
Saturday May 15 • Breakfast Slot – 2 – ½-hour slots
Friday May 15 • Lunch Slot 2 – ½-hour slots
- Innovation Lab Workshop — \$10,000**
Friday May 14 • 6:00–7:30 AM
Friday May 14 • 4:00–5:30 PM
Saturday May 15 • 6:00–7:30 AM
Saturday May 15 • 4:30–6:00 PM
Sunday May 16 • 6:30–8:00 AM

CLINICAL LIPID UPDATES

- Social Reception — \$2,000**
Saturday August 27 • 5:00–6:00 PM
 - Innovation Lab Workshop — \$5,000**
Saturday August 27 • 6:00–7:30 AM
Saturday August 27 • 5:00–6:30 PM
- Please note: All times and dates are subject to change. The NLA will update the information as needed for all supporters, however, please note start and end times may change until final scientific agenda is confirmed.**

2010 SPONSORSHIP OPPORTUNITIES

NLA Foundation's Inaugural "Get Fit 5K Run/Walk" **\$10,000**

This 5K Run/Walk will be held at the perfect location to continue a heart healthy lifestyle- Chicago, IL! Support this activity for NLA members where they will not only learn the lifestyle for the best weapons to fight cardiovascular disease, but be able to run in one of the most beautiful cities in the country!

Cyber Lounge **\$10,000**

Four busy computer areas provided for attendees to check email, post messages and access the Internet, and claim credit. The areas are situated in high traffic locations, including registration and the exhibit hall. Sponsor company logo displayed on the wallpaper.

Portfolio Bags **\$10,000**

Every attendee receives a portfolio bag upon registration filled with informational material. Sponsor company logo appears on the bag.

NEW Notepads Sponsorship: **\$5,000**

Convenient, 8.5" x 11"-size recycled notepads are provided to all NLA registrants in the registration bag, with an additional quantity available for distribution at the sponsor's booth.

Hotel Key Cards **\$5,000**

Attendees staying at NLA 2010 exclusive hotels will receive a room key card to access their hotel rooms featuring sponsor company logo.

Name Badge Cords **\$5,000**

Every attendee will receive a name badge lanyard at registration. Sponsor company logo will appear on the lanyard.

NEW Reusable Water Bottles **\$5,000**

The NLA is making a dedicated effort to reduce its carbon footprint. Sponsor a reusable water bottle that will be distributed at registration so that all attendees can stay focused and refreshed. Your company's logo will be on each water bottle so attendees know you are assisting with our "Green Meeting" efforts.

Mirror Clings **\$4,000**

Distributed late in the afternoon, the mirror clings will reinforce your presence by reaching attendees as they end their day and prepare for the next. * Supporter must provide artwork to vendor- production fee additional. Must use NLA official vendor. Maximum dimension 8 1/2" X 11". Must be shipped directly to host hotel at supporters expense.

NEW Meeting Packets **\$3,000**

This is a highly visible exclusive packet. Contributor receives corporate logo on the packet and recognition on all marketing materials.

NEW Conference Bag Inserts **\$2,500**

A conference bag will be distributed on-site for attendees to hold program materials. Supporters have an opportunity to reach all professional attendees by placing literature inside the shoulder bag. This opportunity will be limited to three sponsors to ensure outstanding exposure.

Sponsors will be recognized through-out the meeting on all marketing materials including fliers, Lipid.org website, signage and other promotional materials.

2010 SPONSORSHIP OPPORTUNITIES

National Lipid Association 2010

Get connected—one attendee at a time

Sponsored items for participants

<input type="checkbox"/>	NLA Foundation's Inaugural "Get Fit Run/Walk"	\$10,000
<input type="checkbox"/>	Cyber Lounge SOLD	\$10,000
<input type="checkbox"/>	Portfolio Bags SOLD	\$10,000
<input type="checkbox"/>	Notepads Sponsorship	\$5,000
<input type="checkbox"/>	Hotel Key Cards	\$5,000
<input type="checkbox"/>	Name Badge Cords	\$5,000
<input type="checkbox"/>	Reusable Water Bottles	\$5,000
<input type="checkbox"/>	Mirror Clings	\$4,000
<input type="checkbox"/>	Meeting Packets SOLD	\$3,000
<input type="checkbox"/>	Conference Bag Inserts	\$2,500

Please fill out the form below completely and submit with payment.

Mail to: National Lipid Association
6816 Southpoint Parkway Suite 1000
Jacksonville, FL 32216

Name of Organization _____

Company Representative _____

Address _____

City/State/Zip _____

Phone/Fax _____

E-mail _____

Payment Options

Check or Money Order: Please make payable to NLA Tax ID# 59-3727483

Credit Card (check one) MasterCard Visa AMEX

Name on Card _____ Card Number _____

Expiration Date _____ Total Amount _____ Signature _____

nla



www.lipid.org

National Lipid Association • 6816 Southpoint Pkwy., Suite 1000 • Jacksonville, Florida 32216