

NATIONAL LIPID ASSOCIATION

**SCIENTIFIC
SESSIONS**

May 16-19

MIAMI

2019

Exhibit
Prospectus
Sponsorship
Guide



Dear NLA Supporter,

It is my pleasure to invite you to join us as an exhibitor at our 2019 Scientific Sessions.

NLA meetings provide you with an opportunity to reach your target audience of Lipidologists, Cardiologists, Endocrinologists, Primary Care Physicians, PhD researchers, and clinical team affiliates, from an array of disciplines including nurses, nurse practitioners, physician assistants, pharmacists, exercise physiologists, and dietitians, in a uniquely intimate educational setting. We are proud to showcase not only an agenda led by distinguished faculty who are leaders in their fields, but a lively exhibit hall to act as a home-base for our attendees. On behalf of our board of directors and the members we serve, we look forward to seeing you in Miami.

As always, your support of the NLA is greatly appreciated by our entire organization including leadership, staff, and our members. Your participation adds to the overall experience of our meetings and is pivotal for us to achieve our goals to provide the highest quality education for attendees.

Once again, thanks so much for your consideration.

Sincerely,



Alan S. Brown, MD, FNLA
President, National Lipid Association

BENEFITS OF EXHIBITING

LISTING ON

- ◆ Virtual Exhibit Hall
- ◆ NLA Meeting App
- ◆ Exhibitor Passport

Exclusive Sponsorship **AND** Advertising Opportunities

2 EXHIBITOR BADGES GRANT ACCESS TO

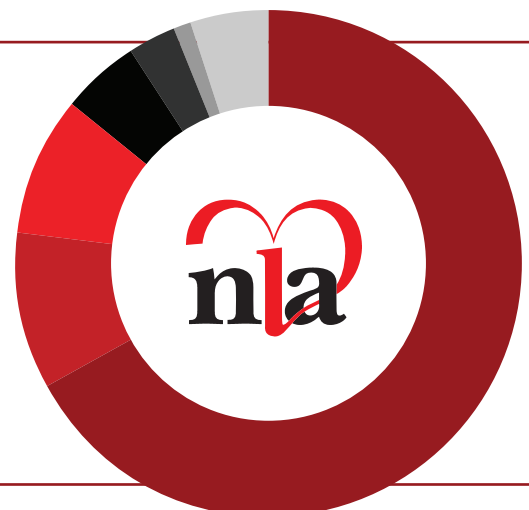
- ◆ Exhibit Hall Functions
- ◆ All Sessions

CAPTIVATED AUDIENCE OF APPROXIMATELY

- ◆ 500 Healthcare Professionals

NLA MEMBERSHIP*

67% MD/DO	5% PhD/MPH	1% RD
10% PharmD	3% PA	5% OTHER
9% APN/NP/RN		



*n=2,289 members

Scientific Sessions SPONSORSHIPS

STEP CHALLENGE \$25,000

EXCLUSIVE OPPORTUNITY

Sponsor a memorable experience for all attendees while promoting healthy lifestyles! The NLA's Step Challenge encourages attendees to compete with their peers to take the most steps during the Scientific Sessions. Your company name and logo will be prominently displayed on the Challenge score board, signage at the Challenge check-in stand, the Challenge mobile app, and an eblast sent to all registrants promoting the Challenge. This sponsorship will engage attendees and drive your exhibit hall traffic with the "scan for steps" feature, which allows participants to check-in at your booth for additional steps.

WELCOME RECEPTION \$25,000

EXCLUSIVE OPPORTUNITY

All attendees and exhibitors are invited to attend the Welcome Reception that will take place on opening night of the Scientific Sessions meeting. You will be recognized on signage, along with napkins and drink stirrers branded with your company logo.

SOLD

KEY CARDS \$17,500

Sponsor the first thing attendees receive when arriving to the Scientific Sessions! Each attendee will receive a hotel room key card with your company's artwork* upon checking-in at the host hotel. This sponsorship offers great exposure and establishes your role as an essential supporter of the meeting.

**Artwork must be approved by the NLA*

WELCOME PACKAGE \$17,000

EXCLUSIVE OPPORTUNITY

All NLA attendees, including ancillary course and Scientific Sessions attendees, will receive a custom gift at the hotel check-in. This includes branded hand sanitizer, bottle of water, branded cards with the WiFi info, branded notepads and an NLA space map.

EXHIBIT HALL BREAKS \$15,000

EXCLUSIVE OPPORTUNITY

Coffee is essential to meeting success! Breaks are located in the exhibit hall and provide the opportunity for interaction with attendees. This sponsorship includes coffee sleeves branded with your company logo in addition to signage recognizing you as the sponsor.

WIFI \$15,000

EXCLUSIVE OPPORTUNITY

Your sponsorship allows attendees to enjoy free wireless internet in the exhibit hall. Your organization's name and/or logo will appear on onsite signage and registrant emails recognizing your support of this valued offering.

DOOR HANGERS \$6,500

ONE REMAINING

Display your message or product in a unique and effective way. The hotel will place an informational hanger with your company's approved marketing design* on the attendees' guest room doors for one night during the conference.

**Door hanger to be approved by the NLA. Printing is the responsibility of the sponsoring company.*

FLOOR CLINGS \$6,000

EXCLUSIVE OPPORTUNITY

Promote your company and/or booth with strategically placed floor clings* in high-traffic areas at the Scientific Sessions host hotel.

**Artwork must be approved by the NLA.*

LANYARDS \$6,000

EXCLUSIVE OPPORTUNITY

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

PHOTOBOOTH \$6,000

EXCLUSIVE OPPORTUNITY

Sponsor the photobooth located near the exhibit hall. This is a great way to draw attendees to your booth and create fun memories for the attendees. The picture prints will have your company logo included.

REUSABLE METAL STRAWS \$6,000

EXCLUSIVE OPPORTUNITY

The NLA is continuing to make a dedicated effort to reduce its carbon footprint. Sponsor a reusable metal straw that will be distributed at registration, so that all attendees can stay focused and refreshed. Your company name will be on each straw, so attendees know you are assisting with our "green meeting" efforts.

DIRECTIONAL FOOTPRINTS \$6,000

EXCLUSIVE OPPORTUNITY

Direct attendees to your booth with footprints featuring your company artwork*. These footprints will be strategically placed starting at the entrance to the exhibit hall and lead to your booth.

**Artwork must be approved by the NLA.*

ELEVATOR CLINGS \$5,000

EXCLUSIVE OPPORTUNITY

Grab the attention of the Scientific Session meeting attendees by including your company artwork* in the meeting space elevators of the host hotel.

**Artwork must be approved by the NLA.*

MINI NOTEBOOKS \$5,000

EXCLUSIVE OPPORTUNITY

Convenient mini notebooks branded with the company logo of the exclusive sponsor will be provided to all meeting attendees.

CONFERENCE BAG INSERTS \$3,750

10 AVAILABLE

Your corporate literature or brochure* will be placed in the attendee bag, which will be distributed to all attendees at registration.

**All inserts must be approved by the NLA prior to printing. Sponsor is responsible for design, printing and shipping (8.5" x 11", max weight .08 oz).*

BATHROOM MIRROR CLINGS \$3,500

EXCLUSIVE OPPORTUNITY

Want to grab the attention of attendees in unique places? Your company artwork* will be placed in the meeting space bathrooms of the Scientific Sessions host hotel.

**Artwork must be approved by the NLA.*

Ancillary Course SPONSORSHIPS

The Foundations of Lipidology and the Masters in Lipidology Ancillary Courses take place prior to each the Scientific Sessions. By sponsoring, you will be recognized during both courses.

WIFI \$7,500

EXCLUSIVE OPPORTUNITY

Your sponsorship allows ancillary course attendees to enjoy free wireless internet. Your organization's name and/or logo will appear on onsite signage and registrant emails recognizing your support of this valued offering.

MEETING BREAKS \$5,000

EXCLUSIVE OPPORTUNITY

This sponsorship includes coffee sleeves branded with your company logo, in addition to signage recognizing you as the sponsor during the ancillary courses.

LANYARDS \$3,000

EXCLUSIVE OPPORTUNITY

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

“Our experience with the NLA has **EXCEEDED OUR EXPECTATIONS**, providing us with a *collaborative opportunity* to introduce **INNOVATIVE TESTING**. NLA events are always **INFORMATIVE AND ENERGETIC**, offering a *unique experience* for *providers and exhibitors*. ”

- NLA MEETING EXHIBITOR

Most opportunities are exclusive and are available on a first-paid, first-assigned basis. Send customized package requests to exhibits@lipid.org.

EXPERT THEATER

National Lipid Association attendees are passionate healthcare providers who expect high-quality and innovative education while attending the Scientific Sessions. Add your presentation to their list of must-see events by signing up to host an Expert Theater in 2019.

Scientific Sessions Expert Theater <i>INCLUSIVE PACKAGE</i>	<u>Fee</u> \$22,500	<u>Time</u> Lunchtime Slot 50-Minute Program
---	-------------------------------	---

3
SLOTS
LEFT

Inclusive Package*

- Meeting room at host hotel, set theater-style for 50 people[†];
†No attendance guarantee can be made.
- NLA point of contact to operate as liaison between Hotel and Sponsor;
- Listing in meeting app and on Lipid.org;
- Event included in one (1) special events eblast, distributed by the NLA;
- One Scientific Sessions registrant mailing list;
All pre-activity mailings are subject to approval by the NLA before printing and distribution. This list is approved for one-time use. Registration lists will be provided directly to the sponsor's selected mail-house. Registrant lists are to be used for the purpose of sending invitational mailers ONLY.
- A/V equipment: Screen, projector, podium, microphone, PA, laptop;
- 1 – 2 A/V staff;
- Three (3) 24"x36" informational/directional signs for display at venue;
*Artwork and content provided by sponsor; production and shipment provided by the NLA. All marketing materials and signage must display this disclaimer in a legible font:
"This event is not part of the National Lipid Association Scientific Sessions, as planned by the NLA Scientific Meetings Committee, and is not being certified for CME/CE credit."*
- The NLA will provide a reasonable meal to all attendees outside of the meeting room.

**Faculty honoraria and other faculty expenses are not included.*

“ It was **great experience** for us and **NLA membership!** This was made possible by **GREAT ADVERTISING by NLA, GREAT room placement**, i.e. one that gets foot traffic naturally, and I think that the **presentation topic with the speaker panel** was a draw too. ”

- PREVIOUS EXPERT THEATER SPONSOR

Please email exhibits@lipid.org for an Expert Theater application.

EXHIBIT & SPONSORSHIP APPLICATION

Basic Booth

\$5,500

- 10x10 booth space
- 6ft table and 2 chairs
- Acknowledgement on meeting signs
- 2 exhibitor badges
- Listing on Virtual Exhibit Hall
- Listing in meeting app

Scientific Sessions Sponsorships

- | | | |
|---|---|---|
| <input type="checkbox"/> 10x10 Pipe and Drape Booth | <input type="checkbox"/> Wifi - \$15,000 | <input type="checkbox"/> Directional Footprints - \$6,000 |
| <input type="checkbox"/> Step Challenge - \$25,000 | <input type="checkbox"/> Door Hangers - \$6,500 | <input type="checkbox"/> Elevator Clings - \$5,000 |
| <input type="checkbox"/> Welcome Reception - \$25,000 | <input type="checkbox"/> Floor Clings - \$6,000 | <input type="checkbox"/> Mini Notebooks - \$5,000 |
| SOLD Key Cards - \$17,500 | <input type="checkbox"/> Lanyards - \$6,000 | <input type="checkbox"/> Conference Bag Inserts - \$3,750 |
| <input type="checkbox"/> Welcome Package - \$17,000 | <input type="checkbox"/> Photobooth - \$6,000 | <input type="checkbox"/> Bathroom Mirror Clings - \$3,500 |
| <input type="checkbox"/> Exhibit Hall Breaks - \$15,000 | <input type="checkbox"/> Metal Straws - \$6,000 | |

Ancillary Course Sponsorships

- Wifi - \$7,500 Meeting Breaks - \$5,000 Lanyards - \$3,000

Payment and Billing Information

FAX:
(904) 425-4230

MAIL:
National Lipid Association
6816 Southpoint Pkwy., Ste. 1000
Jacksonville, FL 32216

EMAIL:
Exhibits@lipid.org

OF BOOTHS _____ TOTAL AMOUNT \$ _____

PAYMENT METHOD

- Visa American Express MasterCard Check

CC or Check Number: _____ Exp. Date _____ Security Code _____
(if applicable) (if applicable) (if applicable)

Name on Card (if applicable) _____

Signature _____

Payment for exhibit space must accompany registration or we will be unable to reserve your booth(s).

Applicant Information (for exhibit correspondence)

Company Name (as to appear on printed materials): _____

Representative Name: _____

Address: _____

City: _____ State: _____ Zip: _____

Tel: _____ Fax: _____ Email: _____

Website: _____

Competitor(s): _____

We ask for this information in attempts to avoid proximity to competitors in hall.

QUESTIONS? Exhibits@lipid.org or (904) 998-0854

Onsite Representative(s) Contact Info

Badge 1 Name _____

Cell Phone _____

Badge 2 Name _____

Cell Phone _____

(Additional badges \$125/person)

Badge 3 Name _____

Badge 4 Name _____

The Exhibitor Agreement is entered into between (Exhibitor) and the National Lipid Association (NLA). This agreement will take effect upon signing by the exhibitor. The exhibitor hereby requests NLA to provide exhibitor with exhibit space at the 2019 Scientific Sessions. Exhibitor further agrees to abide by all exhibitor terms and conditions as provided herein and attached. Submission of this form does not guarantee exhibit space. NLA will notify exhibitor applicant if exhibit space request cannot be honored. A confirmation packet will be sent upon arrival of payment.

My signature below indicates that I have read and agree to the specifications provided in this application and the attached Terms and Conditions.

Print Name _____

Signature _____ Date _____

TERMS & CONDITIONS

The National Lipid Association (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 of your exhibit has a copy of these rules and regulations. For any questions, please contact the NLA office at (904) 998-0854.

Thank you for your interest in exhibiting at the National Lipid Association (NLA) 2019 Scientific Sessions. All exhibitors agree to the following information, guidelines, and regulations for purposes of exhibiting at our meeting, superseding all prior discussions. This may be supplemented by additional rules included in the exhibitor prospectus as well as any other information or updates provided by the NLA.

EXHIBIT HALL 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. You agree to pay a \$500 fee should the exhibit space get broken down before official tear-down hours.

CANCELLATIONS & NO-SHOWS

Once the application has been received, cancellation must be submitted to NLA, in writing, no later than forty-five (45) days prior to the meeting. Upon receipt of a timely cancellation notice, a full refund minus a \$500.00 processing fee will be returned. If no cancellation notice in writing is received, no refund will be made. There are no refunds for no-shows or those canceling within forty-five (45) days.

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 at any time prior to the conference even if a location has already been confirmed. It also reserves the right to reject, at its discretion, any application to exhibit. NLA will make every effort will be made to separate direct competitors. Exhibit materials are confined to the exhibit area.

EXHIBITOR BADGES & REGISTRATION

Booth sized determines the number of badges afforded to exhibitor. Representatives without a badge will not be permitted in the exhibit hall. Exhibitor may pick-up name badges at the registration desk onsite.

DISPLAY REQUIREMENTS & RESTRICTIONS

NLA retains the right to deny the exhibition of inappropriate items and products. Please contact the NLA 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 NLA. 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 the convention. The same restrictions apply to books, advertisements in medical journals or other publications on display and to all promotional literature.

ELECTRICAL REQUIREMENTS

Machines and apparatus operated by electricity must not disrupt or annoy other exhibitors. Electrical arrangements must be made through the hotel, subject to their prices and conditions.

PROHIBITED CONDUCT

The rights and privileges of an exhibitor shall not be infringed upon by any other exhibitor. 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. Exhibitor is responsible for damage to property. 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.

PHOTOGRAPHY

NLA may contract an official meeting photographer to photograph or video all aspects of the meeting. Photography or video may occur in the exhibit hall, limited to attendee activity. Exhibitor agrees to allow reasonable request from NLA or the official meeting photographer to take pictures outside the exhibitor's booth.

LIVE DEMONSTRATION

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

UNAUTHORIZED CANVASSING & DISTRIBUTION OF ADVERTISING MATTER

Solicitation of outside business or conferences in the interest of business except by exhibiting firms is prohibited. Exhibitors are urged to report to the NLA 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 NLA.

SUBLETTING OF SPACE

No subletting of space will be permitted. Only one company may exhibit per booth. Each company represented in the exhibit hall must sign the exhibit application. Any person or company subletting a space, as well as the person or company purchasing the space, will be subject to eviction from the exhibit hall. No refund will be made to a company subletting its space.

SECURITY

Exhibitors are strongly urged to secure all valuables nightly or take them to their hotels rooms. NLA, the hotel, and Compass Management & Consulting, Inc. will not be responsible for lost or stolen items.

CERTIFICATE OF INSURANCE & LIABILITY

The property hosting the conference 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 must provide NLA with a certificate of insurance no later than seven (7) days prior to the meeting. Exhibitor assumes entire responsibility and hereby agrees to protect, indemnify, and defend NLA, Compass Management & Consulting, Inc., 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 loss through theft, fire damage, etc.

DISCLAIMER

NLA neither warrants nor endorses any of the products or services advertised. You agree to indemnify, defend, and hold harmless organization for any and all costs, including reasonable attorney fees, associated with any claim based on your product.

ATTENDANCE

NLA may estimate the number of attendees anticipated at the conference; however, such estimate does not intend to guarantee a number of conference attendees.

PAYMENT

Payment in full is due upon submission of the exhibit application.

COOPERATION

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 guidelines. For any questions, please contact the NLA office at (904) 998-0854.