2020 Exhibit Prospectus & Sponsorship Guide

NLA Clinical Lipid Update
MEETING SERIES
Dear NLA Partners,

As 2020 approaches, I am writing to offer our past and future partners outstanding opportunities to connect, interact, and mingle with an audience that is enhancing the practice of lipid management and providing care to patients in a passionate way. I’m writing to invite you to join the National Lipid Association (NLA) as an exhibitor and sponsor for our scheduled Clinical Lipid Updates for the year 2020 on February 28 – March 1 in Denver and on September 11 – 13 in Washington DC. Our exhibit halls are meticulously planned and our meetings are scheduled to provide our exhibitors and sponsors an ample amount of time to speak directly with our attendees concerning your products and services. Our audience consists of primary care physicians, lipidologists, cardiologists, endocrinologists, Ph.D. researchers, nutritionists and dieticians, and exercise physiology specialists, and other healthcare team professionals. Our attendees are on the front lines of advancing science and medicine, and can use your products for the diagnosis and treatments of their patients.

We thank our past exhibitors and sponsors and invite you to join us in the exciting year ahead. Things are moving very rapidly in the field of lipidology. We hope that you will take the opportunity to speak with our attendees about your products. On behalf of the NLA Board of Directors, its members and its staff, we look forward to partnering with you and seeing all that 2020 has to offer.

With best wishes,

Antonio M. Gotto

Antonio M. Gotto, MD, DPhil, FNLA
President, National Lipid Association

Why Exhibit with the NLA?

Reach the professionals that are best for your business. As an exhibitor, you’ll receive:

- Your company’s name listed on the virtual exhibit hall, NLA meeting app and our attendee favorite – the Exhibitor Passport
- Two (2) exhibitor badges
- Multiple opportunities to interact with a professional audience of approximately 250 healthcare professionals
- Access to exclusive sponsorship and advertising opportunities

NLA Membership*

<table>
<thead>
<tr>
<th>BY DEGREE</th>
<th>BY CONTINENT</th>
</tr>
</thead>
<tbody>
<tr>
<td>72% MD</td>
<td>97% North America</td>
</tr>
<tr>
<td>11% PharmD</td>
<td>1% Europe</td>
</tr>
<tr>
<td>9% PA, RN, PhD</td>
<td>1% Asia</td>
</tr>
<tr>
<td>8% ARNP</td>
<td>&gt;1% South America</td>
</tr>
</tbody>
</table>

*n=2,301 as of 8/2019
All prices for sponsorship opportunities are per Clinical Lipid Update - sponsor one or both meetings! Please remember that most opportunities are exclusive and will sell quickly. Each one is available on a first come, first served basis.

---

**Step Challenge**

$20,000

One of our most-popular events! The NLA Step Challenge encourages attendees to walk for their health and compete against others to take the most steps during a Clinical Lipid Update meeting. As the exclusive sponsor, your name and logo will be displayed on the Step Challenge scoreboard in the exhibit hall, on signage at the Step Challenge check-in area, on the Challenge mobile app, and on electronic communications sent to all participants.

By sponsoring the Step Challenge, you'll also have additional traffic at your booth when attendees take part in the “scan for steps” feature offered exclusively at the sponsor's booth.

---

**Hotel Key Cards and Sleeves**

$17,500

Make an impression on attendees before the meeting even begins by serving as the exclusive sponsor of host hotel key cards. At hotel check-in, NLA attendees will receive a room key in a carrying sleeve that's branded with your company’s custom artwork* and/or company logo.

This opportunity offers great exposure and establishes your organization as an essential NLA supporter.

---

**Welcome Reception**

$15,750

Our opening-night reception in the exhibit hall offers a fun and relaxed environment for attendees and exhibitors to meet and socialize.

Your exclusive sponsorship will feature your company’s name and logo on event signage as well as napkins and drink stirrers.

---

**WiFi**

$10,000

Your sponsorship allows attendees to enjoy free wireless internet in the exhibit hall. Upon signing into the network, users will be brought to a landing page customized with the sponsor's name and/or logo*.

Your name and logo will also appear on registrant emails recognizing your support of this valued offering and included on meeting signage.

---

We’re always happy to discuss options for custom sponsorships!

Send an email to exhibits@lipid.org for additional opportunities.

---

*Please remember that all artwork must be approved by the NLA and comply with any hotel restrictions.
All prices for sponsorship opportunities are per Clinical Lipid Update - sponsor one or both meetings! Please remember that most opportunities are exclusive and will sell quickly. Each one is available on a first come, first served basis.

### Exhibit Hall Breaks

$7,950

Breaks are an essential part of any productive meeting! Your sponsorship of the exhibit hall break includes recognition on event signage and pre-meeting emails to attendees as well as coffee sleeves branded with your logo.

### Recycled Notebook and Earth-Friendly Grocery Bag

$7,500

The NLA has gone green! Your organization can take part in the effort by sponsoring a recycled notebook and green grocery bag. Great for writing down important notes and saving the planet!

### Directional Footprints

$4,250

Direct attendees straight to your booth by sponsoring directional “footprint” floor clings starting outside the exhibit hall entrance.

### Hotel Room Door Hangers

$4,250

Engage your audience when they return to their rooms by displaying your message on a sponsor-created* door hanger for one night.

### Badge Lanyards

$3,500

Your company logo and/or website will be prominently featured on badge lanyards that all attendees receive upon check-in.

*Please remember that all artwork must be approved by the NLA and comply with any hotel restrictions.
All prices for sponsorship opportunities are per Clinical Lipid Update - sponsor one or both meetings! Please remember that most opportunities are exclusive and will sell quickly. Each one is available on a first come, first served basis.

**Conference Bag Inserts**

Include your corporate brochure or other literature* in the conference bags given out to all attendees at check-in. Sponsor is responsible for design, printing and shipping.

**Custom Graphics Packages**

From wall banners to column wraps and window clings, let’s work together to create the perfect opportunity to highlight your company, products or services.

**Spring 2020 CLU Special Grand Hyatt Denver**

Capture the attention of your audience as they move throughout the hotel with a customized elevator door and escalator cling package that includes your company logo and message.

**Fall 2020 CLU Special Capitol Hilton**

As soon as attendees arrive at the host hotel, your message and/or logo will greet them on one or all the windows of the front lobby/driveway entrance.

*Please remember that all artwork must be approved by the NLA and comply with any hotel restrictions.

We’re always happy to discuss options for custom sponsorships! Send an email to exhibits@lipid.org for additional opportunities.

“**Great event** - what helps make it worthwhile for us is that meals and breaks take place in the exhibit hall and the **passport to win prizes**.”

- NLA 2019 MEETING EXHIBITOR
Clinical Lipid Update
EXPERT THEATER

National Lipid Association conference attendees look forward to learning the most up-to-date and innovative techniques and information regarding their specialty during Clinical Lipid Updates. Make sure your organization is on the must-attend list by hosting an Expert Theater in 2020.

EACH PACKAGE INCLUDES:

- A 50-minute presentation window, scheduled during breaks from official NLA educational programming.
- A meeting room at the host hotel set classroom style for 50 people. Please note that no guarantee can be made regarding number of attendees.
- Event listing on the meeting app and lipid.org.
- A National Lipid Association representative point of contact to act as liaison between host hotel and Expert Theater sponsor.
- Event included in one (1) special events email distributed by the NLA.
- The NLA will provide a reasonable meal to all attendees outside of the meeting room.
- Access to CLU registrant mailing list for one-time use. All mailings must be reviewed and approved by the NLA. Sponsor is responsible for postage/mailing fees.
- A/V equipment including, screen, projector, podium, microphone, PA, and laptop.
- 1-2 AV staff
- Three (3) 24” x 36” signs with your program information displayed at host hotel. Sponsor must provide all artwork and content. The NLA will provide production and shipping.
- Sponsor is responsible for faculty costs.
- All marketing materials and signage must display this disclaimer in a legible font:
  This event is not part of the National Lipid Association Clinical Lipid Update, as planned by the NLA Education Committee, and is not being certified for CME/CE credit.

$15,250

For an Expert Theater application, please email exhibits@lipid.org.
**Exhibit & Sponsorship Application**

**Booth Packages**
- Basic Booth: Spring and Fall Clinical Lipid Update $6,000
  - 6 ft. table and 2 chairs
  - Acknowledgement on Meeting Signs
  - 2 Exhibitor Badges
  - Listing on Virtual Exhibit Hall
  - Listing in Meeting App
- Deluxe Package: Spring and Fall Clinical Lipid Update $18,500
  - Basic Booth Package (See above)
  - Conference Bag Insert
  - Lanyards
- VIP Package: Spring and Fall Clinical Lipid Update $37,250
  - Basic Booth Package (See above)
  - Hotel Room Door Hanger
  - WiFi
  - Directional Footprints

**Sponsorship Add-ons**
- Step Challenge — $20,000 per CLU
- Hotel Key Cards and Sleeves — $17,500 per CLU
- Welcome Reception — $15,750 per CLU
- WiFi — $10,000 per CLU
- Exhibit Hall Breaks — $7,950 per CLU
- Recycled Notebook/Grocery Bag — $7,500 per CLU
- Directional Footprints — $4,250 per CLU
- Hotel Room Door Hangers — $3,500 per CLU
- Badge Lanyards — $4,250 per CLU
- Conference Bag Inserts — $3,250 per CLU

**Payment and Billing Information**

**Onsite Representative(s) Contact Info**

**Applicant Information**

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
Terms & Conditions

Thank you for your interest in exhibiting at the National Lipid Association’s (hereafter referred to as “Organization”) 2020 Clinical Lipid Updates. Please be sure that your promotional department, exhibitor appointed contractor, and anyone else involved in the arrangements of your exhibit have a copy of these rules and regulations. For any questions, please contact the NLA office at (904) 998-0854.

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 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. The NLA will make every effort to separate direct competitors. Exhibit materials are confined to the exhibit area.

EXHIBITOR BADGES & REGISTRATION
Booth size 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 drug 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 lost 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.