Dear NLA Supporter,

It is my pleasure to invite you to join us as an exhibitor at our 2018 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 Las Vegas.

Sincerely,

James A. Underberg, MD, MS, FACPM, FACP, FNLA
President, National Lipid Association

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**BENEFITS OF EXHIBITING**

- **LISTING ON**
  - Virtual Exhibit Hall
  - NLA Meeting App
  - Exhibitor Passport

- **EXHIBITOR BADGES**
  - Grant Access to
    - Exhibit Hall Functions
    - All Sessions

- **CAPTIVATED AUDIENCE OF APPROXIMATELY**
  - 550 Healthcare Professionals

- **EXCLUSIVE**
  - Sponsorship
  - Advertising Opportunities

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**NLA MEMBERSHIP***

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

*total membership, n=2,347 members
Basic Booth
8’x10’ • $5,500

INCLUDED:
- 6 ft. table and 2 chairs
- Acknowledgement on meeting signs
- 2 name badges
- Listing on Virtual Exhibit Hall
- Listing in meeting app
- Waste basket
- Pipe & drape

Upgrade to a double booth (10’x20’) or an island booth (20’x20’)

“We enjoyed being part of NLA’s Annual Sessions last spring, because not only did it help us make meaningful connections with physicians from across the country, it also enabled us to be part of this intimate scientific community”

~ 2017 NLA Meeting Exhibitor

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<thead>
<tr>
<th>Exclusive Opportunity</th>
<th>Welcome Reception</th>
<th>$25,000</th>
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<tbody>
<tr>
<td></td>
<td>All attendees and exhibitors are invited to attend the welcome reception that will take place on opening night of the Scientific Sessions. Your company will be recognized on signage, along with napkins and drink stirrers branded with your logo.</td>
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<tr>
<th>Exclusive Opportunity</th>
<th>Step Challenge</th>
<th>$25,000</th>
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<td></td>
<td>Sponsor a memorable experience for all attendees while promoting healthy lifestyles! The NLA’s Step Challenge will encourage attendees to compete with their peers to take the most steps during the Scientific Sessions. Your company’s 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 e-blast 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.</td>
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<tr>
<th>Exclusive Opportunity</th>
<th>Key Cards</th>
<th>$17,500</th>
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<td></td>
<td>Sponsor the first thing attendees receive when arriving to the Scientific Sessions! Each attendee will receive a hotel room key card branded with your logo and website on it upon checking-in at the host hotel. This sponsorship offers great exposure and establishes your role as an essential supporter of the meeting.</td>
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*Most opportunities are exclusive and are available on a first-paid, first-assigned basis. Send customized package requests to exhibits@lipid.org.*
SUPPORT

**Exhibit Hall Breaks**

$15,000

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

**WiFi**

NEW!

$15,000

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

**Custom Graphic Package**

*Pricing upon Request*

From hanging banners to elevator adhesives, to column wraps, we can do it all! The NLA will print and install a custom graphics package to showcase your products or services...all we need are your design files.

**Door Hangers**

$6,500

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

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Tumblers
$6,000

The NLA is making a dedicated effort to reduce its carbon footprint. Sponsor a reusable tumbler that will be distributed at registration so that all attendees can stay focused and refreshed. Your company’s logo will be on each tumbler so attendees know you are assisting with our “green meeting” efforts.

Lanyards
$6,000

Attendees are offered name badge lanyards, displaying your company logo, at point of check-in.

Photobooth
$6,000

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

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EXPERT THEATER

Our 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 2018.

### Expert Theater Type | Fee | Time
---|---|---
Expert Theater – Inclusive Package | $18,500\* | 50-minute Slot
Expert Theater – Management Package | $21,500\* | 50-minute Slot

The following benefits are included in the Inclusive Package:

- 50-minute program time;
- Meeting room at host hotel, set theater-style for 75 people†;
- Listing in the Scientific Sessions meeting app and meeting website on Lipid.org;
- Event included in one (1) special events e-blast to Scientific Sessions registrants, distributed by the NLA;
- One Scientific Sessions registrant mailing list containing approximately 500 names. All pre-activity mailings are subject to approval by NLA before printing and distribution. This list is approved for one-time use. *All mailings are the responsibility of the sponsor*;
- A/V equipment: Screen, projector, podium, microphone, PA, laptop. *Any additional equipment will be ordered/provided at the expense of the sponsor*;
- 1 – 2 A/V staff;
- Three (3) 24x36 signs with information printed for display at venue. *Artwork and content provided by Sponsor; production and shipment provided by the NLA*.

The following benefits are included in the Management Package:

- All benefits included in the Inclusive Package;
- Contact to act as liaison between Hotel/Vendors and sponsor for hotel space needs, F&B orders, A/V orders, and signage/marketing;
- One (1) onsite staff person to assist with faculty management and attendee check-in;
- One (1) lead retrieval scanner for attendee data capture.

*Food and beverage expenses, faculty honoraria, and other faculty expenses are not included.*

†*No attendance guarantees can be made.*

“The Expert Theaters at NLA were organized very well with detailed instructions on when and where to pick up lead retrievals, when we were able to access the theater, etc. The NLA’s promotion of our event was exceptional and we had record breaking attendance with a waiting line outside. We were very pleased with the experience and look forward to participating again next year!”

~ Chris Brine, President, Innovative BioPharma

Please email exhibits@lipid.org for Expert Theater application