



2019

Exhibit Prospectus & Sponsorship Guide

NLA CLINICAL LIPID UPDATE
MEETING SERIES



Dear NLA Supporter,

It is my pleasure to invite you to join us as an exhibitor at our 2019 Clinical Lipid Updates. 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 2019.

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. Also, if you have interest in joining our Industry Council and would like to learn more about the opportunity, please reach out to **Amina Resheidat** at aresheidat@lipid.org for more details.

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

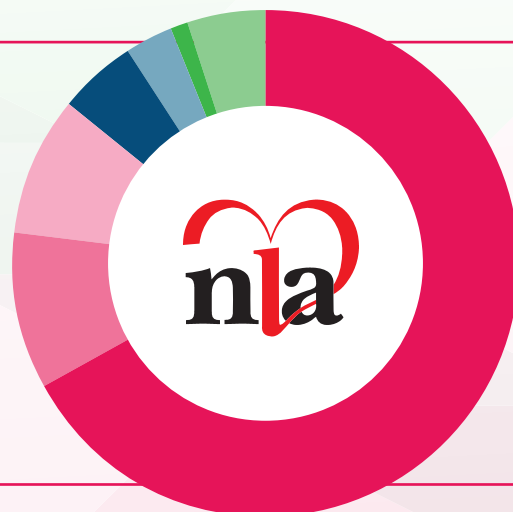
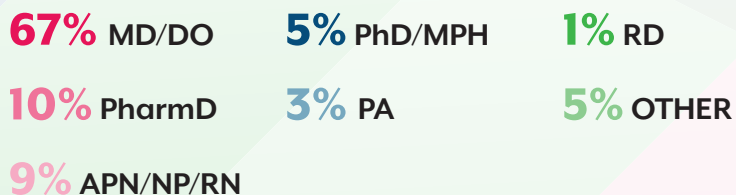
2 EXHIBITOR BADGES GRANT ACCESS TO

- ◆ Exhibit Hall Functions
- ◆ All Sessions

CAPTIVATED AUDIENCE OF APPROXIMATELY

- ◆ 200-250 Healthcare Professionals

NLA MEMBERSHIP*



*n=2,289 members

STEP CHALLENGE \$20,000

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 Clinical Lipid Update. The sponsor's name and company 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 \$15,750

EXCLUSIVE OPPORTUNITY

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

KEY CARDS \$12,500

EXCLUSIVE OPPORTUNITY

Sponsor the first thing attendees receive when arriving to the Clinical Lipid Update! 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.*

WIFI \$10,000

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.

EXHIBIT HALL BREAKS \$7,950

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.

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.

Please note that all sponsorship opportunity prices are for each of the Clinical Lipid Update meetings. Most opportunities are exclusive and are available on a first-paid, first-assigned basis. Send customized package requests to exhibits@lipid.org.

TUMBLERS \$5,000

EXCLUSIVE OPPORTUNITY

The NLA is continuing to make 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 logo will be on each tumbler, so attendees know you are assisting with our “green meeting” efforts.

DIRECTIONAL FOOTPRINTS \$4,250

EXCLUSIVE OPPORTUNITY

Direct attendees to your booth with floor clings featuring your company artwork. These footprints will be strategically placed starting at the entrance to the Exhibit Hall and lead to your booth.

DOOR HANGERS \$4,250

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.*

LANYARDS \$3,500

EXCLUSIVE OPPORTUNITY

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

CONFERENCE BAG INSERTS \$3,250

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).

CUSTOM GRAPHIC PACKAGE

What better way to maximize your company’s exposure than with branding options at the CLU host hotel. Items range from floor clings and elevator clings to attendee check-in amenities. Each of these options will put your product, device, or service right in front of our attendees!

Email exhibits@lipid.org for details.

Please note that all sponsorship opportunity prices are for each of the Clinical Lipid Update meetings. Most opportunities are exclusive and are available on a first-paid, first-assigned basis. Send customized package requests to exhibits@lipid.org.

“ 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**. ”

EXPERT THEATER

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

CLU Expert Theater <i>INCLUSIVE PACKAGE</i>	<u>Fee</u> \$12,500	<u>Time</u> Lunchtime Slot 50-Minute Program
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Inclusive Package

- 50-minute program time scheduled during breaks from official NLA educational programming;
- Meeting room at host hotel, set theater-style for 50 people*;
- 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;
**No attendance guarantee can be made.*
- One Clinical Lipid Update 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 Clinical Lipid Update, as planned by the NLA Scientific Meetings Committee, and is not being certified for CME/CE credit.”*

“ 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 SPRING \$3,250

BASIC BOOTH FALL \$3,250



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

SAVE
\$500

Deluxe Package: Spring and Fall Clinical Lipid Update \$18,500

- Basic Booth Package (See above)
- Conference Bag Insert
- Lanyards

SAVE
\$1,500

VIP Package: Spring and Fall Clinical Lipid Update \$26,500

- Basic Booth Package (See above)
- Conference Bag Insert
- Lanyards
- Directional Footprints

SAVE
\$2,000

Sponsorship Add-ons**

- Step Challenge — \$20,000 per CLU
- Welcome Reception — \$15,750 per CLU
- Key Cards — \$12,500 per CLU
- WiFi Exhibit Hall — \$10,000 per CLU
- Breaks — \$7,950 per CLU
- Mini Notebooks — \$5,000 per CLU
- Tumblers — \$5,000 per CLU
- Directional Footprints — \$4,250 per CLU
- Door Hangers — \$4,250 per CLU
- Lanyards — \$3,500 per CLU
- Conference Bag Inserts — \$3,250 per CLU
- Custom Graphic — Contact for pricing

*For customized packages, please contact exhibits@lipid.org

**Note: Must purchase booth to participate in sponsorship opportunities

Payment and Billing Information

FAX:
(904) 425-4230

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

EMAIL:
Exhibits@lipid.org

TOTAL AMOUNT \$ _____

Check box below to indicate:

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.

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 Spring and/or Fall Clinical Lipid Update. 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 _____

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

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 Clinical Lipid Update.. 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 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.