

NATIONAL LIPID ASSOCIATION

**SCIENTIFIC  
SESSIONS**

**June 4-7**

**CHICAGO**

**2020**

Exhibitor Prospectus  
& Sponsorship Guide



## Dear NLA Partners,

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 invite you to join the National Lipid Association (NLA) as an exhibitor and sponsor for our 2020 Scientific Sessions in Chicago on June 4-7. Our exhibit halls are meticulously planned, and our sessions 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, PhD researchers, nutritionists and dietitians, exercise physiologists, and other healthcare team professionals. Our attendees are on the front lines of advancing science and medicine and can benefit from your services in the diagnosis and management 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 ways in which you can work together to improve the care of the patients we serve. On behalf of the NLA Board of Directors, its members and its staff, we look forward to partnering with you.

Sincerely,

*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 that allow you access to all exhibit hall activities
- Multiple opportunities to interact with a professional audience of approximately 500 healthcare professionals
- Access to exclusive sponsorship and advertising initiatives

## NLA Membership\*



Pharmacist ..... 9%

Physician ..... 64%

Physician Assistant ..... 2%

Ph.D., Education/Research ..... 6%

ARNP, RN ..... 10%

Dietitian, Exercise Specialist, Physiologist ..... 2%

Industry ..... 4%

Student, Not Indicated, Other ... 3%

# Scientific Sessions **SPONSORSHIPS**

## Step Challenge **\$25,000**

EXCLUSIVE OPPORTUNITY

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 the Scientific Sessions. 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, in 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" exclusive feature.

## Welcome Reception **\$25,000**

EXCLUSIVE OPPORTUNITY

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.

## Hotel Key Cards and Sleeves **\$25,000**

EXCLUSIVE OPPORTUNITY

Make an impression on attendees before the meeting even begins by serving as the exclusive sponsor of hotel key cards. As attendees check in, they'll receive a room card and sleeve with your custom artwork and branding.

## Professional Headshot Photo Booth **\$17,500**

EXCLUSIVE OPPORTUNITY

Let attendees take professional, high-quality headshots in just minutes. Your exclusive sponsorship will put your company's name and logo on booth welcome screen, emails to download photos, and on event signage.

## WiFi **\$15,000**

EXCLUSIVE OPPORTUNITY

Your exclusive WiFi sponsorship features your company's name and logo on the WiFi sign-in page, on meeting signage, and on all emails sent to attendees.

## Exhibit Hall Breaks \$15,000

EXCLUSIVE OPPORTUNITY

Breaks are an essential part of any productive meeting! Your sponsorship of exhibit hall breaks includes recognition on event signage and attendee emails as well as coffee sleeves with your logo.

## Recycled Notebook and Earth-Friendly Grocery Bag \$8,000

EXCLUSIVE OPPORTUNITY

Your organization can take part in a fun green initiative by sponsoring a recycled notebook and grocery bag. Great for writing down important notes and saving the planet!

## Hotel Room Door Hangers \$6,500

2 OPPORTUNITIES AVAILABLE

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

*Door hangers must be approved by the NLA*

## Directional Footprints \$6,000

EXCLUSIVE OPPORTUNITY

Direct attendees straight to your booth by sponsoring directional footprints. Beginning at the Exhibit Hall entrance, floor footprints will be strategically placed to lead attendees to your booth.

## Badge Lanyards \$6,000

EXCLUSIVE OPPORTUNITY

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

## Conference Bag Inserts \$3,750

MULTIPLE OPPORTUNITIES AVAILABLE

Include your corporate brochure or other literature with the conference bags given out to all attendees at check-in.

*Inserts must be reviewed by the NLA. Sponsor is responsible for design, printing and shipping.*

## Custom Graphics Packages Pricing Available Upon Request

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. We're always happy to discuss options for custom sponsorships! Send an email to [exhibits@lipid.org](mailto:exhibits@lipid.org).

# Ancillary Course **SPONSORSHIPS**

The Foundations of Lipidology and the Masters in Lipidology Ancillary Courses take place prior to the Scientific Sessions meeting with approximately 75 healthcare professionals in attendance. Have your organization or product recognized during these valuable courses.

## WiFi \$7,500

EXCLUSIVE OPPORTUNITY

Our exclusive WiFi sponsorship features your company's name and logo on the sign-in page, on meeting signage, and on all emails sent to attendees.

## Meeting Breaks \$5,000

EXCLUSIVE OPPORTUNITY

Your sponsorship of the course break includes recognition on event signage and attendee emails as well as coffee sleeves with your logo.

## Badge Lanyards \$3,000

EXCLUSIVE OPPORTUNITY

Your company logo will be prominently featured on badge lanyards that all attendees receive upon check-in for ancillary courses.

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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

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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](mailto:exhibits@lipid.org).

# Expert THEATER

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

Scientific Sessions  
Expert Theater

\$22,500

**1** Opportunity  
Remaining

## Each Scientific Sessions Expert Theater includes:

- A 50-minute presentation window, scheduled during breaks from official NLA educational programming
- A room at the host hotel set meeting-style for 50 people.  
*Please note that no guarantee can be made regarding number of attendees.*
- A listing on the meeting app and on lipid.org.
- A National Lipid Association representative point of contact to act as liaison between host hotel and Expert Theater sponsor.
- Inclusion in one (1) special events email distributed by the NLA
- Access to one (1) Scientific Sessions 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, confidence monitor, slide advancer, and laptop
- 1 dedicated AV technician
- 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 honoraria and associated costs.*

*The NLA will provide a reasonable meal to all attendees outside of the meeting room.*

For an Expert Theater application, please send an email to [exhibits@lipid.org](mailto:exhibits@lipid.org).

# Exhibit & Sponsorship APPLICATION

## Basic Booth \$5,500

- 10x10 pipe and drape booth
- 6ft table and 2 chairs
- Acknowledgement on meeting signage
- 2 exhibitor badges
- Company listing on virtual Exhibit Hall
- Inclusion in meeting app

### Scientific Sessions Sponsorships\*\*

- Step Challenge — \$25,000
- Welcome Reception — \$25,000
- Hotel Key Cards and Sleeves — \$25,000
- Professional Headshot Photo Booth — \$17,500
- WiFi — \$15,000
- Exhibit Hall Breaks — \$15,000
- Hotel Room Door Hangers — \$6,500
- Recycled Notebook and Earth-Friendly Grocery Bag — \$6,500
- Directional Footprints — \$6,000
- Badge Lanyards — \$6,000
- Conference Bag Inserts — \$3,750
- Custom Graphics Package — Pricing Available Upon Request\*

### Ancillary Course Sponsorships

- WiFi — \$7,500
- Meeting Breaks — \$5,000
- Badge Lanyards — \$3,000

\*For customized packages, please contact [exhibits@lipid.org](mailto: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](mailto: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)

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 2020 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 \_\_\_\_\_

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

# Terms & Conditions

The National Lipid Association (NLA) request 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 call the NLA office at (904) 998-0854.

Thank you for your interest in exhibiting at the National Lipid Association 2020 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.