

# introducing liPODS

NEW!

*A Revolutionary Sponsorship Approach at #NLASessions*

*Elevate your brand presence and engagement at the upcoming #NLASessions with liPODS — innovative engagement centers designed to spark meaningful connections between sponsors and attendees.*

**liPODS** (inspired by the word "lipids") are strategically placed throughout the meeting space, serving as hubs for interactive discussions, networking, and knowledge sharing. Each liPOD is customized with your organization's branding, offering a unique opportunity to amplify your message and foster deeper connections with healthcare professionals in lipidology. Secure your liPOD today, and become a central part of the attendee experience at #NLASessions.

*Please note: Your company MUST purchase an exhibit booth to purchase a liPOD.*

## Key Benefits:

- **Tailored Branding:** Showcase your logo, colors, and messaging to create a striking visual presence at the meeting.
- **Enhanced Engagement:** liPODS are designed to draw attendees in, creating opportunities for organic conversations about your products or initiatives.
- **Prime Locations:** Strategically placed in high-traffic areas to maximize visibility and interaction. Where relevant and possible will be placed adjacent to sponsor's booth.
- **Interactive Experiences:** Collaborate with us to curate content or activities that highlight your brand and spark discussions around innovative solutions in lipidology.

## podcast liPOD

**\$12,750**

*Be part of the conversation at #NLASessions and beyond!*

*(4 available)*

The **Podcast liPOD** offers an exclusive opportunity to sponsor a live episode of our NLA Industry Innovations, a podcast series dedicated to showcasing the latest advancements in lipidology. Each episode delves deep into the innovations driving progress in cardiovascular health. Recording an Industry Innovations episode at the #NLASessions combines real-time education, networking, and branded visibility, positioning your organization as a key supporter of professional growth and innovation in the field. The Podcast liPOD will be placed outside of the General Session in a high-traffic area.

### What's Included:

- **Live Podcast Recording:** Attendees can watch the NLA podcast team in action as they record the latest session featuring expert discussions and insights.
- **Exclusive Reach:** Your company and podcast title will appear on prominent signage, in the #NLASessions meeting app, and on our website prior to the meeting.
- **Collaborative Episode Development:** Work hand-in-hand with the NLA team to select the guest(s) for the episode. The NLA will provide the host and collaborate with your team to determine the topic and discussion points. This ensures the episode aligns with your company message while meeting the podcast's educational and professional goals.
- **Lasting Effects:** The final podcast episode will be posted on our webpage for additional reach beyond the #NLASessions.

# additional liPOD opportunities

## power-up liPOD

*Where attendees recharge—literally and figuratively—at #NLASessions.*

# \$9,750

(2 available)

**The Power-Up liPOD** is the ultimate convenience station for attendees to power their devices while engaging with your brand. Strategically located in high-traffic areas, this liPOD offers a branded charging hub where attendees can stop and take a moment to recharge during the conference.

### What's Included:

- **Device Charging Stations:** Equipped with multiple charging ports and cables compatible with a variety of devices.
- **Branded Station Design:** Showcase your company's branding prominently on the charging hub.
- **Premium Placement:** The Power-Up liPOD will be placed in high-traffic areas directly outside the general session or in the Exhibit Hall next to your booth.

## coffee connection liPOD

*Brew up meaningful connections at #NLASessions!*

# \$9,750

*Add an additional one-hour break for only \$4,500.00*

(1 available)

**The Coffee Connection liPOD** combines the allure of specialty coffee only offered at this liPOD with exclusive networking opportunities, offering attendees a unique experience during a designated break. Featuring a branded coffee cart stationed in the liPOD adjacent to your booth, creating a natural draw for attendees. Your company will be the go-to spot for great coffee and great conversations.

### What's Included:

- **Specialty Coffee Cart:** A dedicated cart serving high-quality coffee creations.
- **Branded Coffee Experience:** Your company's branding on the coffee cart, coffee cups, and directly on the liPOD. Opportunity to provide give away materials.
- **Exclusive Break:** Offer attendees a one-of-a-kind experience during a specialty break time (minimum one hour) that can't be found anywhere else at the #NLASessions.

## puppy love liPOD

*Bring smiles, reduce stress, and create unforgettable memories at #NLASessions!*

# \$9,750

(1 available)

**The Puppy Love liPOD** offers a heartwarming opportunity for attendees to cuddle adorable pups during designated breaks, combining stress relief with a meaningful cause. Partnering with local rescues and shelters, this liPOD brings joy to attendees and supports adoptable animals in finding their forever homes.

### What's Included:

- **Pup Cuddle Zone:** A dedicated space where attendees can interact with friendly, adoptable puppies under the supervision of trained handlers during 2 dedicated breaks.
- **Branded Experience:** Your company's branding featured prominently on the liPOD wall and on bandanas worn by the pups!
- **Photo Opportunities:** The branded liPOD wall offers the perfect backdrop for attendees to capture and share their puppy cuddling moments on social media, amplifying your visibility.
- **Support Local Rescues:** Bring awareness and joy to the #NLASessions and help local shelters and rescues, reinforcing your company's commitment to community and animal welfare.

# additional liPOD opportunities

## Fresh & Focused Juice Bar liPOD

**\$9,750**

*Add an additional one-hour break for only \$4,500  
(1 available)*

*Fuel up attendees and energize your brand at #NLASessions!*

The **Fresh & Focused Juice Bar liPOD** is the ultimate way to blend visibility with attendee engagement. Located next to your booth in the Exhibit Hall, this liPOD features a vibrant juice cart serving refreshing juices during a designated break (*minimum one hour*). Attendees will associate you with health, energy, and a standout conference experience!

### What's Included:

- **Custom Branded Signage:** Showcase your branding prominently on cart signage, and on the liPOD wall.
- **Branded Cups:** All juices will be served in branded cups, keeping your messaging front and center as attendees mingle and network.
- **Exclusive Break Service:** The juice bar will operate during a designated break, giving attendees an exclusive, refreshing experience.

## connection liPOD

**\$9,500**

*(3 available)*

*The perfect place to meet, connect, and recharge at #NLASessions.*

The **Connection liPOD** is a branded, strategically located engagement space that offers attendees a versatile area to pause, refresh, and interact — right outside the general session or in the exhibit hall. Whether they're making new connections, catching up on work, or taking a moment to relax, this dedicated area ensures your brand is top-of-mind in one of the most frequently visited areas of the conference.

### What's Included:

- **Branded Environment:** Incorporate your company's branding into the liPOD's design for an eye-catching experience.
- **Multifunctional Space:** Suitable for quick one-on-one meetings, casual conversations, or individual use such as taking phone calls or catching up on emails.
- **Comfortable Seating:** Thoughtfully arranged seating to encourage networking or informal meetings for attendees.

## wellness bites liPOD

**\$9,500/day  
or purchase both  
days for \$17,000**

*(2 days available)*

*Fuel attendees and support the NLA mission with heart-healthy snacks!*

The **Wellness Bites liPOD** offers an impactful way to showcase your company while promoting health and wellness at #NLASessions. Located in a high-traffic area near the general sessions, this snack station provides nutritious, heart-healthy treats to attendees throughout the event, ensuring your company stays top-of-mind while supporting the well-being of the conference community. This will allow attendees to grab a pick-me-up whenever they need before heading into the General Session.

### What's Included:

- **Prime Placement:** The Wellness Bites liPOD will be strategically located near the General Session, guaranteeing maximum exposure and traffic.
- **Event-Long Presence:** The Wellness Bites liPOD will remain accessible throughout the entire meeting, providing repeated exposure to your brand as attendees refuel.
- **Custom Branded Station:** Your company's logo and messaging will be prominently displayed this liPOD, associating your brand with health and vitality.
- **Nutritional Impact:** Offer attendees a selection of heart-healthy snacks, supporting their well-being while showcasing your commitment to the NLA mission.