



Exhibit Prospectus

& Sponsorship Guide

Annual Scientific Sessions

NATIONAL LIPID ASSOCIATION

SCIENTIFIC SESSIONS



May 19–22
NEW ORLEANS

2016



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*Diplomate, American Board of Clinical Lipidology
†Diplomate, Accreditation Council for Clinical Lipidology

Dear NLA Supporter,

Plan now for your company to participate in the National Lipid Association's Annual Scientific Sessions in 2016. Our meeting provides you with a unique opportunity to reach your target audience of Lipidologists, Cardiologists, Endocrinologists, Primary Care Physicians and Allied Health Professionals involved in dyslipidemia management, as well as our distinguished board and faculty.

Our numerous exhibit and sponsorship opportunities allow you to connect with our members in a unique way, providing you with maximum return on your investment! The exhibit hall serves as a unique setting for you and your company's representatives to interact daily with attendees as they study the latest advances in their professions.

Please note that priority will be given to NLA Industry Council members. Remaining time slots will be allocated on a "first-received, first-assigned" basis. NLA approval is required for all functions held in conjunction with our meetings.

We look forward to your participation and seeing you in 2016!

Best wishes,

Leia Hutfles

Exhibits Coordinator

National Lipid Association

904-309-6207

lhutfles@lipid.org

6816 Southpoint Pkwy., Suite 1000 • Jacksonville, FL 32216

904-998-0854 • 904-998-0855 Fax

www.lipid.org

Social Sponsorship

Welcome Reception \$25,000

All attendees and exhibitors are invited to attend the welcome reception that will take place on opening night of the Scientific Sessions meeting. You will be recognized on signage, along with napkins and drink stirrers with your logo.

Recharge Lounge \$20,000

The Lounge, complete with sofas and table, will be located near the exhibit hall in a high traffic area giving attendees a great place to relax. Become the exclusive sponsor with your company's name and logo on all of the tablet backgrounds and signage.

Exhibit Hall Coffee/Snack Breaks \$15,000

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 with your logo in addition to signage recognizing you as the sponsor.

NEW THIS YEAR

Photobooth \$5,000

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 print out will have your logo and website information included.

*Most opportunities are exclusive and are available on a first-come first-served basis.
Customized packages are available.*

SUPPORT

Conference Essentials

Attendee Meeting Bags

\$10,000

Enjoy maximum exposure, as all attendees will utilize this bag throughout the entire program and beyond. The bags will be branded with your company logo or the NLA logo, and will include a note inside acknowledging you as the sponsor. We will also include a bag insert with your design.

Padfolios

\$10,000

Convenient, 8.5" x 11"-size padfolios are provided to all NLA registrants. The padfolios are branded with an NLA logo or your company logo and will include a special card acknowledging the sponsor in each padfolio.

Lanyards

\$5,000

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

Conference Bag Inserts

\$3,500

Your corporate literature or brochure will be placed in the attendee bag, which will be distributed to all attendees at registration. This opportunity is available to companies exhibiting, sponsoring, or providing educational support for the 2016 NLA Meetings. 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)

NEW THIS YEAR

Mini Hand Sanitizer

\$2,500

Put into each attendee meeting bag, the mini hand sanitizer is a huge hit with attendees. They easily attach to any bag for convenience and will include your company logo. A must have at all meetings.

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Visual Sponsorship

Door Hangers \$6000

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.

Tumblers \$5,000

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.

SOLD

Directional Footprints \$4,500

Direct attendees to your booth with footprints featuring your company logo. These footprints will be strategically placed starting at the entrance to the Exhibit Hall and leading to your booth.

Room Key Holder \$2,500

This silicon stick-on wallet makes carrying the bare necessities easy. Attendees can store credit cards and hotel room keys in a textured polyurethane wallet with an adhesive backing that sticks securely to the back of cell phones and won't leave any sticky residue when it is removed. The room key holder will feature your company logo.

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Technology Sponsorship

NEW THIS YEAR

Headshot Lounge \$15,000

A photographer will be set-up to take headshots of attendees for their website or other professional use. Sponsor information is listed at the lounge as well as on emails with photos that participants will receive.

NEW THIS YEAR

AMP Charger \$10,000

This battery back-up will keep your smart phone or other device charged up when needed. This charger will fully charge an iPhone or similar device, giving the attendee an additional 8 hours of use. The company logo and website can be printed directly onto the charger.

USB Sticks \$7,500

A USB Memory stick will be distributed to all attendees. The attendee will be able to use the memory stick to download the presentation slides from any computer. The USB stick will be branded with the company logo.

Expert Theaters

NLA attendees are passionate healthcare providers who expect high-quality and innovative education while attending the NLA's meetings. Add your presentation to their list of must-see events by signing up to host an Expert Theater in 2016. If you are interested, please contact Amina Resheidat at aresheidat@lipid.org.

*Most opportunities are exclusive and are available on a first-come first-served basis.
Customized packages are available.*

EXHIBIT & SPONSORSHIP APPLICATION

☐ Basic Booth: (8 x 10 space)\$5,000

- 6 ft. table and 2 chairs
- Acknowledgement on meeting signs
- 2 name badges
- Listing on Virtual Exhibit Hall
- Listing in meeting app



Booth Packages

☐ Deluxe Package:\$8,000

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

Save
\$500

☐ VIP Package:\$12,000

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

Save
\$1,500

Sponsorship Add-ons**

- ☐ Welcome Reception—\$25,000
- ☐ Recharge Lounge—\$20,000
- ☐ Exhibit Hall Coffee/Snack Breaks—\$15,000
- ☐ Headshot Lounge—\$15,000 **NEW**
- ☐ Attendee Meeting Bags—\$10,000
- ☐ Padfolios—\$10,000
- ☐ AMP Charger—\$10,000 **NEW**
- ☐ USB Sticks—\$7,500
- ☐ Door Hangers—\$6,000
- ☐ Photobooth—\$5,000 **NEW**
- ☐ Tumblers—\$5,000
- ☐ Lanyards—\$5,000
- ☐ ~~Directional Footprints—\$4,500~~ **SOLD**
- ☐ Conference Bag Inserts—\$3,500
- ☐ Room Key Holder—\$2,500
- ☐ Mini Hand Sanitizer Bottles—\$2,500 **NEW**

*For customized packages, please contact Leia Hutfles

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

For more information contact:

Leia Hutfles, Exhibit Coordinator

Direct: 904.309.6207

Fax: 904.998.0855 • lhutfles@lipid.org

Payment and Billing Information

To sign up for exhibit space, complete this form and fax it to 904-998-0855 or mail this completed form with check enclosed payable to: **NLA, 6816 Southpoint Parkway, Suite 1000, Jacksonville, FL 32216.**

TOTAL AMOUNT Check boxes above to indicate: \$ _____

☐ Visa ☐ American Express ☐ MasterCard Security Code _____ ☐ Check

Number _____ Exp. Date _____

Name on Card _____

Signature _____

Payment for exhibit space must accompany registration or we will be unable to reserve your booth(s).

Applicant Information (to send exhibit correspondence to, including confirmation and exhibit booth number)

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 to try and place competitors' booths away from one another. If you leave this blank, your company could be placed by a competitor.)

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 _____

This Exhibitor Agreement is entered into between _____ (Exhibitor) and the National Lipid Association (NLA). This agreement will take effect upon signing by exhibitor. The exhibitor hereby requests NLA to provide exhibitor with exhibit space at the 2016 Scientific Sessions. Exhibitor further agrees to abide by all exhibitor terms and conditions as outlined in the Terms and Conditions including having full booth set up by 4:00 PM on Thursday of the meeting and to not tear-down before Saturday, after lunch. Exhibitor agrees that if they do not follow these set-up and tear-down guidelines, the company will be charged \$500 and will be suspended from future shows. **DISCLAIMER:** Exhibit space is awarded on a first-come, first-served basis. 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 the regulations, agreement terms and booth specifications in the Terms and Conditions.

Print Name _____

Signature _____ Date _____

TERMS & CONDITIONS

Rules and Regulations:

By applying for exhibit space, a company agrees to adhere to all conditions and regulations outlined below. The 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 rules and regulations. For any questions, please contact the NLA office at 904-998-0854.

Available Tradeshow 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. The above signed agrees to pay a \$500 fee should the exhibit space contracted with this agreement get broken down before official tear-down hours or the company is a no-show.

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 where necessary to facilitate a successful traffic flow. It also reserves the right to reject, at its discretion, any application to exhibit. The room is not large but every effort will be made to separate direct competitors. Exhibitors are confined to the area leased.

Cancellation:

Once formal application has been received, cancellation must be submitted to NLA, in writing, no later than 45 days prior to the meeting. If no cancellation notification in writing is received, no refund will be made. A full refund minus a \$500.00 processing fee will be returned. There are no refunds for no-shows or those canceling within 30 days.

Exhibit Rules:

The rights and privileges of an exhibitor shall not be infringed upon by any other exhibitor. Exhibitor is responsible for damage to property. 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. 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.

Display Requirements and Restrictions:

NLA retains the right to deny the exhibition of inappropriate items and products. Please contact the Event Manager 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 Event Manager. 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.

Unauthorized Canvassing and Distribution of Advertising Matter:

Solicitation of business or conferences in the interest of business except by exhibiting firms is prohibited. Exhibitors are urged to report to the Event Manager 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 the NLA.

Exhibits with Electrical Requirements:

Machines and apparatus operated by electricity must not distract or annoy other exhibitors. Electrical arrangements must be made through the exhibit contractor.

Modesty and Live Demonstration:

The use of models, biological tissues, or animals is strictly forbidden.

Subletting of Space:

No subletting of space will be permitted. Only one company may exhibit per booth.

Liability:

The property 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 are urged to secure valuables nightly or take them with them when they leave the room for the day. Exhibitor assumes entire responsibility and hereby agrees to protect, indemnify, and defend NLA, Compass Management, 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.