YWM2012 OAC's Inaugural Your Weight Matters NATIONAL CONVENTION

EXPLORE. DISCOVER. EMPOWER.

Oct. 25 - 28 ♦ Dallas, TX

OAC Convention Promotion Incentive Contest for Physicians

The OAC Wants You to Send Your Patients to Our Inaugural Convention in Dallas!

The Inaugural *Your Weight Matters* National Convention is shaping up to be a historical event for the OAC! We are seeing a diverse group register for the meeting, from all over the country and from a variety of backgrounds. We want to make our Inaugural year the benchmark for all future OAC Conventions... and here's how YOU can help!

Promote the Convention and Encourage Your Patients to Attend!

Encourage them to attend this ground-breaking educational conference where they will hear a broad spectrum of topics that interest them from the country's leading experts in the field of obesity.

Consider Sponsoring Patients to Attend the Convention!

Many practices are already planning to send their patients to the Convention and provide financial assistance to help with travel and related expenses. This is a great way to support those patients who would benefit most from the educational content and opportunity to join with others who are along the same paths in their journey.

About the Promotion Incentive Contest for Physicians

The OAC appreciates your help in promoting our Convention and encouraging your patients to attend. We have created an incentive contest that gives you a variety of benefits as a way for us to thank you for your support. The contest ends Oct. 1, so there is plenty of time to get your patients on board for this effort!

Here's How the Contest Works:

- The goal of this contest is for physicians and practices to send as many of their patients to the OAC Convention *(physicians are not required to pay for the patient to attend)*.
- Practices/physicians will receive tiered benefits according to the number of patients they send to the OAC Convention *(see benefit/incentive list on next page)*.
- Physicians can promote the Convention to their patients by posting the official Convention poster in their office and giving patients the Convention brochure to register.
- Patients must credit the physician as the "referring" physician to the Convention by completing the field on the online registration form or writing the physician's name and city and state on the paper registration form.
- This contest ends for practices on Oct. 1, so all registration forms with the referred physicians name must be received by the OAC at this time.
- If you have already referred patients to attend our Convention, we are happy to credit their registration to you. Please contact **convention@obesityaction.org** or (800) 717-3117 to let us know who we should link to your practice.

View the List of Incentives and Benefits for Physicians on the Next Page...

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CONTEST INCENTIVES FOR PHYSICIANS

IF THE PHYSICIAN SENDS...	THE PHYSICIAN RECEIVES...
5 Patients to the Convention	• Complimentary Standard Membership Educational Add-on *(good for ordering OAC resources)* • Complimentary Patron Listing in Program Book • Listing in special section of Program Book recognizing all physicians participating in contest
15 Patients to the Convention	• 1/3 page advertisement in Convention Program Book • Complimentary Deluxe Membership Educational Add-on *(good for ordering OAC resources)* • Complimentary Patron Listing in Program Book • Listing in special section of Program Book recognizing all physicians participating in contest
25 Patients to the Convention	• 1/4 page advertisement in Convention Program Book • Complimentary Premium Membership Educational Add-on *(good for ordering OAC resources)* • Complimentary Patron Listing in Program Book • Listing in special section of Program Book recognizing all physicians participating in contest
35 Patients to the Convention	• Half page advertisement in Convention Program Book • Complimentary Institutional Membership in OAC or complimentary Institutional Membership renewal • Complimentary Patron Listing in Program Book • Recognition after Oct. 1 in OAC publications, e-newsletters, social media, etc. • Listing in special section of Program Book recognizing all physicians participating in contest
50 Patients to the Convention	• Full page advertisement in Convention Program Book • Special award and speaking opportunity at Friday Night Welcoming Ceremonies • Complimentary Membership in the OAC Chairman's Council or complimentary Chairman's Council Membership renewal • Practice feature in Winter issue of *Your Weight Matters Magazine* Convention wrap-up section • Complimentary Patron Listing in Program Book • Recognition after Oct. 1 in OAC publications, e-newsletters, social media, etc. • Listing in special section of Program Book recognizing all physicians participating in contest

REMEMBER: The only way you will get credit is if the patient indicates you as the "referred" physician on the online or paper registration form. For questions, contact (800) 717-3117 or **convention@obesityaction.org.**