



March 21, 2014

Prof. Ismail Noor
President
Malaysian Association for the Study of Obesity

Email: mismailmn@yahoo.com

Dear Prof. Noor:

In November 2013, the inaugural **ObesityWeekSM** meeting took place in Atlanta, GA. We are pleased to be able to announce that this first-ever collaborative effort between the *American Society for Metabolic and Bariatric Surgery* (ASMBS) and *The Obesity Society* (TOS) was very successful! With an overall attendance of nearly 5,000, 15% of which comprised an international audience, and a record number of exhibitors, the first ObesityWeek exceeded our expectations. It truly provided a venue where attendees were able to tailor their education to specifically meet their needs, and it is significant that many took advantage of programming provided from both organizations.

We are starting to organize the **2nd ObesityWeek** meeting which will be held in **Boston from November 2 – 7, 2014**, at the Boston Convention and Exhibition Center. This venue is located on the waterfront, just two miles from Logan International Airport and minutes from downtown rail and highway options.

We want to take this opportunity to thank you for participating as a **Level 3 Endorsing Partner** for the 2013 ObesityWeek meeting. We appreciate your efforts on behalf of this meeting in encouraging your members to attend. Our hopes are that ObesityWeek continue to grow in the breadth of the audience that it reaches and, therefore, impact the obesity environment worldwide.

We are now securing the participation and support of thought leaders in endocrinology, diabetology, cardiology, surgery, nutrition, clinical research, medical clinicians and policy makers who have a commitment to preventing and treating obesity. Because of the global and cross-functional nature of ObesityWeek, we are currently seeking formal endorsement from a variety of scientific societies and organizations.

We recognize the commitment of your Society to advancing the study and treatment of obesity, and we therefore wish to once again obtain the support of the Malaysian Association for the Study of Obesity by means of a **non-financial endorsement** of the 2014 ObesityWeek meeting. Non-financial endorsement allows us to display your support on our website as a Level 3 Endorsing Partner, on all meeting materials and in the on-site signage. Reciprocally, we would ask that you promote the ObesityWeek meeting in an email broadcast, an e-newsletter and on your website, and send copies of these promotions to OW.

Attached to this email you will find a copy of this letter, a Save-the-Date card and a Level 3 Endorsing Partner Agreement. Please complete and sign the agreement and return to me (mirtha@asmbs.org), by **April 1, 2014**. We currently have your logo from last year's event so unless it has changed, we will re-use what we have as soon as we have confirmation of your participation.

We hope that the Malaysian Association for the Study of Obesity will accept our invitation to become an endorsing society as well as to support our efforts in promoting ObesityWeek. Working together we can advance the science and treatment of obesity through a multidisciplinary approach.

Best Regards,



Philip Schauer, MD
Chair, ObesityWeekSM



Carey Lumeng, MD, PhD
Co-Chair, ObesityWeekSM