



# Bariatric Paths

• YOUR JOURNEY, YOUR WAY. •

————— Event Sponsorship Package —————





# ABOUT US

Bariatric Paths is a dedicated event planning company specializing in creating exceptional experiences for the bariatric community.

Our mission is to empower individuals on their bariatric journey through inspiring events that foster connection, knowledge, and celebration, providing a supportive community and essential resources for lasting transformation.







# **Why Sponsor?**

**Target Your Ideal Audience.**

**Customize your Impact**


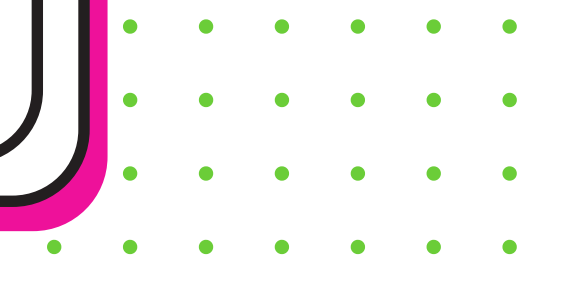
**Maximize Your ROI**



# **OUR EVENT**



The transformative Bariatric Paths Annual Conference in Fall 2025 in Atlanta. This more than just a conference; it's a personalized journey tailored to your unique needs. Whether you're Pre-op, Post-op, Past-op, or No-op, our event offers a curated experience that caters to your specific stage and goals. This inaugural event is designed to empower individuals on their bariatric journey, offering a supportive community, educational resources, and inspiring experiences.



# OUR AUDIENCE

As this is our inaugural conference, the information and programming are based on extensive research and insights from the bariatric community. We've carefully considered the needs and interests of No-op, Pre-op, Post-op, and Past-op patients to create a comprehensive and engaging event.

To further enhance the attendee experience, we plan to conduct additional surveys and feedback sessions after the conference. This valuable input will help us refine future events and ensure they continue to meet the evolving needs of the bariatric community.



**Age: Primarily 25-64**

**78% Women  
22% Men**

**Income Ranging:  
\$45,000-121,320**

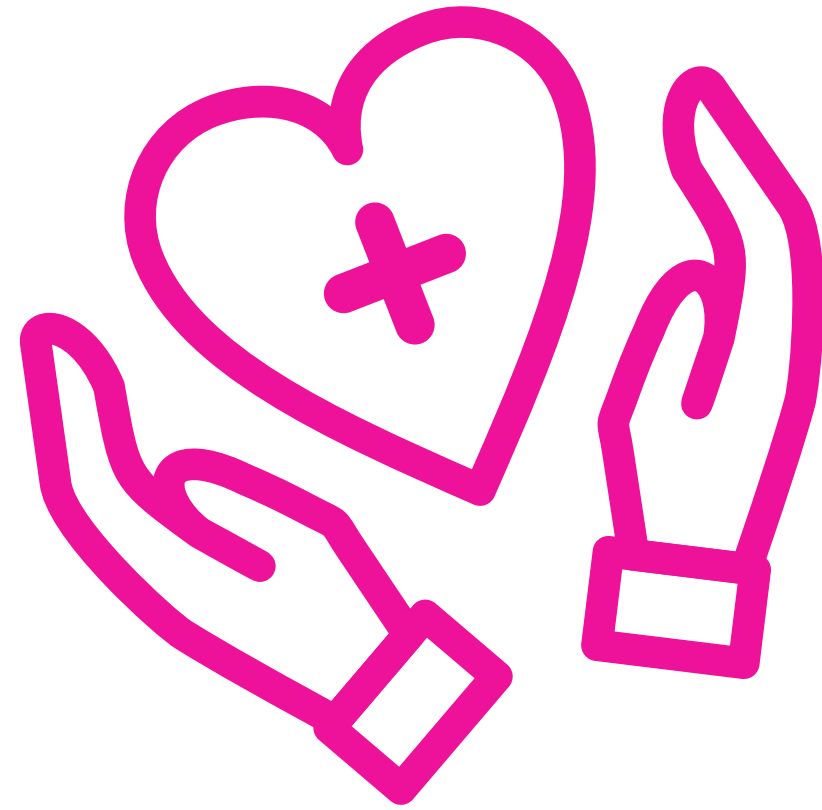
**52% White, 36% Black,  
10.4% Hispanic**

**62% Married, 34%  
Single/Separated**

**55% with Children**

**Education Level: College  
Educated or High**





## Health Conditions

Depression 30%,  
Binge eating disorder 17%  
Anxiety 46%  
Diabetes: 15-60%  
Hypertension: 48.2-77%  
Sleep Apnea: 35%  
Low Back Pain: 40-58%  
Cholesterol: 33%

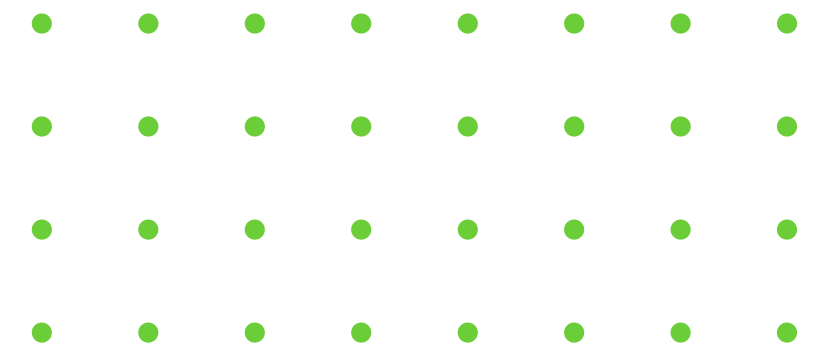
## Lifestyle

Health-conscious  
Semi-Active to Active  
Nutrition-focused  
Goal-oriented  
Mindful and intentional  
Open to Learning





# Buying Behavior



## INFORMATION SEEKING

Attendees are actively seeking information about bariatric surgery, weight management strategies, nutrition, exercise, and mental health. They are likely to purchase educational materials, books, or online courses.

## COMMUNITY BUILDING

Many attendees are looking to connect with others on a similar journey and build a supportive community. They may be more likely to purchase products or services that facilitate networking or social interaction.

## SELF-IMPROVEMENT

Attendees are often motivated to make positive changes in their lives and improve their overall well-being. They may be willing to invest in products or services that support their weight loss goals, such as fitness equipment, meal delivery services, or coaching programs.

## CONVENIENCE AND ACCESSIBILITY

Attendees appreciate convenience and accessibility. They may be more likely to purchase products or services that are easily accessible online or through mobile apps.

## VALUE AND QUALITY

Attendees are generally price-conscious but also value quality and effectiveness. They are more likely to purchase products or services that they perceive as providing good value for their money.



# PSYCHOGRAPHICS

## MOTIVATIONS

- **Health and well-being:** Attendees are highly motivated to improve their health and quality of life.
- **Weight loss goals:** They have specific goals related to weight loss, weight management, and body image.
- **Personal growth and development:** Many attendees are seeking personal growth and transformation through their weight loss journey.
- **Community and support:** They value connection with others who understand their experiences and challenges their weight loss journey.

## VALUES

- **Health and wellness:** Attendees prioritize their health and well-being above all else.
- **Resilience and perseverance:** They demonstrate resilience and determination in overcoming challenges.
- **Personal growth and development:** They believe in the power of personal growth and transformation.
- **Community and support:** They value the importance of community and support networks.

## BEHAVIORS

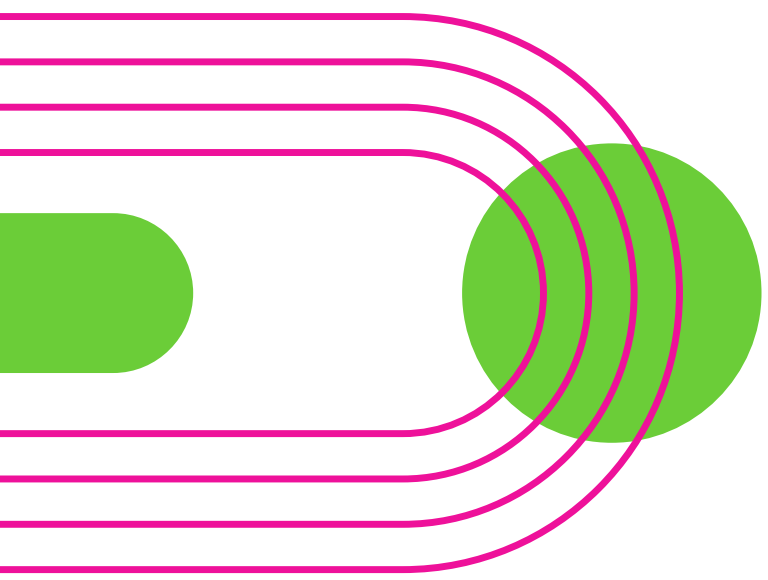
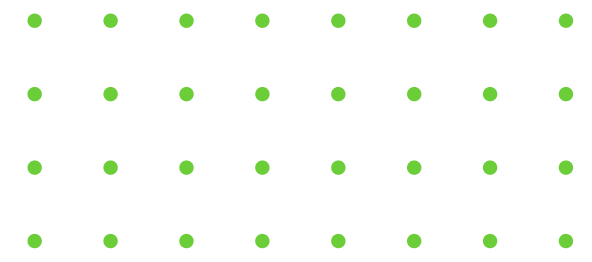
- **Proactive:** Attendees are often proactive and take initiative to improve their health and well-being.
- **Goal-oriented:** They set clear goals and are committed to achieving them.
- **Resilient:** They are able to bounce back from setbacks and challenges.
- **Open-minded:** They are receptive to new ideas and approaches.
- **Supportive:** They are often supportive of others on their weight loss journeys.

## CHALLENGES/GOALS

- **Challenges:**
  - Overcoming weight stigma and discrimination
  - Maintaining long-term weight loss
  - Accessing quality care
  - Affording weight-loss expenses.
- **Goals:**
  - Achieving and maintaining a healthy weight for long-term well-being
  - Improving overall quality of life, including physical, mental, and emotional health
  - Gaining knowledge and skills related to nutrition, exercise, and mental health



# PREFFERED CHANNELS & CONTENT TYPES



**Search engines:** Google

**Social Media Platforms:**

Facebook, Instagram,  
TikTok, YouTube

**Blogs and websites**  
Bariatric blogs, health  
and wellness websites

**Podcasts:** Bariatric-  
focused podcasts or  
general health and  
wellness podcasts

**Email marketing:**  
Newsletters,  
promotional emails.

**Online communities  
and forums:** Reddit,  
Facebook groups,  
specialized bariatric  
platforms.

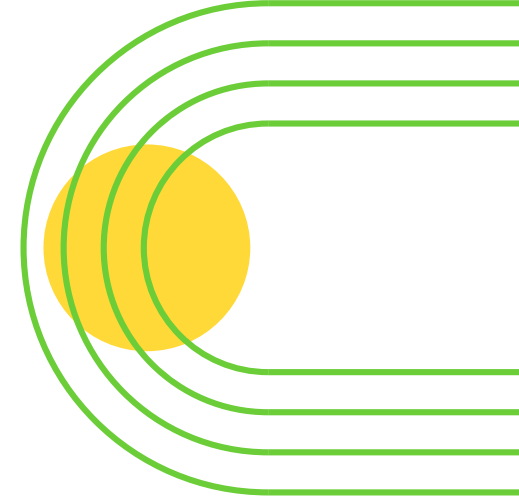
## Content Types

- Informative articles and blog post
- Expert interviews and Q&A sessions
- Personal stories and testimonials
- Videos
- Infographics and visuals
- Online courses and workshops
- Live events and webinars





# DECISION MAKING COMPACITY



**Personal Goals and Priorities:** Attendees are likely to base their decisions on their individual goals and priorities related to weight loss, health, and well-being.



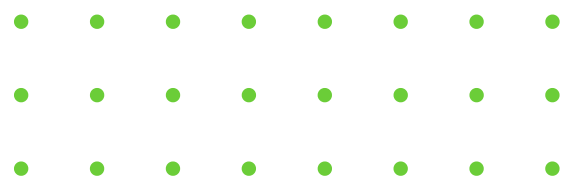
**Recommendations and Reviews:** Testimonials from other bariatric patients or healthcare professionals can significantly influence their decision-making.



**Research and Information:** They often conduct thorough research and seek information from reliable sources before making purchasing decisions.



**Convenience and Accessibility:** They appreciate products and services that are easy to access and use, such as online resources or mobile apps.







### Core/Essential Products

- Clothing and accessories
- Supplements: Vitamins, minerals, protein powders, probiotics
- Fitness equipment: Exercise bands, resistance bands, heart rate monitors
- Healthy snacks: Protein bars, nuts, seeds, trail mix
- Water bottles and hydration products
- Stress management tools

### Health and Wellness Products

- Personalized meal plans: Tailored to individual dietary needs and preferences.
- Fitness trackers, scales, and smartwatches
- Home gym equipment or Gym Membership
- Mental health resources: Therapy, meditation apps, or stress management tools.

### Convenience and Accessibility Products

- Meal delivery services: For easy and healthy meal options.
- Grocery delivery services: To save time and effort.
- Home organization products: To create a supportive environment for healthy living.

# FUTURE PURCHASES

# Buyer Personas



## Ken No-Op Path

### Demographics

- **Age:** 42
- **Gender:** Male
- **Location:** Rural area
- **Education:** College graduate
- **Occupation:** Teacher
- **Marital Status:** Single
- **Children:** None

### Psychographics

- **Motivations:** Concerned about his health and well-being, seeking a sustainable solution to his weight issues without surgery.
- **Goals:** Lose weight, improve his health, increase energy levels, and boost his self-esteem.
- **Challenges:** Struggling with weight management, feeling self-conscious, and experiencing health complications.
- **Values:** Health, independence, and personal achievement.

### Online Behavior

- Actively searches for information about non-surgical weight loss options.
- Follows health and fitness influencers on social media.
- Joins online support groups and forums.
- Engages with content related to nutrition, exercise, and lifestyle changes.

### Pain Points

- Uncertainty about the effectiveness of non-surgical weight loss methods.
- Concerns about the time and effort required for lifestyle changes.
- Lack of support and understanding from others.

### Needs and Desires

- **Information:** Detailed information about non-surgical weight loss options, including diet plans, exercise programs, and behavioral therapy.
- **Support:** A supportive community of individuals who understand his challenges.
- **Guidance:** Expert advice on lifestyle changes, nutrition, and exercise.
- **Motivation:** Inspiration and encouragement to stay on track and achieve his goals.

### Buying Behaviors

- Likely to research different non-surgical weight loss programs and approaches.
- May consult with healthcare professionals for recommendations.
- Will compare costs and insurance coverage.
- May seek out online reviews and testimonials.
- Is likely to be open to purchasing non-surgical weight loss resources or programs.





# Kimberly

## Pre-Op Path

### Demographics

- **Age:** 35
- **Gender:** Female
- **Location:** Suburban area
- **Education:** College graduate
- **Occupation:** Office worker
- **Marital Status:** Married
- **Children:** Two young children

### Psychographics

- **Motivations:** Concerned about her health and well-being, seeking a sustainable solution to her weight issues.
- **Goals:** Lose weight, improve her health, increase energy levels, and boost her self-esteem.
- **Challenges:** Struggling with weight management, feeling self-conscious, and experiencing health complications.
- **Values:** Health, family, and personal growth.

### Online Behavior

- Actively searches for information about bariatric surgery and weight loss.
- Follows bariatric influencers and experts on social media.
- Joins online support groups and forums.
- Engages with content related to nutrition, exercise, and mental health.

### Pain Points

- Uncertainty about the bariatric surgery process
- Concerns about the risks and complications
- Fear of failure
- Lack of support and understanding from others

### Needs and Desires

- **Information:** Detailed information about the bariatric surgery process, including risks, benefits, and recovery.
- **Support:** A supportive community of individuals who understand her challenges.
- **Guidance:** Expert advice on pre-operative preparation, post-operative care, and lifestyle changes.
- **Motivation:** Inspiration and encouragement to stay on track and achieve her goals.

### Buying Behaviors

- Likely to research different surgeons and facilities.
- May consult with healthcare professionals for recommendations.
- Will compare costs and insurance coverage.
- May seek out online reviews and testimonials.
- Is likely to be open to purchasing pre-operative resources or programs.



# Emily

## Post-Op Path

### Demographics

- **Age:** 30
- **Gender:** Female
- **Location:** Urban area
- **Education:** College graduate
- **Occupation:** Teacher
- **Marital Status:** Married
- **Children:** One child

### Psychographics

- **Motivations:** Maintaining her weight loss, improving her health, and enjoying a better quality of life.
- **Goals:** Continue to lose weight, build muscle, and maintain a healthy lifestyle.
- **Challenges:** Adjusting to lifestyle changes, managing emotional challenges, and preventing weight regain.
- **Values:** Health, family, and personal growth.

### Online Behavior

- Actively searches for information about post-bariatric surgery care, nutrition, and exercise.
- Follows bariatric influencers and experts on social media.
- Joins online support groups and forums.
- Engages with content related to weight management, mental health, and lifestyle changes.

### Pain Points

- Concerns about weight regain
- Difficulty maintaining a healthy lifestyle
- Emotional challenges associated with weight loss
- Lack of support and understanding from others.

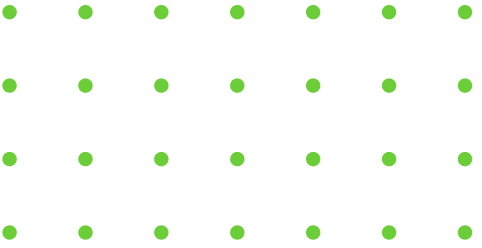
### Needs and Desires

- **Information:** Guidance on long-term weight management, nutrition, exercise, and mental health.
- **Support:** A supportive community of other post-op patients.
- **Motivation:** Inspiration and encouragement to stay on track and achieve her goals.
- **Resources:** Access to helpful tools and resources, such as meal plans, workout routines, and support groups.

### Buying Behaviors

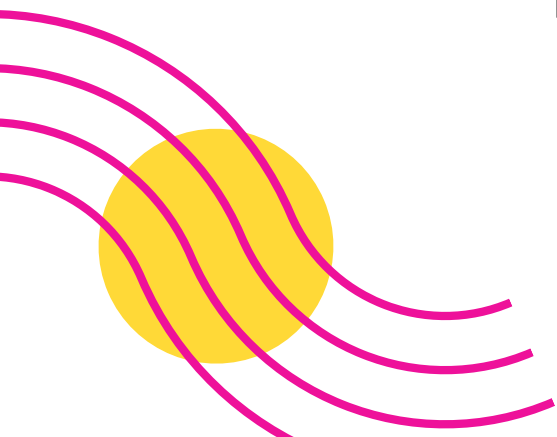
- Likely to purchase products and services related to weight management, nutrition, and exercise.
- May seek out online resources or coaching programs for support.
- Is open to attending workshops or conferences for continued education and networking.





# Michelle

## Past-Op Path



### Demographics

- **Age:** 55
- **Gender:** Female
- **Location:** Rural area
- **Education:** College Graduate
- **Occupation:** Nurse
- **Marital Status:** Married
- **Children:** Two adult children

### Psychographics

- **Motivations:** Maintaining her weight loss, improving her health, and enjoying a fulfilling retirement.
- **Goals:** Continue to live a healthy and active lifestyle.
- **Challenges:** Addressing the long-term effects of bariatric surgery and preventing weight regain.
- **Values:** Health, family, and community.

### Online Behavior

- Actively searches for information on long-term weight management and bariatric surgery maintenance.
- Follows bariatric influencers and experts on social media.
- Joins online support groups and forums.
- Engages with content related to healthy aging, nutrition, and exercise.

### Pain Points

- Concerns about weight regain over time.
- Adjusting to lifestyle changes after retirement.
- Dealing with the long-term effects of bariatric surgery.

### Needs and Desires

- **Information:** Guidance on maintaining weight loss, addressing long-term health concerns, and managing the aging process.
- **Support:** A supportive community of other past-op patients.
- **Motivation:** Inspiration and encouragement to stay active and healthy.
- **Resources:** Access to helpful tools and resources for managing his health and well-being.

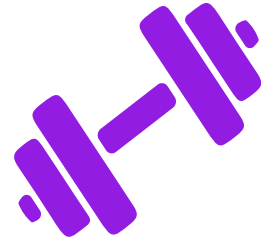
### Buying Behaviors

- Likely to purchase products and services related to weight management, nutrition, and exercise.
- May seek out online resources or coaching programs for support.
- Is open to attending workshops or conferences for continued education and networking.

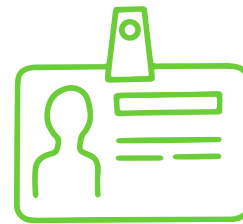
# Create Your Custom Sponsorship Package!



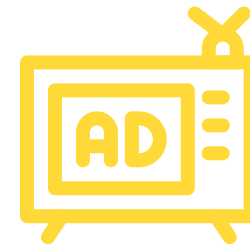
Banner Display



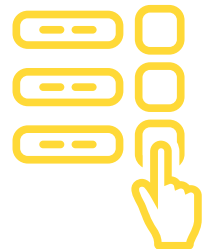
Workout Sessions



Name Badge



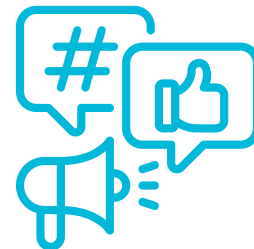
1-min Ads



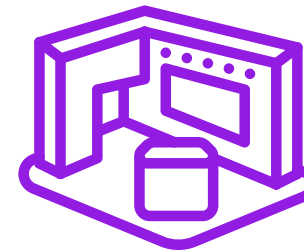
Survey Results



Notepad/Pens



Social Media Posts



Premium Exhibit



Introductions



Giveaways



Lanyards



Print/Digital Ads



Naming Rights



Speaker



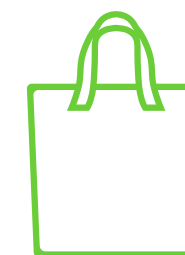
Branded Experience



T-Shirts



Website



Swag Bags



**Bariatric Paths**  
•YOUR JOURNEY, YOUR WAY•

We offer flexible sponsorship packages tailored to your specific goals. Whether you want to increase brand awareness, generate leads, or network with key industry players, we can create a customized solution for you.



## Possible Activations



## Interactive Photo Booth Experience:

Offer attendees a memorable experience with a branded photo booth. By sponsoring a photo booth activation, you can create a memorable and interactive experience for attendees while significantly boosting your brand visibility.

### As a Sponsor, you'll get:

- Logo displayed marking the location of the photo booth
- Logo on the photo booth system
- A Booth at the Exhibit Hall
- A listing in the online directory
- 2 free registrations
- ½ pg. ad in the Conference program
- Attendee List

The sponsor will be responsible for providing and staffing a photo booth station at the conference. All photo templates must be approved by Bariatric Paths prior to the event and must include the Bariatric Path Logo.

## Charging Stations (3)

Provide attendees with a valuable and convenient service while placing your logo and product images in highly visible locations. Placed in central locations outside the conference education sessions, attendees will have the ability to re-charge mobile phones, laptops and iPads courtesy of your company.

### As a Sponsor, you'll get:

- Logo or message on the top portions of your stations
- A Booth at the Exhibit Hall
- A listing in the online directory
- 2 free registrations
- ½ pg. ad in the Conference program
- Attendee List

The sponsor is responsible for providing charging stations and ensuring they meet Bariatric Paths' approval standards. The sponsor will also handle the setup and teardown of these stations.







## Lunch Break (2)

By sponsoring a lunch break, you can increase brand visibility, connect with attendees, and showcase your brand.

### As a Sponsor, you'll get:

- An opportunity for a 5-10 minute introduction to attendees during lunch
- A Booth at the Exhibit Hall
- A listing in the online directory
- 2 free registrations
- ½ pg. ad in the Conference program
- Attendee List

## Refreshment Break (2)

Sponsor one of our breaks, allowing for even greater networking potential and being able to distribute company materials during the break. Be creative to make that all important impression.

### As a Sponsor, you'll get:

- An opportunity to hand out company promotional material during the break.
- A Booth at the Exhibit Hall
- A listing in the online directory
- 2 free registrations
- ½ pg. ad in the Conference program
- Attendee List







# Attendee Party

Sponsor an unforgettable evening of fun, networking, and celebration. By sponsoring the conference's evening event you can Increase brand visibility and make a lasting impression for attendees with a memorable night.

## As a Sponsor, you'll get:

- Your logo will be prominently displayed throughout the event, including on invitations, signage, and promotional materials.
- A Booth at the Exhibit Hall
- A listing in the online directory
- 2 free registrations
- ½ pg. ad in the Conference program
- Attendee List

# The Clothing Exchange

Sponsor a unique and engaging clothing exchange at our conference. This innovative activation will create a buzz with our attendees, foster community by allowing attendees to connect and share experiences, and enhance your brand visibility.

## As a Sponsor, you'll get:

- Your logo will be displayed in the front of the entrance as well as on the bags for the clothing. (sponsor will provide bags)
- A Booth at the Exhibit Hall
- A listing in the online directory
- 2 free registrations
- ½ pg. ad in the Conference program
- Attendee List

The sponsor will provide branded shopping bags for all attendees. The bag design must be approved by Bariatric Paths and include the sponsor's logo.







**Contact us today to  
schedule a meeting and  
discuss your sponsorship  
options.**

**Limited sponsorship  
opportunities available, so  
act fast!**

**Jatoyia Armour**

Head of Corporate Partnership



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[www.bariatricpaths.com](http://www.bariatricpaths.com)

