



## This is **IASO**

**We are** The International Association for the Study of Obesity (IASO), a not-for-profit organisation founded in 1986. We represent 56 countries, linking over 50 regional and national obesity associations, with global professional members who are engaged in scientific, medical and research work.

We act as a global centre for obesity data and a major resource for obesity professionals, international policy-makers, governments, academics and the media. Our work has underpinned many government initiatives and has a major influence on international, governmental and public attitudes to obesity.

**Our purpose** is to improve global health by advancing, through scientific research and dialogue, the understanding of obesity and weight-related diseases, whilst promoting effective policies for their prevention and management.

IASO does not stand still. We look to the future, anticipate developments and plan new programmes. Particular critical areas of research and advocacy fit into two main pillars of our strategic approach firstly; the prevention of obesity and in particular the links between obesity, poverty and inequality; nutrient profiling and childhood obesity. Secondly; reduction of the existing burden of disease through education of health care professionals, developing treatment guidelines, considering the reimbursement of obesity drugs and standards of clinical management.

**And IASO believes** that a multi-stakeholder approach is necessary to tackle and find solutions to a complex disease such as obesity.

As a corporate partner, you are a valuable part of the global obesity team, contributing your time, expertise and resources. That is why we have developed a corporate membership to facilitate IASO to achieve its aims and goals by opening dialogues between industrials, payers, patient groups, experts and policy makers.

**Obesity: the global scientific, medical, economic and political challenge**

*Obesity poses one of the greatest public health challenges for the 21st century with particularly alarming trends in several parts of the world.*

*The prevalence of adult obesity has risen three-fold in many countries since the 1980s and the epidemic is spreading at particularly high rates in children.*

## This is what **IASO** offers you

**Eligibility** - a corporate member is any trust, foundation, company or industrial group that gives substantial aid to support the fight against obesity.

**Admission** - as a selection criterion, your activities must be in line with the mission and ethos of IASO.

**Fee** - To join this scheme, an annual membership fee applies – 20,000€+VAT

**Benefits** - you will be entitled to a wide range of benefits as set out below.

### a) Complimentary Invitations to Obesity Expert Forums

The IASO Obesity Expert Forum aims to address topical issues by creating a strategic platform for discussion between senior IASO members and invited senior industry representatives from companies active in the field of obesity management, prevention and research, together with other stakeholders in the obesity debate.

Each forum will focus on a different topic but strategic issues include:

- Overview of public health policy – why and to what extent is obesity considered as a disease? What is the latest thinking?
- Economic issues of obesity management in different regions
- Appropriate routes to regulatory approval for metabolic drugs
- Appropriate clinical trials and the importance of control groups
- Recent developments in the obesity drug field
- The criteria for reimbursement of obesity drugs

#### Format

The OEF meeting takes the following format:

- Expert presentations on the topic under discussion
- Interactive panel discussions
- Debate of ideas and issues
- Networking lunch

The forum is conducted under the *Chatham House Rule*<sup>1</sup>.

These forums are held bi-annually and are usually hosted in conjunction with a major medical congress. In 2012, the format of the Obesity Expert Forum may slightly change – This is currently under discussion.

<sup>1</sup> The rule originated in June, 1927, at Chatham House with the aim of guaranteeing anonymity to those speaking within its walls in order that better international relations could be achieved. It is now used throughout the world as an aid to free discussion. In meetings held "under the Chatham House Rule" the participants are understood to have agreed that it would be conducive to free discussion that they should be subject to the rule for the meeting. The Rule allows people to speak as individuals, and to express views that may not be those of their organizations, and therefore it encourages free discussion. Speakers are then free to voice their own opinions, without concern for their personal reputation or their official duties and affiliations. No specific reference to statements made by the attendees is allowed at any later time if this can be interpreted as coming from any particular source. This then protects the individual participants and they are then able to explore new approaches to solving difficult problems.



**Obesity: the biggest unrecognised public health problem in the world**

The management of Obesity and its related disorders is now at the forefront of Government and Public Health initiatives across the World.

There is increasing concern within the European Union and the WHO about Obesity and its co-morbidities such as:

- Type 2 Diabetes
- Hypertension
- Cardiovascular disease
- Cardiometabolic risks

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## CORPORATE MEMBERSHIP



### b) Corporate advisory board hosted by IASO Executives

These boards are held in conjunction with the major regional conferences e.g. The International Congress on Obesity (ICO) or the Obesity Society (TOS) annual meeting. They are informal events hosted by the IASO Executives where corporate members can meet and exchange ideas on an informal basis. They take the format of working breakfasts or drinks receptions.

### c) Discounted subscription rates for the three official IASO journals and our affiliated journal

**Clinical Obesity**, first published in April 2011 is an international peer-reviewed journal publishing high quality translational and clinical research papers and reviews focussing on obesity and its co-morbidities.

**Obesity Reviews** is our flagship journal. It is edited by Professor David York and publishes reviews from disciplines related to obesity. The journal contributes to education and inter-professional development by planning 'for-and-against' reviews on current controversies. Among those likely to find the articles of interest are professionals concerned with obesity, particularly endocrinologists, cardiologists, gastroenterologists, obstetricians and rheumatologists as well as health professionals working in general medicine and surgery.

**Pediatric Obesity**, launched in 2006 is a leading publication which presents the latest research on obesity during childhood and adolescence. The journal publishes findings which are currently the subject of intense interest to the scientific community and are of increasing concern to health policy-makers and the public.

**The International Journal of Obesity** is our oldest and most established journal, providing an international, multi-disciplinary forum for the study of obesity for over 30 years. The journal publishes basic, clinical and applied studies and also features a quarterly pediatric highlight. It includes the latest scientific discoveries in biochemistry, physiology, genetics and nutrition, molecular, metabolic, psychological and epidemiological aspects of obesity and related disorders.



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### **d) Access to the new online knowledge management system**

IASO has redeveloped its website into an online Knowledge Management System. This serves to be a major repository of the most up-to-date, accurate, peer-reviewed information on obesity.

There is a mass of information on obesity and IASO has unique access to it: statistics, prevalence rates, international policy, WHO and regulatory documents, definitions, risk factor analyses, obesity treatment and drug development guidelines. But currently this information is fragmented and cannot be searched. Our Knowledge Management System has been designed to resolve this problem. It collates and provides online access to all key information on obesity, thus increasing awareness of it as a global health issue and creating a valuable educational resource with material for health professionals, academic and a lay audience.

### **e) Global obesity statistics and prevalence database**

As part of the online knowledge management system a database has been developed which contains the most up to date rates of obesity prevalence across the globe.

Corporate members would be able to commission, if appropriate, specific research work within the global obesity prevalence database. Full access to this database is not publicly accessible. However, it provides accurate and up to date statistics for the number of overweight and obese individuals within different countries and regions. This information could be used to provide market sizing information for different regions. Specific work would be able to be commissioned by a corporate member. However, depending on the time taken to provide the analysis an additional charge may be applied depending on the detail and time taken to produce the information.

### **f) Corporate advert in the IASO e-newsletters**

IASO produces a monthly e-newsletter which will be distributed to our 56 countries and territories across the globe. Our network represents over 10,000 worldwide healthcare professionals and we are working on expanding our database with key association partners in other related fields such as Cancer, Diabetes, and Hypertension.

As a corporate member, you will be entitled to have a content of up to 200 words with your logo and related links on your company.

### **g) Acknowledgement of your company as a corporate member on the IASO website and links to your company home page**

**h) IASO is currently looking at new ways to involve even more their Corporate Members for year 2012 in different IASO projects as major supporter.**

**This is your application form: join now!** 

**COMPANY PROFILE**

Company Name .....

Contact .....

Position .....

Address .....

.....

Postcode ..... Country .....

Telephone ..... Fax .....

Email .....

**SUBSCRIPTION SUMMARY**

**IASO Corporate Membership 2012**

Fee: 20,000€ + VAT

Your annual corporate membership is valid from 01.01.12 to 31.12.12

An invoice will be raised by IASO at receipt of the booking form for full payment within 30 days.

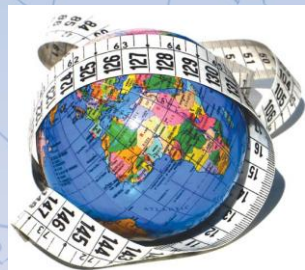
**AGREEMENT**

On behalf of my company, I hereby, ....., agree to become an IASO Corporate Member for the year 2012.

Signature..... Date .....

**Please return this form to:**

IASO  
Charles Darwin House  
12 Roger Street, London, WC1N 2JU  
United Kingdom  
Tel: +44 (0) 20 7685 2580  
Fax: +44 (0) 20 7685 2581  
Email: [ctrimmer@iaso.org](mailto:ctrimmer@iaso.org)



**IASO is the leading international organisation devoted to tackling the growing challenge of obesity.**

**Clearly, the time to act is now!**