

(Theme: Discover the science of weight management & explore the connection between fitness and well-being)

About the Conference:

Maintaining a healthy weight is important for overall health and can help you prevent and control many diseases and conditions. If you are overweight or obese, you are at higher risk of developing serious health problems, including heart disease, high blood pressure, type 2 diabetes, gallstones, breathing problems, and certain cancers. That is why maintaining a healthy weight is so important.

For more details please visit- <http://fitness.conferenceseries.com/>

Importance & Scope:

The United States is facing a serious epidemic. Recent nationwide surveys reveal that 66 percent of adults have a Body Mass Index (BMI) of 25 or greater, classifying them as either "overweight" or "obese." Unfortunately, this epidemic is not only affecting adults. We are now seeing increasing numbers of overweight children and teens.

As the weight of Americans rises, so do the secondary risks associated with obesity. These risks include cardiovascular disease, hypertension, dyslipidemia, type 2 diabetes, stroke, osteoarthritis and even cancer. The chart below shows how in the U.S., for instance, poor diet and lack of adequate physical activity are the second leading underlying causes of death, second only to tobacco use.

Researchers reported that the risk of developing diabetes, gallstones, hypertension (high blood pressure), heart disease, and stroke increased progressively with the level of being overweight among both women and men. The most obese members of the study population were 20 times more likely to develop diabetes than their normal weight peers. This conference may provide a comprehensive study on weight loss and fitness management.

Why Philadelphia?

One of the biggest issues facing the U.S. is the obesity epidemic. Philadelphia, Pennsylvania, which is home to more than 1.5 million residents, is tackling obesity and tobacco use throughout the community. Approximately 67.9% of adults in the city and approximately 41% of youth aged 6-17 are overweight or obese. Additionally, nearly 70% of youth in North Philadelphia, the majority of whom are black or Hispanic, are overweight or obese, which is nearly double the obesity and overweight rate for youth in the United States. Fruit and vegetable consumption is a challenge for residents, with nearly 25% of youth and 30% of adults getting only one serving or less per day.

Over the past three decades, obesity rates in America have tripled, and today, nearly one in three American are overweight or obese. Less physical activity, having junk foods, increased portion sizes, and spending more time watching TV and playing video games are just a few factors that have led to this epidemic. Philadelphia is facing high obesity rate and working hard to combat obesity throughout the state.

Conference Highlights:

- Fitness Science
- Weight Management Strategies
- Obesity and Health Complications
- Surgical Procedures for Weight Loss
- Childhood Obesity- Causes and Risk Factors

- Weight Loss Medications
- Weight-Loss and Fitness in Women
- Novel Weight Control Research
- Traditional and Conventional Weight Loss Therapies
- Underweight Management & Fitness Strategies

Why to attend???

The conference highlights the evolving strategies for Weight loss-management, medications, childhood obesity, yoga & physical therapy, exercise, morbid obesity, liposuction treatment, bariatric surgery and upcoming challenges in fitness science. The conference invites leading experts in the field of obesity, weight management, fitness experts, bariatric surgeons, exercise physicians, yoga practitioners and all the eminent and experts in the field of Weight loss and fitness management. The conference also welcomes delegates from industries focusing on weight loss medications, exercise tools & equipment and fitness machinery to gather, network under a single roof for advancing technology and innovations.

Major Weight Loss Associations and Societies around the Globe

- The Obesity Society
- American Society of Bariatric Physicians
- Natural Society
- Inland Empire Weight Loss
- ACSM Fit Society
- The Fitness Society
- British Obesity & Metabolic Surgery Society

Statistical Analysis of Associations

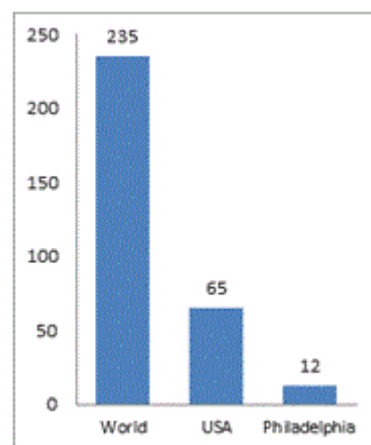


Figure 1: Statistical Analysis

Target Audience:

We invite experts in the field of obesity, weight management, fitness experts, bariatric surgeons, exercise physicians, yoga practitioners, and

delegates from industries focusing on weight loss medications, exercise tools & equipment and fitness machinery.

Target Audience:

- Industry-40%
- Academia-30%
- Research-20%
- Others-10%

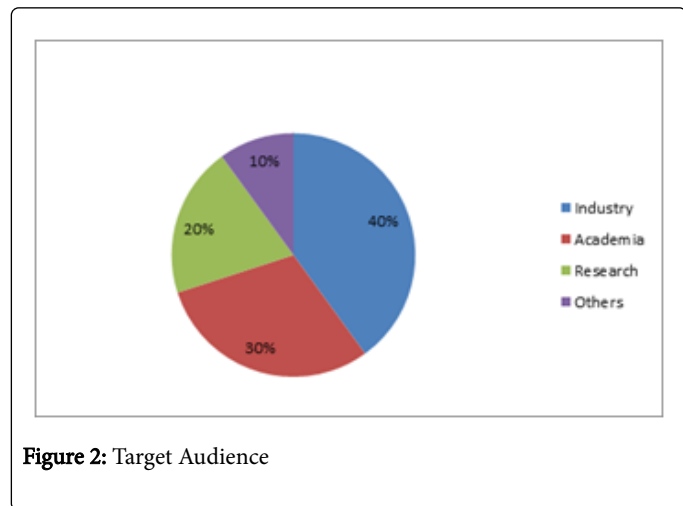


Figure 2: Target Audience

Top Universities:

- University of Pennsylvania
- Boston University
- University of Maryland
- Florida State University
- University of Illinois Hospital & Health Sciences
- Stanford children's health
- The Ohio State University
- Tufts University
- Yale University

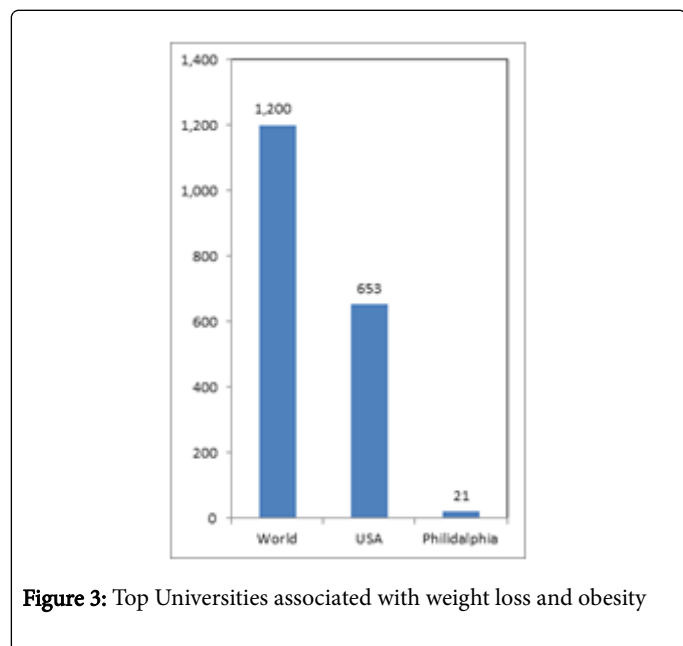


Figure 3: Top Universities associated with weight loss and obesity

Hospitals Associated with weight loss treatments

- UC Health Weight Loss Center

- The Johns Hopkins Digestive
- Weight Loss Center
- Mercy Hospital and Medical Center
- Peninsula Region Medical Center
- Cedars-Sinai Weight Loss Center
- Houston Methodist Leading Medicine
- Emory Bariatric Center
- Lowell General Hospital
- Wake Forest Baptist Medical Center

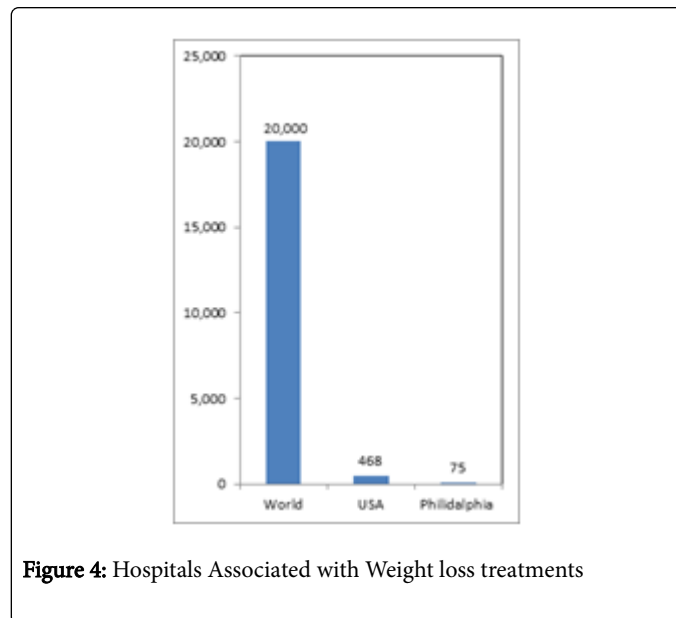


Figure 4: Hospitals Associated with Weight loss treatments

Glance at Market of Advertising and Marketing:

Global Weight Management Market is estimated to be USD 385.1 billion in 2010 and expected to reach USD 650.9 billion in 2015 at a CAGR of 9.4% over the period 2010 to 2015. Equipment & Devices segment accounted for the largest share at 37.7% of weight management market in 2010. Weight management services are the fastest growing segment at 13.4% CAGR during 2010 to 2015. Weight management services segment is worth USD 205.2 billion in 2015.

Market value of Weight loss Products

- Diet soft drinks – \$21.15 billion
- Health clubs – \$19.5 billion
- Commercial weight loss centers – \$3.29 billion
- Meal replacements and diet pills – \$2.69 billion
- Artificial sweeteners – \$2.52 billion
- Low calorie/diet foods – \$2.32 billion
- Diet books, exercise videos – \$1.21 billion

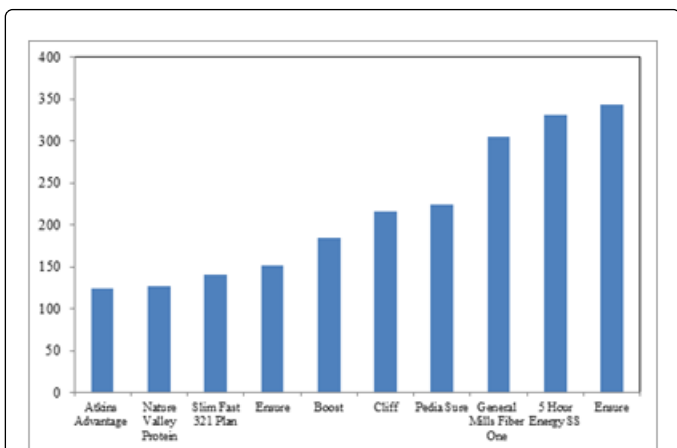


Figure 5: Statistics of market value of weight loss products

Source: Reference 1

Statistics of Annual Income of Drugs on Weight Loss

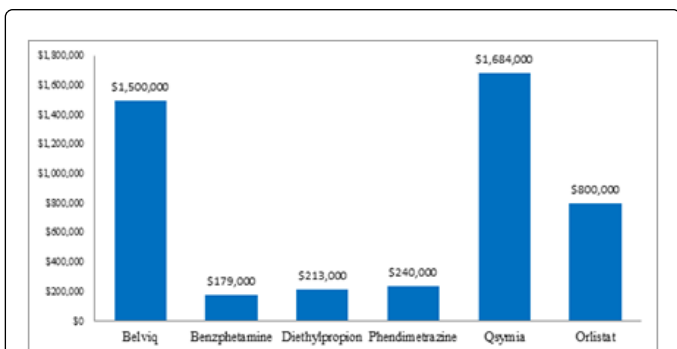


Figure 6: Annual income of weight loss drugs

Source: Reference 2

NIH Year Wise Funding On Obesity:

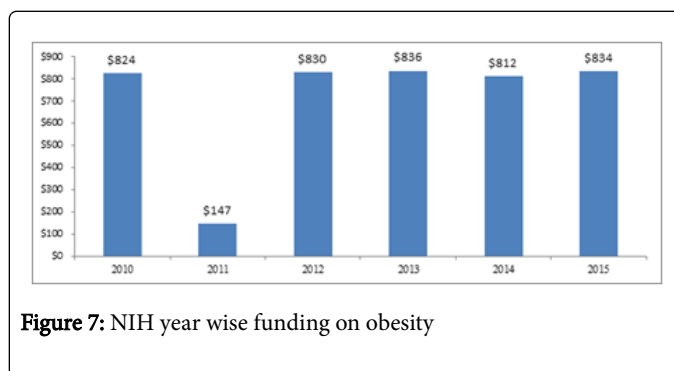


Figure 7: NIH year wise funding on obesity

Source: Reference 3

References:

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