Diabetes Educators are the lifeline to their patients.

Each year thousands of diabetes educators from around the country attend the American Association of Diabetes Educators (AADE) annual conference to learn about the newest and greatest in the world of diabetes through presentations with your products and services.

WHAT IS A DIABETES EDUCATOR?
Diabetes educators help individuals with diabetes learn how to manage their disease and be as healthy as possible. These specialists are healthcare professionals—Registered Nurses, Registered Dietitians, Nurse Practitioners, and Pharmacists who focus on all aspects of diabetes care and are also skilled in counseling, education and communication.

» Diabetes educators focus on self-care behaviors that are important for individuals with diabetes to be healthy and fully enjoy life.

» Diabetes educators have more than 30 interactions with patients every day!

Data Source: 2017 AADE Survey and Registration

WHO ATTENDS?
Over 3,000 U.S. based diabetes educators attend the annual conference every year!

» PROFESSIONAL ATTENDEES
- Registered Nurse: 49.09%
- Registered Dietitian: 35.03%
- Registered Pharmacist: 9.24%
- Other Health Care Professionals: 6.64%

» ATTENDEES BY PRACTICE SETTING
- Hospital Inpatient/Outpatient: 27%
- Healthcare Industry: 17%
- Outpatient Diabetes Center: 13%
- Physician Primary Care: 12%
- Public Health/Community Health: 5%
- Self-Employed: 5%
- Hospital Based Clinic: 5%
- University: 5%
- Managed Care: 3%
- Military Base/Government/VA Facility: 3%
- Indian Health: 2%
- Indian Health: 1.5%
- Managed Care: 1.5%
- Hospital-Based Clinic: 1.5%
- Home Care Server: 1.5%

Data Source: 2017 AADE Survey and Registration
**DIABETES EDUCATORS WANT TO LEARN MORE ABOUT...**

<table>
<thead>
<tr>
<th>Category</th>
<th>Products/Services</th>
</tr>
</thead>
<tbody>
<tr>
<td>Blood Glucose Monitoring</td>
<td>Lifestyle Center/ Inpatient Treatment Programs</td>
</tr>
<tr>
<td>Educational Books/Videos</td>
<td>Medical ID Jewelry</td>
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<tr>
<td>Exercise Programs and Equipment</td>
<td>Mobile Health/ Telehealth Solutions</td>
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<tr>
<td>Food/Beverage and Healthy Snacks</td>
<td>Needle/ Lancet Disposal</td>
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<tr>
<td>Foot Care/ Foot Wear</td>
<td>Neutraceuticals/ Supplements</td>
</tr>
<tr>
<td>Impotence Treatments</td>
<td>Nutrition/Weight Management</td>
</tr>
<tr>
<td>Injectors (Automatic/ Needleless)</td>
<td>Oral Health/ Dental Care</td>
</tr>
<tr>
<td>Insulin Delivery System</td>
<td>Oral &amp; Injectable Medications</td>
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<tr>
<td>Physical Activity Trackers/ Diabetes Apps</td>
<td>Self-Management Software</td>
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<tr>
<td>Publications</td>
<td>Wound Care</td>
</tr>
<tr>
<td>Exercise Programs and Equipment</td>
<td>Obesity/Diabetes Prevention</td>
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<tr>
<td>Food/Beverage and Healthy Snacks</td>
<td>Technology/Mobile Communications</td>
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<td>Foot Care/ Foot Wear</td>
<td>Oral Health/ Dental Care</td>
</tr>
<tr>
<td>Impotence Treatments</td>
<td>Vision Care</td>
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</tbody>
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AADE has been honored as one of the **50 fastest growing** trade shows for professional attendance.

Diabetes educators recommend and specify your product or services to their patients.

Exhibit floor Sold Out in 2017

DE’s write **prescriptions**.

A significant amount of the Diabetes Educators population are script writers.
2017 EXHIBITORS

Johnson & Johnson Diabetes Care Companies
A Fashion Hayvin, Inc.
Abbott Diabetes Care
Abbott Diabetes Care
Abbott Nutrition
Academy of Nutrition and Dietetics
ACCUSPLIT Make A Difference Programs
Acon Laboratories, Inc.
Aegerion Pharmaceuticals
Aegle Palette
AmbiMedInc
American College of Endocrinology
American College of Foot and Ankle Surgeons
American Council on Exercise
American Diabetes Association
Americas Top Certified Diabetes Educator/Point of Care Network
ARKRAY USA, Inc.
Ascensia Diabetes Care
AstraZeneca
Aventic LLC
BANDI Wear
BD
BD Diabetes Care
Binson’s Home Health Care Centers
Blink Health
BlueLoop : MyCareConnect
Boston Scientific
Byram Healthcare
CalmoSepinte, Inc.
Canon U.S.A., Inc.
Capella University
CDC - Division of Diabetes Translation
Center for Change
Center for Hope of the Sierras
CINA Corp d/b/a/ Cinsulin.com
Colby Davis of Boston
Colgate - Palmolive Company
College Diabetes Network
Companion Medical
Dayia Foods
Dario Health
Davidson’s (National Pasteurized Eggs)
Dexcom Inc.
Diabete-Ezy
Diabetes - What To Know
Diabetes Education & Camping Association
Diabetes Empowerment Foundation
Diabetes Hands Foundation
DIABNEXT
dLife -It’s Your Diabetes Life!
Dr Pepper Snapple Group
Dyla LLC, Stur Drinks
Edwards Health Care Services (EHCS)
Egg Nutrition Center
Enano Health
Endocrine Today and Healio.com by SLACK Incorporated
EndocrineWeb and DiabeticLifestyle
Ennovative Technologies
FDA/Center for Food Safety & Applied Nutrition (CFSAN)
Fifty 50
FitHD
Flexitol
FRIO® Insulin Cooling Case
G. S. Innovations
Global Health Products Inc.
Glooko
GlycoMark
Good Measures, LLC
Hawaiian Moon
Health Monitor Network
Healthcare Providers Service Organization (HPSO)
HealthLight
Heartland Foods
HTL-Strefa, Inc.
Ideal Protein of America
iHealth Lab
Infinite Trading, Inc.
Ingrexion Incorporated
Insulet
Intelligent Retinal Imaging Systems
International Diabetes Center
IriSys, LLC
iSage Rx, LLC
JDRF
Jenny Craig
Johnson & Johnson Diabetes Care Companies
Kamedis
Konsyl Pharmaceuticals
Kyou Health
Laclede Inc.
Liberty Medical LLC
Lilly USA, LLC
Livliga
LivOn Laboratories
Mahatma Rice
Mannkind Corporation
Medscape
Medtronic Inc
Merck
Merisant (Equal and Whole Earth Sweeteners)
Metabolic Care Center
Mini Pharmacy
Myabetic LLC
mySugr
Mytonomy, Inc
NASCO
National Certification Board for Diabetes Educators
National Institute of Diabetes and Digestive and Kidney Diseases (NIDDK)
National Library Service f/t BPH
Nature Hill NV
Nightscout Foundation
Nova Diabetes Care
Nova Innovations
Nova Innovations
Novo Nordisk Inc.
NuGo Nutrition
Nutrition Dimension/Continuing Education.com
Nutrition411
Oak Tree Health
Omnis Health
One Drop
Orthofeet, Inc.
Otto Trading, Inc.
Owen Mumford
Phase 2 White Kidney Bean Extract
Portion Clip
Premier Protein
Procter & Gamble
PTS Diagnostics
Purdue University Continuing Education
QuintilesIMS
Regeneron Pharmaceuticals
Riding On Insulin
Roche Diabetes Care, Inc.
SAGE
Salix Pharmaceuticals
Sanofi US
Selpie Station
SidekickHealth
Siemens Healthineers
Siren Care
Smart Meter Corp
Society of Hospital Medicine
Sol-Millenium Medical, Inc.
Special Events Pavilion and Cooking Demonstration
Springer Healthcare
Sticky Jewelry
Structure House
Sun Pharma (Ranbaxy)
SweetLeaf Stevia Sweetener
T1D Exchange
Tandem Diabetes Care, Inc.
Tate & Lyle
TempraMed, Inc.
The diatribe Foundation
The Gideon International
The Peanut Institute
The Sola Company
The Sugar Association
Today’s Dietitian
Tom and Jenny’s Candy Company
TOPS Club, Inc. (Take Off Pounds Sensibly)
Torbot Group Inc.
Transcend Foods
Trividia Health
Type 1 Diabetes TrialNet
U.S. Office of Minority Health
UltiMed, Inc.
Valeritas
VerScience LLC
Visit Baltimore
Voluntis, Inc.
Walden Farms, Inc.
Walmart ReliOn
WellDoc
Wise Consumer Products
Zero Gravity Skin
THE EXHIBIT HALL EXPERIENCE

Diabetes Educators are engaged and eager to meet with exhibitors to learn how your product or service can improve their patients lives.

Why Exhibit?

» 9 hours of unopposed exhibit hours
» Food vouchers for attendees to only be used in the exhibit hall
» Product Theaters in the exhibit hall
» General sessions break directly into the exhibit hall
» Passport program to drive traffic throughout the exhibit hall

Additional opportunities to showcase your products or services:

» Corporate Symposia [click to view]
» Evening Networking Events
» Sponsorships [click to view]
» Advertising
» Lunch Product Theater [click to view] Marketing Package Available
» Breakfast Product Theater [click to view] Marketing Package Available

Marketing Packages include:
» Registration Bag Insert
» Product Theater Poster Board
» 4’ x 6’ clings on the outside of the plexi glass of the Product Theater
» Pre-Show Mailing List
For more information on participating in AADE17, please contact Conventus Media. Main Office: (978) 777-8870

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