These professionals touch hundreds of thousands of people with diabetes every year. They can make an impactful difference for your product or service.

AADE20 is the one place to collectively reach diabetes educators.
Educational Theaters are 45-minute sessions that provide a high value, live educational opportunity for supporters to reach engaged diabetes educators. These sessions deliver a forum to gather and discuss issues on patient education, specific products and therapeutic areas that can help patients achieve behavior change goals, in turn leading to better clinical outcomes and improved health status. AADE recognizes that Educational Theaters are promotional and the sessions are non-CE.

**EDUCATIONAL THEATER INCLUDES:**

- Meeting room with podium on an elevated stage/riser.
- AV to include 1 lavaliere mics, 1 podium mic, 1 handheld mic, 1 screen and LCD projector, AV technician, VGA switch, laser pointer, sound amplification and mixer.
- Lead retrieval units along with 2-4 staff for scanning and attendance report.
- Listing in the on-site meeting guide, mobile app, and on the website.
- Dedicated staff to manage all Educational Theaters.
- Food and beverage will be provided by AADE.
- AADE covers the material handling fees for all inbound freight.

**Schedule and Pricing**

**Thursday, August 13**

<table>
<thead>
<tr>
<th>Time</th>
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<tbody>
<tr>
<td>5:30pm – 6:15pm</td>
<td>$68,000</td>
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**Friday, August 14**

<table>
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<tbody>
<tr>
<td>6:30am – 7:15am</td>
<td>$68,000</td>
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<tr>
<td>12:15pm – 1:00pm</td>
<td>$68,000</td>
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<tr>
<td>12:15pm – 1:00pm</td>
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**Saturday, August 15**

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<tbody>
<tr>
<td>6:30am – 7:15am</td>
<td>$68,000</td>
</tr>
<tr>
<td>11:45am – 12:30pm</td>
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<tr>
<td>11:45am – 12:30pm</td>
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<tr>
<td>2:15pm – 3:00pm</td>
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<tr>
<td>2:15pm – 3:00pm</td>
<td>$68,000</td>
</tr>
<tr>
<td>4:45 pm – 5:30 pm</td>
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**Sunday, August 16**

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<tbody>
<tr>
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<td>12:15pm – 1:00pm</td>
<td>$68,000</td>
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<tr>
<td>12:15pm – 1:00pm</td>
<td>$68,000</td>
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</table>

**Monday, August 17**

<table>
<thead>
<tr>
<th>Time</th>
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</thead>
<tbody>
<tr>
<td>6:30am – 7:15am</td>
<td>$45,000</td>
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</tbody>
</table>

*Time slots are subject to change.*

For additional details, please contact:
Janice Hurlbert  | jhurlbert@conventusmedia.com
Office: 978-777-8870 Ext. 3  | Cell: 978-578-8843
APPLICATION FOR EDUCATIONAL THEATER

Important Instructions: Please clearly print or type this contract. Return completed contract/application along with payment.

1. COMPANY INFORMATION:
   COMPANY NAME AND ADDRESS INFORMATION SHOULD BE COMPLETED EXACTLY AS THEY WILL APPEAR IN OFFICIAL AADE PUBLICATIONS.
   
   Company: ______________________________________________________
   __________________________

2. CONTACT INFORMATION:
   ONLY THE DESIGNATED OFFICIAL CONTACT(S) WILL RECEIVE EDUCATIONAL THEATER INFO AND LOGISTICAL KIT.
   
   Primary Contact: ________________________________________________
   Title: _________________________________________________________
   Address: _______________________________________________________
   __________________________
   City: __________________________ Zip Code: _______________________
   Country: __________________________
   Work Phone: __________________________
   Cell Phone: __________________________
   Email: ________________________________________________________

3. EDUCATIONAL THEATER SELECTION:
   
   ❑ Educational Theater Lunch/PM Break  300 ppl  $68,000
   ❑ Educational Theater Breakfast  300 ppl  $68,000
   ❑ Educational Theater Breakfast  150 ppl  $45,000
   
   Title: _________________________________________________________
   
   1st Choice: Date Time
   2nd Choice: Date Time

4. MARKETING PACKAGE:
   Marketing Packages include all of the items from the a la carte list below.
   
   ❑ Package $18,000
   ❑ Registration Bag Insert $10,000
   ❑ Video Tape Event $5,000
   ❑ Video Recording for placement on AADE Learning Management System
   ❑ Educational Theater Poster Board $3,000
   ❑ Pre-Show Mailing List $1,000

5. PAYMENT INFORMATION:
   Full Payment Amount Enclosed $ __________________________
   ❑ Check (Payable to AADE) Check #: __________________________
   
   Mail checks to:
   AADE (Educational Theater), Dept. 4445, Carol Stream, IL 60122-4445
   Applications may be scanned to: aade@conventusmedia.com or fax to 866-334-4219.

   Payment is due in full on Monday, February 15, 2020.
   This contract is binding once signed.

6. AGREEMENT:
   We the undersigned, hereby make application for specified Educational Theater opportunity at AADE20 to be held August 14–17 at the Georgia World Congress Center. A signature on this application indicates an understanding and agreement to comply with all policies, rules, regulations, terms and conditions of AADE. This contract is binding once signed.
   
   Signature
   __________________________
   Printed Name
   __________________________
   
   Title Date
   __________________________