Maximize your presence and get your message heard by Diabetes Care and Education Specialists who influence over TEN million individuals with diabetes annually at AADE20!
How Companies Stood Out at AADE19

Sponsorships

Booths

Education
Reach ALL Attendees

• Sponsor the Know Before You Go Email
  ➢ Sent to ALL Registered Attendees one week prior to AADE20

• Sponsor the Registration Confirmation Email
  ➢ Sent to EACH attendee as they register for AADE20

• Registration Bag Insert
  ➢ Given to ALL attendees within their Registration Bags
Helpful Signage

- **Schedule at a Glance** – New in 2019, Attendees were able to see a large display of all the available sessions which was located in a convenient high traffic area!

- **6 Sets of Directional Signage** with 4 to 5 arrows will assist attendees as they navigate the vast Georgia World Congress Center (GWCC). Your company and/or product will be on one arrow.

- **You Are Here Boards** – NEW in 2019, Attendees asked for a visual diagram to show them how to navigate the exhibit hall.
Create a Path with Escalator Runners

• The GWCC has many levels, with escalators for attendees to get from one level to the next. Attendees will enter the Convention Center on Level 4 and then attend sessions on levels 3 and 2. The General Session and Exhibits are on level 1. Create a path with Escalator Runners with your company and/or product logos as attendees run between Registration, Sessions, General Session and Exhibits.
Own the Escalator Landing

• At the bottom of the escalators, after the medal landing on the carpet, is a perfect opportunity to have your graphics at the bottom!

5’ x 8’ logo at the bottom and/or the top of the escalator
Attendees with go down the last set of escalators to level 1, where the General Sessions are located in hall B1 on the left and the Exhibits are in halls B2 and B3 on the right. Each of the three banners on the next page hang above the escalators.
Have Your Message at the Entrance

- Attendees will enter the Exhibit Hall through two main entrances down a set of escalators. Three banner options are highly visible at each escalator leading into the exhibit hall from sessions.
Enhancing the Attendee Path

- Meter Boards, 4-Sided Kiosks and Window Clings can enhance your messaging as attendees make their way to General Sessions, Sessions and Exhibits.
Lasting Message

• Banners in the Exhibit Hall - Be front and center as attendees EXIT the Exhibit Hall every day.
  ➢ Sponsor 1 or all 3!

Each banner is 50’W x 10’H
Hang Above the Exhibits

The Aisle Signs offer great visibility at every aisle:

- Two feet of opportunity below each sign
- Other sizes maybe available upon request at different price points
Be Front and Center

• Welcome attendees every time they enter the Exhibit Hall. Brand Company and/or Product Logo
  ➢ One CARPET CLING at the Exhibit Hall main entrance or all three!
  ➢ One CARPET CLING at the entrance from General Session into the Exhibit Hall
  ➢ Each Cling is 8’ x 5’

• Bring attendees to your booth with Footprints
  ➢ From entrance to your booth
    ➢ 10 sets
  ➢ Also available as a 2’x2’ decal
    ➢ 10 2’x2’ prints
Drive Traffic to Your Booth

• Be one of 9 sponsors on the popular Passport Game
  ➢ Provided to All Attendees within the registration bags
  ➢ Attendees complete the game by visiting those booths on the game card
  ➢ Signage at key areas explaining the game with all supporting companies
  ➢ Recognition of supporting companies in the Mobile App, on Signage and in the Final Program
  ➢ Completed Passport Game cards are entered into a drawing for various prizes
  ➢ Limited to 9 supporting companies
New ~ “Low” Station

A significant percentage of the attendees (and exhibitors) at AADE have diabetes (10% to 15%). Attendees start their day at 6am and do not finish until 5:30pm in the Convention Center. These long hours can add additional stress for attendees with diabetes. This year, AADE would like to offer a station for individuals with diabetes to turn to when they are experiencing a low, or if they need a pick-me-up. AADE is seeking a sponsor of this area, the LOW station.

- The LOW Station will be located in an area outside one of the largest of the educational session rooms on the 3rd level of the Convention Center.
- Included in the LOW Station opportunity is:
  - Mention of LOW station in the “Know Before you Go” email sent to all registrants
  - Two Meter Boards highlighting the Station and location in high traffic areas
  - Signage at the Station thanking the sponsor(s)
  - Create the space and setting for the catering
  - Literature Rack
  - Registration Bag Insert promoting the Station
  - Opportunity for supporter to have an attendant at this area
  - Recognition within the Final Program and Mobile App

Multiple sponsors will be accepted as well as products to assist attendees with their lows. Catering at the expense of the sponsor. Call for additional details.
New ~ “Warm Up” the Audience

Just before the General Session each day your company can lead the audience in a “physical activity” to get “Warmed Up” for the day. At 7:55am you will have the opportunity to lead the audience in 3 to 4 minutes of fun, seated or low-motion movement and highlight the importance of “being active,” one of the AADE7 Self-Care Behaviors. You can share how they can help persons with diabetes work physical activity into their lives.

Included in the WARM UP opportunity:

- Mention of Warm Up in the “Know Before you Go” email sent to all registrants
- Opportunity to be front and center for the majority of AADE20 attendees
- Slide and introduction as attendees walk into the General Session
- Listing of the activity within the Final Program and Mobile App
Educate Attendees

• An Educational Theater is the perfect way to reach over 300 attendees during unopposed hours at AADE20
  ➢ Add a Marketing Package (Poster, Mailing List and Registration Bag Insert)
  ➢ Continue on with a Video Tape of the Event sent to all registrants after the meeting
  ➢ See separate brochure for additional information

• The Special Events Pavilion is the perfect opportunity to reach 40 attendees
  ➢ Located in a high traffic area on the show floor
  ➢ 25-minute opportunity
  ➢ Stage and TV monitor provided
Coffee Talk is a 30-minute opportunity to lead a discussion showcasing your latest research and/or product, service and technology. Located in the Educational Theaters right on the exhibit floor.

- Offered on Friday, Saturday and Sunday between the General Session and 10:30A.M.
- Seating for up to 300
- 1 speaker or up to 3
- Basic AV as set
  - Screen, stage, podium and podium mic, table for speaker(s), AV tech
- Coffee for 100 attendees set in the Theater
Opportunity Costs

- Know Before you Go Email, $10,000
- Confirmation Email, $10,000
- Registration Bag Insert, $10,000
- Escalator Runners
  - Two runners at one entrance, $16,500
  - Two runners at both Exhibit Hall entrances, $32,000
  - Level 4 to 3, 2 runners, $16,500
  - Level 3 to 2, 2 runners, $16,500
  - All 4 sets of escalators (2x each), $60,000
- Meter Board
  - One for $5,000
  - Three for $13,500
- 4-sided Kiosk, $12,500
- Clings, 6 for $5,000, 10 for $7,500
- Banners at the two Exhibit Hall entrances
  - B2-B4 and B2-B3 – 15’ x 3’ banners, each $12,500
  - B2-B2 – 9’ x 4’ banner, $9,500
- Schedule-at-a-Glance, $12,500
- You-Are-Here-Board, $10,000

- Directional Signs, $6,500
- Three 50’W x10’H Banners above the Exit/Entrance in Exhibit Hall
  - $20,000 each banner, 3 for $56,000
- Aisle signs, $20,000
- Carpet logo, 5’x8’, $12,000
  - Two for $20,000
  - Four for $36,000
- Footprints, set of 10, $10,000
- Passport Program, $7,000
- “Low” Station, $15,000
- “Warm Up” General Session
  - One day for $10,000
  - All three days for $22,500
- Educational Opportunities
  - Educational Theater (formerly Product Theater), $68,000
  - Coffee Talk, $15,000
  - Special Event Pavilion, $2,000
Thank you for your consideration!

- For more information on these or any opportunities AADE has to offer, please contact us at:
  - Lisa Koch, EVP Business Development and Sales, Conventus Media
    - (617) 285-2320
    - lkoch@conventusmedia.com
  - Kathleen Noonan, Director of Sales, Conventus Media
    - (781) 375-8584
    - knoonan@conventusmedia.com