

AADE18

Baltimore, Maryland • August 17 – 20, 2018

ADVERTISING OPPORTUNITIES



PRINT MARKETING

- 3** Registration Guide
- 4** Onsite Meeting Guide
- 5** Educator's Bag

DIGITAL MARKETING

- 6** AADEMeeting.org
- 7** Email Advertising
- 8** Mobile Event App

HOTEL MARKETING

- 10** Hotel Key Cards
- 10** Guest Check-In Promotion
- 10** Premium Room Drop

BEYOND THE CONVENTION CENTER

- 11** Out-of-Home Marketing

American Association of Diabetes Educators (AADE)

AADE18 is your opportunity to meet face-to-face with more than **3,500 DIABETES EDUCATORS** who rely on the annual conference to learn about your **products and services!**

WE ARE

- Dedicated to improving diabetes care through innovative education, management, and support
- The leading authority on diabetes education with more than 14,000 members nationwide

OUR ATTENDEES ARE

- Diabetes educators, nurses, dietitians, pharmacists, and other healthcare professionals at the center of care for patients with diabetes
- Leading experts in diabetes care counseling, education, and communication
- Influencing all decisions on medication adherence, device choices, nutrition, weight management techniques, and more



AADE believes in optimal health and quality of life for persons with, affected by, or at risk for diabetes and chronic conditions.

Make a great first impression

REGISTRATION ADVERTISING PACKAGE

Receive premium exposure throughout the year and build excitement for AADE18 with print and digital advertising. Reach over 30,000 AADE members and prospective attendees through association-driven emails, the Registration Guide, and AADEMeeting.org.

PACKAGES INCLUDE AD SPACE IN:

- Registration Is Open email (sent late February)
- Registration Early Bird Deadline Reminder email (sent mid-April)
- Registration Guide (mailed mid-March)
- AADEMeeting.org Registration Page (available in March)

DEADLINES

- February 2 Ad space/payment
February 9 Ad materials due

80% of attendees use the
Registration Guide to register



PACKAGE 1: \$26,000

AD FORMATS

- Back Cover in Registration Guide
- Top Banners on Registration is Open email and Registration Early Bird Deadline Reminder email
- Banner and ½ page ad on Registration Page

PACKAGE 2: \$20,000

AD FORMATS

- Inside Front Cover in Registration Guide
- Middle Banners on Registration is Open and Registration Early Bird Deadline Reminder email
- Banner and ½ page ad on Registration Page

PACKAGE 3: \$20,000

AD FORMATS

- Spread Ad in Registration Guide
- Bottom Banners on Registration is Open and Registration Early Bird Deadline Reminder email

DIMENSIONS

REGISTRATION GUIDE	EMAIL BANNERS	AADEMEETING.ORG
<ul style="list-style-type: none">• Bleed: 8 5/8" x 11 1/8"• Trim: 8 3/8" x 10 7/8"• Non-bleed: 7 3/8" x 9 7/8"	<ul style="list-style-type: none">• 728 x 90px	<ul style="list-style-type: none">• See right for specs

**CONTACT YOUR TRISTAR EVENT
MEDIA STRATEGIST FOR AD SPECS!**

*Images are for
illustrative purposes only.

ONSITE MEETING GUIDE

This must-have publication features information on events, education, exhibits, and more, and is referenced by attendees throughout the annual conference. With distribution at registration, an ad in the Onsite Meeting Guide will receive repeat visibility and broad exposure at AADE18.

DEADLINES

June 15	Tab page ad space/payment
June 22	Tab page ad materials due
June 22	Ad space/payment
July 6	Ad materials due

QUANTITY

3,500 copies

DISTRIBUTION

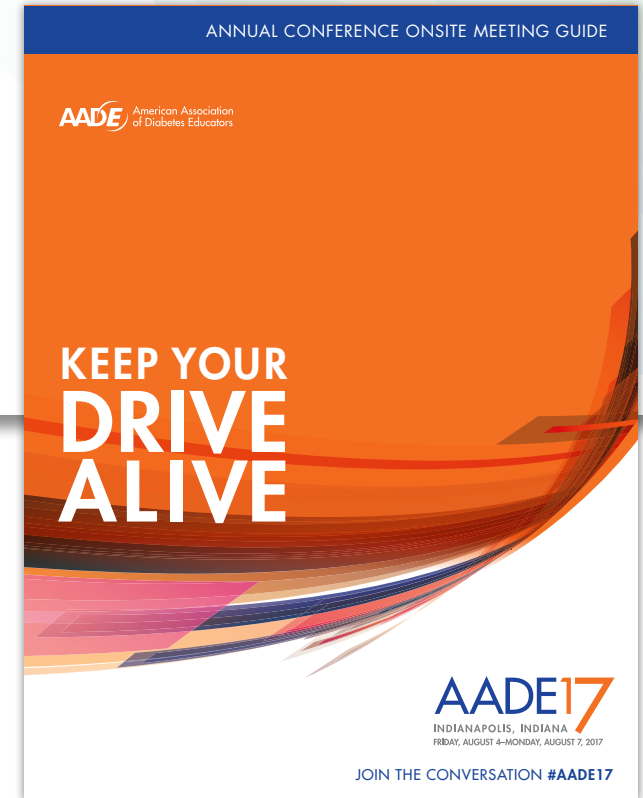
Registration handout

CONTENT

- Educational programming
- Special events
- Comprehensive exhibitor listings
- Exhibit hall and convention center floor plans

ADVERTISING DIMENSIONS AND RATES

SIZE	DIMENSIONS	B/W	4/C
Full-page	bleed: 8 5/8" x 11 1/8" trim: 8 3/8" x 10 7/8" non-bleed: 7 3/8" x 9 7/8"	\$5,665	\$7,305
2/3 page	4 5/8" x 10"	\$4,400	\$6,090
1/2 page	4 5/8" x 7 1/2" or 7" x 5"	\$4,220	\$5,875
1/3 page	2 1/4" x 10"	-	\$5,165
1/4 page	3 1/2" x 5"	-	\$3,205
Showcase Ad	2 1/4" x 5"	-	\$350
Exhibitor listing highlight and logo		-	\$450



2017 Onsite Meeting Guide for illustration purposes only.

PREMIUM POSITIONS

Back Cover	\$11,895	Tab One - Educational Sessions	\$9,250 (one side of tab)
Inside Front Cover	\$9,050	Tab Two - Exhibit Hall	\$9,250 (one side of tab)
Inside Back Cover	\$9,050	Bellyband.	\$11,425 (advertiser supplies printed bands)
Across from the Welcome Letter	\$8,770	Note Pages	
Across from Table of Contents	\$8,770	Support with logo	\$4,000

Timely delivery of your promotional message

EDUCATOR'S BAG

Distributed to attendees throughout the convention center, the Educator's Bag offers direct delivery of your ad. Promote your event, booth, or product and enjoy maximum exposure for your materials.



DEADLINES

June 29 Ad space/prototype/payment
July 6 Ad materials due

DISTRIBUTION DATES

Friday, August 17 (first day of exhibits)
Saturday, August 18

QUANTITY

3,000 per day

DISTRIBUTION METHOD

Distributed in high-traffic areas throughout the convention center via energetic handout personnel

ADVERTISING RATE

\$5,790 per insert, per day

PROTOTYPE SUBMISSION

Email PDF prototype to Meghan Scobie,
mscobie@tristarpub.com

SPECIAL NOTES

See page 12 for details

Think outside the bag!

PREMIUM ADVERTISING OPPORTUNITY

This elite opportunity provides prime advertising space on the outside of the official Educator's Bag. The participating advertiser receives a clear plastic 7" x 5" pocket on the outside of the bag for one insert, as well as name/logo/booth recognition printed above the pocket. AADE will endorse the opposite side of the bag.

DEADLINES

May 11 Ad space/payment
May 18 Logo artwork due

DISTRIBUTION DATES

Friday, August 17
Saturday, August 18

ADVERTISING RATE

\$11,600 per day

ADVERTISING SPECIFICATIONS

- Logo not to exceed 9" x 6" (directly above pocket)
- Window pocket insert cannot exceed 5 1/2" x 4"
- The participating advertiser is allotted a maximum of three colors for graphics, including black



Constant connection

ADS SELLING
QUICKLY —
RESERVE NOW!

AADEMEETING.ORG

Connect with your online audience like never before when you advertise on the official annual conference website. With new and engaging content updated all year long, AADEMeeting.org is the digital destination for key information regarding registration, travel and exhibitor opportunities as well as featured news stories and social media feeds. Choose from the advertising options below to start seeing your ROI.

AADEMEETING.ORG NEWS PAGES WILL BE PROMOTED THROUGH THE FOLLOWING CHANNELS:

- Association-driven emails
- Social media posts
- Mobile Event App promotional alerts sent daily, August 17–19
- Call to Action graphic on the homepage of AADEMeeting.org

CAMPAIGN PERIOD

Ads will run from site launch to following year's site launch

HOMEPAGE ADVERTISING

AD FORMAT	RATE
Leaderboard <i>*Ads follow throughout site</i>	\$15,000 per leaderboard
Homepage Banner	\$5,000 per top banner \$3,500 per mid banner
Docked Bottom Banner <i>*Ads follow throughout site</i>	\$6,000

INTERNAL AND AADE18 NEWS PAGES

AD FORMAT	RATE
Content Post Banner	\$3,950 per top banner \$2,450 per bottom banner
Half-page	\$4,000 per top ad \$3,700 per bottom ad
Medium Rectangle	\$750 per ad
Sidebar Video	\$1,395 per video
Advertorial	\$5,450 per advertorial
Video upgrade	\$1,395 per video
Image gallery upgrade	\$1,000 image gallery

*Ads will appear on internal pages with exception of Registration page



2017 ANALYTICS



86,096
Sessions



170,338
Pageviews



48,074
Users



2:54
Average Session Duration

**CONTACT YOUR TRISTAR EVENT
MEDIA STRATEGIST FOR AD SPECS!**

Your invitation to the inbox

EMAIL ADVERTISING

Expand your reach with the official AADE18 emails. Delivering meeting highlights and news, your banner ad will be highly visible on emails distributed to members and attendees.



Exclusively reach members and attendees with the **only daily communication** during the annual conference!

ADVERTISING OPPORTUNITIES

*Image is for illustrative purposes only

OPPORTUNITY	DISTRIBUTION DATE	CIRCULATION	DEADLINES	AD DIMENSIONS	RATE
March ePreview	Emailed end of March	30,000 AADE members and non-members	March 2 Ad Space March 9 Ad Materials	728 x 90 banner	\$7,000 top banner \$6,300 mid banner \$5,000 bottom banner
July ePreview	Emailed end of July	30,000 AADE members and pre-registrants	June 29 Ad Space July 6 Ad Materials	728 x 90 banner	\$8,300 top banner \$7,600 mid banner \$6,300 bottom banner
AADE Daily eNews	August 17, 18, 19	30,000 AADE members and attendees	July 27 Ad Space August 3 Ad Materials	728 x 90 banner	\$9,900 top banner \$9,200 mid banner \$7,900 bottom banner <i>*banners appear on 3 emails</i>

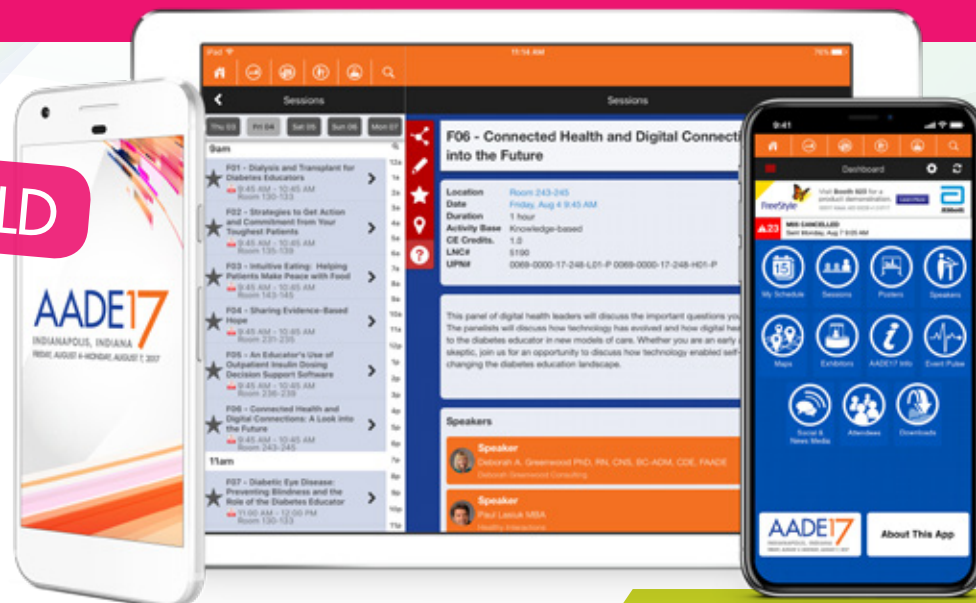
Ads appear on three meeting emails!

Make meaningful impressions

MOBILE EVENT APP

SOLD

The AADE Mobile Event App has become the most widely used resource for navigating the annual conference. Cutting-edge technology allows attendees to record information, customize their itineraries, and interact with other attendees for an engaging event experience. Keep your message at attendees' fingertips by supporting the AADE App.



Explore advertising opportunities here

DEADLINES

May 25 Ad space/payment
June 22 Materials due

ADVERTISING PACKAGES

\$15,000 available to three supporters

Package Includes:

- Banner ads placed at the top of the navigational dashboard
- Landing page ads
- Enhanced Exhibitor Listing (see table to right)

2017 ANALYTICS



175,142 Dashboard Visits



3,021 Mobile App Downloads



11,631 Exhibitor Listing Visits

ADVERTISING OPPORTUNITIES

AD TYPE	DIMENSIONS (PIXELS)	FILE SPECIFICATIONS
Banner* <ul style="list-style-type: none"> • Placed at the top of the navigational dashboard • Links to in-app landing page ad <i>*ad will rotate if multiple supporter packages sold</i>	640w x 110h	PNG or JPG @ 300 ppi
Landing Page Links to exhibitor listing and/or desired external URL	320w x 418h 640w x 1008h 1536w x 1920h 1408w x 1408h 2160w x 3840h <i>Please provide website URL if an external link is desired</i>	PNG or JPG @ 300 ppi
Enhanced Exhibitor Listing <ul style="list-style-type: none"> • Company name listing highlight • Logo recognition on exhibitor detail page and exhibit hall floor map • Opportunity to upload product literature (up to 5 PDF handouts) • Upgrade your listing by including one video for additional cost 	Video: :60 seconds or less	Logo: PNG or JPG @ 300 ppi Video: MP4, MOV, or MPG <i>Upload instructions will be provided</i>

Easy ways to stand out

PROMOTIONAL ALERTS

Attendees will receive conference announcements and highlights via the mobile app alert system. Create a custom message to encourage AADE attendees to visit your booth, website or event.

DEADLINES

July 20 Ad space/payment
July 27 Content due

ADVERTISING RATE

\$3,000 per alert

SPECIAL NOTES

- Promotional Alerts will be limited to two per day and are available on a first-come, first-served basis. Book NOW to confirm your promotional window!
- Please include a subject line of up to 29 characters with associated content.



ENHANCED EXHIBITOR LISTING

Bring attention to your 2018 Mobile Event App exhibitor listing with these unique features to connect and engage attendees!

COMPANY NAME LISTING HIGHLIGHT

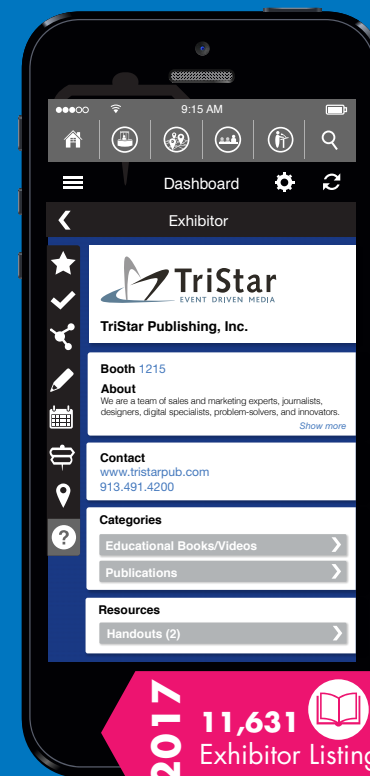
At a glance, app users are drawn to your listing with this color highlight. Include product literature handouts and the handout "badge" icon in the listing will alert users you have resources to share! Purchase the video upgrade and a video "badge" icon highlights your media.

LOGO RECOGNITION

Brand your exhibitor detail page and your booth location in the Mobile Event App's floor map with one simple upload of your 4/color logo.

PRODUCT LITERATURE

Educate attendees on your products and services with PDF documents downloaded and viewed through the app. Include up to five documents for maximum engagement.



2017 **11,631** Exhibitor Listing Visits

ADVERTISING RATES

\$350

\$500 includes video upgrade

Be the first to greet attendees

HOTEL ROOM KEY CARDS

Given to attendees as they check in at select meeting hotels, key cards provide repeat visibility of your corporate logo or brand message throughout AADE18.

DEADLINES

June 15 Ad space/prototype/payment
June 22 Ad materials due

DISTRIBUTION METHOD

Distributed at select hotels during guest check-in

QUANTITY

6,000 (includes two per room and overage)

ADVERTISING RATE

\$23,000

SOLD



GUEST CHECK-IN PROMOTION

Greet attendees as they arrive at their hotels. This opportunity provides elite exposure for your products and services. Supporter is allowed to distribute one item.

DEADLINES

July 20 Ad space/prototype/payment
August 7 Finished product samples to TriStar
August 16 Finished product due at hotels

QUANTITY

2,400
(includes overage)

ADVERTISING RATE

\$16,700

SPECIAL NOTES

See page 12 for details.



Opening doors to showcase your message!

PREMIUM ROOM DROPS

Highlight your booth, product or symposium with an exclusive delivery to a captive audience! Your promotional item is delivered to attendees' hotel rooms on a select distribution date for undeniable exposure.

DEADLINES

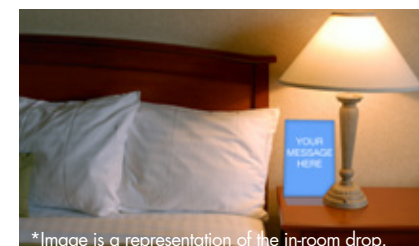
July 20 Ad space/prototype/payment
August 7 Finished product samples due to TriStar
August 16 Finished product due at hotels

DISTRIBUTION DATES

August 17
August 18

QUANTITY

2,400 hotel rooms (includes 7 percent overage for hotel room block growth)



*Image is a representation of the in-room drop.

ADVERTISING RATE

\$22,000 per drop
(outside the hotel room door)

\$29,000 per drop
(inside the hotel room)

SPECIAL NOTES

See page 12 for details.

SKYBRIDGE ADVERTISING

Stop traffic with bold window clings on the skybridge connecting the Hilton Baltimore headquarter hotel and the convention center.

DESCRIPTION

Window clings on Howard Street skybridge
*visible from the outside

ADVERTISING RATE

\$26,500

QUANTITY

21 large (35.5" x 128") window panes
12 small (35.5" x 32") window panes

AD SPACE DEADLINE

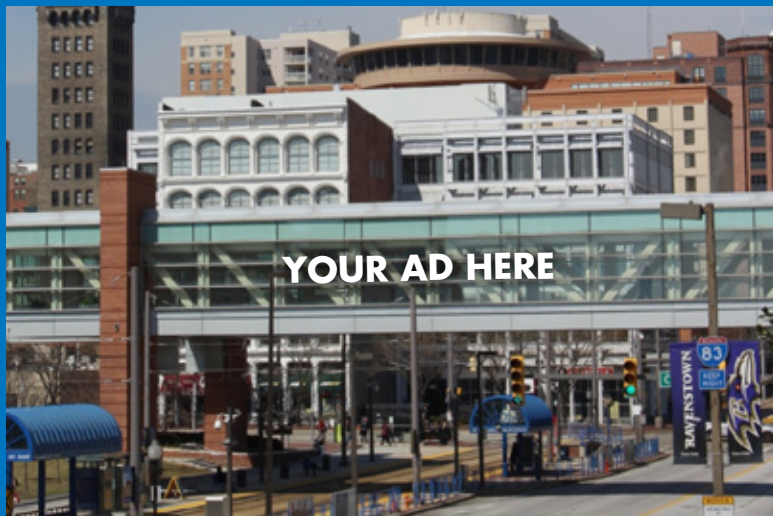
July 13

AD MATERIALS DUE

July 20

DURATION

4 days



OUT-OF-HOME MARKETING

Designed to extend your marketing message beyond the walls of the convention center and meeting hotels, out-of-home marketing opportunities will garner the attention you're looking for!

MANY OPPORTUNITIES AVAILABLE

Call your TriStar event media strategist for more information.



IMPORTANT INFORMATION

- Out-of-home marketing opportunities are subject to availability at time of reservation.
- Opportunities may or may not offer exclusivity.
- Opportunities require pre-payment.
- Out-of-home marketing is subject to the terms and conditions set forth in the AAE guidelines, found in the Exhibitor Prospectus as well as the exhibitor contract.
- TriStar is the only agency through which exhibitors may book out-of-home advertising during AAE18.



EDUCATOR'S BAG

- All inserts must be submitted to TriStar for final approval by AADE. A copy of the insert must be approved by AADE regardless of prior approval for other promotional opportunities at the meeting.
- TriStar will notify you of approval. If changes are necessary, a copy of the corrected insert must be resubmitted, and TriStar will notify you of final approval.
- TriStar will supply a shipping label for the advertiser to complete and place on the outside of each box that is shipped.
- Do not ship bag inserts to the TriStar office. The advertiser will be responsible for costs incurred to ship to the insertion fulfillment house.
- A minimum of four pieces must be reserved per day for bag delivery to occur.
- Insert specifications: Maximum dimension is 8 ½" x 11" maximum weight is 4 ounces.
- Price based on average sized insert. Insert fee is subject to change at publisher's discretion.
- Due to weight and bulk of magazines, newspapers, and other publications, distribution may not be permitted in the bag.

GUEST CHECK-IN PROMOTION & PREMIUM ROOM DROPS

- Participant is allowed to distribute one piece per opportunity.
- All advertisements and featured products subject to AADE approval, including portion and serving sizes. All consumable items must follow the AADE dietary guidelines, which will be provided upon request.
- Fee is subject to change pending advertiser's selection of collateral.
- Company to supply all advertising material.
- All shipments must be sent directly to hotels. TriStar will supply a shipping label for the advertiser to complete and place on the outside of each box that is shipped. Quantities may vary due to hotel policies and staff availability.
- Distribution provided at select hotels only.
- Due to stringent hotel labor policies, TriStar is not liable for a hotel's failure to distribute at guest check-in or deliver to rooms in the designated hotel room block. There will be no discounts or refunds given.

GENERAL NOTES

- All advertisements are subject to approval by AADE.
- Circulation is based on projected attendance and room blocks at the time of rate card printing.
- The advertiser is responsible for sending the correct number of pieces. TriStar will not be responsible for shortages due to an incorrect number of pieces being received.
- TriStar reserves the right to cancel any publication or service in the event of revenue shortfalls. TriStar will refund monies paid for participation in canceled publications or services.
- TriStar is not obligated to offer or replace canceled publications or services with any other advertising vehicle.

FINANCIAL CONSIDERATIONS

- All signed agreements are firm. No cancellations accepted.
- Payment due upon space commitment.
- Payments may be made via check, wire transfer, or credit card. Payments made by credit card will have a 3% fee added to the total purchase price. This fee cannot be waived.
- No agency commission or cash discounts permitted. Rate card prices are NET.
- Penalties apply for noncompliance with the shipping instructions or failure to fully complete shipping labels provided.
- A minimum \$650 late fee will be charged for materials received after specified due dates.
- Digital ads requiring reformatting/manipulation by TriStar on the advertiser's behalf will incur a minimum fee of \$500, with final cost to be determined by the scope of the work.
- Due to stringent hotel labor policies, TriStar is not liable for a hotel's failure to deliver to rooms in the designated hotel room block. There will be no discounts or refunds given.
- TriStar will be diligent in providing the highest quality publications possible. TriStar will not provide any refunds or discounts on advertisements due to any issues beyond the publisher's control.

READY TO ADVERTISE?

FILE SUBMISSION SPECIFICATIONS

ACCEPTABLE FILE FORMATS

- Adobe InDesign
- Fonts: Adobe Type 1 or outlined
- Images: at least 300 dpi at the desired print size
- Adobe Illustrator (fonts outlined) and Adobe Photoshop (flattened image)
- Press/print ready PDF (PDF/X compliant)
- All colors must be CMYK

COLOR PROOFS

Color proofs are necessary for checking color and content at press time. Without a color proof, the publisher cannot be held responsible for the outcome of the color on press.

SUBMITTING FILES

- DVD/CD/Flash drive
- FTP: Contact your TriStar representative for login information and upload instructions.
- Email: Files less than 10MB can be emailed to ads@tristarpub.com with the subject line specifying the project name and the advertiser name.

UNACCEPTABLE PROGRAMS

- Corel Draw
- Microsoft Publisher
- Microsoft Word and Microsoft PowerPoint

Deviation from these guidelines may require additional time and costs, and/or sacrifice reproduction predictability. Publisher cannot be held responsible for problems on press caused by improperly distilled PDF files.

MOBILE EVENT APP

Banner Ad

Must contain button graphic including text such as "Click Here," "Go," or "More Information."

Suggestion: Include company's booth number in ad.

Landing Page Ad

Please provide website URL if an external link is desired.

Suggestion: Include "action" button graphic with text such as "Click Here," "Go Here," or "More Info," along with Booth number.

FOR RESERVATIONS CONTACT

Brennah Tate • btate@tristarpub.com

Hilary Bair • hbair@tristarpub.com

Nan Blunk • nblunk@tristarpub.com

TriStar

T: 913.491.4200

F: 913.491.4202

SEND PAYMENTS TO

Accounts Payable
TriStar Publishing, Inc.
7285 W. 132nd Street, Suite 300
Overland Park, KS 66213



PAYMENT OPTIONS

Payments may be made via check, wire transfer, or credit card. Payments made by credit card will have a 3 percent fee added to the total purchase price. This fee cannot be waived.

FOR MATERIAL SUBMISSION QUESTIONS CONTACT

Meghan Scobie • mscobie@tristarpub.com

KB 09.27.17