



# AADE18

Baltimore, Maryland • August 17 – 20, 2018



## PRODUCT THEATERS

AADE18 is the one place to collectively reach diabetes educators. These professionals touch hundreds of thousands of people with diabetes every year. They can make an impactful difference for your product or service.

**AADE** American Association  
of Diabetes Educators







**Product 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 Product Theaters are promotional and the sessions are non-CME.

#### PRODUCT THEATER INCLUDES:

- » Meeting room for 300 diabetes educators. Podium on an elevated stage/riser.
- » AV to include 1 lavalier 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.
- » Signage throughout the Convention Center listing Product Theater presentations.
- » Listing in the on-site meeting guide, mobile app, and on the website.
- » Dedicated staff to manage all product theaters.
- » Food and beverage will be provided by AADE.
- » AADE covers the material handling fees for all inbound freight.

## SCHEDULE AND PRICING

### Thursday, August 16

3:30pm – 4:15pm	\$68,000
5:30pm – 6:15pm	\$68,000

### Friday, August 17

6:30am – 7:15am	\$45,000
12:15pm – 1:00pm	\$68,000
12:15pm – 1:00pm	\$68,000

### Saturday, August 18

6:30am – 7:15am	\$45,000
11:45am – 1:00pm	\$68,000
11:45am – 1:00pm	\$68,000
2:45pm – 3:30pm	\$68,000
2:45pm – 3:30pm	\$68,000

### Sunday, August 19

6:30am – 7:15am	\$45,000
12:15pm – 1:00pm	\$68,000
12:15pm – 1:00pm	\$68,000

For additional details, please contact:

Janice Hurlbert | [jhurlbert@conventusmedia.com](mailto:jhurlbert@conventusmedia.com)

Office: 978-777-8870 Ext. 3 | Cell: 978-578-8843

# APPLICATION FOR PRODUCT THEATER

**AADE18**  
Baltimore, Maryland • August 17 – 20, 2018

**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: \_\_\_\_\_  
\_\_\_\_\_

## 4. MARKETING PACKAGES:

☐ Lunch Product Theater with Marketing Package \$86,000

☐ Breakfast Product Theater with Marketing Package \$63,000

*Marketing Packages include all of the items from the a la carte list below.*

### A la carte:

☐ Registration Bag Insert \$10,000

☐ Product Theater Poster Board \$3,000

☐ 4 x 6 clings on the outside of the plexi glass  
on the Product Theater \$5,000

☐ Pre- Show Mailing List \$1,000

## 5. PAYMENT INFORMATION:

Full Payment Amount Enclosed \$ \_\_\_\_\_

☐ Check (Payable to AADE) Check #: \_\_\_\_\_

### Mail checks to:

AADE (Product Theater), Dept. 4445, Carol Stream, IL 60122-4445

Applications may be scanned to:  
[aade@conventusmedia.com](mailto:aade@conventusmedia.com) or fax to 866-334-4219.

**Payment is due in full on Monday, February 12, 2018.**

This contract is binding once signed.

## 3. PRODUCT THEATER SELECTION:

☐ Product Theater Lunch/PM Break \$68,000

☐ Product Theater Breakfast \$45,000

Title: \_\_\_\_\_

1st Choice: \_\_\_\_\_  
Date Time

2nd Choice: \_\_\_\_\_  
Date Time

## 6. AGREEMENT:

We the undersigned, hereby make application for specified product theater opportunity at AADE18 to be held August 16–19 at the Baltimore Convention 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