

EXHIBITOR PRODUCT THEATERS

The American Diabetes Association is pleased to once again offer exhibitors the opportunity to host a Product Theater. This is an ideal opportunity for exhibiting companies to showcase new products and treatment options. Reach up to 275 attendees in pre-scheduled, advertised sessions during the 72nd Scientific Sessions. Product Theaters will be located in the exhibit hall. This is an ideal opportunity for you to hold promotional presentations, which include refreshments. Product Theaters can accommodate a larger audience that can then be directed back to your booth when the presentation is over.

Presentation Pricing includes:

- Complete Audiovisual package
 - 2 Wireless Lavalier Microphones for presenters
 - 2 audience microphones for questions
 - 4000 Lumens LCD Projector
 - 1 - 7.5' x 10' Front Screen
 - 1 - EVPA Sound Package
 - Laser Pointer
 - Dedicated AV Technician
 - Presenters must provide own laptop
- Stage, Podium and electrical Drop
- Head Table for 4
- Seating for 275
- Lead Retrieval Units (up to 4 units, exhibiting company supplies staff to scan badges)
- Food and Beverage (within theater)
 - Morning and Afternoon Sessions include beverages and a light snack
 - Lunch Session will include a box lunch and beverages

Pre-Meeting and On Site Promotion by the American Diabetes Association:

- Theater Schedule on signboards throughout the Convention Center
- Included in the Final Program (session date/time, speaker names, titles and sponsoring company) distributed to all attendees on site
- Promotion of Theater schedule via e-blast to pre-registered Scientific Sessions attendees
- Listing of Theater schedule on scientificsessions.diabetes.org
- Product Theater schedule will be listed in the Saturday and Sunday editions of the on site *Diabetes Dispatch* newspaper
- Please note: Inclusion in marketing documents are subject to print deadlines

For pricing, schedules and application, click here.



Present your products and treatment options directly to attendees.



Application and Floorplan available on-line at www.AFassanoCo.com/ADA or call 856-232-2322, ext. 17, Merle Zappan or ext. 13, Warren Plank for additional information.

American Diabetes Association.

72nd scientific sessions
 JUNE 8-12, 2012 • PHILADELPHIA, PA