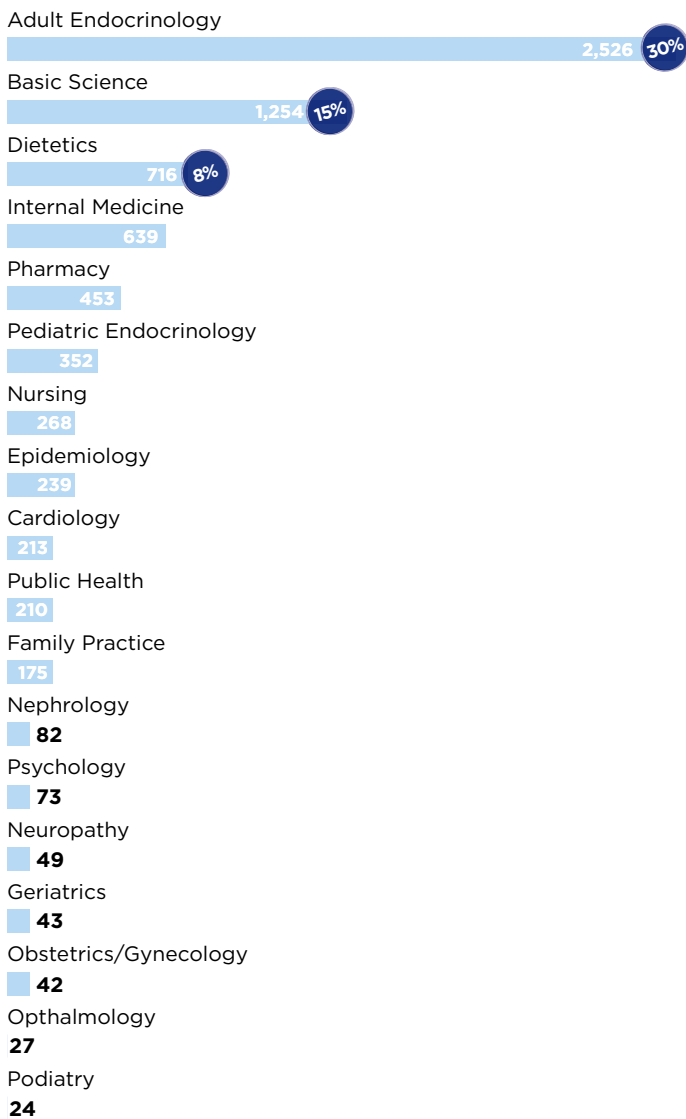


Attendee Profiles

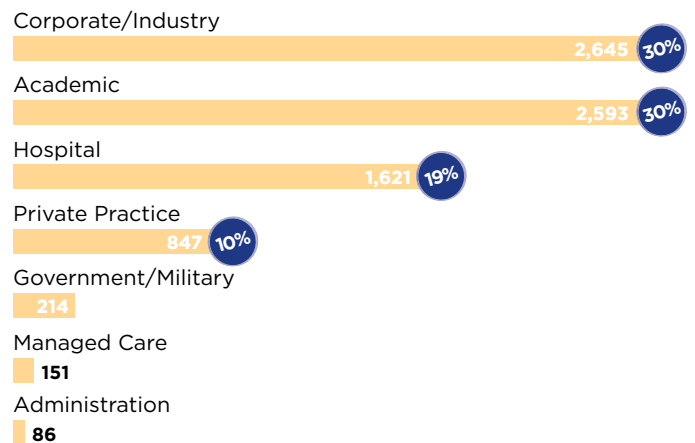
NEW & BUILDING TRENDS

Over 14,000 professional attendees at the 71st Scientific Sessions held in June 2011 represented the many specialties and disciplines within diabetes research and the delivery of diabetes care and services. The following figures from the 2011 conference will give you an indication of who to expect this coming year at the 72nd Scientific Sessions in Philadelphia.

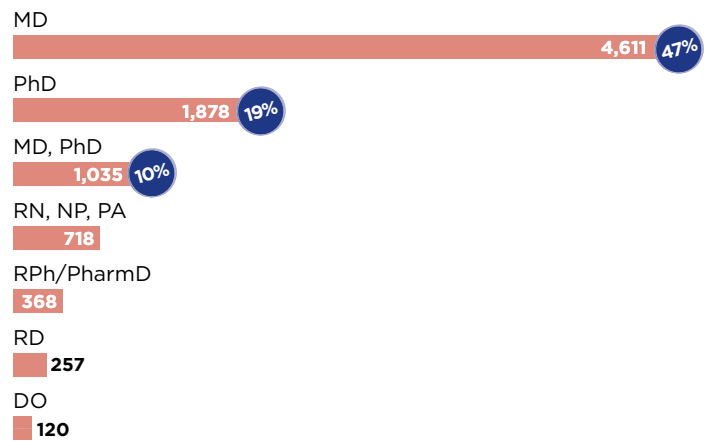
Primary Specialty Area*



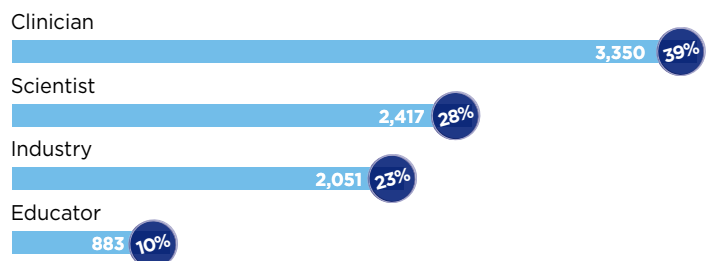
Place of Work*



Professional Degree*



Primary Attendee Breakdown*



*These are self-reported selections.



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.