

Education to improve the lives of millions Research to drive discovery Science towards the Cure

Become a part of the solution.

As an exhibitor or sponsor, you have the opportunity to meet the world's leaders in diabetes research and diabetes related diseases, as well as the physicians and clinicians whose patients rely on the advances made in the therapies and treatments of their diseases.

Recoup your expenses before you return from the show.

Companies who have been approved to exhibit have the opportunity to sell their products/services in the exhibit hall. What better way than to recover your tradeshow expenses before the show even ends! Restrictions apply. Exhibitors must comply with all state and local laws governing sales.

WE'RE LISTENING!

Every year ADA implements traffic building ideas suggested by our exhibitors.

Now more than ever, with stricter PhRMA and AdvaMed codes limiting the points of contact with attendees, the association is working with exhibitors to utilize every possible traffic building generator. In 2010 we are expanding to include:

- **Attendee food coupons redeemable only in the exhibit hall**
- **Additional lounges interspersed among exhibit hall booths**
- **Exhibit hall access through the General Sessions and Posters**

NEW!

Earlier Closing on Monday

We are closing two hours earlier on the final day to provide savings to exhibitors with straight-time labor rates, as well as hotel and F&B expenses. **Get your sales reps back in the field earlier!**

NEW & IMPROVED!

Exhibitor Product Theaters

A successful addition to last year's exhibit floor, Product Theaters provide the opportunity to speak directly to a larger audience than could be accommodated in your booth. This is an ideal opportunity for exhibiting companies to showcase new products and treatment options. Reach attendees in pre-scheduled, advertised theaters during exhibit hall hours. The Product Theater will be located in the exhibit hall. Saturday afternoon and Sunday morning and afternoon sessions are 45 minutes in length. Lunchtime sessions both days are 1 hour long. **Product Theaters are a direct investment in your company's products and services!**

NEW & IMPROVED!

Special Recruiter Booth Package

Select a booth anywhere on the exhibit floor and pay one price for everything! Just bring yourself and your literature/pop-up displays and you'll have plenty of opportunity to fill your staffing and recruiting needs. **We supply pipe and drape, ID sign, carpeting and furniture package – all for the economical price of \$1,650.00 per 10' x 10'.**

Apply Today:

Application and Floorplan available on-line at www.AFassanoCo.com/ADA or call 856-232-2322, ext. 19 for Doris DeRosa or ext. 13 for Warren Plank to find out additional information.