

Funding the research. Sharing the science.

Improving the lives of millions while advancing towards the Cure.

is the source for leading-edge treatment updates and their clinical practice implications. Within the last 5 years alone, major discussions have been presented simultaneously with the emerging science on such topics as whether the “Artificial Pancreas” Can Effectively Control Blood Glucose Levels in Type 1 Diabetes; Novel Therapies in T2DM; Diabetes and Atherosclerosis; Drug-Induced Dysglycemia; and Rosiglitazone and Cardiovascular Disease.

What brings attendees to the Scientific Sessions year after year?

- 800+ Speakers
- 90+ Sessions
- 49 Oral Abstract Sessions
- 10 Special Lectures and Addresses
- 8 Interest Group Discussions
- 70+ Guided Audio Poster Tour Sessions
- 2,000+ Abstracts (Oral & Poster Presentations)
- Over 175 Exhibitors... *why not you?*

YOU ARE 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 disease.

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 to recover your tradeshow expenses before the show even ends than by selling to the thousands who visit the exhibit hall?

Restrictions apply. *Exhibitors must comply with all state and local laws governing sales and taxes.*

Continually Improving Your Marketing Experience!

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 healthcare professionals, the ADA is working with exhibitors to utilize every possible traffic building generator.

In 2012 we will continue to include:

- Attendee concession gift certificate redeemable only in the exhibit hall
- Lounges and WiFi hotspots interspersed among exhibit hall booths

*Meet the world’s leaders in diabetes research
and diabetes-related diseases.*



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