

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 300 attendees in pre-scheduled, advertised sessions during the 70th Scientific Sessions. The product theater will be located in the exhibit hall. This is an ideal opportunity for you to hold promotional presentations, which include refreshments and 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
- Classroom seating for 300
- Lead Retrieval Units (up to 4 units, exhibiting company supplies staff to scan badges)
- Food and Beverage (within theater)
 - Morning & Afternoon Sessions include beverages and a light snack
 - Lunch Session will have box lunch and beverages

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

- Session Schedule on signboards throughout the Convention Center
- Inclusion into listing of all Product Theaters – will include session date/time, speaker names, title and sponsoring company
- Promotion of Theater Schedule via e-blast to pre-registered Scientific Sessions attendees and ADA Professional Members
- Promotion of Theater Schedule in Final Program (distributed on-site to 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 *Daily*

Sponsorship Fee: \$28,000/ morning & afternoon sessions
\$30,000/lunch session

How to Participate

Time slots have been allotted on both Saturday & Sunday. Presentations will be assigned on a first-come, first-served basis. Due to size constraints, rear screen projection is not available.

Deadline to be included in the Final Program: April 16, 2010

Deadline to be included in the Saturday and Sunday on-site *Daily*: May 5, 2010

Further information is available by contacting James McGowan at 856-232-2322, ext. 18 or by e-mail at james_mcgowan@AFassanoCo.com

APPLICATION AND CONTRACT FOR PRODUCT THEATER 70th SCIENTIFIC SESSIONS

All submissions must include the following:

1. Application
2. 200-word descriptions of your presentation and product or treatment
3. Camera-ready logos (corporate and product logos)
 - **Quark, Photoshop, or Illustrator (.eps) format for the Product Theater Print copy**
 - **.jpg or .gif files for the Web site.**

The presentations **cannot** include original or unpublished research. (*Abstracts presented at the 70th Scientific Sessions may not be presented during Product Theaters*).

NOTE: The Association reserves the right to deny or restrict any subject presentations that would compromise the integrity of either the Product Theater or the exhibition.

In submitting this application with authorized signature below, we agree to comply with PhRMA, AdvaMed as well as all terms, conditions, rules and regulations that pertain to exhibitors as included in the exhibit application, exhibitor service kit, and any subsequent mailings.

PART ONE Available Product Theater Time-slots

Please indicate three preferred date/times in order of preference (from 1 to 3)

SET-UP	PRESENTATION TIME	TEAR DOWN	PREFERENCE
Saturday, June 26			
11:15 a.m. – 12:15 a.m.	12:15 p.m. – 1:15 p.m.	1:15 p.m. – 1:45 p.m.	_____
1:45 p.m. – 2:45 p.m.	2:45 p.m. – 3:30 p.m.	3:30 p.m. – 4:00 p.m.	_____
Sunday, June 27			
9:15 a.m. – 10:15 a.m.	10:15 a.m. – 11:00 a.m.	11:00 a.m. – 11:30 a.m.	_____
11:30 a.m. – 12:30 a.m.	12:30 p.m. – 1:30 p.m.	1:30 p.m. – 2:00 p.m.	_____
2:00 p.m. – 3:00 p.m.	3:00 p.m. – 3:45 p.m.	3:45 p.m. – 4:15 p.m.	_____

PART TWO Application submitted by:

Company Name _____
(as it should appear in all listings)

Contact Name _____

Contact E-mail _____

Business Address _____

City _____ State _____ Country _____ Postal Code _____

Phone _____ Fax: _____
(Please include country and area code for phone and fax numbers)

Authorized Signature _____

PART THREE If you are using a communications company or 3rd Party, please complete the following:

Communications Company Name _____

Contact Name _____

Contact E-mail _____

Business Address _____

City _____ State ____ Country _____ Postal Code _____

Phone _____ Fax: _____
(Please include country and area code for phone and fax numbers)

PART FOUR

Name and description of product or treatment _____

Title of Product Theater _____

Name of Speaker/s _____

Description of Presentation *(Please provide up to 200- word description, or attach to application)*

FINAL INSTRUCTIONS

Please ensure you have indicated your preferences for appropriate time-slots in **PART ONE** of this application.

Sponsorship Fee: \$28,000/ morning & afternoon sessions \$30,000/lunch session

Fax the completed application to 856-232-2312.

Upon receipt and ADA acceptance, you will be invoiced for full payment prior to being assigned or receiving benefits.

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Deadline to be included in the Saturday and Sunday on-site Daily: May 5, 2010

Further information is available by contacting James McGowan at 856-232-2322, ext. 18 or by e-mail at james_mcgowan@AFassanoCo.com

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