

## Extending Your Presence — Marketing Opportunities

### Marketing and Sponsorships

The 70<sup>th</sup> Scientific Sessions provides a variety of marketing and sponsorship opportunities. Examples include coffee and refreshment breaks, CD-ROMS and/or participating in a hotel room-drop. These activities are an excellent, cost-effective way to gain further exposure for your company. Additionally, exhibitors at the 70th Scientific Sessions are also eligible for sponsorship opportunities at ADA's 57<sup>th</sup> Annual Advanced Postgraduate Course being held February 5-7, 2010 at the Hyatt Regency Embarcadero, San Francisco, CA USA. For more information, contact Adena Loranger at 703-549-1500, extension 1416.

### On-Line Marketing

Your participation as an exhibitor includes a complimentary online presence on the 70<sup>th</sup> Scientific Sessions web site. Beginning one month prior to the exhibition and continuing for one month after, your company's booth listing and product description will be featured on [scientificsessions.diabetes.org](http://scientificsessions.diabetes.org) where it will be viewed by meeting attendees and interested medical professionals. ADA actively drives traffic to this site through its own email promotions and print promotions. In addition, there is the opportunity to add a link from your company's web site to the American Diabetes Association site. The Exhibitor Service Kit will contain additional information on this exciting opportunity to enhance your marketing efforts.

***The 2009 Scientific Sessions web site received more than 1 million page views between January and June of 2009***



### Hospitality Suites

If you require a suite for hospitality activities, the request must be submitted, in writing to the American Diabetes Association's housing and registration company. A Hospitality Suite Request form will be included in the Exhibitor Service Kit. Hospitality Suites are only available to exhibitors and may only be conducted during non-program hours. Suites will be approved on a first-come, first-served basis, in order of receipt of request, and based on availability. For more information, please check the Scientific Sessions website, [scientificsessions.diabetes.org](http://scientificsessions.diabetes.org).

### Meeting Room Requests

Meeting rooms needed during the Scientific Sessions must be arranged through the Association. A Meeting Request form will be included in the Exhibitor Service Kit, and will be available on the website in September. Meeting space is only available to exhibitors upon approval from the American Diabetes Association. Space is assigned on a first-come, first-served basis and based on availability. Contact the Convention Operations Department for additional information at [conventionoperations@diabetes.org](mailto:conventionoperations@diabetes.org).

## What to Do Next —

**Everything you need to apply, or to make the decision to exhibit, is available on-line at the exhibitor's web-site: [www.AFassanoCo.com/ADA](http://www.AFassanoCo.com/ADA).**

**Better yet, we'd love to speak to you!** Give us a call at 856-232-2322 and speak to either Doris DeRosa (ext. 19) or Warren Plank (ext. 13), and allow us to "walk-you-through" the booth selection and application procedure.