Bridging Diabetes Research with Groundbreaking Discoveries

Exhibitor Prospectus

MOSCONIE CENTER | SAN FRANCISCO, CA
The American Diabetes Association invites you to exhibit at the 79th Scientific Sessions, June 7-11, 2019, in San Francisco, CA.

As the world’s premier meeting on diabetes, the Scientific Sessions offers researchers and health care professionals from around the world the unique opportunity to learn about the latest significant advances in diabetes research, treatment, and care.

Sponsorship opportunities and publications are available inside the convention center. Click here to learn more!

**Scientific Sessions convenes:**
- Physicians
- Clinicians
- Nurses
- Dietitians
- CDEs
- Scientists
- Researchers
- And other health care professionals

**As an exhibitor and sponsor, you have the opportunity to engage:**
- Physicians and clinicians whose patients depend on medical advancements
- Global leaders in diabetes research and diabetes-related diseases
- The audience most important to your business

You’re Invited to the 79th Scientific Sessions!
Professionals from around the globe come to the Scientific Sessions to learn about cutting-edge research from scientists and key opinion leaders. Only original science is presented at the Association’s Scientific Sessions.

Why do more than 11,000 diabetes professionals attend the Scientific Sessions?
• To receive exclusive access to more than 3,000 original research presentations
• To share ideas and learn about the significant advances in diabetes research, treatment, and care
• To network with industry and discover new products and services in the Exhibit Hall

Scientific Sessions Program Theme Areas:
• Acute and Chronic Complications
• Behavioral Medicine, Clinical Nutrition, Education, and Exercise
• Clinical Diabetes/Therapeutics
• Epidemiology/Genetics
• Immunology/Transplantation
• Insulin Action/Molecular Metabolism
• Integrated Physiology/Obesity
• Islet Biology/Insulin Secretion

Join us in San Francisco and interact with world-renowned diabetes professionals. Submit your application today.

Contact us today to discuss your company’s goals:
Merle Zappan 856-302-0884
Anna Fassano, CEM 856-302-0883

Engage diabetes professionals who will utilize your products and solutions to help make managing diabetes possible for the tens of millions worldwide.
The Scientific Sessions delivers an audience of over 11,000 diabetes professionals seeking emerging technology, cutting-edge products and services, and progressive patient solutions.

Attendee Demographics

Attendees Represent*

50 States
127 Countries
44% Domestic
56% International

Top 5 Represented Specialties*

Adult Endocrinology
Metabolism
Internal Medicine
Basic Science
Dietetics

* All data is self-reported and compiled from final registration at the 78th Scientific Sessions
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**Attendee Demographics**

**Attendee Breakdown**

- Clinician: 38%
- Industry: 22%
- Clinician/Researcher: 19%
- Researcher: 17%
- Educator: 4%

**Attendee Academic Degrees**

- MD (or non-US equivalent): 32%
- MD PhD: 14%
- PhD: 16%
- Other: 26%
- DPM: 0%
- DO: 1%
- PA: 1%
- NP: 2%
- RD: 2%
- RN: 3%
- RPH/PharmD: 3%

*All data is self-reported and compiled from final registration at the 78th Scientific Sessions*
Attendee Demographics

Place of Work*

- 22% Corporate/Industry
- 32% Academic
- 21% Hospital
- 10% Private Practice
- 10% Other
- 3% Government/Military
- 1% Administration
- 1% Managed Care

FUN FACT ..
29% of attendees are first-timers!

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Reach professionals from across the globe. Domestic attendance accounted for 44% of total professional attendance in Orlando.

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Include representation from across your corporate structure in your marketing strategy to ensure you reach the entire spectrum of diabetes professionals. Your team will connect with professionals in basic, clinical and behavioral research, clinical care, and diabetes education, as well as other suppliers and vendors looking for investments, partnerships, and growing business opportunities.

Brand Teams Will:
• Generate publicity and increase corporate recognition
• Build on or recapitulate your brand
• Promote customer relations and increase brand awareness

Marketing Teams Will:
• Launch new product lines
• Survey attendees for feedback on current lines or pipeline products
• Gain insight on competitive products and message delivery
• Conduct live demonstrations and hands-on presentations

Executive Management Will:
• Meet with key clients and industry partners
• Keep abreast of industry trends
• Conduct business intelligence on mergers, acquisitions, and investments.
• Build on business opportunities by interacting with diabetes professionals and hard-to-reach endocrinologists

Sales Teams Will:
• Access and interact with over 11,000 diabetes professionals
• Generate leads and new sales
• Close working sales
• Cross-sell existing accounts
• Interact face-to-face with current clients and prime prospects

Contact Merle Zappan at (856) 302-0884 to discuss your sponsorship objectives. Click here to learn more!
Engage and collaborate with over 11,000 diabetes professionals including physicians, clinicians, nurses, dietitians, CDEs, scientists, and researchers.

**Diabetes professionals visit the Exhibit Hall daily to discover the latest products and solutions in the diabetes market.**

### Information Technology
- Cloud-based Image Management Solutions
- Computer Hardware, Software, and Applications
- EHR/EMR
- IT Services and Equipment
- Practice Management Applications and Services

### Medical Devices and Equipment
- Blood Pressure Monitors
- Diagnostic Equipment
- DME
- Hyperbaric Chambers
- Imaging Devices
- Impotence Devices
- Infusion Products
- Injection Aids
- Insulin Delivery
- Insulin Pumps
- Lancets
- Laboratory Supplies
- Medical Devices
- Monitoring Equipment
- Syringes

### Publishing
- Books
- E-books
- Journals
- Mobile Applications

### Patient Services
- Foot Care/Footwear
- Oral Care Products
- Orthotics & Prosthetics
- Patient Resources
- Skin Care
- Vision/Eye Care
- Wound Care

### Pharmaceuticals/Laboratory
- Immunoassay Kits
- Impotence Treatments
- Insulin
- In Vitro Diagnostics
- Medications
- Pregnancy Test Kits
- Vaccines

### Professional and Educational
- Animal Models
- CME/Online Programs
- Educational Materials
- Professional Associations
- Professional Services
- Public Services
- Recruitment

### Research
- Biologics Development
- Cell Lines & DNA
- Clinical Research
- Laboratory Research Products
- Laboratory Services
- Market Research
- Specialty Reference
- Statistical Research and Analysis

View the [78th Scientific Sessions exhibitor list](#) and see if your competition participates.
Show Hours
Saturday, June 8            10:00 a.m. – 4:00 p.m.
Sunday, June 9            10:00 a.m. – 4:00 p.m
Unopposed time 12:00 p.m. – 1:00 p.m.
Monday, June 10            10:00 a.m. – 2:00 p.m.
Unopposed time 1:00 p.m. – 2:00 p.m.

Commercial Booth Rental
$3,950 per 10’ x 10’ in-line
$4,150 per 10’ x 10’ corner
$44.50 per square foot for islands

Non-profit Booth Rental
$2,200 per 10’ x 10’ in-line
$2,300 per 10’ x 10’ corner
$500 for furniture/carpet package

- A non-refundable 50% deposit is due with completed exhibit application (if received on or before March 9, 2019).
- Full payment is due on March 9, 2019. On or after March 10, 2019, applications must be accompanied by full payment.

New for 2019
Exhibitors will be provided with attendance and demographic data after the meeting based on RFID technology that ADA will utilize at the entrances to the Exhibit Hall.

In 2019 we will continue to include the following traffic builder:
- $10 voucher given to attendees for food & beverage that is redeemable only in the Exhibit Hall
- Lounges, Recharging Stations**, and Coffee Stations interspersed among Exhibit Hall booths
- ePoster Theaters
- Product Theaters

Included with Booth Purchase
- One corporate delegate badge per each 10’ x 10’ booth purchased (allows full access to sessions, but cannot claim CE credit; not to exceed 10 per company)
- An allotment of complimentary ‘Exhibit Hall’ booth personnel badges, based on your booth size
- Attendee “Preview” List 3 weeks prior to meeting*
- Company name and booth location in the Meeting Guide
- Company name, booth location, and company description in the Final Program and Meeting App**
- Standard flameproof booth equipment, pipe and drape back wall (8’ high), and draped side rails (33” high)
- 7” x 44” identification sign (company name, booth number, and linear booths only)
- Aisle carpeting provided and cleaned daily. Booth carpet is required for all exhibits and may be ordered from the decorator
- Priority points toward selection of exhibit space for the 80th Scientific Sessions
- Downloadable exhibitor deadline date calendar
- Ability to purchase pre- and post-show mailing list

*Attendee “Preview” List
Three weeks prior to the Scientific Sessions, exhibitors will receive a complimentary list which will include attendee names and countries of origin to help you better staff your booths with the appropriate literature and/or multi-lingual staff. This list does not include contact information and is expressly for planning purposes only.

Product Description
A complimentary description of your featured products or services and booth location will be included in the Scientific Sessions Final Program and Meeting App*. Product descriptions must be approved by the American Diabetes Association and the Association reserves the right to edit these descriptions if necessary due to space limitations and style guidelines (Character limit: 50 words).

*All dates and times are tentative and subject to change.
**Dependent upon ADA securing support.
***Deadlines may apply and the Meeting Guide are dependent upon ADA securing support.
September 4, 2018
• Launch of the 79th Scientific Sessions
  Exhibitor website: www.AFassanoCo.com/ada

October 31, 2018
• Deadline for exhibitors to apply using priority points. 50% deposit due with application.

November 1, 2018
• Booth assignments begin for exhibitors who applied by the priority point deadline.

March 1, 2019
• Final booth payments are due. Booth applications received after this date must include full payment.

April 5, 2019
• Island and two-story display schematics due to Exhibit Management.

May 3, 2019
• Deadline for notification of use of exhibitor designated contractor (EDC) and Certificates of insurance for all EDCs and their third parties.

June 5, 2019
• Exhibitor move-in 8:00 a.m. – 5:00 p.m.

June 6, 2019
• Exhibitor move-in 8:00 a.m. – 5:00 p.m.

June 7, 2019
• Exhibitor move-in 8:00 a.m. – 5:00 p.m.

June 8, 2019
• Exhibitor move-in 7:00 a.m. – 9:00 a.m.

June 8, 2019
• Exhibit Hall open 10:00 a.m. – 4:00 p.m.

June 9, 2019
• Exhibit Hall open 10:00 a.m. – 4:00 p.m.

June 10, 2019
• Exhibit Hall open 10:00 a.m. – 2:00 p.m.
• Exhibitor move-out begins at 2:01 p.m.

June 11, 2019
• Exhibit move-out 8:00 a.m. – 5:00 p.m.

*All dates and times are tentative and subject to change.
Exhibitor Business Meeting Suites

Secure a private meeting space on the exhibit floor! Business Suites are your opportunity to host one-on-one business discussions or staff meetings, meet privately with potential clients, conduct investigator meetings, or host small hospitality events in the convention center. For additional convenience, extended business suites will also be available outside the hall providing additional days and hours beyond the exhibits. Secure your suite today!

*Educational symposia, sessions or group demonstrations are NOT permitted in Business Suites. All guests must be registered attendees of the 79th Scientific Sessions.*

Product Theaters

Presentation opportunities in the Exhibit Hall provide attendee engagement and product exposure. With a limited number of theaters and timeslots available, and only on a first-come, first-served basis, we encourage you to reserve your product theater early.

Product Theater Enhancements

Expanded engagement opportunities have been created to increase attendee interaction and ROI, including pre- and post-conference e-blasts, additional advertising options, audience response systems, and more. Your presentation can also be hosted and available to view by medical professionals on the Association’s Non-CME website for one year! Learn more about adding enhancements to your presentation.

Contact Merle Zappan at (856) 302-0884 to reserve your Product Theater or Business Meeting Suite today!
Exhibit and Sponsorship Opportunities
Merle Zappan
(856) 302-0884
merle_zappan@AFassanoCo.com

Exhibitor Booth and Business Suite Assignments
Anna Fassano, CEM
(856) 302-0883
anna_fassano@AFassanoCo.com

Invoicing and Payments
Kimberly Deptula
(856) 302-0885
kimberly_deptula@AFassanoCo.com

Exhibit Specialist
Karen Kimakovich
(856) 302-0887
karen_kimakovich@AFassanoCo.com

Sponsorship Fulfillment and Logistics
Debi Maines
(856) 302-0890
debra_maines@AFassanoCo.com

Exhibitor Housing and Registration
Convention Management Resources (CMR)
ADA’s Housing and Registration Customer Care Center
(866) 290-9910 (Toll Free U.S. & Canada)
(415) 268-2086 (International)
Send a message

Meeting Space at ADA Official Hotels
American Diabetes Association Staff
conventionoperations@diabetes.org
(703) 940-9172 (Fax)

General Services Contractor
Freeman
(650) 878-6100
FreemanSanFranciscoES@freeman.com
Thank you, 78th Scientific Sessions Exhibitors

Abbott
Abbott Laboratories
ACCUSPLIT, Make A Difference Programs
Advanced Oxygen Therapy Inc.
AEGLE Palette
Agilent Technologies Inc.
Akcea Therapeutics
Akcea Therapeutics
ALPCO
Amano Enzyme U.S.A., Ltd.
Amarin Pharma, Inc.
AMCR Institute, Inc.
American Association of Clinical Endocrinologists
American Association of Diabetes Educators (AADE)
American College of Physicians (ACP)/American Council on Exercise (ACE)
American Diabetes Association
American Podiatric Medical Association (APMA), Inc.
Amgen, Inc.
Analog Technologies North America
Ansh Labs LLC
Ascension Diabetes Care
AstraZeneca
Bayer
BD Medical - Diabetes Care
Bentham Science Publishers Limited
Best of ADA/Encore Medical Education, LLC
Biocytogen LLC
Boehringer Ingelheim Pharmaceuticals, Inc./Calmoseptine, Inc.
Center for Hope of the Sierras
Coimbatore Diabetes Foundation
Colgate-Palmolive Co.
Companion Medical Inc.
Covance Inc.
Crown Bioscience
Cyagen Biosciences
Data Sciences International (DSI)
Dexcom, Inc.
Diabetes Knowledge in Practice
DiabetOmics, Inc.
Dkbmed
DMMED Group
Dove Medical Press Ltd.
Dr. Comfort
Echosens North America
Elsevier
Endocrine Today and Healio.com by SLACK Inc.
EndocrineWeb/OnTrack Diabetes
EOFLOW Co., Ltd.
European Association for the Study of Diabetes
Expo Enterprise, Inc.

FDA Office of Women’s Health
Fitscript, LLC
Gan & Lee Pharmaceuticals
Geisinger
Glenmark Pharmaceuticals Ltd.
Global Network of Parliamentary Champions
Glooko
Glutalor Medical Inc.
Glytec, LLC
Good Glucos
Good Measures, LLC
Gubra
Hawaiian Moon
HBI Technology
Healogics
High Point Clinical Trials Center
iDx
InBody
InSphero Inc.
Insulet Corporation
International Diabetes Center
Janssen Pharmaceuticals, Inc.
JDRF International
Karger Publishers
KingFit Preventive Health
KRONUS(r), Inc.
LG Chem
LifeScan
Lipotype GmbH
LMC | Manna Research
MannKind Corporation
Mary Ann Liebert, Inc.
MDMagazine
Med Angel
Medi Lazer
Medscape Diabetes & Endocrinology
Medtronic Inc.
Melitus Health
Merck & Co. Inc.
Mercodia Inc.
Metabolic Endocrine Education Foundation (MEEF)
Monarch Medical Technologies
Monogenic Diabetes Research and Advocacy Project
Mouse Metabolic Phenotyping Centers (MMPC)
National Certification Board for Diabetes Educator
National Death Index
National Kidney Foundation (NKF)
NIDDK Information Network (dkNET)
NIH Toolbox
NIH-NIDDK
Novo Nordisk A/S
Office of Minority Health Research Coordination

OneDrop
OPTIFAST®/Nestlé Health Science
Organogenesis Inc.
Owen Mumford
Pharmacy Times®
PIKDARE
Premier Protein
ProSciento, Inc.
PTS Diagnostics
Research Diets, Inc.
Sable Systems International, Inc.
Salix Pharmaceuticals, Inc.
Sanofi and Lexicon Pharmaceuticals, Inc.
Sanofi-Regeneron
Senseonics
Siemens Healthineers
Sinclair Research Center, LLC
SOOIL Development Co. Ltd.
Springer Healthcare—Medicine Matters
SSM Health Dean Medical Group
Studylog Systems, Inc.
Sun Pharma
Tandem Diabetes Care Inc.
The College Diabetes Network
The Endocrine Society
The JAMA Network
The NASH Education Program
The Nightscout Foundation
Tidepool
TrialNet
Type 2 Diabetes Knowledge Portal
University of Florida, nPOD, HPAP, HANDEL-P
Valeritas Inc.
VeroScience
Virtual Reality Learning Experience
Voluntis, Inc.
Wake Forest
Welch Allyn
Wiley
Wockhardt Ltd.
Worldwide Initiative for Diabetes Education
Xeris Pharmaceuticals