



American  
Diabetes  
Association®

79<sup>TH</sup>  
SCIENTIFIC  
SESSIONS

SAN FRANCISCO, CA • JUNE 7 - 11, 2019

Bridging Diabetes Research with Groundbreaking Discoveries

A photograph of the Golden Gate Bridge in San Francisco at sunset. The bridge is illuminated with warm lights, and the sky is a mix of orange, pink, and purple. A large, semi-transparent red 'A' logo is overlaid on the right side of the image, partially obscuring the bridge and the sky.

# Exhibitor Prospectus

MOSCONE CENTER | SAN FRANCISCO, CA

# You're Invited to the 79th Scientific Sessions!

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

**Your participation connects you with the professionals treating and advising millions affected by diabetes!**

## **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

**Engage diabetes professionals who will utilize your products and solutions to help make managing diabetes possible for the tens of millions worldwide.**

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

**16**  
exhibition  
hours

**11,000**  
diabetes professionals

**76:1**  
attende  
e to  
exhibitor ratio

**145+**  
exhibitors

# Attendee Demographics

The Scientific Sessions delivers an audience of over 11,000 diabetes professionals seeking emerging technology, cutting-edge products and services, and progressive patient solutions.



## Attendees Represent\*

**50** States  
**127** Countries  
**44%** Domestic  
**56%** International

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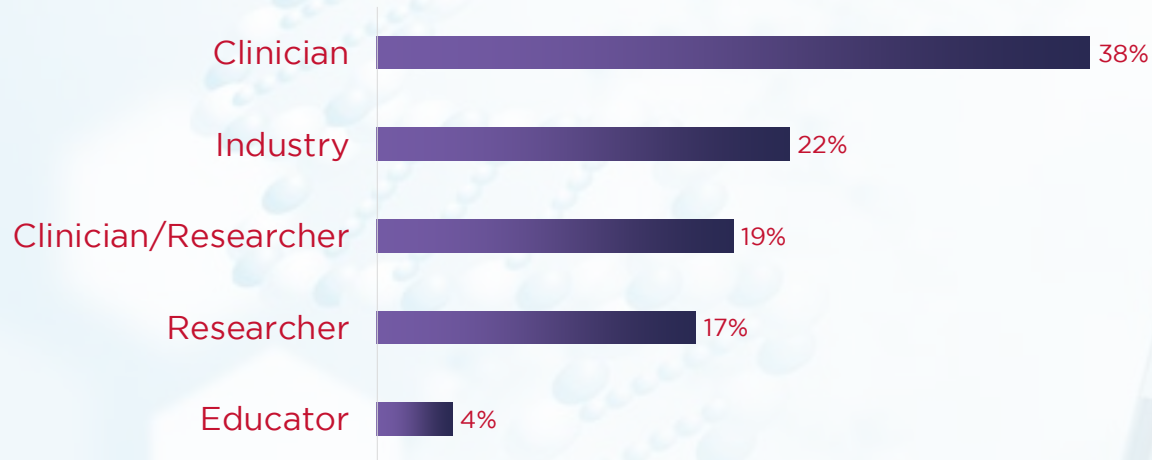
## Top 5 Represented Specialties\*

Adult Endocrinology  
Metabolism  
Internal Medicine  
Basic Science  
Dietetics



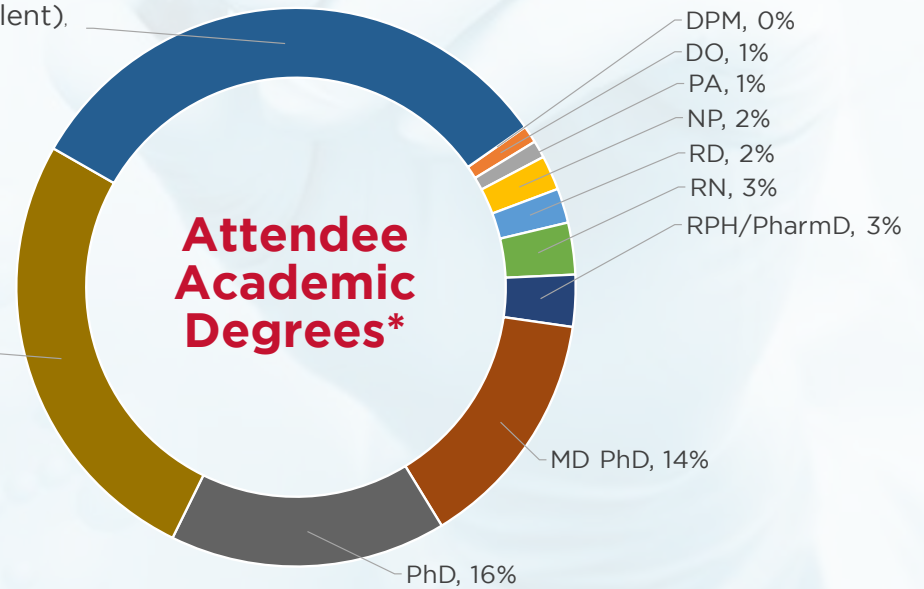
# Attendee Demographics

## Attendee Breakdown\*



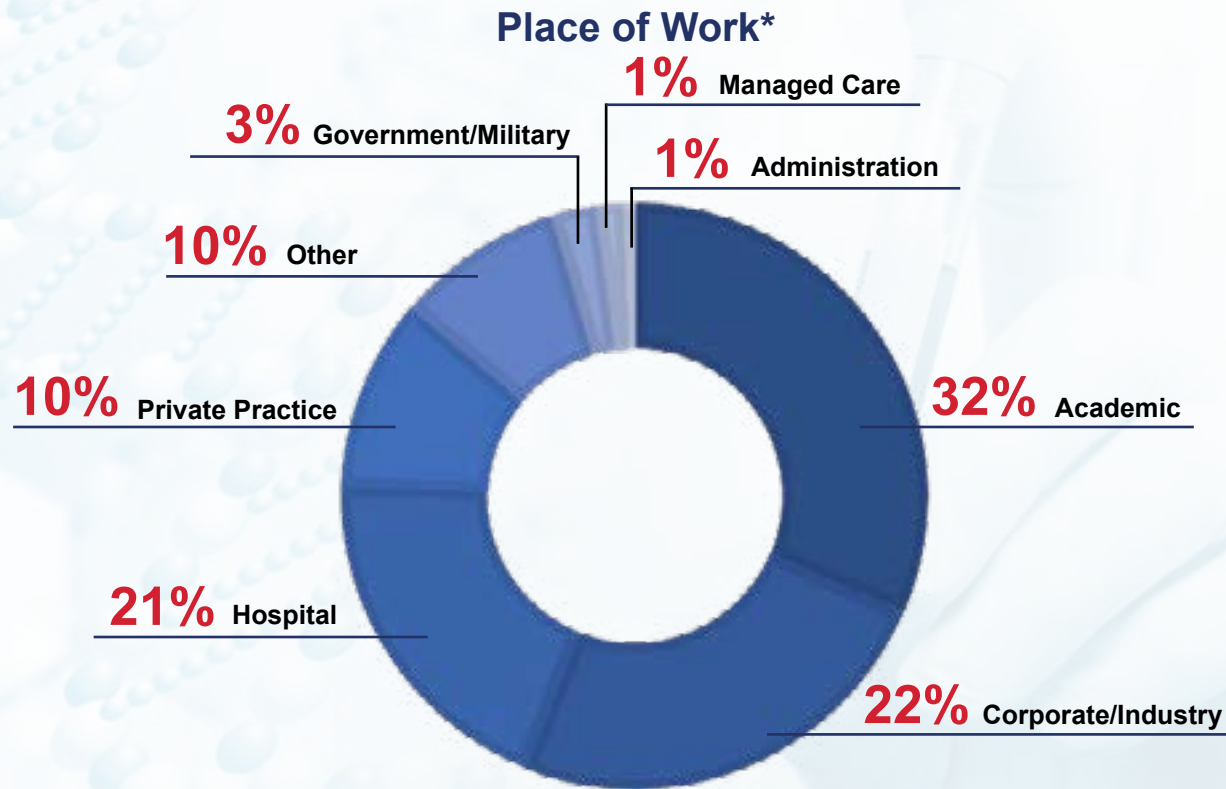
MD (or non-US equivalent),  
32%

Other, 26%



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

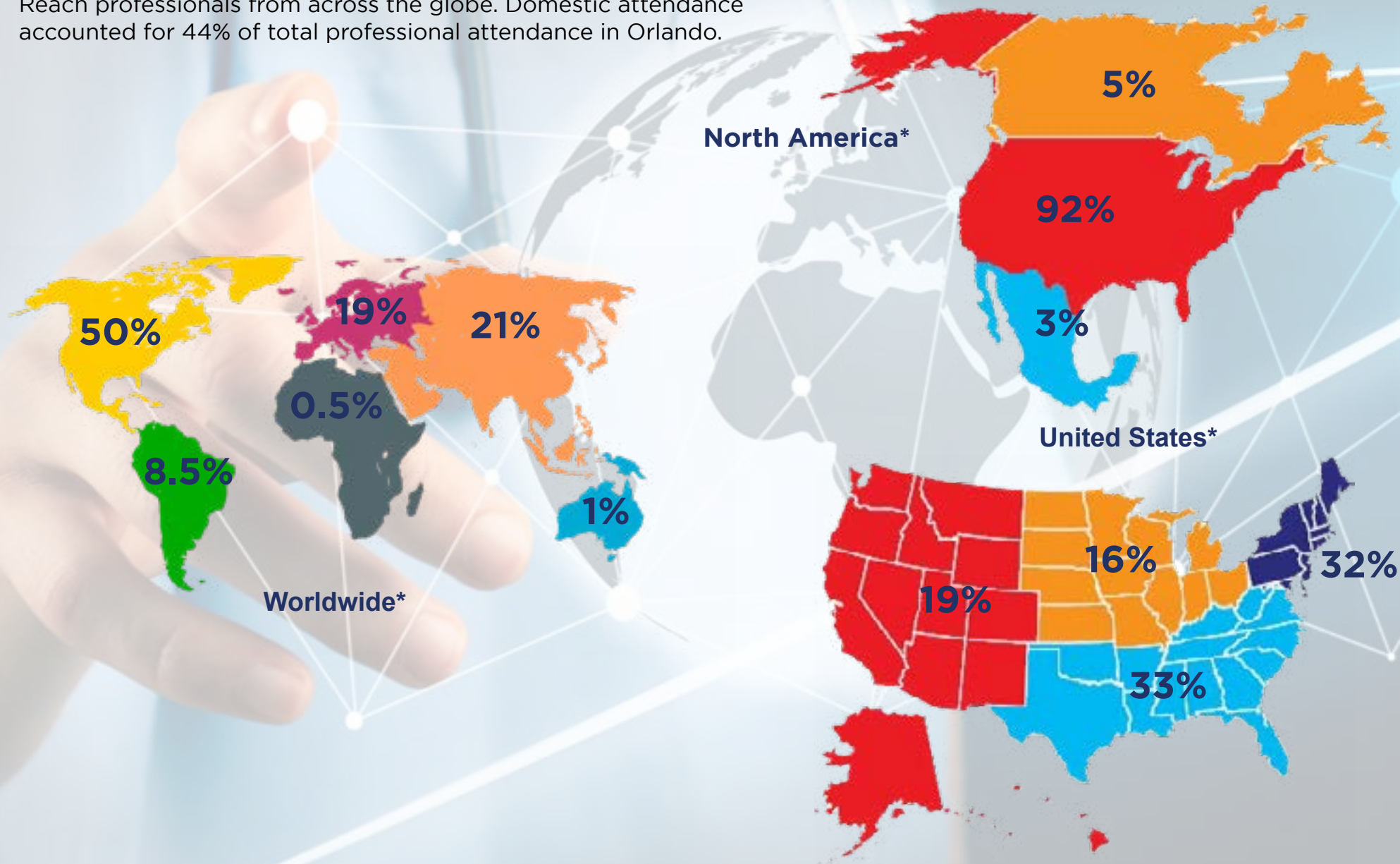
# Attendee Demographics



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

# Attendee Demographics

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



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

# Reach a World-Wide Community of Diabetes Professionals

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!](#)



# The Exhibit Hall is the Hub at Scientific Sessions

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.



# Exhibit Hall Hours, Dates\*, and Costs

## 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 1:00 p.m. – 2:00 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.*

# Important Dates & Times\*

## September 4, 2018

- Launch of the 79th Scientific Sessions  
Exhibitor website: [www.AFassanoCo.com/ada](http://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 9, 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 and Product Theaters

## 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!**



# Main Contacts

## 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. Co., 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.  
Analox Technologies North America  
Ansh Labs LLC  
Ascensia 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 Biosenses  
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.  
Mellitus 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