



American
Diabetes
Association®

79TH
SCIENTIFIC
SESSIONS

SAN FRANCISCO, CA • JUNE 7 - 11, 2019

Bridging Diabetes Research with Groundbreaking Discoveries

Sponsorship Prospectus

MOSCONE CENTER | SAN FRANCISCO, CA

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Contact [Merle Zappan](#) at (856) 302-0884
to create a sponsorship package.

Sponsorship Opportunities

Print/Digital

Abstract Book

The 2019 *Diabetes*® Abstract Book will be available on site throughout the entire conference; this is a great way for your message to stay in the hands of attendees for the duration of the Scientific Sessions, and even afterwards as attendees keep their book for future reference. The book contains: all oral and poster abstracts, as well as published-only abstracts; information on abstract award recipients; and the poster presentation schedule. 5,000 books will be available for distribution in news racks throughout the convention center. This is an exclusive opportunity!

Company Recognition:

- (4/color ad) on back cover of book (artwork to be provided by advertiser).
- (4/color ad) on inside front cover of book (artwork to be provided by advertiser). PI Copy can be added at an additional expense.
- Recognition in Final Program.
- Recognition on ADA's Scientific Sessions website, scientificsessions.diabetes.org.

Opportunity Fee: \$85,000

Deadline for artwork: April 12, 2019

ADA Floorplan Recognition

Have the attendees see your logo when they visit the online floorplan for the Scientific Sessions via the mobile app or from the website. Sponsors can also hyperlink from their logo to a website.

5 opportunities available.

Opportunity Fee: \$2,500



Sponsorship Opportunities

Print/Digital

Advance Program

This online program will be seen by the ADA attendees. Your ad can be placed on the inside front or back cover. No PI pages allowed. There were over 8,000 readers in 2018 and the reader spent an average of 6 minutes on viewing.

Opportunity Fee: Call for pricing

Deadline for artwork: February 20, 2019

Recognition in Final Program



Final Program

By supporting the Final Program your company will have exposure to over 11,000 meeting attendees. The Final Program will be distributed at registration and attendees carry it throughout the 5-day meeting. Final program will be available to attendees in bins in the registration area. It includes the comprehensive list of sessions, the schedule of abstracts to be presented, exhibitor guide, and poster information.

Company Recognition:

- Two company product ads included on inside front and back cover as determined by ADA.
- Additional pages for PI copy will be available for \$1,000 per page.
- Recognition on the ADA Scientific Sessions website, scientificsessions.diabetes.org.
- Recognition in the Final Program as well.

Opportunity Fee: \$130,000

Deadline for artwork/ads: April 12, 2019

Sponsorship Opportunities

Branding

Bus Fleet Advertising

Help attendees get from their hotels to the Moscone Center. Exterior bus advertising reaches not only the 11,000+ Scientific Sessions attendees, but also residents and tourists around the San Francisco area. Three fleets of buses are available.

Package includes:

- 2'x39' ad banner on the passenger side of each bus in the fleet (7 buses per fleet) or Sponsor provides artwork, with approval of ADA.
- Company recognition on all print materials with bus route information.
- Company recognition on all bus route signs at the convention center and at each hotel.
- Company recognition in Final Program.
- Additional exposure (i.e., seat covers, banner on driver side) for an extra fee with approval by ADA.
- Recognition on the ADA Scientific Sessions website: scientificsessions.diabetes.org.

Opportunity Fee: \$95,000 per fleet; three fleets available

Deadline for ADA/K&A art approval: April 12, 2019

Final art submission deadline to K&A: April 26, 2019

Final print approvals needed: May 10, 2019



Sponsorship Opportunities

Branding

Charging Locker Towers

Many attendees need to charge their phones, and this is a great solution. Each Charging Locker tower is 2-sided and consists of (16) phone size lockers and (4) tablet size lockers. Each user creates their own 4-digit code to lock and unlock their locker so they can charge while in a session and pick up later.

Two will be placed inside the Exhibit Hall; one in the ADA Registration area (West Lobby) and one in the North Lobby. The sponsoring company will receive prominent branding on each tower (corporate or product brand) in addition to a video screen (audio not included).

Branding Dimensions:

Top/Bottom: 22"W x 11"H

Sides: 7.5"W x 61"H

Opportunity Fee: \$50,000 for the package of 4

Deadline for signage: May 1, 2019

The American Diabetes Association reserves the right to revise any aspect of this sponsorship to preserve the integrity and professional atmosphere of the meeting.

Recognition in Final Program.



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Sponsorship Opportunities

Branding

Exhibit Hall Aisle Sign Advertisements

Attendees instinctively refer to aisle markers to get their bearings in the Exhibit Hall. In San Francisco, we will feature hanging aisle signs, along the main aisle in the hall, for a total of up to 21 units. Sponsor will have a limit of two alternating designs; signs are double-sided and dangle from the aisle sign. Live area: 2'x4'. Artwork to be provided by the sponsoring company.

Company Recognition:

- Recognition in Final Program and on ADA's Scientific Sessions website, scientificsessions.diabetes.org.

Opportunity Fee: \$80,000

Also open to multiple sponsors for a reduced number of signs at a reduced price.

Deadline for artwork: May 1, 2019

Escalator Graphics

Have your message seen by the attendees as they make their way to the Exhibit Hall and back up to the educational sessions. Branding can be done on the chrome runners.

Opportunity Fee: Call for Pricing

Deadline for artwork: May 1, 2019

Additional Enhancement: (2) 10x20 carpet decals at the bottom of escalators.

Opportunity Fee: \$15,000



Sponsorship Opportunities

Branding

Exhibit Hall Hanging Banner

The structure of the Exhibit Hall offers three unique areas where a company can hang a 50' wide x 15' high advertising banner (size may change) to drive brand messaging or traffic to their booth. This banner will face in toward the Exhibit Hall, and attendees will see it as they traverse the aisles or exit the hall.

Opportunity Fee: \$40,000; can be packaged in combination with carpet decals

Deadline for artwork: May 1, 2019

Exhibit Hall Welcome Carpet Decal

Be part of the warm welcome our attendees receive in the Exhibit Hall with a carpet "ad" where your company can promote their brand. There will be three (3) 10'x20' entrance decals at each of the entrance doors to the Exhibit Hall available. Our decorator will use your digital file to replicate a floor advertisement for your company. All production and installation is included.

Opportunity Fee: \$20,000 per decal

Deadline for artwork: May 1, 2019

Contact Merle Zappan at (856) 302-0884 to create a sponsorship package.

Opportunity is under Right of First Refusal (ROFR) until January 31, 2019.

Recognition in Final Program

Exhibit Hall Directional Panel

This new directional panel will be placed outside of Exhibit Hall A or B. This will help attendees find their way once inside the hall and features a special shout out to the sponsor's booth. The sturdy map panel will identify all booths and a "you are here" marking; company and brand logo will be placed around the panel, and the sponsor's booth will be highlighted in a different color. Panel will feature information on both sides. The sponsor's ad will appear on the back side.

Opportunity Fee: \$40,000 for one structure (double-sided)

Deadline for artwork: May 1, 2019



Sponsorship Opportunities

Branding

Exhibit Hall A Columns Wraps

This is an opportunity for you to brand two (2) columns right outside of Exhibit Hall A where the escalators come down to enter the hall. The wraps will be four-sided panel metal structures where you can present multiple brand messaging/advertising.

Opportunity Fee: \$40,000 for two (2) column wraps

Deadline for artwork: May 1, 2019

The American Diabetes Association reserves the right to revise any aspect of this sponsorship to preserve the integrity and professional atmosphere of the meeting.



Photo is for design purpose only and does not depict actual location at the Moscone Center

Contact Merle Zappan at (856) 302-0884 to create a sponsorship package.

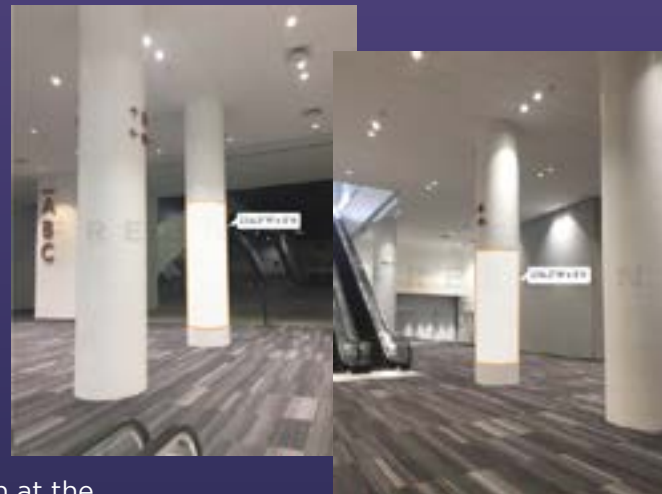
“Stepping Stone” Floor Graphics

Lead attendees one step at a time to your booth! We can place up to ten (10) 3'x3' “stepping stone” square carpet stickers from an entrance of the Exhibit Hall leading to your booth. Each “stone” will utilize your own artwork to entice attendees to “walk your way.”

Limit 3 repeating graphics. One opportunity is available, and is on a first-come, first-served basis.

Opportunity Fee: \$20,000 for set of 10

Deadline for artwork: May 1, 2019



Opportunity is under Right of First Refusal (ROFR) until January 31, 2019.

Sponsorship Opportunities

Branding

Meeting Notebooks

Everyone needs something to write on and the meeting notebooks provided to all attendees in San Francisco will solve that problem! Distributed through the registration bags (13,500 inserts), the meeting notebook is a vital tool for all attendees, where they capture information from the many sessions they attend. In the back, the notebooks will include the *Executive Summary: Standards of Medical Care in Diabetes*. These guidelines serve as the standards of care in the diabetes community and are updated yearly with the latest information in treatment, management, and care.

Company Recognition:

- Company/Product advertisement on back cover, 4/color, full page.
- Recognition in Final Program and on the ADA Scientific Sessions website: scientificsessions.diabetes.org.

Opportunity Fee: \$75,000 (sole sponsorship)

Deadline for artwork: April 10, 2019

Contact Merle Zappan at (856) 302-0884 to discuss your goals and objectives.

Reusable Water Bottles

Help the environment by being the company who sponsors the reusable water bottles for the attendees. This sponsorship will include a limited number of water bottles with your company logo and the 79th Scientific Session logo. Water bottles will be available at the entrance to the Exhibit Hall with a supply for you at your booth.

Opportunity Fee: Call for pricing

Deadline for Artwork: March 15, 2019



Sponsorship Opportunities

Branding

Entrance Greeter/Direct Access Handouts

Give attendees your material right at the entrance of the Exhibit Hall. This cost includes one of the three Exhibit Hall entrances (noted on the floorplan), and one preferred time slot (2 hours) for two of your company staff members. Multiple opportunities available. Sponsor is responsible for printing of handout material.

Opportunity Fee: \$15,000



Shop Diabetes Store Receipt Advertising

Use our Shop Diabetes Store to drive traffic to your booth! We will place a text or PDF message at the bottom of every customer receipt for the duration of the conference that you can use for brand messaging or to promote your booth number.

Opportunity Fee: \$15,000 (individual day prices available)

Deadline for artwork or text copy:
May 8, 2019 for receipt copy.



Sponsorship Opportunities

Branding

Registration Bag Inserts

13,500 registration bags will be distributed during the Scientific Sessions to our worldwide audience, who are eager to receive it—and the information it contains. Sponsors can include their own marketing message in these bags.

- Inserts must be no larger than 8.5”x11” in size.
- Limited to 3 inserts/companies.
- Maximum weight is 3 oz. per insert.
- Custom sizes are allowed with approval of ADA.
- Sponsor is responsible for production of insert and shipping by the deadline in order to be placed into registration bags.

Opportunity Fee: \$15,000 per insert
\$8,500 for Corporate Symposia companies

Deadline for approval: April 26, 2019

Deadline for inserts: May 17, 2019 (materials must be received by this date)

Exhibit Hall Refreshment Breaks

For attendee convenience, there will be a minimum of two refreshment break stations serving coffee, decaf, hot tea, and cool water, set up in high-traffic areas in the Exhibit Hall, where companies can get extra exposure to these thirsty prospects. Breaks will be refreshed three times daily on Saturday and Sunday, and two times on Monday.

Company Recognition:

- Signage next to break stations.
- Company branding (corporate or product) logo at break station.
- Recognition in Final Program.
- Recognition on ADA Scientific Sessions website: scientificsessions.diabetes.org.

Optional Enhancements:

- Opportunity to provide napkins, cup sleeves, or cups (no larger than 10 oz.) with company (corporate or product) logo. Sponsor is responsible for all production and shipping fees or these items.

Opportunity Fee: \$20,000 per day

Optional Enhancement Fee: \$5,000 per day
(plus production and shipping)

Deadline for logo/artwork: May 1, 2019

Contact Merle Zappan at (856) 302-0884 to discuss creating a custom opportunity.

Sponsorship Opportunities

Branding

Photo Mosaic Wall

A ground breaking photo mosaic station that creates digital & physical mosaics from event photos in real-time, resulting in an interactive experience and a beautiful mosaic.

Created from guest-generated photos collected from MMS, Facebook, Instagram, Twitter, a photo booth, or an on-site photographer, the Photo Mosaic Wall prints photos as stickers. Guests will engage in the interactive experience by placing these photo stickers on the mosaic board.

Opportunity Fee: Call for pricing

Deadline: May 1, 2019



Guinness Book of World Records

Be a part of history. ADA will partner with a sponsor to create a record-setting event during the 79th Scientific Sessions. We will work with the sponsor to create a unique event to break the current world record or set a new one. Sponsor will be recognized in all announcements about the event that will be sent to the attendees, along with recognition in their booth and the important date and time information

Opportunity Fee: Call for pricing

Deadline: May 1, 2019



Sponsorship Opportunities

Attendee Engagement

Professional Headshots in ADA Career Center

Sponsorship will include the opportunity for the sponsor to participate either by handing out appointment cards or by having a representative available in the headshots area to greet attendees. The professional headshots will be done in the Career Center in the Exhibit Hall.

Opportunity Fee: \$20,000

Deadline for Artwork: May 1, 2019



“Wear Red Day” Sponsorship

On the Sunday of the Scientific Sessions, we ask our attendees to wear red to support the cause and “represent” the millions of patients with diabetes. To encourage attendees, we include reminders about “Wear Red Day” in pre-conference e-mails, and in addition sell apparel in the Shop Diabetes Store on-site so that people may purchase their “red.”

Benefits of this sole support include:

- Mention in the Final Program and other supporting publications.
- Signage at the Shop Diabetes Store suggesting attendees buy “red” to “support Wear Red Day, brought to you by X.”
- Mention on conference website: *scientificsessions.diabetes.org*.
- Mention in general Scientific Sessions promotions, including eNews to registrants.
- Inclusion in awareness ad in the online Scientific Sessions newspaper (ADA Daily).

Note: The newspaper is now an online piece only. Not placed in bins throughout convention center anymore.

Opportunity Fee: \$50,000

Contact **Merle Zappan** at **(856) 302-0884** to create a sponsorship package.

Sponsorship Opportunities

Attendee Engagement

Women's World Cup Viewing Lounge

This lounge offers comfortable seating and at least one large viewing screen for conference attendees to gather and watch their countries compete. Sponsor has the opportunity to place handout materials on tables, etc. and company logo will be placed on all lounge signage. Water stations will also be included.

Opportunity Fee: \$75,000

Deadline for artwork: May 1, 2019

Recognition in Final Program



"World Map" Sponsorship

Everyone knows attendees love to take pictures and one of the most popular "photo-op" sites at the conference each year is the World Map. Attendees line up to place a push-pin on their city and always take a photo of themselves doing it!

Sponsorship will include a call-out ad on each side of the display/map. For an additional fee, we will have a professional photographer stationed during the Scientific Sessions to snap photos of attendees which will be then emailed directly to an address provided by them. The emailed photo will include a custom border of the sponsor's choosing.

Company recognition:

- Ad on one side of World Map.
- Branding on panels on each side of the map.
- Logo on frame of emailed photos (if photographer option is chosen).
- Recognition in Final Program.
- Recognition on the ADA Scientific Sessions website: scientificsessions.diabetes.org.

Opportunity Fee: \$25,000
\$35,000 if photographer is to be included

Deadline for logo/artwork: May 1, 2019

Contact Merle Zappan at (856) 302-0884 to create a sponsorship package.



Main Contacts

Exhibit and Sponsorship Opportunities

Merle Zappan
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Exhibitor Booth and Business Suite Assignments

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Invoicing and Payments

Kimberly Deptula
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Exhibit Specialist

Karen Kimakovich
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Sponsorship Fulfillment and Logistics

Debi Maines
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debra_maines@AFassanoCo.com

Exhibitor Housing and Registration

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

Advertising Opportunities (outside the Convention Center)

TriStar Publishing
Hilary Bair
(913) 491-4200
hbair@tristarpub.com