

Product Theaters are an ideal opportunity for exhibiting companies to increase interaction with professional attendees while showcasing new products and treatment options through promotional presentations. Three (3) Product Theaters, for a total of twenty-four (24) time slots, will run concurrently on the exhibit hall floor.

The ROFR (right of first refusal) deadline is November 30, 2018.

Presentation Package Includes:

- Complete audiovisual package
 - 2 wireless lavalier microphones for presenters
 - 2 audience microphones for questions
 - 10,000 lumens LCD 16:9 aspect ratio
 - 1 – 10.5' x 14' front screen
 - 1 – EVPA sound package
 - Dedicated AV technician
 - Laptop
 - 42" Speaker confidence monitor
 - Laser pointer
 - Large display speaker timer
- Stage, podium, and electrical drop
- 2 stools (if you require a head table and chairs, you will be responsible for rental and labor to set)
- Seating for 300 (combination of classroom, theater, and communal tables. Product Theater #3 will be set theater style only)
- Lead retrieval units (up to 2 units, and you supply staff to scan badges)
- Food and beverage will be provided by the Association within the theater (if you require food and beverage to be set outside of the Product Theater, sponsor is responsible for cost of stanchions)
 - Morning & afternoon presentations include beverages and a light snack
 - Lunch presentations include box lunches and beverages

Pre-Meeting and On-Site Promotion:

- Mobile App
 - Mobile App push to attendees of Product Theater daily schedule each morning
 - Dedicated tab for exhibitors
- Sponsor may tweet about their Product Theater using the hashtag #2019ADA"
- View only copy of ADA attendee list
- Promotional signage
 - Tent cards in designated high traffic areas
 - Product Theater schedule on signage located in the convention center
 - Product Theater schedule located at entrance of the Product Theater
- Publication listings
 - Meeting Guide (based on ADA securing commercial support)
 - Final Program*
 - Scientific Sessions website
- Recognition in American Diabetes Association monthly e-Newsletters (as dictated by available space)

** ADA reserves the right to edit submitted text to follow appropriate style guidelines.*

Product Theater Enhancements Available: Please see full enhancement details in part two of application

Contact Merle Zappan at 856-302-0884 or by email at merle_zappan@AFassanoCo.com for additional information.

PART ONE Product Theaters

***Please indicate top three preferred time slots in order of preference.**

Date	Presentation Time**	Fee	Preference*
Saturday, June 8	10:15 a.m. – 11:00 a.m.	\$45,200	
	12:15 p.m. – 1:15 p.m.	\$48,500	
	2:45 p.m. – 3:30 p.m.	\$45,200	
Sunday, June 9	10:15 a.m. – 11:00 a.m.	\$45,200	
	12:30 p.m. – 1:30 p.m.	\$48,500	
	3:00 p.m. – 3:45 p.m.	\$45,200	
Monday, June 10	10:15 a.m. – 11:00 a.m.	\$45,200	
	12:30 p.m. – 1:30 p.m.	\$48,500	

**Sessions will be assigned on a first-come, first-served basis.*

***Scheduled times are tentative and subject to change.*

Note: Three (3) Product Theaters will run concurrently. Scheduling of similar subject matter or competitors at the same time may be unavoidable.

PART TWO Product Theater Enhancements

Enhancement Options	Details	Fee
NEW! Sync	This new technology will allow two-way dynamic participation in your Product Theater. This is a web-based solution that will allow participants to use their mobile devices and is very easy to implement. This doesn't require an app download or any additional hardware for attendees to use. Attendees can engage with the content even after the sessions have ended.	\$17,500
ARS (Audience Response System)	ARS wireless keypad at each seat (300 seats) for survey and data collection during Product Theater.**	\$15,000
Enduring Product: Webcast	A webcast will be produced from your live event. The webcast will follow the same format as the standard ADA webcasts, which is the speaker's audio with synchronized slides and a headshot of the speaker(s). The webcast will be hosted on the ADA website, DiabetesPro. This will be provided by Ixiam, through A. Fassano & Company, who is the ADA vendor responsible for all webcasts during the Scientific Sessions.**	\$12,500
Digital Advertising Package	Call attention to your upcoming product theater, booth location, or conference activity.** Package includes your thirty-second advertisement rolling on monitor displays outside of assigned Product Theater (PT). Advertisements will loop during all non-presentation time slots throughout the 3 days of exhibits giving you at least 110 spots per package.	\$8,500 per package
Pre- and Post-Conference Product Theater e-Blast	Reach attendees prior to the Scientific Sessions and announce your Product Theater topic, speaker, and presentation time. This new opportunity allows you to fully customize your company branded e-blast and reach pre-registered attendees through an ADA deployed email as they are planning their Scientific Sessions experience.** Package the post-conference e-blast with the Webcast (enduring product) and reach attendees who were unable to attend your presentation or would like to revisit the presentation and share it with their colleagues.**	\$5,000
Entrance Graphic: GOBO	Lit graphic artwork at the entrance to assigned Product Theater (simple company/product logo only). To be visible immediately before and removed immediately following your PT time slot.**	\$3,500
Entrance Graphic: 3x3 Carpet Decal	Decal placed at the entrance of assigned Product Theater. Decal installed immediately before and struck immediately following your PT time slot.**	\$3,000

**** All content must be pre-approved by American Diabetes Association.**

Note: All enhancements must be provided by American Diabetes Association approved vendors.

Audio recording and audio/video recording is available. Please contact Debi Maines at 856-302-0890 for pricing.

PART THREE Submitted by:

Company Name (Exhibiting Company) _____

(As it should appear in all listings)

Contact Name _____

Contact Email _____

Business Address _____

City _____ **State** _____ **Postal Code** _____ **Country** _____

Phone _____ **Mobile** _____ **Fax** _____

(Please include country and area code for phone and fax numbers)

Authorized Signature _____

PART FOUR To be completed if you are utilizing a communications company or 3rd party:

3rd Party Company Name _____

Contact Name _____

Contact Email _____

Business Address _____

City _____ **State** _____ **Postal Code** _____ **Country** _____

Phone _____ **Mobile** _____ **Fax** _____

(Please include country and area code for phone and fax numbers)

PART FIVE Please provide the following preliminary information for American Diabetes Association approval.

Name and description of product or treatment _____

Title of Product Theater _____

Description of Presentation *(or attach to application)*

Your final session information must be submitted to debra_maines@AFassanoCo.com by March 1, 2019. Please contact Debi Maines at 856-302-0890 for questions regarding deadlines.

FINAL INSTRUCTIONS

Please ensure you have indicated your preferences in **PART ONE** of this application.

Product Theater Fee: \$45,200/ morning & afternoon sessions
 \$48,500/ lunch sessions

Enhancement Fee(s): \$17,500/ Sync \$5,000/ Conference e-blast
 \$15,000/ Audience Response System \$3,500/ Entrance Graphic: GOBO
 \$12,500/ Enduring Product: Webcast \$3,000/ Entrance Graphic: Carpet Decal
 \$8,500/ Digital Advertising Package

Payment Information: A 50% deposit is due with application. You will receive confirmation and benefit deadlines upon receipt of deposit and Association approval of your preliminary information for a Product Theater. **Applications may not be faxed or emailed. Applications must be mailed with payment.**

The American Diabetes Association will accept payments by credit card, check, or wire transfer. Payments made by wire transfer should include an additional \$50 to offset wire fees. Please contact us for further information. **Final payment due by March 1, 2019.**

- Check Payment: Make checks payable to *American Diabetes Association*
- Credit Card Payment: Visa MasterCard American Express Discover
- Wire Transfer Payment (*Include an additional \$50 to offset wire fees.*)

Amount To Be Charged: _____

Card Number: _____ Exp. Date: _____ Security Code: _____

Name (as it appears on card): _____

Credit Card Billing Address: _____

Authorized Signature: _____

Mail Application and Deposit via US Mail to:
 American Diabetes Association, PO Box 418805, Boston, MA 02241-8805;
or (via Courier) Overnight Packages:
 Bank of America Merrill Lynch Lockbox Services, Lockbox 418805,

American Diabetes Association Product Theater Cancellation Policy

Any company wishing to cancel their Product Theater after signing a contract and submitting a deposit will be subject to the following cancellation fees:

Cancellation Policy	Fee Due
On or before March 1, 2019	50% of the Contract Amount
After March 1, 2019	100% of the Contract Amount

Please note that due to print deadlines your Product Theater may be mentioned in print materials if you fail to advise us in a timely manner of your intention to cancel. The Association will make reasonable efforts to remove all references to canceled Product Theaters. In the event your cancellation request is received after materials are printed we will not be able to make changes. Therefore, you agree that the American Diabetes Association shall not be responsible or liable for such inadvertent use of your trade or service marks. Further, you hereby waive and release the American Diabetes Association and its employees, contractors, and agents from any and all liability or claims you may have against them in connection with such use. The 2019 Final Program print deadline is **March 1, 2019.**