2020 ADA Virtual Scientific Sessions
Exhibit and Product Theater Packages
(Sponsorship Packages Coming Soon)

The ADA Virtual Scientific Sessions will be held June 12-16, Central Daylight Time. The meeting will consist of approximately 200 sessions that are pre-recorded with a live chat option. In addition, the meeting will also include e-Posters, invited lectures, and late-breaking abstracts. All content will be available to registered attendees for viewing 90 days post-meeting and once launched it will be available 24 hours a day.

Priority Points – All exhibitors will receive priority points based on their original square footage for the in-person meeting in Chicago. Priority points will also be given for purchasing an exhibit package for the virtual event. See below for full details.

Exhibit Packages

VIP Virtual Exhibit Package – $40,000 (Outside Platform–Created and Owned by Exhibitor)
Deadline Date for Uploading: June 2-3, 2020
- Recognized as a VIP Exhibitor.
- Link on Virtual Exhibitor Page to outside virtual site (link provided by exhibitor).
- Company logo on the Exhibit Hall title.
- Company Name and Company Description that will appear on the virtual site and in the mobile app.
- Attendee search by category on virtual site and in mobile app.
- Mobile App listing will provide a link at the end of your description to take attendees to the virtual exhibit hall.
- Ten (10) Corporate Delegate Badges included for complimentary access to the virtual event.
- Matrix of attendees who entered the virtual exhibit space.
- Pre-Registration list to include name, city, state, country (view only - no contact information) of ALL virtual attendees sent on June 8, 2020.
- Forty (40) Priority Points for participating in the Virtual Event.

Premium Virtual Exhibit Package - $30,000 (ADA Virtual Platform)
Deadline Date to Uploading: June 2-3, 2020
- Recognized as a Premium Exhibitor.
- Company logo on the Exhibit Hall title.
- Company Name and Company Description that will appear on the virtual site and in the mobile app.
- Mobile app listing will provide a link at the end of your description to take attendees to the virtual exhibit hall.
- Company website URL, social media links and contact information.
- Choice of virtual template for booth look or download your own jpeg background image.
- Attendee search by category on virtual site and in mobile app.
- On-line Live Chat option during the live event (June 12-16).
- “Contact Us” button for attendees to ask questions which would be sent to designated email.
- Post unlimited videos and downloadable pieces or URLs (e.g. white paper, abstract, video, URL, etc.)
- Ten (10) Corporate Delegate Badges included for complimentary access to the virtual event.
- Matrix of attendees who entered the virtual exhibit space.
• Pre-Registration list to include name, city, state, country (view only - no contact information) of ALL virtual attendees sent on June 8, 2020.
• Thirty (30) Priority Points for participating in the Virtual Event.

**Enhanced Virtual Exhibit Package - $17,800 (ADA Virtual Platform)**
**Deadline Date to send required information: June 1, 2020**
• Recognized as an Enhanced Exhibitor.
• Company logo on the Exhibit Hall title.
• Company Name and Company Description that will appear on the virtual site and in the mobile app.
• Mobile app listing will provide a link at the end of your description to take attendees to the virtual exhibit hall.
• Company website URL, social media links, and contact information.
• Choice of virtual template for booth look or download your own jpeg background image.
• Attendee search by category on virtual site and in mobile app.
• On-line Live Chat option during the live event (June 12-16).
• Post up to **two (2)** videos
• Post up to **two (2)** linked items such as downloadable informational pieces or URLs (e.g. white paper, abstract, video, URL etc.)
• “Contact Us” button option for attendees to ask questions which would be sent to designated email.
• Five (5) Corporate Delegate Badges included for complimentary access to the virtual event.
• Matrix of attendees who entered the virtual exhibit space.
• Pre-Registration list to include name, city, state, country (view only - no contact information) of ALL virtual attendees sent on June 8, 2020.
• Twenty (20) Priority Points for participating in the Virtual Event.

**Standard Virtual Exhibit Package - $3,950 (ADA Virtual Platform)**
**Deadline Date to send required information: June 1, 2020**
• Company logo on the Exhibit Hall title.
• Company Name and Company Description that will appear on the virtual site and in the mobile app.
• Mobile app listing will provide a link at the end of your description to take attendees to the virtual exhibit hall.
• Company website URL, social media and contact information.
• Choice of virtual template for booth look or download your own jpeg background image.
• “Contact Us” button option for attendees to ask questions which would be sent to designated email.
• Attendee search by category on virtual site and in mobile app.
• On-line Live Chat option during the live event (June 12-16).
• Two (2) Corporate Delegate Badges included for complimentary access to the virtual event
• Matrix of attendees who entered the virtual exhibit space.
• Pre-Registration list to include name, city, state, country (view only - no contact information) of ALL virtual attendees sent on June 8, 2020.
• Ten (10) Priority Points for participating in the Virtual Event.
EXHIBITOR ENHANCEMENTS (FOR STANDARD AND ENHANCED PACKAGES)

Exhibitor would receive one (1) additional video or downloadable pdf - $\text{2,500}$

Exhibitor could add a link for a virtual chat or meeting request within their “booth.” - $\text{5,000}$

Sample Exhibit Hall Entrance

[Image of exhibit hall]

SAMPLE BOOTH LAYOUTS

[Sample booth layouts images]
Product Theaters - $25,000
Deadline to confirm Live product theaters is May 28.
Deadline for pre-recorded links (MP4) is June 3
Deadline to provide link for Live Streaming is June 3

Product Theaters will be presented in pre-recorded or live format. Sponsor is responsible for content that is posted after approval by ADA.

- Product theaters can be live or taped for a minimum duration of 30 minutes to a maximum of 60 minutes in length. A series of Podcasts are also an option. Live events will be taped and available for viewing after the presentation. **If you do not want the Product Theater available for viewing after the presentation, it can be removed.**
- Product theaters will be presented during the time that was originally contracted for the live meeting and will be on Central Time.
- Product Theaters will be posted in the virtual exhibit space under a separate tab and will include Sponsor’s logo, presentation title, description, and speaker bios. The description must not exceed 500 characters.
- The product theater schedule will be listed on the Virtual Scientific Sessions Program (located on website) as well as in the mobile app. This would include Sponsor’s logo, Title of product theater, description of product theater and speaker names. Description must not exceed 500 characters.
- Sponsor may provide logo plus additional linked items such as downloadable informational pieces or URLs (e.g. white paper, abstract, video, URL etc.).
- Matrix information will be provided to each sponsor of who attended the product theater.
- Live chat for all product theaters can be available after the product theater or at a designated date/time. Questions can be collected to be answered later and posted for the 90-day period.
- Product Theaters will be available for viewing after the presentation and for 90 days after the meeting dates.
- A link from the Product Theater to your Booth can be provided.
- It can also be archived for one year on the DiabetesPro website (for an additional fee). See enhancement below.

**Promotion:**
- Presentation listing on the virtual meeting itinerary planner, in the mobile app, on the scientifcsessions.diabetes.org website, and on the virtual platform in the Product Theater page.
- Mobile app will provide a link after the Product Theater description to take attendees to the Virtual Exhibit Hall.
- A link to the Product Theater listing in the virtual site will be deployed in the eNewsletters and links will be on the website.
- One complimentary post e-blast (inclusive of all product theaters) to all virtual attendees (list is GDPR compliant). Information provided by the sponsor as noted above will be included. All product theaters would be included in this eblast.
Product Theater Enhancements:

**DiabetesPro Enduring Product - $12,000**
Your recorded Product Theater would be archived and can be seen on the DiabetesPro website for a period of approximately one year.

**Individual Push Notifications Through the Mobile App – Pricing Varies**
These can be purchased through TriStar.

Sample Product Theater Area