



**SCIENTIFIC
SESSIONS**

Exhibits:
June 5-8,
2026

NEW ORLEANS, LA | JUNE 5-8, 2026



YOUR DIRECT CONNECTION TO THE LEADERS IN DIABETES CARE

**Advertising & Sponsorship
Opportunities →**



HILARY BAIR
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913-491-4200, ext. 496

BOOK TIME WITH ME NOW

Increase Your Visibility and Reach

➔ MAXIMIZE YOUR PRESENCE AT THE WORLD'S LARGEST DIABETES MEETING

Connect with leading health care professionals at the 86th Scientific Sessions of the American Diabetes Association® (ADA) — an unparalleled opportunity to showcase your brand and promote your solutions to a highly targeted, engaged audience.

As the ADA's official media partner, TriStar offers exclusive digital, hotel, and out-of-home advertising solutions designed to increase brand visibility, drive qualified leads, and align your message with this



TOP 5 COUNTRIES OUTSIDE THE US

- China
- Argentina
- UK
- Canada
- South Korea



TOP 5 REPRESENTED SPECIALTIES

- Adult Endocrinology
- Internal Medicine
- Metabolism
- Basic & Applied Science
- Nutrition/Dietetics

WHY ADVERTISE WITH AMERICAN DIABETES ASSOCIATION + TRISTAR?

Gain premier placement, message saturation, and unmatched exposure. Our proven strategies and insider access ensure your marketing reaches the right audience at the right time—whether you're launching a new product or reinforcing your brand leadership in diabetes care.

ABOUT THE ADA

Founded in 1940, the ADA is a leading advocate in the fight to end diabetes. The organization funds breakthrough research and advances in public policy, and provides education and community support to improve the lives of millions affected by diabetes.

ABOUT SCIENTIFIC SESSIONS

With over 12,000 global attendees and 130 speaker presentations, ADA's Scientific Sessions is the most influential event in diabetes research and care. It serves as a hub for health care professionals, scientists, and industry leaders to share cutting-edge advancements, clinical best practices, and innovative therapies.

AUDIENCE PROFILE

Attendees include a diverse and highly qualified mix of:

- Health Care Professionals: doctors, nurses, nurse practitioners, physician assistants, dietitians, pharmacists, and more
- Researchers and Scientists: focused on diabetes-related breakthroughs
- Industry Leaders: from pharma, biotech, and medical device sectors
- Educators and Academics: representing leading universities and academic institutions
- Advocates and Policymakers: advancing diabetes-related health initiatives
- Students and Trainees: the next generation of diabetes experts
- Patient Advocates: individuals and organizations with lived experience



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ADA Out-of-Home Advertising Guidelines

COMPLIANCE MATTERS: ADVERTISE WITH CONFIDENCE

To ensure your OOH advertising is approved and executed without issue, all placements must be made through TriStar, the exclusive OOH and hotel advertising vendor for ADA. TriStar serves as the single point of contact for all placements, approvals, and logistics.

AVAILABILITY & EXCLUSIVITY: Inventory is limited and subject to availability at time of reservation. Placements might not be exclusive to one supporter.

ADVERTISING POLICIES: All campaigns must comply with ADA advertising terms and conditions. ([View here](#))



Working with
outside vendors
will result in
ad removal
and possible
penalties.



Don't see what you're looking for?

Ask your media strategist—custom OOH options are always considered.

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ADVERTISING & SPONSORSHIP OPPORTUNITIES



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● EXCLUSIVE

→ ADA MEETING NEWS

Registration Marketing Campaign

ADAMeetingNews.org Website Advertising

Featured Event Listing

Industry Event Spotlight Email

→ DIGITAL & EMAIL

ADAMeetingNews.org Emails

Exclusive Email + Dedicated Webpage

Registration Confirmation Email ●

Online Planner Preliminary Program ●

Mobile Event App & Online Planner

» Premium Advertising Packages

» Promotional Alerts

» Enhanced Exhibitor Listing

Sponsored Ad Retargeting

→ HOTEL ADVERTISING

Hotel Room Key Cards ●

Hotel Guest Check-In Promotion ●

Premium Room Drop

→ HOTEL BRANDING

Hilton New Orleans Riverside

New Orleans Marriott

Sheraton New Orleans

→ OUT-OF-HOME

Airport Advertising

Mobile Vehicle Advertising

» Uber In-App Advertising

» Rideshare In-App Advertising

» Branded Rideshare

» Pedicabs

» Digital and Static Mobile
Billboards

Citywide Advertising

» Riverwalk NOLA Walkway
Banner Advertising

» Programmatic Digital Out-Of-
Home Advertising

» Streetcar Advertising



ADA MEETING NEWS

➔ STRATEGIC VISIBILITY STARTS HERE

ADA Meeting News is the trusted voice of the Scientific Sessions. Align your brand with the official source attendees rely on for daily updates, expert insights, and meeting highlights.

REGISTRATION MARKETING CAMPAIGN

ADAMEETINGNEWS.ORG WEBSITE ADVERTISING

FEATURED EVENT LISTING

INDUSTRY EVENT SPOTLIGHT EMAIL



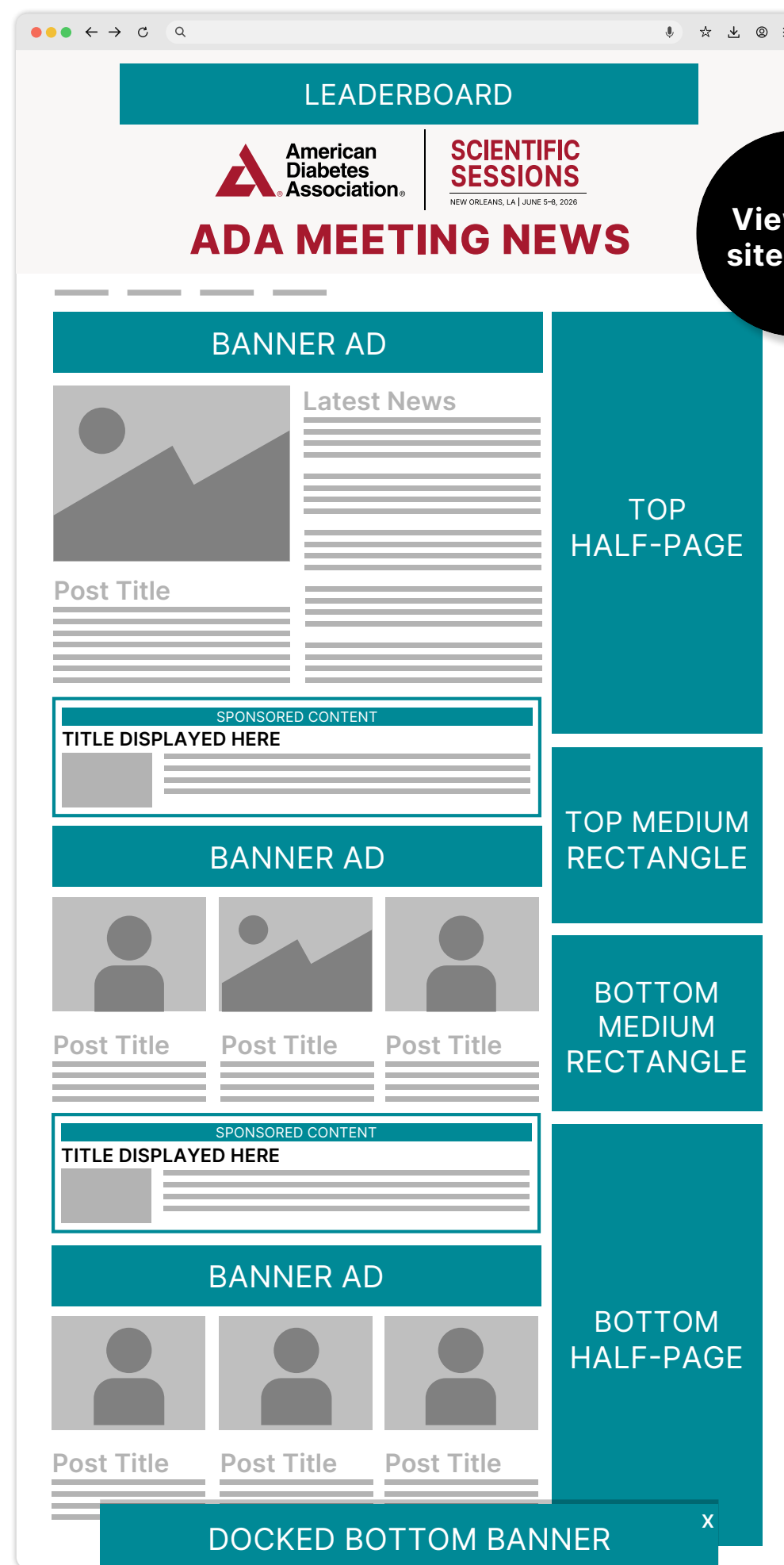


Registration Marketing Campaign

→ ENGAGE EARLY, BUILD MOMENTUM

Receive early and elite exposure for your ad campaign while connecting with prospective attendees and early-bird registrants. Limited to three premium supporters, the Registration Marketing Campaign delivers cross-channel visibility on ADAMeetingNews.org and two registration-driving emails.

Registration Marketing Emails are the **#1 traffic driver** to ADAMeetingNews.org during the registration campaign!



*Image for illustration purposes only.

ADAMeetingNews.org Website Advertising

→ STRATEGIC REACH, SUSTAINED VISIBILITY

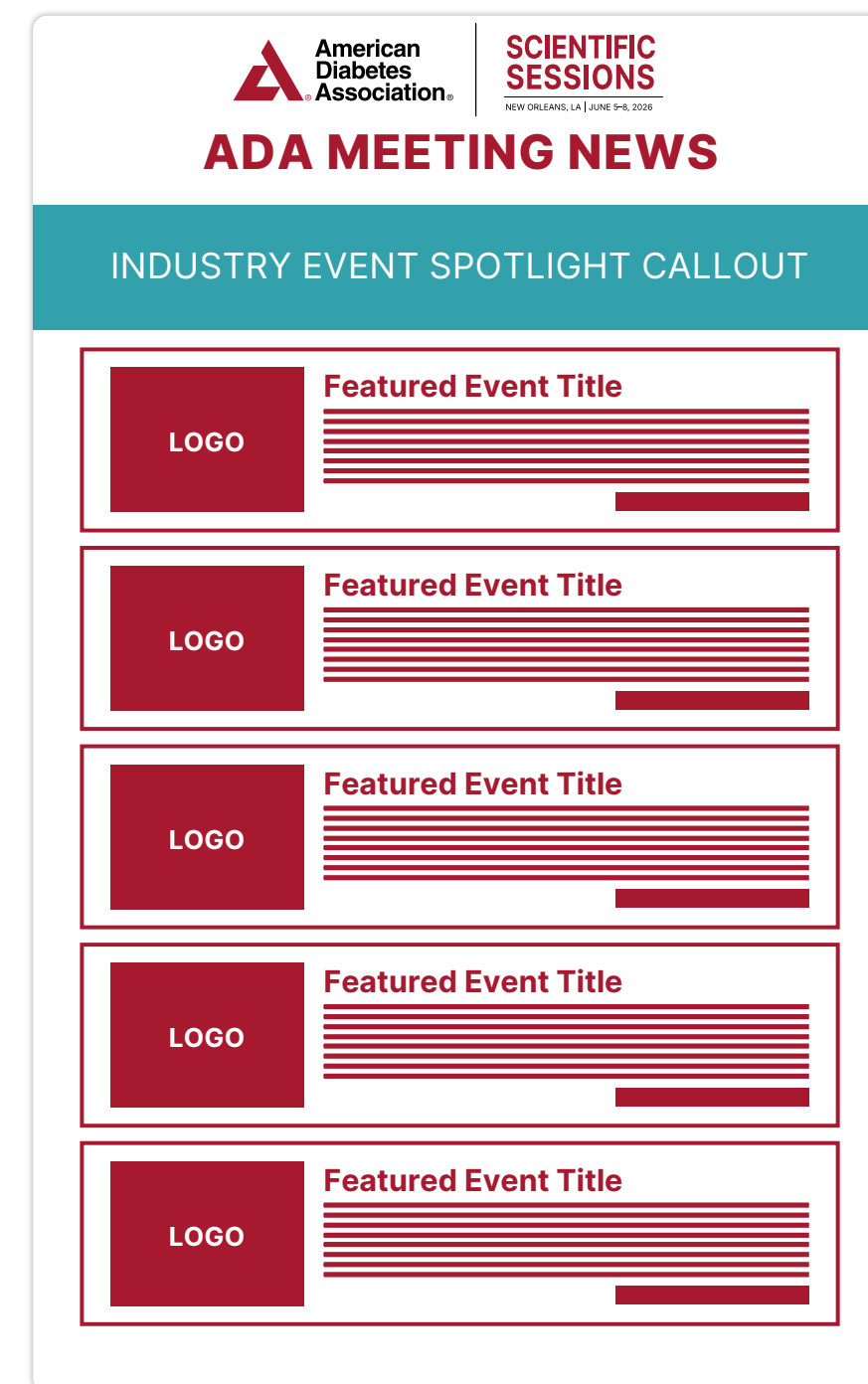
Extend your reach and maximize visibility among the ADA audience by reserving ad space on the official platform for Scientific Sessions News. High-impact ad units deliver repeated exposure across the attendee journey—before, during, and after the meeting.

The **#1 Digital Channel** for ADA Attendees as the trusted source for Scientific Sessions updates, ADAMeetingNews.org delivers sustained brand visibility—generating over **729,000 ad impressions** across the attendee journey.

Featured Event Listing

→ SPOTLIGHT YOUR EVENT

Bring attention to your industry event with this Featured Event Listing on ADAMeetingNews.org. Promote your event content and deliver program details while achieving measurable ROI for engagement and performance. This opportunity includes a highlighted listing on a Featured Events Landing Page, Event Schedule Page, and a dedicated detail page for your content.

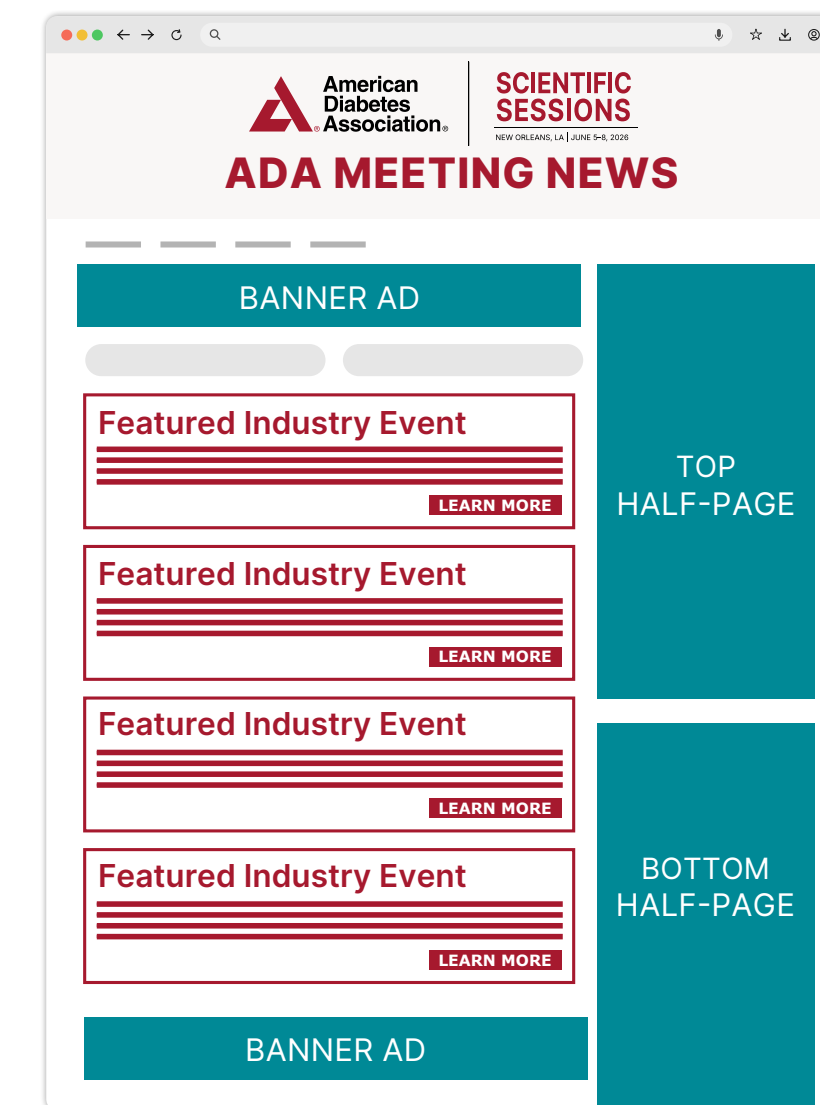


Industry Event Spotlight Email

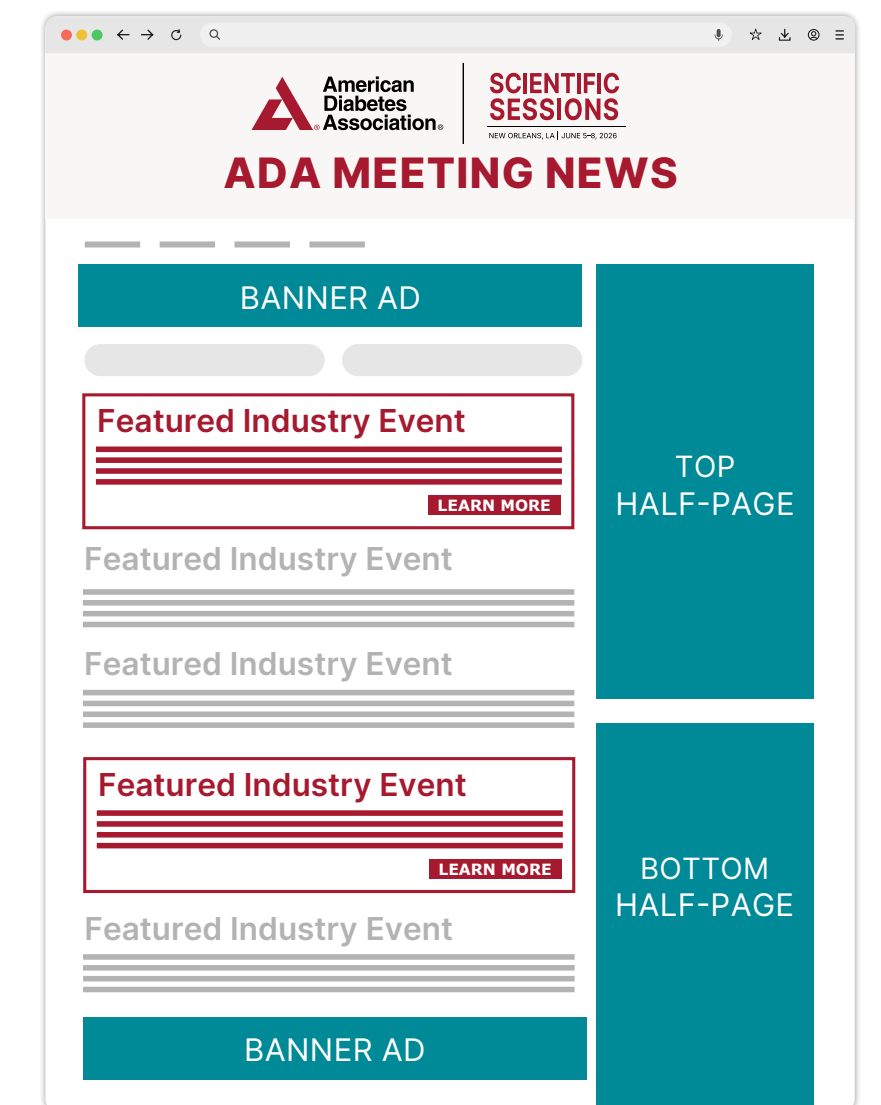
→ DRIVE ATTENDANCE WITH DEDICATED MESSAGING

Upgrade your Featured Event Listing with this email opportunity dedicated to showcasing the industry-supported events at this year's Scientific Sessions. The email distribution includes up to six advertising positions for event sponsors to include a logo, event details, and a URL linking to their Featured Event Listing on ADAMeetingNews.org.

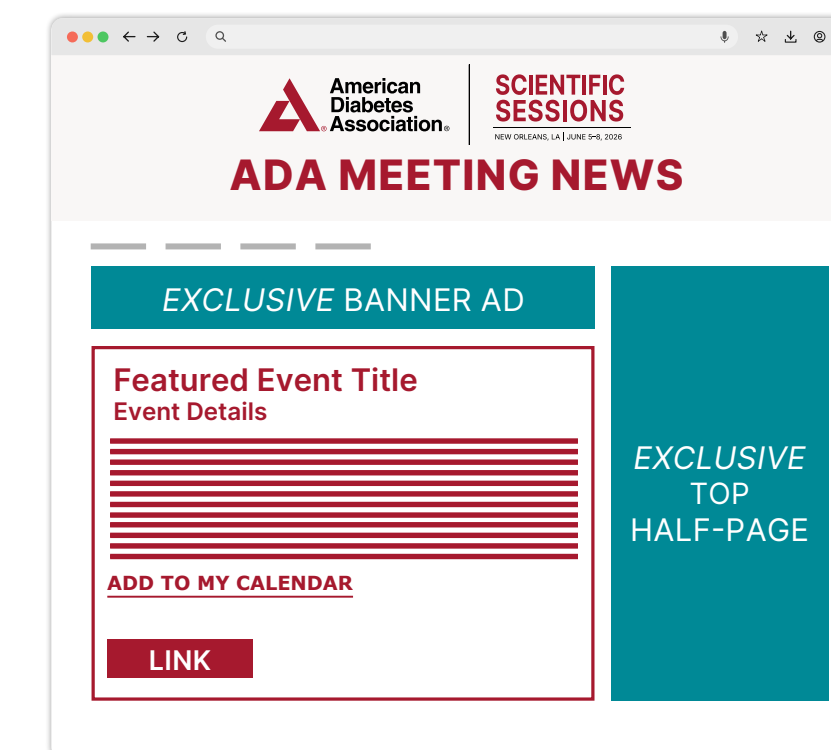
FEATURED EVENTS LANDING PAGE



EVENT SCHEDULE PAGE



DEDICATED DETAIL PAGE



*Images for illustration purposes only.



DIGITAL & EMAIL

➔ ENGAGE ATTENDEES AT EVERY CLICK

Reach attendees before, during, and after the meeting with targeted, high-visibility placements across trusted platforms—from registration to recap.

ADAMEETINGNEWS.ORG EMAILS

EXCLUSIVE EMAIL + DEDICATED WEBPAGE

REGISTRATION CONFIRMATION EMAIL

ONLINE PLANNER PRELIMINARY PROGRAM

MOBILE EVENT APP & ONLINE PLANNER

SPONSORED AD RETARGETING



ADAMeetingNews.org Emails

→ TARGETED DELIVERY. TIMELY IMPACT.

Reach ADA's professional audience with banner ads in ADA Meeting News emails. Delivered before, during, and after the Scientific Sessions, these emails drive traffic and engagement at key decision-making moments.

Exclusive Email + Dedicated Webpage

→ DUAL-CHANNEL EXPOSURE. MAXIMUM IMPACT.

Don't miss out on this exciting premium digital advertising package. Combining exclusive email marketing with highly visible website advertising on ADAMeetingNews.org, you're sure to benefit from boosted impressions and exposure to a targeted audience at this year's meeting.

Homepage Upgrade

Enhance visibility for your event or promotional content by purchasing placement on the ADAMeetingNews.org homepage. This upgrade includes:

- Rotating placement on the homepage and select list view pages, served with equal SOV
- Homepage placement links to your dedicated webpage on ADAMeetingNews.org or your external website, based on your selection

Registration Confirmation Email

→ INBOX VISIBILITY AT PEAK ENGAGEMENT

Place your message in the registration confirmation email sent to all attendees, delivering repeat exposure leading up to the Scientific Sessions. This exclusive opportunity ensures your message is seen when attendees are most engaged.

Exclusive

Sponsored Ad Retargeting

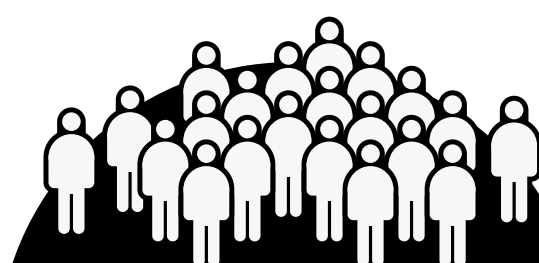
→ RE-ENGAGE AUDIENCES, AMPLIFY CONVERSIONS

Sponsored ad retargeting is a vital component of any digital marketing strategy. When blended with an integrated digital marketing campaign, this powerful conversion tool can double the success rate of your marketing initiatives.

How It Works

Ad retargeting displays your ads to visitors who have previously engaged with selected ADA web properties as they browse other websites.

60% of viewers consider purchasing products from retargeted ads.



The ADA audience includes professional members and meeting attendees

Mobile Event App & Online Planner

➔ BE PRESENT IN EVERY PLANNING MOMENT

Stay visible throughout the attendee journey when you promote your product, company, or booth in the essential tools your target audience never goes without! Attendees will use these go-to resources to view the latest session details, speakers, poster titles, industry events, and more.

Package Includes:

- Rotating banner ads across high-traffic app and planner pages
- Enhanced exhibitor listing with a pinned “Premium Supporter” tag
- One pre-meeting and one post-meeting promotional alert (based on availability)

➔ PLATINUM UPGRADE ADDS EVEN MORE IMPACT

- Splash screen ad/logo placement at app and planner launch
- Exclusive “Platinum Supporter” tag pinned at the top of the exhibitor list
- Bonus ad placement on the ADAMeetingNews.org mobile landing page

PROMOTIONAL ALERTS

Push Your Message in real-time

Send custom alerts to app users before, during, or after the meeting to drive booth traffic, event attendance, or product awareness. Reach attendees at key moments with targeted messaging that drives immediate action.

ENHANCED EXHIBITOR LISTING

Stand Out with Upgraded Digital Presence

Elevate your exhibitor listing with a logo, featured tag, product literature, and optional video upgrade. These unique features help you stand out and connect with attendees.

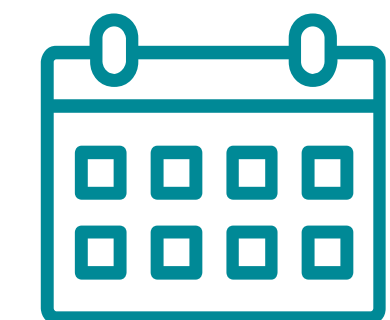
Video Upgrade

Further engage visitors with videos in your listing to showcase your products and services.

Online Planner Preliminary Program

➔ INFLUENCE PLANNING AT FIRST CLICK

Stay ahead of the competition with early and exclusive exposure in the Online Planner—the *only* platform where attendees access the scientific program to make registration decisions. With attendee traffic concentrated here, your message will be front and center at a pivotal decision-making moment.





HOTEL ADVERTISING

➔ STAY FRONT AND CENTER

From check-in to checkout, your brand stays top of mind. Hotel marketing delivers strategic exposure in prominent hotel spaces throughout New Orleans. Reach attendees where they stay, recharge, and plan their day—ideal for sustained visibility and brand reinforcement.

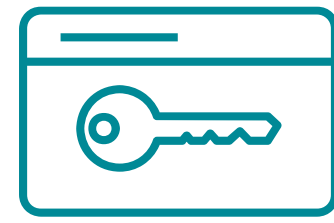
HOTEL ROOM KEY CARDS •

HOTEL GUEST CHECK-IN PROMOTION •

PREMIUM ROOM DROP PACKAGES



Hotel Room Key Cards



→ OPEN THE DOOR TO DAILY VISIBILITY

Put your brand, booth, or corporate message in attendees' hands with custom hotel key cards. With repeated use throughout their stay, this tactic delivers consistent visibility in a personal, distraction-free setting.

Exclusive

Hotel Guest Check-In Promotion

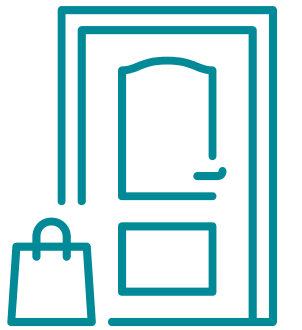


→ FIRST IMPRESSIONS THAT LAST

Capture attention at guest check-in with branded materials distributed at participating hotels. This strategically placed opportunity ensures your message is seen as attendees arrive and settle in.

Exclusive

Premium Room Drop Packages



→ DELIVER DIRECTLY TO THEIR DOOR

Make your message part of the attendee experience with premium room drops. Materials are placed inside guest rooms whenever permitted; if restricted by hotel policy, they're delivered outside the door. This tactic offers exceptional visibility and a memorable touchpoint.



HOTEL BRANDING

➔ EXTEND YOUR PRESENCE BEYOND THE CONVENTION CENTER

Transform high-traffic hotel spaces into branded environments. From window clings to column wraps, hotel branding delivers sustained visibility where attendees gather, recharge, and network.

HILTON NEW ORLEANS RIVERSIDE

NEW ORLEANS MARRIOTT

SHERATON NEW ORLEANS



Hilton New Orleans Riverside

→ DISPLAY DATES: JUNE 5-8

Eye-catching placements across entryways, lobbies, and attendee routes deliver sustained visibility in high-traffic zones.

Opportunities include:

- Window Clings
- Door Clings
- Elevator Clings
- Headers
- Banners



New Orleans Marriott

→ DISPLAY DATES: JUNE 4-8

Highlight your brand across front & center locations—including the exterior entrance, lobby and floor clings—positioned to engage attendees from arrival through check-in.

Opportunities include:

- Lobby Entrance Doors
- Lobby Entrance Windows
- Floor Clings



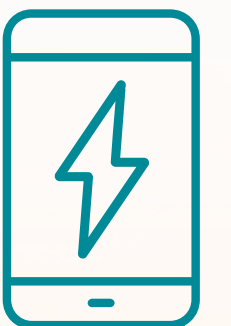
Sheraton New Orleans

→ DISPLAY DATES: JUNE 4-8

Premium branding at the entrance and lobby—from revolving door panels to banners and charging station wraps—delivers strong visibility along attendee arrival routes and shared gathering spaces.

Opportunities include:

- Entrance Doors
- Lobby Banner
- Lobby Charging Station



Other opportunities may be available. Contact Hilary Blair at hbair@tristarpub.com for more details!



OUT-OF-HOME

➔ SURROUND THE CITY. SATURATE THE MOMENT.

Out-of-home placements in New Orleans deliver unmatched visibility across key attendee touchpoints—from airport arrivals and branded rideshare to mobile billboards and programmatic digital screens. This multi-format strategy ensures your brand travels with attendees and stays top of mind throughout their journey.

AIRPORT ADVERTISING

MOBILE VEHICLE ADVERTISING

CITYWIDE ADVERTISING



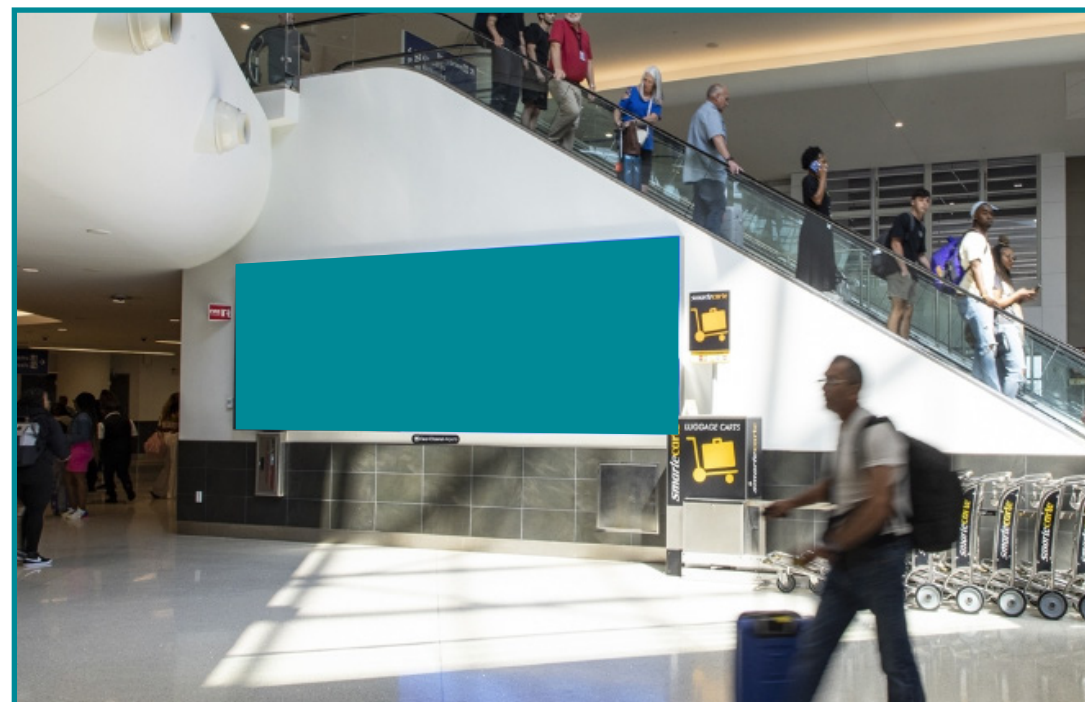
Airport Advertising

→ LAND YOUR BRAND FIRST

Welcome attendees with prominent positioning at Louis Armstrong New Orleans International Airport. From baggage claim to concourse displays, airport advertising delivers unmatched visibility at arrival.

Opportunities include:

- LCD screens
- Column Wraps
- LIT Tension Fabric Displays
- Tension Fabric Banner

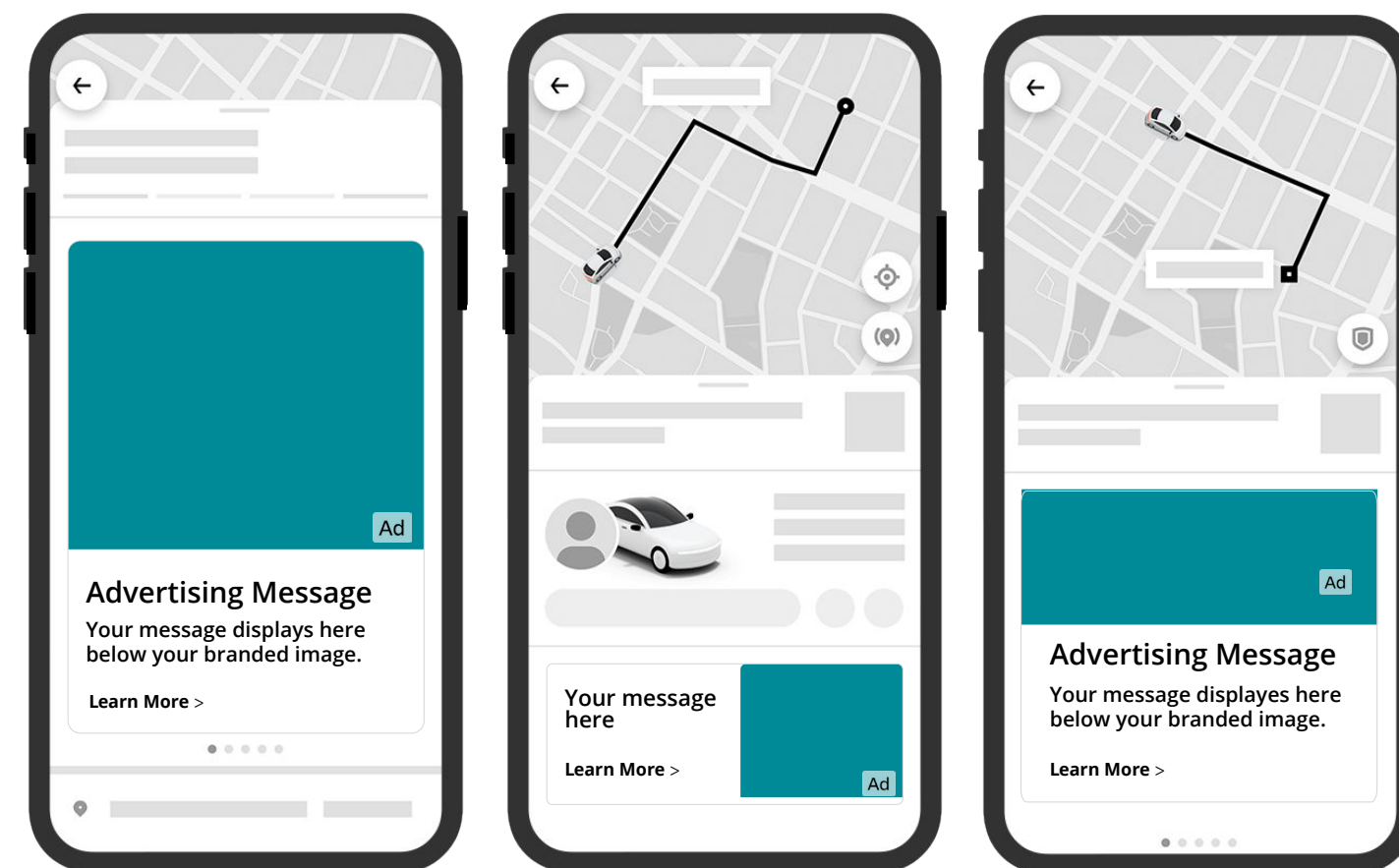


LIT TENSION FABRIC DISPLAY / MSY-1BC-LTFD-3

Uber In-App Advertising

→ YOUR BRAND, THEIR JOURNEY

Engage attendees during their rides with 100% share of voice in the Uber app. Ads appear during key ride stages, delivering focused exposure and measurable brand lift.



Dispatch

Enroute

On-Trip

FAST FACT

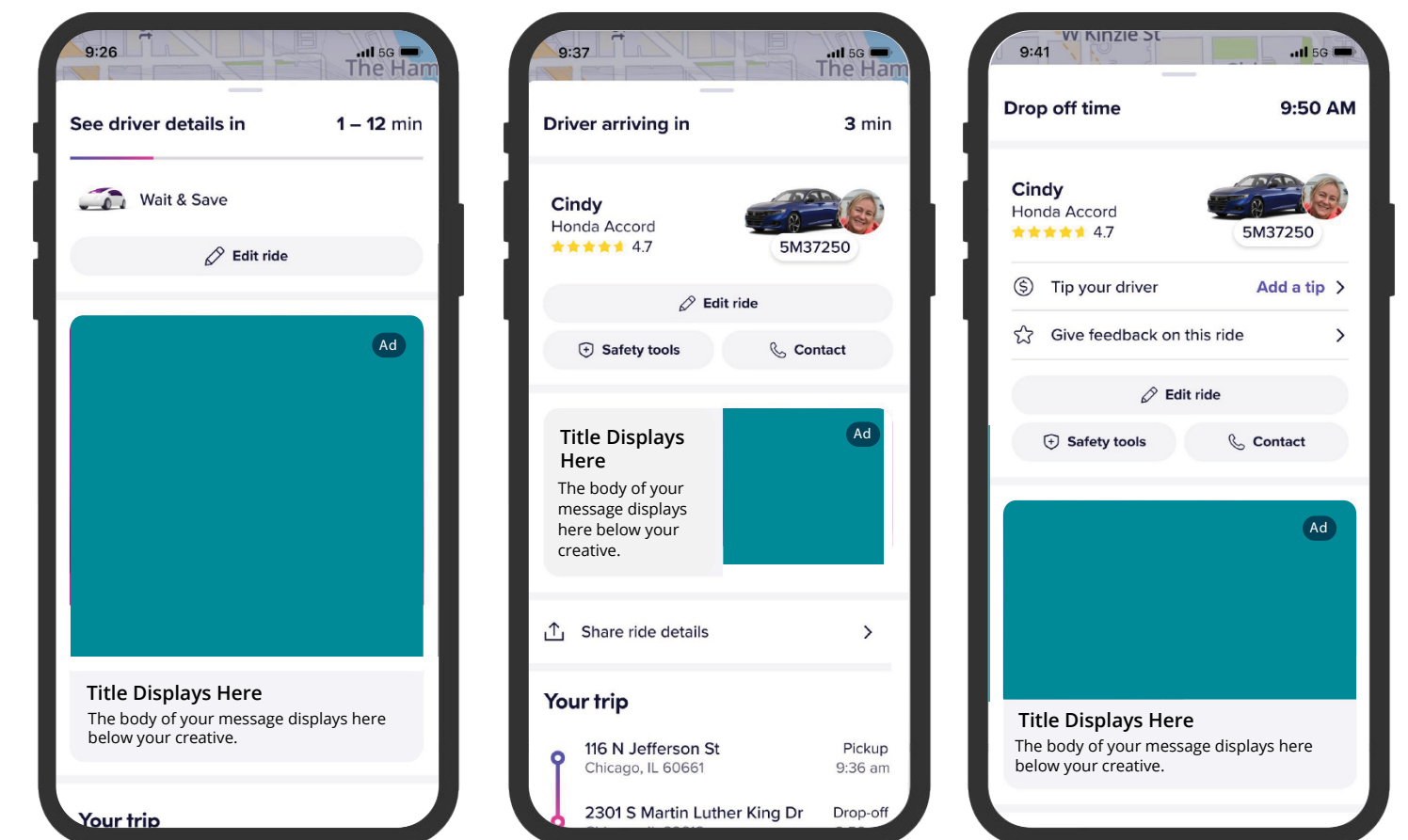
With 100% share of voice throughout the entire ride, Uber ride app users were exposed to the ad content for approximately two minutes—driving brand performance lifts two to six times higher than standard benchmarks.

Rideshare In-App Advertising

→ EXTEND YOUR REACH, ONE RIDE AT A TIME

Tap into the rideshare experience with exclusive in-app ad placements that reach attendees in transit. Delivered during key ride moments, this format offers uninterrupted visibility and reinforces brand presence throughout the attendee journey.

Riders open the app 9x per ride, creating multiple brand touchpoints.



Wait

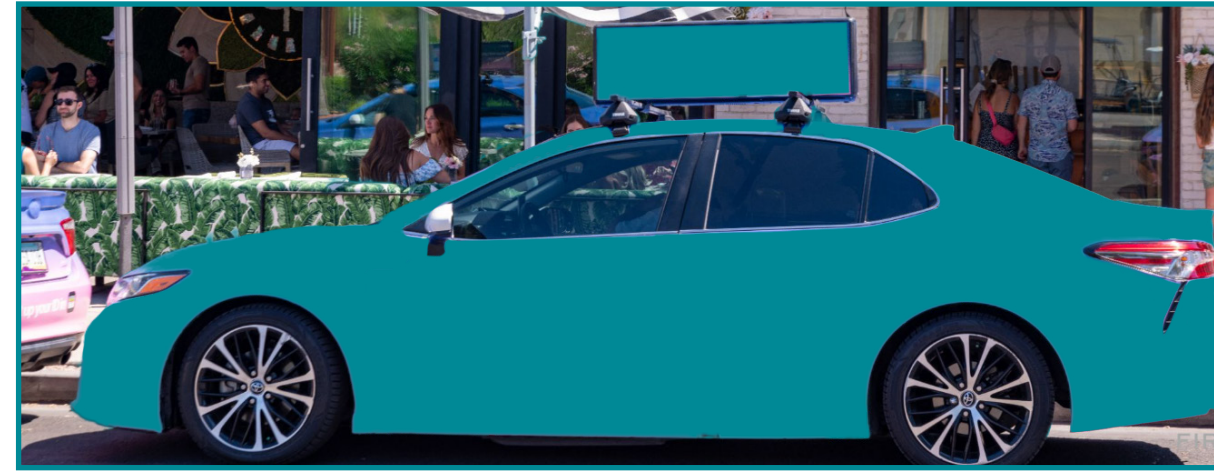
Match Reveal

In-Ride

Branded Rideshare Advertising

→ WRAP YOUR MESSAGE AROUND THE CITY

Wrapped rideshare vehicles travel through key attendee zones delivering repeated brand impressions and sustained visibility throughout the day.



Digital & Static Mobile Billboard Advertising

→ TAKE YOUR MESSAGE ON THE MOVE

Deploy static or digital mobile billboards to reach attendees beyond the convention center. Custom routes and extended dwell time ensure your brand stays in sight and top of mind.



Pedicab Advertising

→ PEDAL-POWERED PROMOTION THAT TURNS HEADS

Pedicab advertising delivers street-level visibility and sustained brand presence in dense urban areas. These mobile, eco-friendly units combine branding with a memorable rider experience—perfect for reaching attendees near convention centers, hotels, and entertainment zones where foot traffic is high and impressions are lasting.

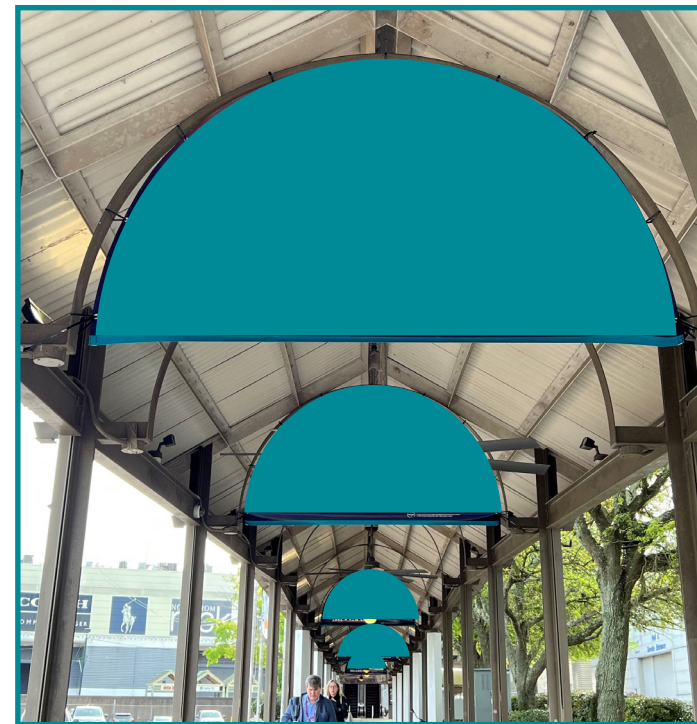


Pedicab campaigns deliver premium exposure at unmatched value.

Riverwalk NOLA Walkway Banner Advertising

→ GUIDE THE WAY. OWN THE MOMENT.

Position your brand along the Julia Street pedestrian corridor leading to Riverwalk Outlets. These overhead banners deliver repeated exposure in a high-traffic pedestrian zone between the convention center and retail destinations.



Streetcar Advertising

→ RIDE THE RAILS. AMPLIFY YOUR REACH.

Tap into a high-visibility channel that connects with both residents and visitors. As an iconic part of New Orleans' landscape, streetcars offer strategic brand exposure in motion—ideal for driving awareness and amplifying event promotions.



Programmatic Digital Out-Of-Home Advertising

→ SMART TARGETING. REAL-TIME IMPACT.

Leverage data-driven digital screens to reach attendees based on location, time of day, and behavior. Programmatic DOOH provides a broad reach while delivering flexible, measurable campaigns with precision and scale.



Billboard Advertising

→ BIG MESSAGE. BOLD IMPACT.

Billboards deliver maximum visibility and broad market reach by leveraging their large format and strategic placement in relevant areas. With extended daily exposure and the ability to reach a diverse, on-the-move audience, billboards are a powerful tool for reinforcing brand awareness and driving impact.



To reserve advertising space
and learn more about the 2026
product offerings, contact:



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➔ **ADVERTISING
AND PROMOTIONAL
GUIDELINES**

Be sure to review all
Advertising Terms and
Conditions prior to finalizing
placements.

➔ **USE OF NAMES,
LOGOS, AND/OR
ACRONYMS**

The meeting must be
referenced as the American
Diabetes Association’s 2026
Scientific Sessions. Usage
of the ADA acronym is not
permitted.



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