American Diabetes Association®

2027 SCIENTIFIC SESSIONS

WASHINGTON, DC | JUNE 18-21

TriStar
OFFICIAL VENDOR





YOUR DIRECT PATH TO CONNECTION WITH THE LEADERS IN DIABETES CARE

Advertising and Sponsorship Opportunities



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BOOK TIME WITH ME

Reach the Leaders Shaping the Future of Diabetes Care

Show Up Where the Diabetes Community Shows Up

The 2027 Scientific Sessions of the American Diabetes Association® (ADA) is where the global diabetes community gathers to discover what's next in diabetes and interconnected metabolic conditions. Nearly 12,000 diabetes professionals, researchers, and industry leaders come ready to learn, connect, and evaluate the innovations shaping diabetes care.

Your brand belongs in that conversation.

Why Advertisers Choose the ADA + TriStar

As the ADA's official media partner, TriStar delivers **exclusive access** to the meeting's most influential touchpoints—digital, hotel, and out-of-home placements designed to put your brand in front of the right audience at the right moment.

Think high visibility, high relevance, and high engagement.

Whether you're launching a product, driving booth traffic, or reinforcing leadership in diabetes care, our placements help you stand out in a crowded landscape.

About the ADA

Since 1940, the ADA has led the fight to end diabetes through groundbreaking research, policy advocacy, and trusted education. Its brand carries global authority, and your message aligns directly with that trust.

About the Scientific Sessions

The ADA's Scientific Sessions is the **largest and most influential diabetes meeting in the world**, featuring:

- 11,800+ attendees
- 200+ scientific and clinical presentations
- Global participation from 100+ countries

It's the place where new data debuts, partnerships form, and clinical practice evolves.



2026 ATTENDANCE:
11,800

Who You'll Reach

A highly qualified, deeply engaged audience, including:

- **Healthcare professionals:** Endocrinologists, internists, nurse practitioners, physician assistants, dietitians, pharmacists, certified diabetes care and education specialists
- **Researchers and Scientists:** Advancing diabetes-related breakthroughs
- **Industry leaders:** Pharma, biotech, and medical device innovators
- **Educators and academics:** Shaping the next generation of care
- **Advocates and policymakers:** Driving public health impact
- **Students and trainees:** Emerging voices in diabetes research
- **Advocates:** Individuals and organizations with lived experience

2026 GLOBAL REACH

Top countries outside the U.S.

- China
- United Kingdom
- Canada
- Denmark
- Germany

TOP 5 REPRESENTED SPECIALTIES

- Adult endocrinology
- Internal medicine
- Metabolism
- Basic and Applied science
- Nutrition/dietetics

Out-of-Home Advertising Guidelines for the ADA Scientific Sessions

To ensure your out-of-home (OOH) advertising is approved and executed without issue, all placements must be made through TriStar, the exclusive OOH and hotel advertising vendor for the ADA. **OOH marketing** includes any paid promotional media displayed in public or semi-public areas throughout the host city or airport environments, or other attendee-frequented corridors.* TriStar serves as the single point of contact for all placements, approvals, and logistics.

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

Contact us today to review approved options.

**The full legal definition of Out-of-Home Marketing and all related policies are outlined in TriStar's Advertising Terms & Conditions.*

Availability and Exclusivity

Inventory is limited and subject to availability at time of reservation.
Placements may not be exclusive to one supporter.

Advertising Policies

All campaigns must comply with the ADA's advertising terms and conditions.



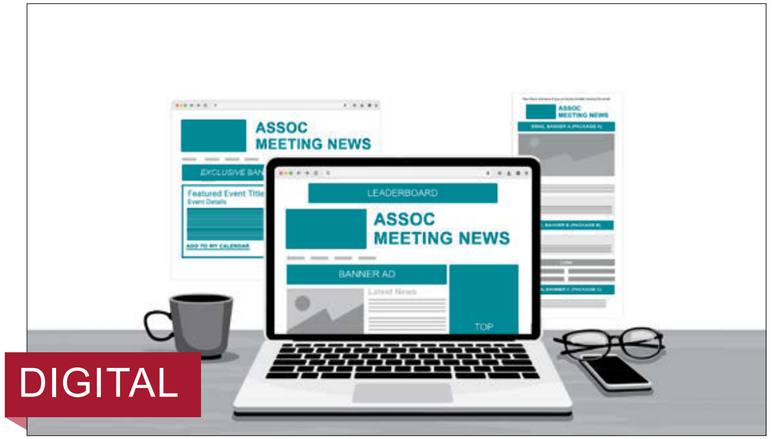
Don't see what you are looking for?

Ask your media strategist. Custom OOH options are always considered.

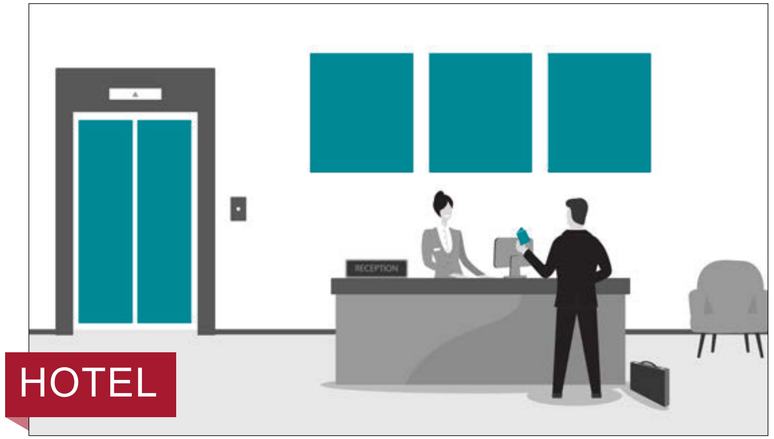
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Multichannel Touchpoints at the ADA 2027 Scientific Sessions



DIGITAL



HOTEL


OUT-OF-HOME

DIGITAL

High-impact digital campaigns deliver consistent, integrated visibility across the attendee and member journey, spanning event news sites, web ads, meeting emails, and retargeting. Our event app adds a highly popular touchpoint for timely content, updates, and navigation throughout the meeting.

WHY IT WORKS

- ✓ Positions your brand within the channels attendees engage with the most
- ✓ Delivers measurable performance across reach and clicks

2026 METRICS

Over **144,661** pageviews on ADAMeetingNews.org

Average **47.49%** open rate across all emails

2027 OPPORTUNITIES

Registration Confirmation Email

EXCLUSIVE

Secure early visibility with your message in the registration confirmation email sent to all attendees, building awareness and repeat exposure before the meeting begins.

Registration Marketing Campaign

PREMIUM

Gain early, high-impact exposure with this premium digital package for prospective attendees and early-bird registrants, featuring cross-channel visibility on the ADAMeetingNews.org website and registration-driving emails.

ADAMeetingNews.org Website

Boost your brand through targeted digital advertising on the official news website of the 2027 Scientific Sessions, a trusted source attendees and members return to for session coverage and content before, during, and after the event.

ADAMeetingNews.org Emails

Reach members and attendees before, during, and after the event with meeting news emails that place your promotions beside must-read previews and session highlights.

Featured Event Listing

Share key details about your industry-supported event through a highlighted listing on the meeting news website, supported by a dedicated content page to boost engagement and track performance.

Industry Event Spotlight Email

Promote your industry-supported event directly to attendees with this exclusive email upgrade for Featured Event Listings. Only 6 placements are available, featuring your logo, event details, and a link to your dedicated page.

Exclusive Email + Dedicated Webpage

Unlock premium visibility with exclusive email marketing, a dedicated landing page, and high-impact advertising.

Online Planner Preliminary Program

EXCLUSIVE

Promote your brand in the Online Planner Preliminary Program, the go-to resource attendees use to explore programming and make registration decisions.

Event App and Online Planner

Advertise in the meeting's official digital program—available as a mobile app and web-based Online Planner—used throughout the meeting to navigate sessions, presentations, industry events, and more. Upgrade with the **Premium Package** for additional ways to reach attendees.

Event App and Online Planner: Promotional Alerts

Reach attendees at the perfect moment with scheduled push alerts that drive traffic to your event or exhibit hall booth.

Event App and Online Planner: Enhanced Exhibitor Listing

Boost engagement with a four-color logo, featured exhibitor tag, product literature, and optional video upgrade.

Sponsored Ad Retargeting

Keep your brand top-of-mind by placing follow-up ads in front of users who previously visited ADA websites as they browse other sites, driving continued engagement.

HOTEL

Hotel advertising surrounds attendees as they arrive, travel between sessions, and return each day. Includes lobby displays, keycards, elevators, room drops, and branded hotel media.

WHY IT WORKS

- ✓ Provides frequent attendee reach in high-traffic areas
- ✓ Delivers repeated impressions throughout their stay
- ✓ Keeps your brand top-of-mind beyond the convention center

2027 REACH AND IMPACT

- Unlimited exposure across high-traffic hotel environments where attendees naturally gather
- Delivers sustained visibility throughout the attendee stay with unavoidable, in-hand and in-pathway touchpoints
- Extends brand presence across premium hotel surfaces that drive repeated daily interactions

2027 OPPORTUNITIES

Hotel Guest Check-In Promotion

EXCLUSIVE

Capture attendees' attention the moment they arrive with this exclusive opportunity. This prime placement offers a prestigious platform to promote your brand, product, or event in a way that will stand out and resonate with your audience.

Hotel Room Key Cards

EXCLUSIVE

Unlock new opportunities with premium exposure on hotel key cards distributed to meeting attendees at participating properties. This prominent touchpoint puts your brand in attendees' hands each time they return to their rooms.

Premium Room Drops

EXCLUSIVE

Delivered outside attendees' hotel room doors, a premium room drop is a standout opportunity to engage with them directly. Promote your booth, product, or event with prominent exposure on your chosen distribution date. Choose from 2 exclusive packages, each offering premium brand distribution across key hotel locations.

2027 HOTEL BRANDING

Marriott Marquis Washington, DC

- Mezzanine Glass Clings
- Elevator Clings and Headers
- Large Wall Cling
- Escalator Clings
- Digital Monitors

The Westin DC Downtown

- Elevator Clings and Headers
- Escalator Clings
- K-Street Stairs
- Media Wall

OUT-OF-HOME

OOH placements such as airports, pedicabs, transit shelters, rideshare media, and mobile units expand your brand presence across the host city.

WHY IT WORKS

- ✓ Captures attendee and public attention across key travel corridors
- ✓ Creates memorable brand moments through unique, high-impact visuals
- ✓ Enhances multichannel campaigns with broad, citywide exposure

2027 REACH AND IMPACT

- ADA airport placements deliver daily exposure to 70,000+ travelers.
- Delivers multichannel visibility across digital, mobile, and transit environments
- Provides broad, market-level exposure across priority locations

2027 OPPORTUNITIES

- Ronald Reagan Washington National Airport
- Washington Dulles International Airport
- Uber In-App
- Rideshare In-App
- Branded Vehicles
- Pedicabs — EXCLUSIVE
- Digital Spectaculars
- Digital Transit Shelters
- Digital and Static Mobile Billboards
- Wallscape — EXCLUSIVE
- Programmatic Advertising - Citywide Targeting
- Programmatic Advertising - Hotel Targeting
- Union Station
- 3D Hologram Truck — EXCLUSIVE
- In-Flight Advertising



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To reserve advertising space and learn more about the 2027 product offerings, contact:



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ADVERTISING AND PROMOTIONAL GUIDELINES

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