Advertising and Promotion at the Scientific Sessions

Introduction

The American Diabetes Association (ADA) welcomes advertising as an important means of keeping Scientific Sessions attendees informed of new and better products and services. Such advertising must be factual, dignified, tasteful, and intended to provide useful product and service information. Advertisements cannot refer to or compare to another company or another company's products or services. These standards apply to all product-specific promotional material submitted. The publication of an advertisement is not to be construed as an endorsement or approval by the ADA or any of its subsidiaries, councils, commissions, or agencies of the product or service being offered in the advertisement unless the advertisement specifically includes an authorized statement that such approval or endorsement has been granted. The fact that an advertisement for a product, service, or company has appeared in an ADA publication will not be referred to in collateral advertising.

Exhibiting companies that do not abide by ADA's advertising and promotion guidelines will be penalized in accordance with the "Enforcement of Rules and Regulation Policy" stated on the exhibitor application for booth space at the Scientific Sessions.

The ADA reserves the right to accept or reject advertising at its sole discretion for any product or service submitted for publication.

The ADA reserves the right to change its advertising policies at any time.

General Guidelines

All advertising and promotion related to, or surrounding, the ADA Scientific Sessions must be secured through the official advertising partners listed on ADA's Scientific Sessions website. This includes all print, digital, city-wide (outside the convention enter) advertising, and promotion.

Advertisements must not be deceptive or misleading. All claims of fact must be fully supported and meaningful in terms of performance or any other benefit. ADA reserves the right to request additional information as needed.

Advertisers cannot refer to or compare themselves or their products to another company or any of their products or services.

Advertisements will not be accepted if they conflict with or appear to violate ADA policies or if the advertisements are deemed offensive in either text or artwork, or contain attacks of a personal, racial, or religious nature.

The ADA reserves the right to decline advertising for any product or any technique that is the subject of an unfavorable or cautionary report by an agency of the ADA.

By submitting advertising copy, advertisers certify that such copy and the advertised product(s) are in accord with applicable government laws and regulations such as equal opportunity laws and regulations covering new drug applications and prescription drug advertising. For example, products that require approval by the U.S. Food and Drug Administration for marketing must receive this approval before being eligible and must include "full disclosure" when required. It is the responsibility of the advertiser to conform to regulations of the FDA and all legal requirements for the content of claims made for products. Acceptance of advertising in ADA publications is not to be construed as a guarantee that the manufacturer has complied with such laws and regulations.

Complete scientific and technical data, whether published or unpublished, concerning product safety, operation, and usefulness will be required.

The advertisement may cite, in footnotes, references from scientific literature provided the reference is truthful and is a fair and accurate representation of the body of literature supporting the claim made.

Alcoholic beverages and tobacco products are not eligible for advertising.

Books and electronic media are eligible for advertising, but a sample may be required in advance for review.

The advertiser and the product or service being offered should be clearly identified in the advertisement. In the case of drug advertisements, the full generic name of each active ingredient will appear.

Advertising that simulates editorial content must be clearly identified as advertising. The word "advertisement" must be displayed prominently.

Guarantees may be used in advertisements provided the statements that are "guaranteed" are truthful and can be substantiated. However, no guarantee should be used without disclosing its conditions and limitations. When space or time restrictions preclude such disclosures, the advertisement must clearly reveal where the full text of the guarantee can be examined before purchase.

Advertisements must not quote the names, statements, or writings of any individual, public official, government agency, testing group, or other organization without their express written consent.

An advertisement for an educational course is eligible if it is offered by a provider that is recognized by the ADA.

Meeting News, Hotel, and City-Wide (Outside of Convention Center) Advertising Guidelines

Exhibitors who wish to secure Scientific Sessions related advertising outside of the convention center property or at the host city airports(s) are required to use the services of ADA's official supplier, TriStar Publishing, Inc., for city-wide (out-of-home) marketing, which may include, but is not limited to airport advertising, transit advertising, banners, billboards, taxi/van wraps, Segways, street vendors, performers, and pedicabs.

Depending on the conference city, new opportunities may arise; exhibitors are advised to contact and work with TriStar to develop advertising solutions. Exhibiting companies will receive first right of refusal (ROFR) for any opportunity developed from a collaboration between said exhibitor and TriStar for the following year. (NOTE: Opportunities will vary city by city but ROFR is given to the most comparable tactics year to year.)

Extend the reach of your campaign with strategic advertising in ADA Meeting News, participating hotels, and across Washington, D.C. Contact Melanie Holt, TriStar's Senior Media Strategist, with any questions or to secure a premium position, at 913.491.4200 ext. 487 or by email at mholt@tristarpub.com.

Sponsorship Opportunities (Inside the Convention Center)

For Exhibitors who are interested in Scientific Sessions sponsorship opportunities within the convention center, please visit ADA's Sponsorship Prospectus for details on available opportunities, and contact, A. Fassano & Co. to secure sponsorships.