ADVERTISING & SPONSORSHIP OPPORTUNITIES

DIGITAL
- ADAMeetingNews.org
  - Digital Ad Units
  - Advertorial
- Email Opportunities
  - ADAMeetingNews.org Emails
  - Scientific Sessions eNewsletters
- Featured Industry Events Listing
- Registration Promotional Package
- Sponsored News Videos
- Scientific Sessions Podcast
- Mobile Event App
  - Premium Advertising Packages
  - Promotional Alerts
  - Enhanced Exhibitor Listing
- Ad Retargeting

PRINT
- Shuttle Bus Passes & Branded Distribution Envelopes

HOTEL
- Hotel Room Key Cards and Portfolios
- Guest Check-In Promotion
- Hotel Room Drop Bag
- Premium Room Drops
- Custom Post-It® Notes
- Hotel Branding
- Elevator Clings

OUT-OF-HOME
- Out-of-Home
ADAMeetingNews.org

Make your impressions count and receive unparalleled visibility on the official news website of the 82nd Scientific Sessions! ADAMeetingNews.org is an invaluable resource for prospective and registered attendees, and the only source for up-to-date meeting news before, during, and after the meeting. Visitors will come back again and again for robust and relevant content from the Scientific Sessions!

2021 STATS

71,721 USERS

140,207 PAGEVIEWS

103,377 SESSIONS

634,025 AD IMPRESSIONS

CAMPAIGN PERIOD
Ads will be posted approximately April 28 and will remain available until December 31, 2022, unless otherwise specified by the advertiser.

DEADLINES
April 15  Ad space/payment
April 22  Ad materials due

TRAFFIC-DRIVING PROMOTIONAL TACTICS

ADA Meeting News Emails
Banner ads on the DiabetesPro homepage
Daily social media posts
Mobile Event App dashboard button
Crowdsourcing
Scientific Sessions eNewsletters
Promotional alerts via the Mobile Event App
Influencer social channels
DiabetesPro SmartBrief emails

For more information, contact Hilary Bair at hbair@tristarpub.com or 913-491-4200.
### ADVERTISING RATES

<table>
<thead>
<tr>
<th>Advertising Units</th>
<th>Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>Docked Bottom Banner (1)</td>
<td>$20,950</td>
</tr>
<tr>
<td>Leaderboard (3)</td>
<td>$23,200 per ad unit</td>
</tr>
<tr>
<td>Banner Ads (12)</td>
<td>$17,500 per banner ad</td>
</tr>
<tr>
<td>Half-page Ads (3)</td>
<td>$19,760 per top ad</td>
</tr>
<tr>
<td></td>
<td>$18,500 per bottom ad</td>
</tr>
<tr>
<td>Medium Rectangle (3)</td>
<td>$8,600 per ad unit</td>
</tr>
<tr>
<td>Sidebar Video (1)</td>
<td>$8,600</td>
</tr>
<tr>
<td>Advertorial (2)</td>
<td>$21,500</td>
</tr>
<tr>
<td>Video Upgrade</td>
<td>$8,600</td>
</tr>
<tr>
<td>Image Gallery Upgrade</td>
<td>$8,000</td>
</tr>
</tbody>
</table>

### SPECIAL NOTES

- Ad creatives, tags, or URLs changing out will incur additional fees. Contact your Event Media Strategist to discuss scope of work and associated costs.
- See page 25 for information on TriStar Event Media’s policy regarding third-party ad tag requirements.
- Contact your Event Media Strategist for ad specs.
Email Opportunities

Designed to provide frequent and broad exposure with maximum ROI, Scientific Sessions email opportunities are a great way to deliver your message directly to thousands of ADA members and meeting attendees.

ADAMeetingNews.org Emails

**CONTENT**
Speaker interviews, session highlights, and the most up-to-date meeting news before, during, and after the Scientific Sessions.

**DEADLINES**
See adjacent page for details.

**SPECIAL NOTES**
- Rates include banner ads visible in 20 emails.
- Ad creatives, tags, or URLs changing out will incur additional fees. Contact your Event Media Strategist to discuss scope of work and associated costs.

Scientific Sessions eNewsletters

**CONTENT**
Registration information, meeting updates, and relevant association news throughout the year.

**DEADLINES**
See adjacent page for details.

**SPECIAL NOTES**
Rate includes banner ad visible in 6 emails, depending on when sold.

**SPECIFICATIONS**
612 pixels x 180 pixels
Frequent exposure to thousands of members and attendees!
Inquire with your Event Media Strategist for buyout options.

Enhance your buy with additional visibility on ADAMeetingNews.org!  SEE PAGE 2

**DISTRIBUTION DATES & INFORMATION**

<table>
<thead>
<tr>
<th>DATE &amp; TIME*</th>
<th>AUDIENCE</th>
<th>AD SPACE DEADLINE</th>
<th>MATERIALS DEADLINE</th>
<th>RATE</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>ADAMEETINGNEWS.ORG EMAILS</strong></td>
<td></td>
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</tr>
<tr>
<td></td>
<td></td>
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<td></td>
<td></td>
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<tr>
<td>April 28, 2022</td>
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<td></td>
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<tr>
<td>May 12, 2022</td>
<td></td>
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<tr>
<td>May 26, 2022</td>
<td></td>
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<td></td>
<td></td>
</tr>
<tr>
<td>June 3, 2022 – PM</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>June 4, 2022 – AM &amp; PM</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>June 5, 2022 – AM &amp; PM</td>
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<td></td>
</tr>
<tr>
<td>June 6, 2022 – AM &amp; PM</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>June 7, 2022 – AM</td>
<td></td>
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</tr>
<tr>
<td>Approximately 2 weeks after the Scientific Sessions</td>
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<tr>
<td>June 28, 2022</td>
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<tr>
<td>July 5, 2022</td>
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<tr>
<td>July 12, 2022</td>
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<tr>
<td>July 20, 2022</td>
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<tr>
<td>July 27, 2022</td>
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<tr>
<td>August 2, 2022</td>
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<tr>
<td>August 9, 2022</td>
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<tr>
<td>August 16, 2022</td>
<td></td>
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<tr>
<td></td>
<td>Approximately 88,000+ pre-registrants/attendees, professional members, professional constituents of the ADA, and professional eNewsletter recipients</td>
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</tr>
<tr>
<td></td>
<td>June 13</td>
<td></td>
<td>June 20</td>
<td>$49,560 Banner A</td>
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<td></td>
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<td>$45,360 Banner B</td>
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<td>$42,000 Banner C</td>
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<td></td>
<td>$39,480 Banner D</td>
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<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td>$36,960 Banner E</td>
</tr>
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</table>

*Dates may vary based on continued planning

<table>
<thead>
<tr>
<th>SCIENTIFIC SESSIONS eNEWSLETTERS</th>
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</tr>
</thead>
<tbody>
<tr>
<td>January 4, 2022</td>
<td>25,000+ including professional membership, past attendees, abstract authors, and past Advanced Postgraduate Course attendees</td>
</tr>
<tr>
<td>February 8, 2022</td>
<td></td>
</tr>
<tr>
<td>March 15, 2022</td>
<td></td>
</tr>
<tr>
<td>April 20, 2022</td>
<td></td>
</tr>
<tr>
<td>May 16, 2022</td>
<td></td>
</tr>
<tr>
<td>July 26, 2022</td>
<td></td>
</tr>
<tr>
<td>December 10, 2021</td>
<td>December 17, 2021</td>
</tr>
<tr>
<td>January 7, 2022</td>
<td>January 14, 2022</td>
</tr>
<tr>
<td>February 11, 2022</td>
<td>February 18, 2022</td>
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<tr>
<td>March 18, 2022</td>
<td>March 25, 2022</td>
</tr>
<tr>
<td>April 15, 2022</td>
<td>April 22, 2022</td>
</tr>
<tr>
<td>June 24, 2022</td>
<td>July 1, 2022</td>
</tr>
</tbody>
</table>

$13,500
Featured Industry Events Listing

Promote your Product Theater or Corporate Symposium in the Industry Events section of ADAMeetingNews.org, a special section dedicated to program information and delivering important event content to the ADA audience. Designed with events in mind, this opportunity provides measurable ROI for your event engagement and campaign performance!

DEADLINES
Contact your Event Media Strategist for more details.

ADVERTISING RATE
$5,100 per event

OPPORTUNITY INCLUDES

Highlighted listing on the Industry Supported Events landing page and Featured Events Schedule on ADAMeetingNews.org

Rotating half-page ad and banner ad on the Industry Supported Events and Featured Events Schedule landing pages, displayed with equal SOV

Exclusive detail page on ADAMeetingNews.org for your sponsored content and event details

Exclusive top half-page ad and banner ad on your dedicated detail page

TRAFFIC-DRIVING PROMOTIONAL TACTICS

Link in the primary navigation of ADAMeetingNews.org

Upcoming events calendar on ADAMeetingNews.org homepage

Banner advertisement on ADAMeetingNews.org

Social media posts

SPECIAL NOTES

• Ad creatives, tags, or URLs changing out will incur additional fees. Contact your Event Media Strategist to discuss scope of work and associated costs.

• Contact your Event Media Strategist for ad specs.
ADA Scientific Sessions Advertising and Sponsorship Opportunities

FEATURED EVENTS SCHEDULE LANDING PAGE

INDUSTRY SUPPORTED EVENTS LANDING PAGE

EXCLUSIVE DETAIL PAGE

*All images for illustration purposes only. Formatting is subject to change based on content.
Registration Promotional Package

Place your ads in this year’s Advance Program and alongside original editorial content designed to drive attendees to register for the Scientific Sessions. As the exclusive supporter, your digital ads will be showcased across multiple attendee resources to maximize ROI.

DEADLINES
Deadlines vary by tactic. Contact your Event Media Strategist for details.

ADVERTISING RATE
Call for pricing

DISTRIBUTION AUDIENCE

Registration/Housing Confirmation Emails
Delivered to approximately 9,000 professional attendees

Promotional Emails
Delivered to approximately 88,000+ pre-registrants/attendees, professional members, professional constituents of the ADA, and professional eNewsletter recipients

SPECIAL NOTES
• Opportunity is exclusive to one supporter.
• Contact your Event Media Strategist for ad specs.
• Ad creatives, tags, or URLs changing out will incur additional fees. Contact your Event Media Strategist to discuss scope of work and associated costs.

ENHANCE YOUR BUY

Retargeting
$13,200 per 50,000 impressions
Extend the reach of your campaign by targeting your desired audience as they browse additional websites.
SEE PAGE 14 FOR DETAILS.

OPPORTUNITY INCLUDES

Digital Advance Program
• Left of Cover, Back Cover, and Top and Bottom Banners throughout the Advance Program digital publication.

Registration Confirmation Email
• Banner ad in the registration confirmation email. Ad deploys upon reservation.

Promotional Emails
• Two banner ads per email. Emails deploy March 8, April 5, and April 19.

ADAMeetingNews.org
• Leaderboard and docked bottom banner ads. Ads will be displayed from March 8–April 22, 2022.

For more information, contact Hilary Bair at hbair@tristarpub.com or 913-491-4200.
Sponsored News Videos

Engage with your audience, promote your product or brand, and drive traffic to your activities with this exclusive video sponsorship opportunity on ADAMeetingNews.org!

**VIDEO DETAIL PAGE**

**OPPORTUNITY INCLUDES**

- Exclusive sponsorship of ADA Meeting News video content
- Recognition at the beginning and end of each news video
- Recognition beneath the video description

**DEADLINES**

Contact your Event Media Strategist for details.

**ADVERTISING RATE**

$21,850

**SPECIAL NOTES**

- Rate includes recognition on a minimum of six news videos posted on ADAMeetingNews.org. Video content and final number of videos to be determined by ADA.
- Opportunity is exclusive to one sponsor.
- Ad creatives, tags, or URLs changing out will incur additional fees. Contact your Event Media Strategist to discuss scope of work and associated costs.

**Recognition on 6 news videos!**

For more information, contact Hilary Bair at hbair@tristarpub.com or 913-491-4200.
Scientific Sessions Podcast

Place your advertisement within the meeting’s latest attendee resource! As the exclusive sponsor of the Scientific Sessions Podcast, your message will receive premium exposure as attendees listen to daily scientific program highlights from the program faculty.

OPPORTUNITY INCLUDES

- 15-second pre-roll advertisement at the beginning of each podcast
- Two banner ads on the ADAMeetingNews.org podcast landing page
- Two banner ads on a minimum of six individual ADAMeetingNews.org podcast pages
- Promotion on ADA Meeting News emails
- Promotion on ADAMeetingNews.org homepage

DEADLINES

- Contact your Event Media Strategist for details

PODCAST SCHEDULE

<table>
<thead>
<tr>
<th>Day</th>
<th>Date</th>
</tr>
</thead>
<tbody>
<tr>
<td>Preview</td>
<td>May 12, 2022</td>
</tr>
<tr>
<td>Day #1</td>
<td>June 3, 2022</td>
</tr>
<tr>
<td>Day #2</td>
<td>June 4, 2022</td>
</tr>
<tr>
<td>Day #3</td>
<td>June 5, 2022</td>
</tr>
<tr>
<td>Day #4</td>
<td>June 6, 2022</td>
</tr>
<tr>
<td>Day #5</td>
<td>June 7, 2022</td>
</tr>
</tbody>
</table>

SPECIAL NOTES

- Each podcast will be approximately five minutes in duration.
- Opportunity is exclusive to one sponsor.
- Ad creatives, tags, or URLs changing out will incur additional fees. Contact your Event Media Strategist to discuss scope of work and associated costs.
- Contact your Event Media Strategist for ad specs.

ADVERTISING RATE

$60,000
Mobile Event App

The **PRIMARY** attendee tool to navigate this year’s *hybrid meeting*!

**PREMIUM ADVERTISING PACKAGES INCLUDE**
- Rotating banner ads to be placed on the following pages:
  - Home Screen
  - Program
  - My Meeting
  - Exhibitors
  - Social Media
- Enhanced Exhibitor Listing
- Featured Supporter tag pinned on the Exhibitor List
- One pre-meeting and one post-meeting promotional alert*

*Based on availability upon space commitment. Inquire with your Event Media Strategist for details.

**DEADLINES**
- April 15  Ad space/payment
- April 22  Ad materials due

**SPECIAL NOTES**
Ad creatives or URLs changing out will incur additional fees. Contact your Event Media Strategist to discuss scope of work and associated costs.

**ADVERTISING RATE**
$80,250 (five packages available)

**ONLY 5 PACKAGES AVAILABLE!**
Promotional Alerts
Promotional app alerts push your message at just the right time! Drive traffic to your Corporate Symposium, Product Theater, or booth by scheduling a highly visible notification with custom content.

**PROMOTIONAL ALERT TYPE**

**PRE-MEETING**
- $6,500 per alert
- May 20–27; One available per day
- May 28–June 2; Two available per day

**DURING THE MEETING**
- $10,500 per alert
- June 3–7; Two available per day

**POST-MEETING**
- $6,000 per alert
- June 8–August 27; Two available per day

**DEADLINES**

**PRE-MEETING/DURING THE MEETING**
- May 6 Ad space/payment
- May 13 Ad materials due

**POST-MEETING**
Contact your Event Media Strategist for details.

**SPECIAL NOTES**
- Include a subject line of up to 90 characters with associated content.
- ADA reserves the right to reschedule promotional alerts at its discretion.

Enhanced Exhibitor Listing
Stand out from the crowd and bring attention to your exhibitor listing within the Mobile Event App with these unique features to connect and engage attendees!

**LOGO IN LISTING**
Catch the attention of this year’s participants with one simple upload of your 4/color logo. Your logo will appear alongside your company name in the main exhibitor listing as well as your exhibitor detail page.

**PRODUCT LITERATURE**
Educate meeting participants on your products and services with PDF documents that they can download and view through the Mobile Event App. Include up to five PDF documents for maximum exposure.

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

**ADVERTISING RATE**
- $500
- $800 with video upgrade

News updates from #ADA
Sent Tuesday, June 16 9:30 AM

ND
HYBRID | NEW ORLEANS | JUNE 3–7, 2022

DEADLINES

**PRE-MEETING/DURING THE MEETING**
- May 6 Ad space/payment
- May 13 Ad materials due

**POST-MEETING**
Contact your Event Media Strategist for details.

SPECIAL NOTES
- Include a subject line of up to 90 characters with associated content.
- ADA reserves the right to reschedule promotional alerts at its discretion.

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

ADVERTISING RATE
- $500
- $800 with video upgrade
Ad Retargeting

Ad retargeting is a vital component of any digital marketing strategy! This powerful tool for conversion optimization allows you to target, reach, and influence your desired audience anytime, anywhere.

326,000+ cooked users!

User visits professional.diabetes.org, ADAMeetingNews.org, or the Scientific Sessions online meeting platform and a “cookie” is placed on their browser.

User leaves professional.diabetes.org, ADAMeetingNews.org, or the Scientific Sessions online meeting platform.

User browses other websites where your brand’s or product’s ad is served.

User recognizes your brand and can click on the ad, directing them to your desired web properties.

The ADA Audience includes professional members and meeting attendees.
Your Customized Analytics Dashboard

<table>
<thead>
<tr>
<th>VIEWS</th>
<th>CLICKS</th>
<th>UNIQUE CLICKS</th>
<th>REACH</th>
</tr>
</thead>
<tbody>
<tr>
<td>29,440</td>
<td>133</td>
<td>129</td>
<td>7,764</td>
</tr>
</tbody>
</table>

**ACTIVITY HEATMAP**

**ACTIVITY BREAKDOWN**

**AD ACTIVITY**

**QUANTIFIABLE ROI**
Track your campaign’s performance with access to real-time metrics on a customized analytics dashboard. Analyze performance with a detailed breakdown of views, clicks, and geographic reach to optimize your future campaigns.

**ADVERTISING RATE**
$13,200 per 50,000 impressions

**SPECIAL NOTES**
- Retargeting deadlines will be based on the preferred campaign period.
- Prepayment is required in full.
- Ad creatives, tags, or URLs changing out will incur additional fees. Contact your Event Media Strategist to discuss scope of work and associated costs.
- See page 24 for special notes and considerations.
Shuttle Bus Passes & Branded Envelopes

You can’t pass up this exclusive opportunity to put your brand and booth number on the back of the Scientific Sessions shuttle bus passes! Shuttle bus passes are required for attendees to ride the ADA shuttles. Each pass will feature the supporter’s product or corporate logo for undeniable exposure. Included with the shuttle bus pass opportunity, the supporter will receive branded envelopes to include ADA branding printed on the front and advertiser branding on the back of the envelope.

DEADLINES
Contact your Event Media Strategist for details.

QUANTITY
12,500

ADVERTISING RATE
$65,000

SPECIFICATIONS

Shuttle Bus Pass
- 4/color corporate or brand logo, plus booth number
- Supply artwork in vector-based EPS file (Adobe Illustrator) with type converted to paths
- Shuttle bus passes are 2 ¼” x 4 ¼”.
  Sponsor artwork should be no larger than 2” wide by 1 ¼” tall

Envelope
- Image area for branding should be no larger than 8 ½” x 4”
- Envelopes are 6” x 9”; PI information should be no larger than 5” x 8”

*For illustration purposes only.*
**Hotel Room Key Cards**

Your brand will make an immediate and ongoing impression with an exclusive ad on the key cards distributed at official Scientific Sessions hotels! Each attendee receives up to two key cards per room when they check in at their hotel.

**DEADLINES**
- April 15: Ad space/prototype
- April 22: Ad materials due

**QUANTITY**
- 19,400 (quantity includes overage and two key cards per room)

**ADVERTISING RATE**
- $95,000

**SPECIFICATIONS**
- Provided upon space reservation.

---

**Upgrade Your Buy**

**Key Card Portfolios**

Upgrade your Hotel Key Card sponsorship with branded portfolios! With this increased visibility, your message is sure to resonate with attendees.

**DEADLINES**
- April 15: Ad space/prototype
- April 22: Ad materials due

**QUANTITY**
- 8,900 (includes overage)

**ADVERTISING RATE**
- $40,000

**SPECIFICATIONS**
- Provided upon space reservation.

**SPECIAL NOTES**
- Key card portfolios are only available at select hotel properties.
- This opportunity is exclusive to the sponsor of the Hotel Room Key Cards.
- Sponsor is responsible for printing the portfolios and shipping to the participating hotel properties.
Guest Check-In Promotion

Be the first to welcome attendees to the Scientific Sessions with distribution of your promotional handout to each attendee when they check in at select hotels! Supporter is allowed to distribute one item.

DEADLINES
May 6    Ad space/prototype
May 25   Finished product samples due to TriStar
June 1   Finished products due to hotels

DISTRIBUTION METHOD
Distributed to guests as they check in at participating hotel properties.

QUANTITY
8,500 (includes overage)

SPECIFICATIONS
Limited to one promotional item. Material dimensions should not exceed 5” x 7”.

PROTOTYPE SUBMISSION
Email to Meghan Kraft, mkraft@tristarpub.com

ADVERTISING RATE
$45,000

SPECIAL NOTES
See page 24 for details.
Hotel Room Drop Bag
Increased booth traffic is “in the bag” with this high-impact opportunity that puts your message in attendees’ hands first thing in the morning as they plan their day!

DEADLINES
April 15  Ad space/prototype
April 29  Ad materials due

QUANTITY
6,800 (includes overage)

ADVERTISING RATE
$9,700 per insert

DISTRIBUTION DATE
June 3

DISTRIBUTION METHOD
Distributed to attendees’ hotel room doors early in the morning at select hotels

PROTOTYPE SUBMISSION
Email to Meghan Kraft, mkraft@tristarpub.com

SPECIAL NOTES
See page 24 for details.

Premium Position Advertising
Receive incredible visibility with prime advertising space on the outside of the official ADA Hotel Room Drop Bag.

DEADLINES
March 11  Ad space
March 18  Ad materials due

PREMIUM ADVERTISING RATE
$18,000

SPECIFICATIONS
• Pocket insert cannot exceed 5 ½” x 4”
• Logo not to exceed 9” x 6” (printed directly above the pocket)
• The participating advertiser is allotted a maximum of three colors for graphics, including black.

OPPORTUNITY INCLUDES
Clear plastic 7” x 5” pocket on the outside of the bag for one insert

Name/logo/booth recognition printed above the pocket
HOTEL MARKETING

Premium Room Drops
Delivered either outside or inside of attendees’ hotel room doors each evening, the Premium Room Drop is a great way to stand out from the crowd. Promote your booth, product, or event with exclusive exposure on each distribution date. Each daily participant is allowed to distribute one promotional piece.

DEADLINES
May 6  Ad space/prototype
May 25  Finished product samples due to TriStar
June 1  Finished product due at hotels

AVAILABLE DISTRIBUTION DATES
June 4 (first day of exhibits), June 5, June 6

QUANTITY
8,500 hotel rooms (includes overage)

ADVERTISING RATES
$55,000 per drop (outside the hotel room door)
$70,000 per drop (inside the hotel room door)

PROTOTYPE SUBMISSION
Email to Meghan Kraft, mkraft@tristarpub.com

SPECIAL NOTES
See page 24 for details.
Custom Post-it® Notes

Attendees can’t miss your message with a custom, eye-catching Post-It® Note placed on their hotel room door.

DEADLINES
April 29 Ad space/prototype
May 6 Ad materials due

AVAILABLE DISTRIBUTION DATES
June 4 (first day of exhibits), June 5, June 6

DISTRIBUTION METHOD
Custom Post-It® Notes will be distributed outside attendees’ hotel room doors at participating hotel properties.

QUANTITY
7,800 hotel rooms (includes overage)

DIMENSIONS
Trim: 8” x 5 13/16”
Live Area: 7 5/8” x 5 7/16”
Bleed: 8 1/4” x 6 1/4”

ADVERTISING RATE
$50,000

SPECIAL NOTES
Distribution time and method may vary depending on participating hotel properties.
Hotel Branding

Promote your brand at select hotels through custom advertising packages. With a wide range of branding opportunities available, your campaign will attract the attention of this year’s attendees while achieving your marketing goals.

PACKAGE 1
HEADQUARTER HOTEL
HILTON NEW ORLEANS RIVERSIDE
- Main Entrance Door and Window Clings
- Floor Clings
- Front Desk Clings
- Escalator Clings
- Elevator Branding
- Hanging Banners

PACKAGE 2
NEW ORLEANS MARRIOTT
- Door Clings
- Window Clings
- Elevator Lobby Floor Cling

DISPLAY DATES
June 3–7

DEADLINES
April 15 Ad space/prototype
April 22 Ad materials due

ADVERTISING RATE
Ask your Event Media Strategist about custom package details and pricing

SPECIFICATIONS
Full specifications provided upon space commitment.

———

Elevator Clings

Going up? Your brand awareness will definitely get a lift with this highly visible opportunity at select Scientific Sessions hotels!

DEADLINES
April 22 Ad space/payment
April 29 Ad materials due

QUANTITY
Based on availability

RATES & SPECIFICATIONS
Inquire with your TriStar Event Media Strategist for details.

For more information, contact Hilary Bair at hbair@tristarpub.com or 913-491-4200.
Out-of-Home

High-impact marketing tactics bring your message beyond the convention center for next-level visibility.

AIRPORT ADVERTISING OPPORTUNITIES & RATES
- Tension Fabric Displays: $27,100–$81,330
- Baggage Claim Digital Network: $12,315
- Video Walls: $12,340
- Zeus Digital Network: $51,220

CITYWIDE ADVERTISING OPPORTUNITIES & RATES
- Digital Billboards: $8,850–$11,775
- Riverwalk Overhead Banners: $43,800

MOBILE ADVERTISING OPPORTUNITIES & RATES
- Pedicabs: $53,220
- Mobile Billboard: $30,300
- Wrapped Minivan: $31,960

Contact your Event Media Strategist for details and deadlines.

IMPORTANT INFORMATION
- TriStar Event Media is the required agency through which Scientific Sessions exhibitors must book out-of-home advertising. No other third-party vendor may be used.
- Out-of-home marketing is subject to the terms and conditions set forth by ADA.
- Out-of-home marketing opportunities are subject to availability at time of reservation and may not be exclusive to one supporter.
- Out-of-home marketing opportunities require prepayment.
- All hotel and out-of-home marketing is subject to ADA and Vendor approval. In the event a creative is not approved, the advertiser will be given the opportunity to submit a new creative. There will be no refunds given for non-approved campaigns.
SPECIAL NOTES/TERMS AND CONDITIONS

HOTEL ROOM DROP BAG
1. All inserts must be submitted to TriStar Event Media for final approval by ADA. A copy of the insert must be approved by ADA regardless of prior approval for other promotional opportunities at the meeting.
2. TriStar Event Media will notify you of approval. If changes are necessary, a copy of the corrected insert must be resubmitted and TriStar Event Media will notify you of final approval.
3. All shipments must be sent directly to the insertion facility. TriStar Event Media will supply a shipping label for the advertiser to complete and place on the outside of each box that is shipped.
4. The advertiser is responsible for sending the correct number of pieces. TriStar Event Media will not be responsible for shortages due to an incorrect number of pieces being received.
5. Do not ship inserts to the TriStar Event Media office. The advertiser will be responsible for costs incurred to ship to the insertion fulfillment house.
6. Insert specifications: maximum dimensions are 8 1/2” x 11”; maximum weight is four ounces.
7. Price based on an average-sized insert. Insertion fee is subject to change at publisher’s discretion.
8. Due to weight and bulk of magazines, newspapers, and other publications, these items will not be permitted in the Hotel Room Drop Bag.
9. Fee is subject to change pending advertiser’s selection of collateral to be distributed.
10. Company to supply all advertising material.

GENERAL NOTES
1. All advertisements are subject to approval by ADA.
2. ADA reserves the right to update the rate card based on project developments.
3. Sponsorship details are subject to change based on final item selection.
4. Circulation is based on projected attendance and hotel room blocks at the time of rate card creation. There will be no monetary adjustment should numbers decrease. Should hotel peak quantities surpass the quantity listed on the rate card, the average will not be included in the final distribution.
5. The advertiser is responsible for sending the correct number of pieces. TriStar Event Media will not be responsible for shortages due to an incorrect number of pieces being received.
6. The advertiser and/or its agency (representative) assumes liability for all advertising content published by TriStar Event Media. The advertiser and/or its agency (representative) grants TriStar Event Media the rights and license to use, reproduce, transmit and distribute all creative material supplied by or on behalf of the advertiser.
7. Digital ad units are considered sponsorship advertising. The analytics presented are based on the prior year and may vary annually. There are no CPM guarantees provided due to the nature of target audience access. TriStar Event Media will not credit the advertiser based on data shortfalls from the analytics presented.
8. TriStar Event Media does not offer any guarantees regarding non-human traffic, which is consistent with industry standards for sponsorship advertising. Spam filtering to remove invalid clicks and impressions is executed via the Google Ad Manager platform; TriStar Event Media relies on Google to implement best practices and standards to reduce invalid traffic for quality reporting.
9. TriStar Event Media does not offer viewability threshold guarantees. Viewability is dependent on device type and ad unit. When developing its advertising inventory, TriStar Event Media prioritized placements that provide the strongest ROI and visibility.
10. Companies selecting retargeting services must comply with all applicable laws, regulations and policies established by the contracted ad exchanges. Creatives will be reviewed for compliance of these requirements. Ads that include sensitive content may be manually reviewed before they can serve. Ad exchanges reserve the right to reject or block submitted content at any time. Some exchanges allow pharmaceutical manufacturers to advertise in select countries only. TriStar recognizes the policies established to maintain a safe and positive experience for users.
11. Email circulation includes both domestic and international recipients. For specific targeting opportunities, inquire with your Event Media Strategist.

NON-EXHIBITOR ADVERTISING
Non-exhibiting companies may participate in the corporate support and advertising opportunities for a 25 percent premium fee.

ADVERTISING AND PROMOTIONAL GUIDELINES
Click here to view new guidelines established.

USE OF NAMES, LOGOS, AND/OR ACRONYMS
The meeting must be referenced as the American Diabetes Association’s 82nd Scientific Sessions. Do not use the acronym ADA.

FINANCIAL CONSIDERATIONS

TERMS AND CONDITIONS
1. Ad agreements are considered firm and non-cancelable upon receipt of any of the following: email confirmation, signed agreement, payment.
2. The advertiser and/or agency (representative), if third party is used, shall be jointly and severally liable for all monies due and payable to TriStar Event Media.
3. No agency commission or cash discounts permitted. Rate card prices are NET.
4. Full payment is due upon space reservation and/or agreement signature for all convention center sponsorships, out-of-home opportunities, hotel tactics, and retargeting services, without exception.
5. The supporting advertiser understands the marketed fee is based on the costs provided by the vendor upon rate card creation. Pricing is subject to change for all American Diabetes Association’s 82nd Scientific Sessions hotel and out-of-home marketing tactics. The potential fee-change provisions are based on the hotel properties and out-of-home vendors reserving the right to alter their cost upon space commitment.
6. Full payment is due from the responsible party no later than 30 days after receiving tear sheets or proof of advertisement, when applicable.
7. A minimum $650 late fee will be charged for materials received after the specified due date. Digital assets received after the extended materials deadline may not be included in all scheduled traffic drivers. Inclusion is contingent on the types of creatives, complexity of setup, association approval, etc.
8. Digital ads requiring reformatting/manipulation by TriStar Event Media on the advertiser’s behalf will incur a minimum fee of $500, with final cost to be determined by the scope of work.
9. TriStar Event Media will be diligent in providing the highest quality products and services. TriStar Event Media will not provide any refunds or discounts on advertisements due to issues beyond the publisher’s control.
10. All invoices are payable in USD and may be paid via check,ACH, credit card, or wire transfer. Payments made by credit card will have an additional fee of 3 percent added to the total purchase price. Wire transfers will be subject to a $40 processing fee. These fees cannot be waived.
11. Invoices that have not been paid within 45 days are deemed past due and may accrue a 3 percent late fee.
12. TriStar Event Media reserves the right to contact the agency/representative’s client and association for all outstanding balances if the agency’s account is delinquent. However, no action on the part of TriStar Event Media shall relieve the agency of its liability for outstanding amounts due.
13. TriStar Event Media reserves the right to prohibit future advertising if an account is past due 90 days.
14. TriStar Event Media reserves the right to cancel any publication or service in the event of revenue shortfalls. TriStar Event Media shall refund monies paid for participation in the publications or service. TriStar Event Media is not obligated to offer or replace the canceled publication or service.
15. Due to stringent hotel labor policies, TriStar Event Media is not held liable for a hotel’s failure to deliver to rooms in the designated hotel room block. There will be no discounts or refunds given.
16. The production of hotel key cards is subject to supplier limitations and each hotel’s specific key system. As such, TriStar Event Media is not liable for variances in the finished product.
17. TriStar Event Media will not provide refunds or discounts on clings that are tampered with in public places.
Ready To Advertise
For advertising reservations, contact:

**HILARY BAIR**
Event Media Strategist
hbair@tristarpub.com
913-491-4200, ext. 496

**NAN BLUNK**
Event Media Strategist
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**MELANIE HOLT**
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**MEGHAN KRAFT**
Director of Project Management
mkraft@tristarpub.com
913-491-4200, ext. 498

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**FILE SUBMISSION SPECIFICATIONS**

**ACCEPTABLE FILE FORMATS**
- Adobe InDesign
- Fonts: Packaged, outlined, or embedded
- Images dpi and ppi are ad buy specific
- Adobe Illustrator (fonts outlined) and Adobe Photoshop (flattened image)
- Press/print ready PDF (PDF/X compliant)
- All colors must be CMYK for print, RGB for digital

**COLOR PROOFS**
Please send a color proof or PDF for checking color and content on print publications. Without a color proof, the publisher cannot be held responsible for the outcome of the color.

**UNACCEPTABLE PROGRAMS**
- Corel Draw
- Microsoft Publisher
- Microsoft Word and Microsoft PowerPoint

**SUBMITTING FILES**
Contact your TriStar representative for login information and upload instructions.

Deviations from these guidelines may require additional time and costs, and/or sacrifice reproduction predictability. Publisher cannot be held responsible for problems on press caused by improperly distilled PDF files.

**THIRD-PARTY AD TAGS**

**CHANGING OF CREATIVES**
Creative changes during the campaign period are not allowed without permission and approval from TriStar and the Association. Non-compliance will result in ads being removed. There will be no financial reimbursement for the campaign period not fulfilled. Approved creative changes may be subject to a change-out fee.

**PERSONALLY IDENTIFIABLE INFORMATION (PII) COLLECTION**
No advertising shall include any pixels, tags, or any other type of information collection software code (i.e. any such pixel, tag, code or device commonly referred to as a “Pixel”), nor place any beacons, cookies, or other information collection devices on the browsers of users. Specifically, advertisers may not use such pixels to collect any PII with respect to any user of the site referenced in this rate card. Advertiser will not link any non-PII that is collected to any PII that it may have from any other source. Advertiser will not update any existing profile or create any profile in its database based on any data collected from sites affiliated with the Association, College, or Society referenced in this rate card, or any information derived from the information in the referring URL.

**INTERNAL REDIRECT TAGS**
Google Ad Manager compatible internal redirect tags are required when submitting third-party ad tags. This applies to website ads only.

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SEND ADVERTISING PAYMENTS TO
Accounts Payable
TriStar Event Media, LLC
7285 W. 132nd Street
Suite 300
Overland Park, KS 66213

**PAYMENT OPTIONS**
Payments may be made via check, ACH, wire transfer, or credit card. Payments made by credit card will have an additional fee of 3 percent added to the total purchase price. Wire transfers will be subject to a $40 processing fee. These fees cannot be waived.