Sponsorship Prospectus

McCormick Place Convention Center (West) | Chicago, IL
Extend Your Brand

TABLE OF CONTENTS:

Abstracts on USB
Interactive e-Posters/Web Key    3
Advertising Banners    3
**NEW** – Backlit Kiosk Advertising    4-7
Bus Fleet Advertising (Under Right of First Refusal)    8
Charging Locker Towers    8
Directional Floor Graphics – Stepping Stones    9
**New** – Diabetes Learning Bytes Area    9
Directional Panel    10
**NEW** – ADA Bark Park    11
Entrance Greeters/Direct Access Handouts    12
Exhibit Hall Aisle Sign Advertisements (Under Right of First Refusal)    13
Exhibit Hall Charging Lounges    14
Exhibit Hall Welcome Carpet    14
Final Program (Under Right of First Refusal)    15
**NEW** – McCormick Place Wi-Fi    15
Meeting Notebooks    15
**NEW** – Product Showcase    16
Product Theaters    16
Registration Bag Inserts    17
**NEW** – Shop Diabetes Merchandise Bag    17
**NEW** – Starbucks Package    18
**NEW** – Water Coolers    18
World Map Sponsorship    19
Main Contacts    20
Future Scientific Sessions    21
Abstracts on USB

Present attendees with a convenient and portable resource tool that enables them to view the 3,000+ Scientific Sessions abstracts electronically on a USB drive. This feature-rich program gives meeting attendees enduring access to abstracts presented during the conference that they can view at their leisure. This is a great traffic driver. Attendees will receive a voucher in their registration bag directing them to your company’s booth to pick up their own USB drive.

Benefits:
• Statement of support and logo on one side of USB drive (7,500 produced).
• Statement of support and logo linked to company website within the abstract database program.
• Recognition on voucher included in registration bags (13,500 vouchers).
• Sponsorship recognition in the Final Program and on the ADA Scientific Sessions website - scientificsessions.diabetes.org.

Opportunity Fee: $105,000
Contact: Merle Zappan at (856) 302-0884

Interactive e-Posters/Web Key

Electronic posters offer a unique user experience that makes it simple to navigate the Interactive Poster Hall from anywhere in the world. Provide attendees with a convenient and valuable year-round tool that enables them to view full scale electronic reproductions of Scientific Sessions posters (over 1,300 posters), complete with audio commentary by the poster presenter (when provided). Attendees will receive a voucher in their registration bag directing them to your company’s booth to obtain a web key (7,500 keys will be provided)—another excellent traffic driver!

Benefits:
• Statement of support and logo linked to company website within the online poster program.
• Recognition on voucher included in registration bags (13,500 vouchers).
• Statement of support and logo on web key (7,500 produced).
• Sponsorship recognition in the Final Program and on the ADA Scientific Sessions website - scientificsessions.diabetes.org.

Opportunity Fee: $105,000
Contact: Merle Zappan at (856) 302-0884
Conventio

**Convention Center Escalator/Stair Branding**

**Level 2 West Mezzanine Lobby** – This high-traffic location will capture attendees coming up from where the shuttle buses drop off, to Level 2 (where the food court is located), and continuing up to Level 3 (where Registration and the Exhibit/Poster Halls are located).

Two (2) double-sided panels on the escalators will be branded with your message. [Click here for the location.](#)

One (1) set of stairs can be branded with your message. [Click here for the location.](#)

**Benefits:**
- Sponsor’s advertisement produced and applied to escalator/stairs in high traffic public space areas.

**Opportunity Fee:**
- Escalators: $50,000
- Stairs: $50,000

Contact: Merle Zappan at (856) 302-0884
Exhibit Hall Banners

These locations are around the Café structure in the Exhibit Hall. They are visible in the Exhibit Hall from all angles.

Benefits:
• Sponsor’s advertisement produced and applied to structures in high traffic café area.
• Sponsorship recognition in the Final Program and on the ADA Scientific Sessions website – scientificsessions.diabetes.org.

CLICK HERE FOR A LINK TO THE AVAILABLE LOCATIONS

Opportunity Fees:  see photos (varies by size/location)
Contact: Merle Zappan at (856) 302-0884

W3-B60
$20,000

W3-B61
$25,000
Exhibit Hall Banners (Continued)

W3-B62
$35,000

W3-B63
$25,000

W3-B64
$20,000

W3-B68
$40,000
Exhibit Hall Banners – Front (2 Opportunities Available)

Interior, exhibit-facing hanging banners will not go unnoticed as attendees explore the exhibits and as they head back to sessions. One of either side of the column (indicated below). Size is 50’w x 15’h.

**Benefits:**
- Sponsor’s advertisement produced and applied to one of two entrance/exits in front of the exhibit hall.

**Opportunity Fees:** $45,000 for each location
Contact: Merle Zappan at (856) 302-0884
NEW – Backlit Kiosk Advertising

Put your message in lights with backlit kiosk advertising signs that can be located in the area just outside the exhibit hall and on the Mezzanine Level (Level 2). Exact locations to be determined by ADA.

Benefits:
- Sponsor’s 36”w x 72”h advertisement produced and applied to both sides of LED backlit kiosk located in high traffic public space areas.
- Sponsorship recognition in the Final Program and on the ADA Scientific Sessions website - scientificsessions.diabetes.org.

Opportunity Fees: $50,000 for a package of 2
Contact: Merle Zappan at (856) 302-0884

Bus Fleet Advertising (Under Right of First Refusal)

Prominently display your advertising message and highlight your brand on shuttles running to and from McCormick Place Convention Center for the duration of the meeting, June 12-16, 2020. See options below for valuable advertising opportunities. Exterior bus advertising reaches not only the 12,000+ Scientific Sessions attendees, but also residents and tourists around the Chicago area. Three fleets of buses are available. Buses will pick up and drop off at West Building, Level 1 – Gates 43 and 44.

Benefits:
- 2’w x 39’h banner advertisement on the passenger side of each bus in the fleet (9 buses per fleet) (sponsor provides artwork).
- Sponsorship logo recognition included on all bus route informational print pieces.
- Sponsorship logo recognition included on all bus route signage at convention center and at each hotel.
- Sponsorship recognition in the Final Program and on the ADA Scientific Sessions website - scientificsessions.diabetes.org.

Opportunity Fees: $95,000 per fleet (three {3} sets of fleets available)

Additional Options:
- Additional exposure available within fleet package purchased (e.g. seat covers, banner on driver side) - call for options and pricing

Contact: Merle Zappan at (856) 302-0884
Charging Locker Towers

Everyone is always looking for a charge! Attendees will be able to charge their devices while they are in sessions. Each Charging Locker Tower is 2-sided and consists of (16) phone size lockers and (4) tablet size lockers. Each user creates their own 4-digit code to lock and unlock their locker—so they can charge while in a session and pick up later.

Two (2) sponsored towers will be placed in the area just outside the Exhibit Hall and the Mezzanine (Level 2). The sponsoring company will receive prominent branding on each tower (corporate or brand). There is also the opportunity for playing a video.

Benefits:
- Branding on two-sides of the charging locker.

Opportunity Fees:
$45,000 for a package of 2
Contact: Merle Zappan at (856) 302-0884

Directional Floor Graphics – Stepping Stones (2 Opportunities Available)*

Lead attendees one step at a time to your booth! Place up to ten (10) 3’w x 3’h directional carpet decals from the entrance of the Exhibit Hall leading to your booth. Your branding, your traffic builder, your call to action every step of the way.

Benefits:
- Includes production and installation of 3’w x 3’h floor clings (limited to ten decals per package; no more than three {3} repeating graphics may be used).
*Locations to be determined based on the sale of the Welcome Carpet placement at the entrances.

Opportunity Fees: $20,000 for set of 10
Contact: Merle Zappan at (856) 302-0884
NEW – Diabetes Learning Bytes Area

The American Diabetes Association is requesting proposals for our inaugural Diabetes Learning Bytes area. An opportunity for you to highlight your newest innovations in an informal, on-demand setting. Accepted presentations will have a 20-minute presentation window to include 5 minutes of Q&A. Area will include seating and headsets for up to 30 people; standing room available as well for our most popular topics.

Proposals should include a brief description (500 words or less), presenter’s name, title, organization name, website, brief biography, and minimal slides (if necessary) and will be reviewed and approved by ADA.

Dates and times to be determined; opportunities will be based on a minimum number of slots sold.

Benefits:
• Launch and/or introduce new products, services, or best practices.
• Present and demonstrate value to existing customers, while generating future customers.
• Be part of the #ADA2020 social media buzz and increase your reach.
• Gain valuable and immediate feedback and insights during the Q&A session.
• Audiovisual equipment in the learning bytes area to include a 65” monitor for presentations, which may be utilized by presenters to demonstrate educational website(s), videos, slides, etc., podium with microphone, hard wired internet connection, HDMI connection and cabaret table.
• Comfortable and modern seating for approximately 30 attendees.
• Schedule will be enclosed in the mobile app.
• Sponsorship recognition in the Final Program and on the ADA Scientific Sessions website - scientificsessions.diabetes.org.

Get your products/services out of the booth and onto the stage! This is a great way to build excitement around new products/services. ADA to assign which Diabetes Learning Byte area you will be located in.

Opportunity Fees: No application fee to submit proposals. If a proposal is accepted, a $7,500 fee will apply per time slot. Presenters are responsible for any additional fees to participate and attend ADA Scientific Sessions.

Contact: Merle Zappan at (856) 302-0884
**Directional Panel**

Differentiate your company from other exhibitors! Highlighting your brand and location on the Exhibit Hall floor can be the difference between blending in and standing out at the Scientific Sessions. Don’t delay – limited quantity available!

**Featured Exhibitor Benefits:**
- Sponsor’s brand advertisement produced on one (1) 10’w x 8’h MIS structure sign located outside Exhibit Hall entrance.
- Includes full color logo on the opposite side of the double-sided structure alongside the directory map and exhibitor listing.
- Sponsorship recognition in the Final Program and on the ADA Scientific Sessions website - scientificsessions.diabetes.org.
- ExpoCad logo with URL Direct.

**Opportunity Fees:** $20,000
Contact: Merle Zappan at (856) 302-0884

**Supporting Exhibitor Benefits:**
- Exhibitor Directory (structure located outside the Exhibit Hall main entrance)
- Bolded listing alongside an exhibit hall map on both structures.
- Booth location highlighted in color on the exhibit hall map on both structures.
- ExpoCad logo with URL redirect.

**Opportunity Fees:** $5,000 (4 Available)
Contact: Merle Zappan at (856) 302-0884
NEW – ADA Bark Park

Surprise, delight and comfort Scientific Session attendees with a healthy dose of endorphins. Studies have shown that snuggling with puppies lowers anxiety, stress, and heart and lung pressure. Visiting canines also provide relief to health care providers working under enormous stress.

The American Diabetes Association is proud to partner with a local animal shelter to bring dogs to the meeting.

In today's high-tech health care environment, it is ironic that a puppy’s sloppy kiss can create measurable health benefits. Yet the evidence favoring the health value of pets is so compelling that if pet therapy were a pill, we would not be able to manufacture it fast enough.

*Larry Dossey, MD, The Healing Power of Pets*

Benefits:
- 30’w x30’h area under the café area in the Exhibit Hall to include: picket fencing, park benches, “grass” carpeting.
- Sponsors message will appear on the park benches, fencing, and a floor cling to the entrance to the park.
- A donation will be made on your behalf to the Program.
- Optional: One literature pocket for PI print pieces at each park bench. *Print pieces must be pre-approved by ADA; production and shipping responsibility of sponsor.
- Sponsorship recognition in the Final Program and on the ADA Scientific Sessions website - scientificsessions.diabetes.org.

Opportunity Fees: $55,000 (exclusive opportunity)
Contact: Merle Zappan at (856) 302-0884
Entrance Greeters/Direct Access Handouts

Gain an edge and drive traffic to your booth by purchasing a coveted timeslot for a staff-driven material handout at the Exhibit Hall entrance of your choice. Eight slots available (Saturday-3, Sunday-3, Monday-2).

Benefits:
• Includes your preferred time at the entrance to the Exhibit Hall for up to two of your staff members to hand out items. (timeslots available on first come, first served basis).
• Sponsor is responsible for production and shipping of handout materials.
• Sponsorship recognition in the Final Program and on the ADA Scientific Sessions website – scientificsessions.diabetes.org.

Opportunity Fees: $15,000 per time slot
Contact: Merle Zappan at (856) 302-0884

Exhibit Hall Aisle Sign Advertisements (Under Right of First Refusal)

Attendees instinctively refer to aisle markers to get their bearings in the Exhibit Hall. This is an exclusive opportunity to feature your branding and booth location on hanging aisle signs (up to 21 placements included).

Benefits:
• Double-sided, 4’w x 4’h, full-color graphics hanging from bottom of aisle signs in exhibit hall middle cross aisle (limit of two alternating designs).
• Sponsorship recognition in Final Program and on the ADA Scientific Sessions website—scientificsessions.diabetes.org.

Opportunity Fees: $80,000
Contact: Merle Zappan at (856) 302-0884
Exhibit Hall Charging Lounges (2 Locations Available)


Charging lounge packages are available in the Exhibit Hall for increased branding while supplying attendees with a convenient boost.

Benefits:
• Two (2) communal bar tables with electrical outlets and stools; sponsor graphics included on table clings.
• One (1) “living room” set with sofa, ottoman, branded coffee table charging station, and seating cubes (Exact furnishings may vary based on availability and lounge location).
• Promotional table tents may be produced by the sponsor to be placed on tables in chosen lounge area (Production and shipping of table tents responsibility of sponsor).
• Sponsorship recognition in the Final Program and on the ADA Scientific Sessions website - scientificsessions.diabetes.org.

Opportunity Fees: $40,000 (There are two {2} areas available; locations available on a first come, first served basis)
Contact: Merle Zappan at (856) 302-0884

Additional Opportunities:
  Hanging Banner over Area – Call for Pricing
  Branded Water Coolers – Call for Pricing

Exhibit Hall Welcome Carpet (2 Locations Available)

Entrance floor graphics can make a profound impression on attendees as they flow to/from the Scientific Sessions educational programming and the Exhibit Hall keeping your brand front of mind.

Benefits:
• Display your company’s logo and messaging on a 20’w x 10’h floor graphic prominently located at the entrance to the exhibit hall (locations assigned on a first-come, first-served basis).
• Sponsorship recognition in the Final Program and on the ADA Scientific Sessions website - scientificsessions.diabetes.org.
• Note: Simple logo branding is recommended as detailed art files are not guaranteed to display as clearly.

Opportunity Fees: $20,000 per location (two {2} areas available at the entrance)
Contact: Merle Zappan at (856) 302-0884
Final Program (Under Right of First Refusal)

By advertising in the Final Program, your company will have exposure to more than 12,500 meeting attendees. Each attendee receives the Final Program at registration and utilizes it as an in-hand guide to the meeting for session listings, schedule of abstracts to be presented, exhibitor directory, and poster information.

Benefits:
- Inside front cover and inside back cover advertisements included in package.
- Option for additional ads at $1,000 per page; all PI copy will be charged accordingly.

Opportunity Fees: $130,000
Contact: Merle Zappan at (856) 302-0884

NEW – McCormick Place Wi-Fi

When attendees access the Wi-Fi at the McCormick Place Convention Center have your logo be the first thing they see on their mobile device once they connect to the Wi-Fi.

Benefits:
- Sponsor’s advertisement visible on attendee’s mobile device once they initially connect to the Wi-Fi.

Opportunity Fees: $60,000
Contact: Merle Zappan at (856) 302-0884

Meeting Notebooks

Take note, official ADA meeting notebooks are included inside all attendee registration bags for use during and after the meeting. Additionally, notebooks include the annual update of the Standards of Medical Care in Diabetes and the Diabetes Risk Test.

Benefits:
- Sponsor’s advertisement on outside back cover, 4/color, full page.
- Recognition in the Final Program and on ADA Scientific Sessions website, scientificsessions.diabetes.org.

Opportunity Fee: $75,000 (exclusive sponsorship)
Contact: Merle Zappan at (856) 302-0884
NEW – Product Showcase

As the American Diabetes Association celebrates its 80th Anniversary, this is a perfect time to highlight the milestones in patient treatment and care throughout the years. Select companies will be able to showcase their product history while highlighting the newest innovations. Attendees will enjoy reading and exploring our shared history – make sure your company is featured! Display will be located in a high traffic location outside of the Exhibit Hall. Limited spots are available. This opportunity will be based on the minimum of (2) opportunities sold (a total of 4 display cases).

Benefits:
• Sponsor’s submitted artwork and brief description of historical, current or new equipment breakthrough/milestone to be incorporated into museum-style display; brief description may include company name in text (milestone content must be pre-approved by ADA).
• Sponsor to produce two (2) 3D museum-quality exhibit displays of past/current/future innovative equipment which will then be placed in a lit shadow box display case with plexiglass cover. Shadow boxes will be hung on floor standing wall (display rendering must be pre-approved by ADA prior to production; production and shipping responsibility of sponsor).
• Sponsor’s logo featured above shadow box display case.
• Sponsor recognition included in the Final Program and on scientificsessions.diabetes.org.

Opportunity Fees: $20,000 for 2 spots
Contact: Merle Zappan at (856) 302-0884

Product Theaters

Product Theaters are an ideal opportunity for exhibiting companies to increase interaction with professional attendees while showcasing new products and treatment options through promotional presentations.

CLICK HERE for the Product Theater Application.

Contact: Merle Zappan at (856) 302-0884
Registration Bag Inserts

13,500 registration bags will be distributed during the Scientific Sessions to our worldwide audience, who are eager to receive it—and the information it contains. Include your marketing message and highlight your presence and product(s). Corporate Symposia supporters receive a reduced price to advertise their symposium.

Benefits:
- Inserts must be no larger than 8.5”w x 11”h in size.
- Maximum weight is 3 oz. per insert.
- Custom sizes are allowed with approval of ADA.
- Sponsor is responsible for production of insert and shipping by the deadline to be placed in into the registration bags.
- Limited to 5 companies.

Opportunity Fees: $130,000
$15,000 per insert contact: Merle Zappan at (856) 302-0884.
$8,500 for Corporate Symposia Companies
Sharaine A. Rajack at +1 (703)-549-1500 x 1436

NEW – Shop Diabetes Merchandise Bag

Your message is seen as the attendees carry their purchases to the hotel and then home. Attendees will receive a bag for their merchandise purchased in the Shop Diabetes Store. Drive traffic to your booth by promoting your booth number on the bags.

Benefits:
- All attendees who purchase merchandise will receive a branded bag.
- Bags will be handed out whenever the Shop Diabetes Store is open.
- Sponsorship recognition in the Final Program and on the ADA Scientific Sessions website - scientificsessions.diabetes.org.

Opportunity Fees: $50,000
Contact: Merle Zappan at (856) 302-0884
NEW – Starbucks Package

Brighten attendees’ mornings with a surprise beverage allowing your staff the opportunity to greet attendees and invite them to stop by your booth.

Benefits:
• Production and installation of a 25’w x 7’h banner above McCormick Place Starbucks café.
• Sponsor will independently purchase gift cards in preferred total amount directly from Starbucks (not included in cost of sponsorship).
• Signage directing ADA Attendees to go to your booth to collect their $5 Starbucks Card.
• Sponsorship recognition in the Final Program and on the ADA Scientific Sessions website - scientificsessions.diabetes.org.

Opportunity Fees: $50,000
$45,000 (Banner Only)

Contact: Merle Zappan at (856) 302-0884

NEW – Water Coolers

Be an official thirst quencher for attendees! Take advantage of guaranteed exposure at water stations placed in prominent and easy to find locations throughout the Exhibit Hall ensuring your company’s branding in high traffic areas sure to be noticed and appreciated.

Benefits:
• Sponsor’s full-color graphics placed on water bubbler sleeves. This opportunity includes 4 Watercoolers placed in the exhibit hall in locations to be determined.
• Promote your company’s eco-friendly commitment to bring a reusable water bottle to take advantage of refill stations, mentioned in the monthly eNews at the discretion of ADA.

Opportunity Fees: $40,000 for a package of 4

Additional Options:
• Add branded cups to the water stations and watch your marketing grow legs. Add your booth number to your message for awareness of your location on the exhibit hall floor.

Additional Options Fee:
Call for Pricing
Contact: Merle Zappan at (856) 302-0884
World Map Sponsorship

Everyone knows attendees love to take pictures—and one of the most popular “photo-op” sites at the conference each year is the World Map. Attendees line up to place a pushpin on their city and always take a photo of themselves while pinning!

Benefits:
• Sponsorship will include an ad on each side of the map.
• Sponsorship recognition in Final Program and on the ADA Scientific Sessions website – scientificsessions.diabetes.org.

Opportunity Fees: $20,000

Additional Option:
Add a special touch with a professional photographer stationed at the World Map during the Scientific Sessions to snap photos of attendees (for a limited number of hours). Photos will be emailed directly to email address provided. The emailed photo will include a custom border of the sponsor’s choosing along with sponsor’s logo.

Additional Option Fee: $10,000

Contact: Merle Zappan at (856) 302-0884.

Additional ADA Opportunities:
Business Suites
Exhibitor Prospectus
Main Contacts

Exhibit and Sponsorship Opportunities
Anna Fassano, CEM
(856) 302-0883
anna_fassano@AFassanoCo.com

Merle Zappan
(856) 302-0884
merle_zappan@AFassanoCo.com

Invoicing and Payments
Kimberly Deptula
(856) 302-0885
kimberly_deptula@AFassanoCo.com

Exhibit Specialist
Karen Kimakovich
(856) 302-0887
karen_kimakovich@AFassanoCo.com

Sponsorship Fulfillment and Logistics
Debi Maines
(856) 302-0890
derba_maines@AFassanoCo.com

Exhibitor Housing and Registration
Convention Management Resources (CMR)
ADA’s Housing and Registration Customer Care Center
(866) 290-9910 (Toll Free U.S. & Canada)
(415) 268-2086 (International)
Send a message

Meeting Space at ADA Official Hotels
American Diabetes Association Staff
conventionoperations@diabetes.org
(703) 940-9172 (Fax)

General Services Contractor
Freeman
(650) 878-6100 (Phone)
FreemanChicagoES@freeman.com
Future
Scientific Sessions

SAVE THE DATE

81st Scientific Sessions

Walter E. Washington Convention Center
Washington, DC
June 25-29, 2021