2020 ADA Virtual Scientific Sessions

Sponsorship Opportunities

The ADA Virtual Scientific Sessions will be held June 12-16, Central Daylight Time. The meeting will consist of approximately 200 sessions that are pre-recorded with a live chat option. In addition, the meeting will also include e-Posters, invited lectures, and late-breaking abstracts. All content will be available to registered attendees for viewing 90 days post-meeting and once launched it will be available 24 hours a day.

Sponsorship Opportunities

Main Lobby Area

Balcony Level Ribbon - $35,000
Your brand message will be seen in the Main Lobby.
Benefits:
• Seen by all attendees as they first enter the industry side of the virtual platform.
• Recognition on ADA’s website (scientificsessions.diabetes.org)
• Sponsor would produce graphic according to the specs provided by Show Management

Columns (2) - $25,000
Your brand message will be seen to the left and right of the Main Lobby.
Benefits:
• Seen by all attendees as they first enter the industry side of the virtual platform.
• Recognition on ADA’s website (scientificsessions.diabetes.org)
• Sponsor would produce graphic according to the specs provided by Show Management

Floor Graphic - $25,000
Your brand message will be seen at the bottom of the Main Lobby.
Benefits:
• Seen by all attendees as they first enter the industry side of the virtual platform.
• Recognition on ADA’s website (scientificsessions.diabetes.org)
• Sponsor would produce graphic according to the specs provided by Show Management
Exhibit Hall Lobby Area

Main Video Screen - $30,000
Your message will be front and center of the Exhibit Hall Lobby.
Benefits:
- Prominent location for video to be seen before attendees start visiting the exhibitors in the “hall”
- Recognition on ADA’s website (scientifc sessions.diabetes.org)
- Sponsor would produce video according to the specs provided by Show Management

Left-Side Column Graphic - $20,000 (pending confirmation this will be visible)
You message will be seen on the left side of the Exhibit Hall Lobby
Benefits:
- Prominent location for graphic to be seen before attendees start visiting the exhibitors in the “hall”
- Recognition on ADA’s website (scientifc sessions.diabetes.org)
- Sponsor would produce graphic according to the specs provided by Show Management
Diabetes Learning Bytes (Podcasts) - $6,000
One (1) 20-minute podcast that would be posted within the Product Theater area. These would be listed on the website and made available for viewing at any time (no set schedule).
Benefits:
- Affordable option for those companies that aren’t able to do Product Theater presentation
- Recognition on ADA’s website (scientificsessions.diabetes.org)
- Sponsor would produce podcast according to the specs provided by Show Management
Virtual Registration Landing Page - $35,000

Sponsor would receive recognition at the bottom of the virtual registration landing page. See image below.  [https://reg.cmrus.com/ADA2020/](https://reg.cmrus.com/ADA2020/)

Benefits Include:

- Your ad would be at the bottom of the registration page seen by all attendees as they register for the Virtual event
- Recognition on ADA’s website (scientificsessions.diabetes.org)
- Sponsor would produce graphic according to specs provided by Show Management
World Map - $25,000
Sponsor would receive recognition on a link that is part of the industry side of the Virtual platform that would take attendees to an area where they could indicate where they are from. It would then be “posted” on the Virtual World Map.

Benefits:

- Sponsor can tweet using ADA’s hashtag to keep attendees engaged throughout the virtual event
- Recognition on ADA’s website (scientificsessions.diabetes.org)
- Sponsor would produce graphic according to the specs provided by Show Management