Virtual Industry Partner Opportunities

Virtual Booth Packages
Virtual Booth Application
Product Theater & Sponsorship Opportunities
Product Theater & Sponsorship Application
Unparalleled access to thousands of the world’s elite health, science, clinical, research and diabetes specialists...

Various interactive opportunities to share your products and services with attendees...

Various ways to connect and network...

Join Us Virtually for the World’s Premier Meeting on Diabetes

The virtual 81st Scientific Sessions will launch with an exclusive Industry Day on June 24 leading into ADA’s release of the latest groundbreaking science available to the diabetes community June 25-29 and all on-demand through September 29.

This year, the program has been specifically and strategically designed to take advantage of a robust virtual platform from start to finish, providing the same unparalleled, cutting-edge research and networking channels that Scientific Sessions attendees and exhibitors have to come to expect.

Join us, and together we can continue to help the 463 million people worldwide living with diabetes thrive.

The Ideal Audience...
• Connect with world-renowned professionals including scientists, researchers, educators, and treatment and health-care executives seeking information on advances in diabetes care.

Expanded Reach...
The virtual Scientific Sessions provide an extended global reach beyond the in-person experience including:
• Request a Meeting feature for both exhibitor personnel and attendees on your exhibitor detail page.
• Opportunities to network with attendees via an integrated networking platform.
• Exhibitor detail page live chat and lead generation.
• Integrated features to highlight your products/services.
• Opportunities to present educational content and/or conduct industry-expert-led presentations or virtual roundtables.

Contact us today to discuss your company’s goals:

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(Companies Q–Z)  
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meredith_turner@AFassanoCo.com
# ADA2021

## VIRTUAL BOOTH PACKAGES

<table>
<thead>
<tr>
<th>Benefit Details</th>
<th>VIP $60,000</th>
<th>Premium $40,000</th>
<th>Enhanced $17,800</th>
<th>Standard $3,950</th>
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<tbody>
<tr>
<td><strong>Exhibitor Listing Page</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
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<tr>
<td>Logo Tile Size</td>
<td>X-Large</td>
<td>Large</td>
<td>Medium</td>
<td>Small</td>
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<tr>
<td>Page Ranking</td>
<td>Top</td>
<td>Upper</td>
<td>Middle</td>
<td>Lower</td>
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<td>Dynamic Hero Banner Ad* (Sponsorship Item)</td>
<td>+$Varies</td>
<td>+$Varies</td>
<td>+$Varies</td>
<td>+$Varies</td>
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<tr>
<td>Featured Exhibitor Listing* (Sponsorship Item)</td>
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<td>Direct Link to External Virtual Booth**</td>
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<td>Priority Points</td>
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<td><strong>Exhibitor Detail Page</strong></td>
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<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Exhibitor Hero Banner</td>
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<td>✔</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Background (color, pattern, or gradient; no text/logos)</td>
<td>✔</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Company Logo</td>
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<td>✔</td>
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<tr>
<td>Company Name &amp; Description (max character limit)</td>
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<td>Company Website</td>
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<td>Company Representative Contact Information Including Name/Email (max #)</td>
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<td>Company Social Links (i.e., Facebook, Twitter, Instagram, LinkedIn &amp; YouTube)</td>
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<tr>
<td>Content/Collateral Uploads (Links: PDFs)</td>
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<td>2:2</td>
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<tr>
<td>Company Hosted Videos (10-minute max per video)</td>
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<tr>
<td>Product Categories (search filter – limit 5)</td>
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</tr>
<tr>
<td><strong>Networking &amp; Lead Generation</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Diabetes Learning Bytes (20-min max per event; Sponsorship item – enhancements available for additional fee)</td>
<td>2</td>
<td>1</td>
<td>+$7,500</td>
<td>+$7,500</td>
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<tr>
<td>Complimentary Conference Registrations for Exhibit Personnel (max #)</td>
<td>10</td>
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<td>Networking Platform Access for Exhibit Personnel (max #)</td>
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<td>5</td>
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<tr>
<td>Schedule-a-Meeting (Exhibitor to Attendee Pending Requests, per Exhibit Personnel)</td>
<td>30</td>
<td>30</td>
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<tr>
<td>Schedule-a-Meeting (Attendee to Exhibitor, Unlimited Requests)</td>
<td>Up to 10 Reps</td>
<td>Up to 8 Reps</td>
<td>Up to 5 Reps</td>
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<tr>
<td>Drop-a-Business-Card</td>
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<td>✔</td>
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</tr>
<tr>
<td>Exhibitor Detail Page Live Chat</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
</tr>
<tr>
<td>Direct Access to Dashboard Lead Information and Analytics</td>
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<td>+$500</td>
<td>+$500</td>
</tr>
<tr>
<td>Lead Information Provided Post-Event (one-time only)</td>
<td>N/A</td>
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<td>✔</td>
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<tr>
<td>Medical Affairs Booth (Separate virtual booth; Standard Virtual Booth benefits)</td>
<td>✔</td>
<td></td>
<td>+$3,950</td>
<td>+$3,950</td>
</tr>
<tr>
<td><strong>Promotion</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>On Demand Well-Being Activity (meditation, yoga, cooking demos, wellness) (Sponsorship Item)</td>
<td>+$5,000</td>
<td>+$5,000</td>
<td>+$5,000</td>
<td>+$5,000</td>
</tr>
<tr>
<td>Social Media Recognition (1 Tweet inclusive of all VIP logos)</td>
<td>✔</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Industry Day – Along with industry content, exhibits will be available one day prior (Thursday, June 24) to the meeting; promoted in ADA mixed message email and on the Scientific Sessions website</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
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<tr>
<td>Listing in the Mobile Meeting App with link to Exhibitor Detail Page</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
</tr>
</tbody>
</table>

*Limited Spots Available.
**Exhibitors who choose to utilize this option, will not create an Exhibitor Detail Page nor receive any analytics other than # of clicks from the virtual meeting platform.
EXHIBITOR LISTING PAGE  
Deadline: June 14

Logo Tile Size / Page Ranking for All Tiers:
The exhibitor tiles are prioritized/sorted by default based on tier; additional filters and search capabilities will be established by the American Diabetes Association.

VIP partners have the largest logo cards in the exhibitor listing. Premium partners have slightly smaller logo cards, and so on.

Exhibitors need to complete their Exhibitor Tasks to populate their exhibitor profile which includes exhibitor submission of a logo as 300px x 300px; the platform provider will size it accordingly based on tier.

Dynamic Hero Banner Ad (Sponsorship Item): This banner ad will be displayed at the top of the Exhibitor Listing Page. It will be one of five (5) rotating banners. This is a clickable banner that will take attendees to your Exhibitor Detail Page or to an external website.

Featured Exhibitor Listing (Sponsorship Item): A symbol will be displayed within the module to designate featured exhibitors.

Upgrade to Direct Link to External Virtual Booth [+ $7,500 Enhancement]: Custom virtual booth created by the exhibitor. When the exhibitor’s tile is selected, the system opens a new window connecting the attendee with the exhibitor’s custom booth URL. Exhibitors who choose to utilize this option, will not create an Exhibitor Detail Page nor receive any analytics other than # of clicks from the Exhibitor Listing Page.

Priority Points: Exhibitors will receive the number of priority points according to their Tier level for their participation in the ADA 81st Virtual Scientific Sessions.

TUTORIAL LINKS

Initial company profile set-up:  
Uploading to your Digital Booth Tutorial  
Freeman OEP Instructions for Exhibitors (PDF)
EXHIBITOR DETAIL PAGE

Deadline: June 14

ADA 81st Virtual Scientific Sessions Exhibitors will have control of their event experience and populate their own profile page with their information. Exhibitors will have the ability to upload and display company information, images, videos, and other content/collateral.

**Note:** Some components on the page are accessible by tier level in either availability or quantitative limits.

1. **Exhibitor Hero Banner [VIP & Premium]:** The Exhibitor Hero is a banner image located at the top of the display. This banner is a static image. It must be 1325px by 290px JPEG, PNG, or GIF (if compressed for the web), max 300MB.

2. **Company Logo [All Tiers]:** A logo provided by the exhibitor. The logo must be a 300px by 300px JPEG or PNG with a white or transparent background, max 300MB. It is linked to the Exhibitor Website listed in #4.

3. **Company Name & Description [All Tiers]:** The exhibitor provides the name and description of their company/product. There is a limit of 256 characters for the company name; company description character count determined by tier level.

4. **Company Website [All Tiers]:** The website provides a live link to the exhibitor’s website.

5. **Company Location [All Tiers]:** The location of the company is presented on the left under the logo.

6. **Company Representative Contact Info Including Name/Email [All Tiers]:** An email link is displayed which allows the attendee to contact a representative (limited to 3 on exhibitor detail page — see Schedule-a-Meeting Attendee to Exhibitor for additional information regarding representative connectivity with attendees). This button links to the exhibitor page in the networking platform. Company Representatives should be part of your complimentary number of registrations. **Disclaimer:** The link used has to be a networking platform link, therefore functionality to contact a representative through the link is only available if the networking platform is being used. Maximum number of company representatives determined by tier level.

7. **Background [VIP]:** A background is available for the Exhibitor detail page. The background chosen must be 1440px by 1440px (compressed for web). The background must be a color, pattern, or a gradient image with no text or logos to make sure it is easily responsive.
Company Social Links (i.e., Facebook, Twitter, Instagram, LinkedIn & YouTube) [All Tiers]: When a social link is selected, the system opens a new window connecting the attendee with the exhibitor’s specific social media page. The following social media channels are currently supported: Facebook, Twitter, Instagram, LinkedIn, and YouTube.

Content/Collateral Uploads [All Tiers]: These are links to documents or website URLs uploaded by the exhibitor. The document opens in a new window on the attendee’s web browser. Content downloads (PDF) max size is 300MB. These links will be listed in the order they are stored in the tables. Each upload has a corresponding display name that appears as the link to be clicked in the user interface (UI). It is recommended that the length of the display name is 25–50 characters. The maximum number of content/collateral uploads is determined by tier level.

Company Hosted Videos (10-minute max per video) [All Tiers]: Vimeo or YouTube links can be embedded into the page. Once selected, they will play directly in the page (will not open a new page). These will be listed in the order they are stored in the tables. The maximum number of videos is determined by tier level.

Product Categories (search filters) [All Tiers]: Product Categories are selected by the exhibitor from a default list of filter options established by the American Diabetes Association. The field is set up like a multi-select so the exhibitor can choose up to five categories that apply.

NETWORKING & LEAD GENERATION

Diabetes Learning Bytes (20-minute max per event) [VIP & Premium-Sponsorship Item for all other tiers]: Opportunity to bring together attendees for an industry-expert-led presentation/panel/roundtable which may be either a live program to be held within specified dates/times during the virtual meeting or a pre-recorded on-demand program. Diabetes Learning Bytes may run up to 20-minutes in length and will be hosted within the virtual meeting platform. Live virtual meeting events must be scheduled during unopposed times during the Scientific Sessions, June 25–29 prior to 8:00 a.m. (ET) or after 6:30 p.m. (ET).

Sponsor is responsible for providing pre-recorded content in required format or link to virtual meeting room for live program that will be associated to the program listing; no production or embedded design included. ADA will include schedule of these events within industry content area of site and will highlight activities within various promotions. The maximum number of events allowed is determined by tier level, or may be purchased as a separate sponsorship item.

Complimentary Conference Registrations for Exhibit Personnel [All Tiers]: Registration includes full access to the Virtual Scientific Sessions virtual platform. The maximum number of exhibitor conference registrations is determined by tier level.
Networking Platform Access for Exhibit Personnel [All Tiers]: The networking platform will associate content provided by the exhibitor from the Exhibitor Detail Page and integrate with the exhibitor’s company profile page in the networking platform.

Once company representatives have created their individual profile pages, they may begin networking and requesting meetings with Virtual Scientific Sessions attendees.

The maximum number of representatives allowed access to the networking platform is determined by the number of complimentary conference registrations for exhibitors by tier level.

12 Schedule-a-Meeting (Exhibitor to Attendee Pending Requests, per Exhibit Personnel) [All Tiers]: Company representatives with individual profile pages in the networking platform are able to request meetings with attendees determined by tier level; individual representative’s supply regenerates as attendees accept/decline meeting requests. The maximum number of representatives allowed access to create a profile page within the networking platform is determined by the number of complimentary conference registrations for exhibitors by tier level.

12 Schedule-a-Meeting (Attendee to Exhibitor) [All Tiers]: A button is displayed which allows the attendee to contact a representative, view calendar availability and schedule a meeting. This button links to the exhibitor’s individual profile page in the networking platform. The maximum number of representatives allowed access to create a profile page within the networking platform is determined by the number of complimentary conference registrations for exhibitors by tier level.

13 Drop-a-Business-Card [All Tiers]: A button is displayed which allows the attendee to send their contact information to the exhibitor. Registration data for the attendees who click the button will flow through Quant reporting. This button will appear and work for all attendees.

14 Exhibitor Detail Page Live Chat [All Tiers]: Chat window must be moderated at the site level, i.e., chat communications are live and reporting will NOT include chat to exhibitors. See the Livestream Chat Module for more functionality information and instruction.

Direct Access to Dashboard Lead Information and Analytics [Included with VIP & Premium; +$500 optional enhancement for Enhanced & Standard]: High-level dashboard and robust reports allow easy analysis of content and user activity during and post event. See the OnlineEventPro Reporting document for more functionality information.

Lead Information Provided Post-Event (one-time only) [Enhanced & Standard]: Leads will include standard lead fields as provided across all American Diabetes Association’s lead share products (e.g., beacon, drop-a-business-card).

Medical Affairs Booth [Included with VIP; +$3,950 optional enhancement for Premium, Enhanced & Standard]: If utilized, virtual booth logo tile will appear at the Standard level within the Exhibitor Listing Page. The logo tile must be identified by logo created by exhibitor to include [Company Name] Medical Affairs. All benefits listed for Standard Booth Package will apply.
PROMOTION

On-Demand Well-Being Activity (Sponsorship Item): Provide a vital breather from the plethora of educational content being provided to the ADA Scientific Sessions registrants by hosting an on-demand activity (e.g., yoga, meditation, cooking demo, or other health and wellness activity). (See Sponsorship menu.)

Social Media Recognition (1 Tweet) [VIP]: ADA will deploy one tweet which will include textual acknowledgment and all VIP company logos. Tweet will include linked exhibitor’s twitter handle.

Industry Day [All Tiers]: Along with industry content, exhibits will be available one day prior (Thursday, June 24) to the meeting. Industry Day will be promoted in ADA mixed message email and on the Scientific Sessions website.

Mobile App Listing [All Tiers]: Company name will be included in the mobile app listing along with a link to the company’s exhibitor detail page.

Note: All distribution dates of promotional communications will be at the discretion of the American Diabetes Association. The American Diabetes Association is NOT responsible for electronic malfunctions to digital presentations.

Points of Contact

Exhibit and Sponsorship Opportunities (Companies A–H)
Merle Zappan
(856) 302-0884
merle_zappan@AFassanoCo.com

Exhibit and Sponsorship Opportunities (Companies I–P)
Susan Waters
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susan_waters@AFassanoCo.com

Exhibit and Sponsorship Opportunities (Companies Q–Z)
Meredith Turner
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Invoicing and Payments
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kimberly_deptula@AFassanoCo.com

Exhibit Specialist
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Sponsorship Fulfillment and Logistics
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debra_maines@AFassanoCo.com
PRODUCT THEATERS

$45,000

Deadline: June 7 (for recorded presentation and all assets)

Product Theaters are an excellent opportunity to educate and increase awareness of your brand, offerings, and to showcase your products. They may run up to 60-minutes in length and will be hosted within the virtual meeting platform.

Benefits:

- Product Theater prerecorded content to be produced and provided by sponsor in approved format. Content cannot exceed 60 minutes in length.
- Product Theaters will be available beginning Thursday, June 24 and will remain available for on-demand viewing through September 29.
- Product Theaters will be available one day prior to the Friday, June 25 start of ADA's Scientific Sessions educational content. Promoted in ADA mixed message email and on the Scientific Sessions website.
- Product Theater sponsors have the option to upgrade to a live timeslot within the ADA Scientific Sessions live conference dates. See Product Theater Enhancement options below.
- Product Theater program listing information will be listed within the virtual meeting platform; program listings will include company name in text, program title, description — and, if applicable, scheduled date and time.
- On the individual presentation page, along with company name in text, presentation title, description and speakers, sponsor may provide up to three (3) items such as downloadable informational pieces (PDFs) or external links (URLs).
- Logo-centric Tower advertisement on Session Page (300 x 500px) hyperlinked to specific URL or exhibitor detail page.
- Listing within the mobile meeting app will include company name in text, presentation title and speaker names, along with a direct link to the Product Theater page within the virtual meeting platform.
- Product Theaters will be listed on the Scientific Sessions website and will be announced in the ADA eNewsletter with a link to the Scientific Sessions website.
- One (1) tweet to ADA Twitter followers highlighting industry content; posting scheduled just prior to the launch of the virtual meeting platform. Distribution at the discretion of ADA.
- Sponsor will be provided with lead data of registrants who viewed the Product Theater presentation following the live dates and again post conference.
PRODUCT THEATER ENHANCEMENTS:

**Note:** Session duration may not exceed 60-minutes in length to include all purchased enhancement elements.

**Product Theaters with Live Video Q&A: +$10,000**

Sponsors who prefer to host a live scheduled Product Theater during the ADA Scientific Sessions five-day virtual meeting, may purchase an additional enhancement which includes the below options (utilize option that applies) along with all benefits available in the Product Theater package.

**Note:** Scheduled Product Theater timeslots may run concurrently with ADA educational content. Call for available dates and times.

- **On-camera Q&A Settings — Sponsor may choose either:**
  1. Stream prerecorded content during a scheduled timeslot with a live video Q&A session with presenter(s). Prerecorded content will be available on-demand beginning Thursday, June 24 and during the scheduled timeslot the live video Q&A portion will be recorded and, with sponsor's approval, the full recording will be posted to the virtual platform in replacement of the initial prerecorded presentation. The Product Theater will remain available on-demand through September 29.
  
  **OR**
  2. Sponsor may present an entirely live Product Theater during a scheduled timeslot and may also include a live video Q&A with presenter(s) at end of the presentation. The presentation will be recorded and, with sponsor's approval, be posted to the virtual platform in replacement of the initial teaser video*. The presentation will remain available on-demand through September 29.

  *In lieu of the on-demand program listing leading up to live program timeslot, sponsor may produce a teaser video (no more than 1-minute in length) which will be available on-demand beginning Thursday, June 24 highlighting the scheduled programming with a call-to-action to attend the live Product Theater.

- **Q&A/Chat Module Settings — Sponsor may choose either:**
  1. Stream prerecorded content during a scheduled timeslot utilizing a Q&A/Chat module in real-time with presenter(s). Presenters will be logged into the back end of the virtual meeting platform to answer questions in real-time. Prerecorded content will be available on-demand beginning Thursday, June 24. During the scheduled timeslot the presentation will be recorded in its entirety including the Q&A/Chat feature and, with sponsor’s approval, be posted to the virtual meeting platform in replacement of the initial posting of the prerecorded presentation. The Product Theater will remain available on-demand through September 29.
  
  **OR**
  2. Sponsor may present an entirely live Product Theater during a scheduled timeslot and may also include a Q&A/Chat module for real-time interaction with presenter(s) at end of presentation. The presentation will be recorded in its entirety including the Q&A/Chat feature and, with sponsor’s approval, be posted to the virtual meeting platform in replacement of the initial teaser video.* The presentation will remain available on-demand through September 29.

  *In lieu of the on-demand program listing leading up to live program timeslot, sponsor may produce a teaser video (no more than 1-minute in length) which will be available on-demand beginning Thursday, June 24 highlighting the scheduled programming with a call-to-action to attend the live Product Theater.

**Asynchronous Q&A/Chat Module: +$3,500**

- An attendee interactive feature is available to be added to your prerecorded on-demand Product Theater. This Q&A/Chat and polling module will allow sponsors to provide direct feedback to viewers of your content in an asynchronous format for the duration of the posted presentation (June 24 – June 29).
- Q&A/Chat module includes ability to review and moderate in-coming questions and comments prior to posting to Product Theater page registrant’s view. Sponsor must log in on a daily basis to view and manage pending comments and questions.
- Sponsor will have direct access to Q&A/Chat module metrics dashboard.

**Pre-Roll Video Advertisement: +$1,500**

Sponsor’s produced 30-second video (MP4 format) stitched to the beginning of the Product Theater presentation for duration of posting within the virtual meeting platform.
SPONSORSHIP OPPORTUNITIES

Abstract Download Package (Exclusive): $105,000
Deadline: May 25

Enhance your visibility and drive traffic directly to your virtual booth by sponsoring the ADA Scientific Sessions abstract download. Complimentary access to downloadable meeting abstracts will be advertised by ADA on the virtual meeting platform homepage and will direct attendees to your virtual booth for download.

Benefits:

• ADA house ad rotating on the ADA Scientific Sessions virtual meeting homepage with Download Abstracts Here messaging. House ad redirects to sponsor’s exhibitor detail page; advertisement does not include sponsor recognition.

• Sponsor must relinquish one content/collateral link from exhibitor detail page inventory included within purchased tier level package to accommodate abstract download URL. **Note:** If exhibitor detail page is a direct link to external virtual booth, exhibitor/sponsor must design an area within the external virtual booth to display the product download link and brief user instructions ADA will provide (proposed text/graphics and location must be reviewed and approved by ADA).

• Sponsor may choose to require an action by user, such as answering a survey or entering contact information, prior to redirecting to the abstract download URL. Programming of this feature would be required by the sponsor and is not included in the sponsorship (content must be pre-approved by ADA).

• Supporting logo recognition included on abstract download product start page.

• Custom item on abstract download product main navigation menu. Link may have a brief description text (e.g., Supporter: Visit Company Name); link may redirect to URL of sponsor’s choice.

• Abstract download link will be available beginning June 25 through September 29.

• Communication in ADA mixed message emails highlighting the downloadable abstracts to include support recognition, distribution at the discretion of ADA. **Note:** Distribution at the discretion of ADA.

• Metrics will be made available to sponsor including click-through rates and aggregate data. No personal data will be available.
Diabetes Learning Bytes: $7,500
Deadline: June 7 (for recorded presentation/link to virtual meeting and all assets)

Diabetes Learning Bytes offer an opportunity to bring together attendees for an industry-expert-led presentation/panel/roundtable which may be either a live program to be held within specified dates/times during the virtual meeting or a pre-recorded on-demand program.

Diabetes Learning Bytes may run up to 20-minutes in length and will be hosted within the virtual meeting platform.

Benefits:

- Content and approach at discretion of sponsor (e.g., presentation, panel, roundtable, podcast); session may not exceed 20-minutes in duration.
- Sponsor is responsible for providing pre-recorded content in required format or link to virtual meeting room for live program that will be associated to the program listing; no production or embedded design included in package.
- Live virtual meeting events must be scheduled during unopposed times during the Scientific Sessions, June 25-29 prior to 8:00 a.m. (ET) or after 6:30 p.m. (ET). See Diabetes Learning Bytes enhancement options below.
- Diabetes Learning Bytes program listing information will be listed within the virtual meeting platform; program listings will include sponsor recognition in text, program title, description — and, if applicable, scheduled date and time.
- On the individual presentation page, along with sponsor recognition in text, presentation title, description and speakers, sponsor may provide up to three (3) items such as downloadable informational pieces (PDFs) or external links (URLs). Note: Live virtual meeting room link must be included in description or by utilizing one of the included program page links.
- Logo-centric Tower advertisement on Session Page (300 x 500px) hyperlinked to specific URL or exhibitor detail page.
- Along with other industry content and the exhibits, Diabetes Learning Bytes will be available one day prior to the Friday, June 25 start of ADA's Scientific Sessions educational content. Promoted in ADA mixed message email and Scientific Sessions website.
- Listing on the mobile meeting app will include sponsor recognition in text, presentation title and speaker names, along with a direct link to the Diabetes Learning Bytes page within the virtual meeting platform.
- Diabetes Learning Bytes will be listed on the Scientific Sessions website and announced in the ADA eNewsletter with link to the Scientific Sessions website.
- Sponsors choosing to utilize a live program virtual meeting room will be responsible for acquiring lead data of registrants either by fill-form link in virtual meeting room chat or by utilizing one of the included program page links. Sponsor choosing an on-demand program will be provided with lead data of registrants who viewed the on-demand Diabetes Learning Bytes presentation following the live dates and again post conference.

Diabetes Learning Bytes Enhancements:

Enduring Virtual Meeting Room Program Listing: +$1,000

- Live virtual meeting room presentations may be recorded by sponsor and provided to ADA in required format to be posted to the on-demand library within the virtual meeting platform in replacement of the initial posting of the live presentation date/time. Recording of live virtual meeting presentation, once received from sponsor, will remain available on-demand through September 29.

Asynchronous Q&A/Chat Module: +$3,500

- An attendee interactive feature is available to be added to your prerecorded on-demand Diabetes Learning Byte. This Q&A/Chat and polling module will allow sponsors to provide direct feedback to viewers of your content in an asynchronous format for the duration of the posted presentation (June 24 – June 29).
- Q&A/Chat module includes ability to review and moderate in-coming questions and comments prior to posting to Diabetes Learning Byte page registrant's view. Sponsor must log in on a daily basis to view and manage pending comments and questions.
- Sponsor will have direct access to Q&A/Chat module metrics dashboard.

Pre-Roll Video Advertisement: +$1,500

- Sponsor’s produced 30-second video (MP4 format) stitched to beginning of Diabetes Learning Byte presentation for duration of posting within the virtual meeting platform. Note: Presentation duration may not exceed 20-minutes in length to include pre-roll video advertisement enhancement.
Dynamic Hero Banner Ad — Exhibitor Listing Page

**Deadline: June 7**

Variable Package Pricing Available (per ad) - Limited to 5 advertisers per rotation.

- June 24 – September 29: $15,000
- June 24 – June 29: $10,000
- June 30 – September 29: $7,500

Highlight your presence and deliver your message to ADA Scientific Sessions virtual meeting attendees with premium placement on the Exhibitor Listing page where attendees will access all exhibit virtual booths.

**Benefits:**
- Sponsor’s advertisement included within dynamic hero banner ad rotation on the Exhibitor Listing page within the virtual meeting platform.
- Sponsor’s advertisement hyperlinked to specified URL or exhibitor detail page.
- ADA cannot retrieve click-through rates once the Sponsor’s URL is clicked (submitted URL may not link to CME content).
- Post event analytics will include overall page views and click-through rates for the duration of the ad placement; ADA cannot guarantee click-through rates.
- **Note:** All advertising spots will rotate among other purchased spots.
- Sponsor must provide advertisement in electronic format for approval by ADA by specified deadline date. This includes providing all required image sizes for the advertisements and preferred URL.

Dynamic Hero Banner Ad — Chat Channel Page

**Deadline: June 7**

Variable Package Pricing Available (per ad) - Limited to 5 advertisers per rotation.

- June 24 – September 29: $15,000
- June 24 – June 29: $10,000
- June 30 – September 29: $7,500

Highlight your presence and deliver your message to ADA Scientific Sessions virtual meeting attendees with premium placement on the Chat Channel page where attendees will access this chat feature with Scientific Sessions registrants for the duration of the virtual meeting.

**Benefits:**
- Sponsor’s advertisement included within dynamic hero banner ad rotation on the page within the virtual meeting platform.
- Sponsor’s advertisement hyperlinked to specified URL or exhibitor detail page.
- ADA cannot retrieve click-through rates once the Sponsor’s URL is clicked (submitted URL may not link to CME content).
- Post event analytics will include overall page views and click-through rates for the duration of the ad placement; ADA cannot guarantee click-through rates.
- **Note:** All advertising spots will rotate among other purchased spots.
- Sponsor must provide advertisement in electronic format for approval by ADA by specified deadline date. This includes providing all required image sizes for the advertisements and preferred URL.
Dynamic Hero Banner Ad — Industry Content Page

**Deadline: June 7**

Variable Package Pricing Available (per ad) - Limited to 5 advertisers per rotation.

- June 24 – September 29: $15,000
- June 24 – June 29: $10,000
- June 30 – September 29: $7,500

Highlight your presence and deliver your message to ADA Scientific Sessions virtual meeting attendees with premium placement on the Industry Content page where attendees will access the Corporate Symposia, Product Theaters, and Diabetes Learning Bytes programming.

**Benefits:**
- Sponsor’s advertisement included within dynamic hero banner ad rotation on the Industry Content page within the virtual meeting platform.
- Sponsor’s advertisement hyperlinked to specified URL or exhibitor detail page.
- ADA cannot retrieve click-through rates once the Sponsor’s URL is clicked (submitted URL may not link to CME content).
- Post event analytics will include overall page views and click-through rates for the duration of the ad placement; ADA cannot guarantee click-through rates.
- **Note:** All advertising spots will rotate among other purchased spots.
- Sponsor must provide advertisement in electronic format for approval by ADA by specified deadline date. This includes providing all required image sizes for the advertisements and preferred URL.

Exhibitor Listing Page — Featured Exhibitor Listing: $2,000 (Limited to 10 Exhibitors)

**Deadline: June 7**

Attract attention to your virtual booth and elevate your logo tile to the top of the list with navigational filter feature and distinguishing tile icon.

**Benefits:**
- Exhibitor recognized with special designation icon in upper corner of tile on Exhibitor Listing Page.
- Inclusion in ‘Featured’ search filter bringing this select group of exhibitor tiles to the forefront for attendees to notice and navigate to your virtual booth detail page.

Scientific Sessions Program Advertisement (Exclusive): $5,000

**Deadline: May 31**

Available to attendees for download and print, the Scientific Sessions Program provides schedule information in an easy-to-read format (PDF) for perusing the daily ADA Scientific Sessions educational program offerings. Offerings include theme areas, session titles, presentation titles, and speaker information.

**Benefits:**
- Inside Front Cover placement of sponsor’s full-color advertisement.
- Sponsor may include PI copy on following page for an additional $100 per page.
- Available for download and print on the Scientific Sessions website and within the virtual meeting platform.
Gamification Leaderboard Banner Advertisement (Exclusive): $8,000
Deadline: April 19
Interactive gamification taking place during the five-day virtual meeting provides a fun and stimulating pursuit of leader status where peers will be enthralled in a friendly competition to see whose name reaches and remains on the top of the list! Attendees are awarded badges and points for their activity throughout the virtual meeting platform.

Benefits:
- Sponsor’s banner advertisement will appear on the Gamification Leaderboard landing page located within the virtual meeting platform.
- Sponsor’s advertisement hyperlinked to specified URL or exhibitor detail page.
- ADA will promote the activity section in mixed message emails to registrants highlighting programming, activities, and events.

Mystery Diagnosis (Exclusive): $8,000
Deadline: June 7
Attendees will be presented with a new case study each morning of the five-day meeting to observe and make a diagnosis. Attendees will then revisit the Mystery Diagnosis at the end of each day for ADA’s correct diagnosis announcement to see if they were on-target or missed the mark.

Benefits:
- Sponsor logo recognition included on Mystery Diagnosis activity page.
- Sponsor’s logo may be hyperlinked to specified URL or exhibitor detail page.
- ADA will promote the Mystery Diagnosis challenge in mixed message emails to registrants highlighting programming, activities, and events.
- ADA to provide case studies.

On Demand Well-Being Activity: $8,000
Deadline: June 7
Provide a vital breather from the plethora of educational content being provided to the ADA Scientific Sessions registrants by hosting an on-demand activity (e.g., yoga, meditation, cooking demo, or other health and wellness activity).

Benefits:
- Well-being activity information will be listed within a special activity section of the virtual meeting platform; activity listings will include company name in text, activity title, and description.
- On the individual activity page, along with the on-demand video, company name in text, activity title, and description, sponsor may provide up to three (3) items such as downloadable informational pieces (PDFs), external links (URLs) or a direct link to sponsor’s Exhibitor Detail Page.
- Sponsor is responsible for providing prerecorded activity video in required format.
- ADA will promote the activity section in mixed message emails to registrants highlighting programming, activities, and events.
- Sponsor will be provided with lead data of registrants who viewed the activity following the live dates and again post conference.
ShopDiabetes.org Advertisement (Exclusive): $5,000
Deadline: May 24

ShopDiabetes.org is the online retail store available to attendees in the market for diabetes-related products for both professional and personal use. By advertising on ShopDiabetes.org, your brand will receive a wide-spread touchpoint to the diabetes community.

Benefits:
- Sponsor’s exclusive advertisement featured on the My Cart and Checkout pages of ShopDiabetes.org for duration of the virtual meeting, June 24 through September 29.
- Sponsor’s advertisement hyperlinked to specified URL.

Virtual World Map (Exclusive): $8,000
Deadline: May 1

Be in the mix as attendees migrate to the Scientific Sessions World Map to find out where everyone is tuning in from and mark their own special spot on the globe!

Benefits:
- Sponsor logo recognition featured on “Where Are You From” World Map tile in the activity section of the virtual meeting platform.
- Sponsor’s logo recognition included on the World Map landing page in the top left-hand corner and in center of global map.
- Sponsor would receive attendee data collected from the site to include name, city, state, country, and email address. This data will be provided to the sponsor at the conclusion of the virtual meeting (September 29).
Points of Contact

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