



2022 Exhibit and Sponsorship Opportunities

Faculty Chairs: Diana Isaacs, PharmD, BCPS, BCACP, BC-ADM, CDCES, FADCES, FCCP and Gary Scheiner MS, CDCES

Target Audience: Primary Care Providers (PCPs), Nurse Practitioners (NPs), Physician Assistants (PAs), Pharmacists, Nurses (RNs) and Diabetes Care and Education Specialists (DCESs)

Expected Attendance: 300 - 350 Participants

Accreditation: There will be approximately 13.5 hours of CME offered to attendees as follows:

- Multi-disciplinary, role-relevant accreditation offered to attendees through the ADCES joint accreditation program (RNs, NPs, PAs, Pharmacists)

2021 Numbers:

- In person attendees: 251
- Conference website: Pageviews: 20,937; Users: 4,090
 - Top 3 pages: Conference Home page; Registration Page; Conference Program page
- Conference mobile app: 93% of attendees utilized the app with a total of 11,025 views

Exhibit & Education Opportunities

Industry Showcase (Exhibit Space):

\$4,000

A boutique exhibitor setup providing personalized networking exchanges with conference attendees in an engaging environment. Exhibits will be open in conjunction with conference during the Thursday evening welcome reception, Friday lunch and during Hands-on sessions and Saturday lunch. There will also be dedicated exhibit hall hours throughout the conference to maximize exhibitor interactions with attendees. Registration form available [here](#).

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| • Dedicated space in the exhibit area | • Logo listed on website and in mobile app |
| • One six-foot draped table | • Opportunity to provide one (1) PDF to be included in the handout section of the mobile app |
| • Two chairs | • Post-show attendee list rental for one (1) time use |
| • Power drop | |
| • Basic Wi-Fi | |
| • Two (2) Exhibitor Booth Registrations | |
| • One (1) Full Conference Registration | |
| • Company description listed online and in mobile app | |

Questions? Please contact Ashley Alexander at aalexander@adces.org or call (312) 601.4865



Hands-on Training Session: No CE/CME Available

\$50,000

Provide three 55-minute hands-on device or product trainings during a dedicated four-hour learning session. This afternoon timeslot will include seating for 60 attendees (180 total across training sessions). The Hands-on Training Showcase will allow Showcase partner to provide in-depth, hands-on training for participants, including the opportunity for attendees to “wear” sensors, devices, and/or experience an advanced diabetes technology product firsthand. Sponsors are welcome to tailor the educational experience to maximize product knowledge and include program facilitators of their choice. Space is limited for this opportunity. ADCES will work directly with the Showcase partner to customize the hands-on learning experience.

The hands-on training session includes:

- A window of time on Friday, December 9 for the Hands-on Training session(s). ADCES will work with the Showcase Partner to tailor learning session to maximize attendee participation and engagement.
- One (1) Industry Showcase booth as detailed above.
- Five (5) full conference registrations.
- One time list of attendees (email) to promote your hands-on training and/or coordinate “wearable” experience (e-mails upon opt-in).
- Hands-on training sessions listed in conference program and mobile app.
- Acknowledgement in conference marketing pieces and in attendee materials including know-before-you-go email, mobile app and webpage, signage posted outside your hands-on training room, announcement during Friday’s general session, reminder announcement during Friday’s lunch. Signage at registration.
- The full conference attendee list post-conference (e-mails upon opt-in).

DIGITAL OPPORTUNITIES

Event Mobile App

\$25,000

Be the exclusive sponsor of the official DTC mobile app. All attendees will be able to access session information from the app. The ADCES DTC21 had an **adoption rate of 93%** with a **user average of 48 sessions** and an **overall total of 11,025 guide sessions**.

- Splash Page
- Sticky Banner on home page
- Logo on exhibitor listing (stand out in the app)

Banner on Conference Website

\$10,000

The ADCES DTC22 website page will be open and viewed by members and attendees from October 2022 through January 2023. The DTC21 website had **20,937 pageviews** and **4,090 users**.

- One (1) banner (clickable) in a prominent location on the Homepage. Banner size 1200 x 200
- Multiple views by members and attendees



Special Event Opportunities

Opening Cocktail/Welcome Reception:

\$35,000

Thursday, December 8, 5pm – 6:30pm - help attendees kick-off the conference!

- Signage posted outside the room and on the main food tables.
- Introduction and recognition by ADCES
- Opportunity for sponsor to speak and welcome attendees (2 minutes)
- One (1) push notification on Thursday afternoon
- Option for company logo printed on the cocktail napkins
- Up-lighting around reception in company colors
- One (1) Industry Showcase booth as detailed above
- Three (3) full conference registrations
- Logo recognition on the DTC website
- Logo recognition on the DTC promotional emails
- Recognition in conference agenda, on website and mobile app
- Full DTC attendee list (emails included for those that opt-in only) to invite attendees to the reception

Lunch Supporter:

\$10,000

(Two Opportunities Available: Friday, December 9 or Saturday, December 10)

- Signage posted outside the room and on the main food tables.
- One (1) Industry Showcase booth as detailed above
- Logo recognition on the DTC website
- Logo recognition on the DTC promotional emails
- Recognition in conference agenda, on website and mobile app
- Full DTC attendee list (emails included for those that opt-in only) to invite attendees to the lunch
- One (1) push notification on Thursday afternoon

Client Event Approval

\$2,000

ADCES requires approval for Industry Showcase companies who host a client event(s) during the conference dates (Thursday, December 8 – Saturday, December 10) in Chicago, IL. This fee includes an attendee list (e-mails upon opt-in).