

2025 Diabetes Technology CONFERENCE

December 12–13 | Chicago Marriott Downtown Magnificent Mile



The Association of Diabetes Care & Education Specialists (ADCES) is the leading organization dedicated to the diabetes care and education specialty. Through education, management, advocacy and collaboration we represent and support passionate diabetes care and education specialists striving to achieve one goal: to create optimal health outcomes and quality of life for people with prediabetes, diabetes and other cardiometabolic conditions.

ADCES is excited to host its fourth annual **Diabetes Technology Conference**. The goal is to ensure diabetes care and education specialists, nurse practitioners, PAs, physicians, and other healthcare professionals are knowledgeable about the newest diabetes technologies and can effectively implement and utilize them to improve clinical outcomes, enhance patient satisfaction and create a more data-driven practice.

Top reasons people attend*:

- 1 Discover** new products, technologies, and programs to support my practice.
- 2 Gain** knowledge to elevate my role on the diabetes care team.
- 3 Learn** from keynote speakers who are experts in the field.
- 4 Meet with exhibitors** to learn about products and services.
- 5 Participate** in hands-on training.

*Source: 2024 Attendee Survey

Meet the Diabetes Technology Conference Attendee

Diabetes Technology Conference attendees are comprised of primary care physicians, advanced practice nurses, nurses, dietitians, PAs, pharmacists, and other diabetes care and education specialists. This is a unique opportunity to meet those who influence the purchasing decision of people with diabetes. This group of attendees is different from any other. They are nationally based and technology driven.

It was an excellent program.

— ERNESTO, PHARMACIST —

Excellent presenters, great size, great handouts to download and use in clinic.

— ELIZABETH, DIETITIAN —

It was very good training, and I gained a lot. I know more now about diabetes technology than before.

— JOHN, NURSE —

Excellent informative conference with state of the art information in the field. Believe it's valuable for all members of the diabetes care team.

— JOHN, NURSE —

The conference was wonderful, and I have many take-aways. I especially loved the data interpretation and case studies.

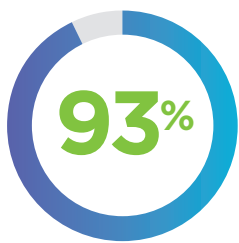
— MARIELLEN, NURSE —

I appreciated being able to gain additional diabetes technology information from industry leaders, without feeling rushed.

— ERNESTO, PHARMACIST —



99% of attendees were satisfied with their overall conference experience



of attendees were satisfied with their exhibit hall experience

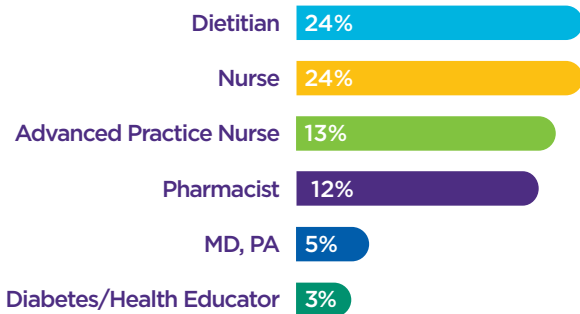


of attendees said they would recommend the conference to their peers

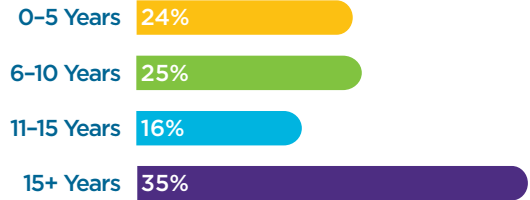


attended both ADCE24 and DTC24

Primary Profession

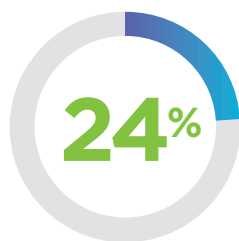


Years in Diabetes Care & Education

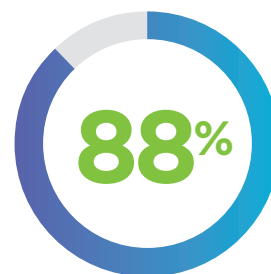
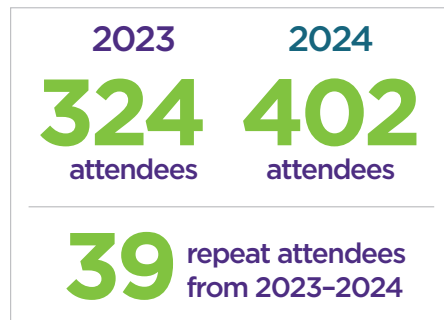


- 22% Physician, Primary Care, Endocrinologist Office
- 20% Outpatient Diabetes Center
- 15% Hospital
- 5% University
- 5% Self-employed
- 6% Military Base/Government Facility/VA Hospital
- 2% Managed Care/Commercial/Health Plan (HMO)
- 2% Retail Pharmacy

2023 and 2024 by the Numbers



growth year over year



of attendees play a role in purchasing decisions

Secure Your Exhibitor Space Now

Connect with attendees who are looking for innovative solutions and to learn about the latest advancements in their field. Showcase your product in an interactive and engaging environment.

TOP 5 REASONS

TO EXHIBIT AT THE 2025 DIABETES TECHNOLOGY CONFERENCE



Interact with a national audience of ADCES decision makers and influencers.

Reach an audience eager to engage and experience your product solutions.

Put your products directly in their hands to educate them on why your product(s) are important.

Assist in keeping ADCES on top of the latest solutions in Diabetes Technology.

Enhance your brand recognition.

Exhibiting Hours: 8 Hours of Exhibit Time

FRIDAY, DECEMBER 12

12:00–4:00 p.m. (CT) and 5:15–6:15 p.m. (CT)

- » 2.15 unopposed hours
- » The Welcome Reception is hosted from 5:15–6:15 p.m. (CT) in the exhibit hall.

SATURDAY, DECEMBER 13

7:00–9:00 a.m. (CT) and 11:50 a.m.–1:00 p.m. (CT)

- » 0.45 unopposed hours

Exhibitor Fee: \$3,500

Includes:

- » Dedicated space in the exhibit hall
- » One (1) six-foot draped table
- » Two (2) chairs
- » Basic Wi-Fi
- » Company description and logo listed online and in the mobile app
- » One (1) Full Conference Registration (eligible for CE credits)
- » Two (2) exhibitor-only registrations
- » Post attendee list rental for one (1) time use



Educate and Train

Take advantage of the unique opportunities for supporters from Technology Experience Sessions and Sponsored Educational Theaters to sponsorship branding and everything in between. Let ADCES help your organization stand out!

Technology Experience \$50,000

FRIDAY, DECEMBER 12

1:15–2:10 p.m. (CT) and 3:05–4:00 p.m. (CT)

SATURDAY, DECEMBER 13

8:00–9:00 a.m. (CT)

Three (3) 55-minute sessions for companies to train/educate attendees on their product. Allow attendees to touch and wear your product. Educate attendees on how to download and interpret your product data. Seize this captive audience and connect with a focused group who want to experience your solution firsthand.

Includes:

- » Exhibitor booth (value of \$3,500)
- » Meeting room for up to 60 attendees per session
- » Dedicated meeting room with basic AV (screen, projector, one (1) microphone)
- » Session description with logo posted online and in the mobile app
- » No competing education
- » Three (3) full conference registrations (eligible for CE credits)
- » Two (2) exhibitor-only badges
- » Attendee lists rental: two (2) pre-show and one (1) post-show for one-time use each
- » Push notification
- » Promotion of sessions in the *Know Before You Go* e-mail

Product Experience \$20,000

FRIDAY, DECEMBER 12

2:15–3:00 p.m. (CT)

SATURDAY, DECEMBER 13

12:15–1:00 p.m. (CT)

A 45-minute session is an ideal opportunity to present your organization's initiatives to an engaged audience. Attendees want to make the most of their time at the conference by learning from YOUR organization! Share your research, information about your pipeline, products and services you offer, organizational initiatives and more!

Includes:

- » Meeting room for up to 50 attendees
- » Dedicated meeting room with basic AV (screen, projector, one (1) microphone)
- » Session description with logo posted online and in mobile app
- » No competing education sessions
- » One (1) full conference registration (eligible for CE credits)
- » Attendee list rental: One (1) pre-show and one (1) post-show for one-time use each
- » Push notification
- » Promotion of session in the *Know Before You Go* e-mail

Complement your exhibit presence and add to your visibility with a variety of sponsorship options.

Registration Bags \$3,500

Guaranteed distribution to every attendee at the conference.

Lanyard \$2,500

Guaranteed distribution to every attendee at the conference.

Digital Opportunities \$2,000

The DTC 2025 website offers digital real estate for extra benefits and impressions for your brand. Be the company attendees see first when they visit the conference website!

Sponsored Emails \$3,000

Your branded digital banner, logo and messaging are featured in the emails every registered attendee waits for! Three (3) opportunities available: “Know Before You Go” email sent one week prior to the conference, and two (2) “ADCES Daily” attendee highlight emails sent early morning on Friday and Saturday of the conference.

Mobile App Sponsor \$5,000

Be the first thing attendees see when they launch the mobile app. Your company’s logo will be placed on the splash screen and featured in the home screen banner within the mobile app.



In 2024, 92% of attendees downloaded the app



Attendees spent 2.5 hours in the app, on average



Breakfast Supporter \$6,000 each day (Friday and Saturday available)

Take advantage of this time that brings together attendees first thing each morning. Opportunity allows for company representatives to engage with attendees, as they fuel up for the day. Visual branding includes recognition in agenda (online and mobile app) and signage.

Welcome Reception Supporter \$10,000 (Exclusive Sponsor available for \$35,000)

Sponsorship of this all-attendee activity on Friday evening provides an opportunity to network and address attendees. Your support enhances the food and beverage experience. Visual branding includes recognition in agenda (online and mobile app), signage, and reception ambiance enhancements.

Host a Special Event or Reserve a Meeting Room

Call for pricing.





Company: _____

Company Address: _____

City, State, Zip Code _____

Contact Name: _____

Title: _____

Phone: _____ Email: _____

Please include our company at the ADCES Diabetes Technology Conference as indicated below:

- Booth \$3,500
- Technology Experience \$50,000
- Product Experience \$20,000—Friday
- Product Experience \$20,000—Saturday
- Registration Bags \$3,500
- Lanyard \$2,500
- Digital Opportunities \$2,000
- Sponsored Emails \$3,000
- Mobile App Sponsor \$5,000
- Breakfast Supporter \$6,000—Friday
- Breakfast Supporter \$6,000—Saturday
- Welcome Reception Supporter \$10,000—Friday
- Welcome Reception Exclusive Sponsor \$35,000—Friday

Cancellation Information

All sales are final and full payment is due upon signature of the agreement. Should the Company cancel its booth or sponsorship for any reason, Exhibitor shall notify ADCES in writing and pay ADCES 100% of the applicable fee listed below.

Cancellation or Reduction	Fee
On or before August 31, 2025	75% of Application Fees
On or after September 1, 2025	100% Application Fees

Payment Information

- Check:** (Payable to ADCES) Check # _____
Mail to: ADCES—Exhibits, Dept. 4384, Carol Stream, IL 60122-4384
- Credit Card:** A statement will be sent containing the link to the credit card processing portal.
- ACH information and W9 available upon request,** e-mail: coconnell@conventusmedia.com

Agreement

We the undersigned, hereby make an application for specified sponsorship opportunity at the 2025 Diabetes Technology Conference to be held December 12-13 at the Chicago Marriott Downtown Magnificent Mile. A signature on this application indicates an understanding and agreement to comply with all policies, rules, regulations, terms and conditions of ADCES. This contract is binding once signed. **Payments are due Tuesday, October 7, 2025.**

- I certify that my company wishes to participate as an exhibitor at the ADCES Diabetes Tech Conference based on the participation level indicated above and must adhere to the DTC 2025 Exhibitor Rules and Regulations.

Signature of authorized agent Date

Print Name



Exhibitor Rules and Regulations Agreement

The following rules and regulations have been designed for the benefit of all exhibitors. The 2025 ADCES Diabetes Technology Conference (DTC) requests full cooperation of exhibitors in their adherence. Please ensure that your promotional department or anyone else involved in the arrangement for your exhibit has a copy of these rules and regulations. It is the responsibility of the exhibiting company to see that all booth personnel are aware of and adhere to these rules and regulations and conduct themselves in a professional manner throughout the DTC.

EXHIBIT SPACE RENTAL

Your exhibit space includes one (1) 6' table and two (2) chairs. Floor displays may be used when set behind the table so as not to obstruct the sightlines to other exhibitors and are limited to a maximum of 8' in height.

EDUCATIONAL CONTENT

As the accredited provider, the Association of Diabetes Care & Education Specialists (ADCES), must ensure all guidelines are followed with regard to educational content that is fair, balanced and free of commercial bias. Exhibitors may not influence the content for CME sessions. As part of the CME Guidelines for Commercial Support, there must be clear separation between continuing medical education and any commercial promotional activities. As such, promotions referencing or linking to CME presentations at the DTC is prohibited, including mention of session titles, faculty names, etc.

EXHIBIT TIMES

Friday, December 1: 12:00–4:00 p.m. and 5:15–6:15 p.m.

Saturday, December 2: 7:00–9:00 a.m. and 11:50 a.m.–1:00 p.m.

LIABILITY AND SECURITY

Exhibitors must make provisions for safeguarding their display and property at all times. Exhibitors are responsible for all liability, losses, claims, and damages relating to any injury, death, or damage to property (including within the conference property), however occurring, arising from the acts of the exhibitor, his or her employees, agents, licensees, or contractors. The exhibitor agrees to indemnify and hold harmless ADCES from and against any and all liability, losses, claims, and damages that may arise from or be asserted in connection with the foregoing undertaking and responsibilities of the exhibitor.

CANCELLATION POLICY

All sales are final and full payment is due upon signature of the agreement. Should a Company cancel its booth or sponsorship for any reason, Exhibitor shall notify ADCES in writing and pay ADCES 100% of the applicable fee listed below.

Cancellation or Reduction	Fee
On or before August 31, 2025	75% of Application Fees
On or after September 1, 2025	100% of Application Fees

Exhibitor Rules and Regulations Agreement



TERMS AND CONDITIONS

As a condition for exhibiting, each exhibitor agrees to observe all stated policies in this agreement. ADCES reserves the right to refuse exhibit space to any applicant at its sole discretion. By the act of participating as exhibitors we acknowledge and agree to the provisions set forth in this letter for the ADCES Diabetes Technology Conference.

REGISTRATION & BADGES

All representatives of exhibiting firms must register by **Monday, November 18, 2025** and wear their conference badge while working in the exhibit hall; company badges will not be accepted in lieu of the official badge.

USE OF ADCES NAME, INSIGNIA, LOGO OR ACRONYM

The ADCES name, insignia, logo and acronym are proprietary marks and may not be used in signs, advertising, or promotions in any media or product literature either inside or outside of the exhibit area unless prior written approval has been received from the conference organizers.

SUPPORTER/EXHIBITOR FUNCTIONS & MEETING SPACE REQUESTS

ADCES strictly prohibits the scheduling of supporter or exhibitor events at times that conflict with the DTC's educational program, exhibit hours, and social activities. All functions must be approved by ADCES in advance.