



HERE WE

THRIVE

ADCES25

AUGUST 8-11
PHOENIX, AZ



EXHIBITOR
PROSPECTUS &
SPONSORSHIP OPPORTUNITIES

DIABETES CARE EDUCATION TECHNOLOGY

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.

WHAT IS A DIABETES CARE AND EDUCATION SPECIALIST?

Diabetes care and education specialists are healthcare professionals who take a person-centered, individualized approach to diabetes, prediabetes and cardiometabolic care. As key members of the diabetes care team, they partner with people with diabetes to develop management plans, implement technology and use the data to identify opportunities for better health outcomes.



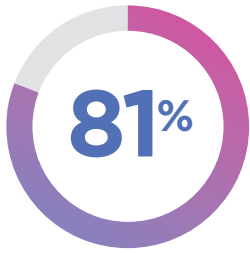
92%
influence medication management and many write prescriptions

84%
responsible for integrating devices into practice

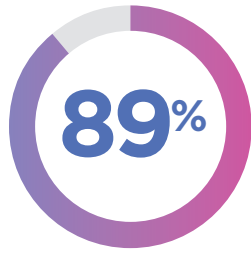
81%
influence medication delivery device selection

75%+
designated as go-to resource in their practice setting for diabetes-related technology and devices

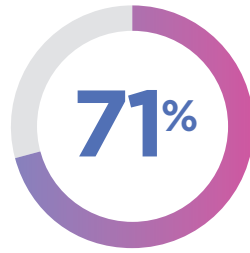
MEET THE ADCES ANNUAL CONFERENCE ATTENDEES*



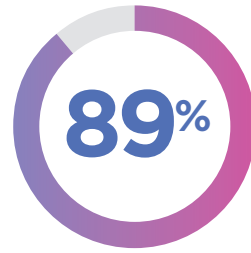
of attendees spend 2-6 hours in exhibit hall



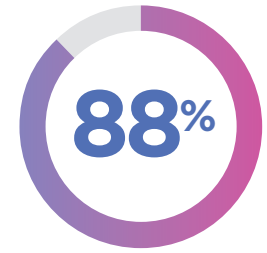
of attendees recommend or write prescriptions



of attendees have more than 5 years of experience in diabetes care and education



of attendees make measurable changes in their practices after attending the conference



of attendees say they leave the conference with improved skills to bring back to their teams

TOP FIVE REASONS TO ATTEND*:

1. Earn CE/CME credits.
2. Gain knowledge to elevate role on diabetes care team.
3. Networking with peers.
4. Learning from speakers who are experts in the field.
5. Discovering new products, technologies and programs to support my practice.



THE BEST IN EDUCATION



780
first time attendees



3,190
in-person attendees



950
on-demand attendees



106
educational sessions



41
on-demand sessions

7

education theaters

3

corporate symposium

6

education tracks

143

posters



*2024 ADCES Annual Conference Post-Survey

HELP ADCES25 ATTENDEES FIND SOLUTIONS

ADCES25 is the one-stop-shop for diabetes clinical and self-management information. Attendees can access robust education, network with their peers, connect with exhibitors, and leave the conference with practical information that can be easily put into practice. They are engaged and eager to meet with exhibitors to learn how your products and services can improve the lives of people with diabetes.

WHAT ATTENDEES ARE LOOKING FOR:

- » Ways to keep up with the rapid innovations in diabetes care with cutting edge presentations and insight into future technologies and guidelines
- » Help navigating insurance coverage and billing information
- » Answers to questions about the latest diabetes apps and digital platforms

EDUCATE THE AUDIENCE WITH OPPORTUNITIES

- » Corporate Symposia
- » Education Theaters
- » Center Stage
- » Coffee Talks
- » Learning Lab

RESERVE YOUR EXHIBIT SPACE AND SPONSORSHIPS TODAY!



For more information on participating in ADCES25, please contact Conventus Media.

Kathleen Noonan

Exhibits & Advertising Sales
(781) 375-8584

knoonan@conventusmedia.com

Patricia Swift, CMP

Educational Opportunities,
Operations & Logistics
(703) 581-9602

pswift@conventusmedia.com

Lisa Koch

Symposia and Grant Opportunities
(617) 285-2320

lkoch@conventusmedia.com

Chris O'Connell

General Information
(978) 239-1153

coconnell@conventusmedia.com

RESERVE YOUR SPACE TODAY!

» [2025 Exhibitor Application](#)

» [2025 Rules and Regulations](#)

EXHIBIT HALL HOURS 8.25 hours of unopposed exhibit time*

FRIDAY, AUGUST 8

9:15 a.m.–3:30 p.m.

Unopposed:

9:30–10:15 a.m.

11:55 a.m.–2:00 p.m.

SATURDAY, AUGUST 9

9:15 a.m.–4:15 p.m.

Unopposed:

9:30–10:15 a.m.

11:55 a.m.–1:15 p.m.

2:55–4:15 p.m.

SUNDAY, AUGUST 10

9:15 a.m.–2:00 p.m.

Unopposed:

9:30–10:15 a.m.

11:55–1:30 p.m.

*Hours subject to change

SPONSORSHIP OPPORTUNITIES

More than 2,500 DCEs and Medical Professionals convene each year at the ADCES Annual Conference seeking education on the latest advances in Diabetes and to speak directly with YOU about how you can contribute to improved patient care and outcomes. Don't miss your opportunity to get in front of the largest gathering of DCEs in the country! [Reserve your sponsorship opportunities today!](#)

ADCES24 WEBSITE STATS



96,504
Homepage Views



3,890
User Accounts



1,357
attendees have logged in 5,635 times

62,386 Schedule views

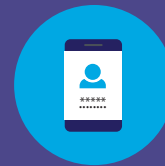
10,359 Exhibitor views

4,662 Poster views

ADCES24 MOBILE APP STATS



2,373
Users



3,715
Logins



8,777
Hours of Use

46,465 Schedule favorites

19,500 Presentation views

2,329 Exhibitor views

DIGITAL OPPORTUNITIES

Exclusive WiFi Sponsor

Fee \$25,000

Be at the forefront of attendees' connectivity throughout the conference as they use lobby and meeting space WiFi on a constant basis for all things digital: conference mobile app, email, social platforms, and internet searches.

Mobile App Sponsor

Fee \$55,000

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 a rotating banner within the mobile app. Banners can be linked to an external website of your choosing.

Mobile App Push Notifications

Fee \$6,000 (for 2)

Remind attendees of your upcoming event or call attention to your booth on the show floor with sponsored push notifications in the ADCES mobile events app.

Annual Conference Website Banner

Fee \$25,000

Be the company attendees see first when they visit ADCES25.org!

ENGAGE AND EDUCATE ATTENDEES

Coffee Talk

Fee \$20,000

Coffee Talk is a 30-minute opportunity to lead a discussion showcasing your latest research and/or product, service, and technology. Located in the Education Theaters right on the exhibit floor.

Center Stage

Fee \$5,000

Center Stage is a popular spot in the center of the exhibit hall floor that allows for hands-on and didactic education from ADCES and sponsors. Organizations can host a 20-minute didactic session with Q&A.

Emerging Science Poster

Fee \$500

The [ADCES25 Emerging Science Poster](#) collection allows industry partners to engage the latest research, novel products, and technology with an inter-professional audience while providing a platform to showcase their latest research, and novel products and technology. This curated category is reserved for posters that are sponsored or conducted by a commercial entity whose primary business is producing, marketing, selling, re-selling, or distributing healthcare products used by or on patients.

Learning Labs

Call for Pricing

Learning Labs take place in constructed rooms in the Exhibit Hall and can be bundled with Education Theaters providing an enhanced experience for the attendees and more direct sales benefits for the sponsor.

Passport Game

Fee \$7,000

Encourage engagement and conversation about your product, service, or company through the Passport Game! Attendees must answer your question to get a stamp. Once attendees fill out their passports, they are entered into a drawing to win a variety of prizes, including free registration to 2026! Limited to the first 12 requests.



Education Theater

Fee \$68,000

Education Theaters are 45-minute sessions that provide a high value, live educational opportunity for supporters to reach engaged diabetes care and education specialists. These sessions deliver a forum to gather and discuss issues on patient education, specific products and therapeutic areas that can help patients achieve behavior change goals, in turn leading to better clinical outcomes and improved health status. ADCES recognizes that Education Theaters are promotional, and the sessions are non-CE.

Marketing Package

Fee \$25,000

Registration bag insert, two push notifications, pre-show e-mail list, advertisement on ADCES25 website. Customized packages can be created.

Daytime Corporate Symposia

Fee \$70,000

The standard program format of an ADCES Corporate Symposium is to have 1-3 presenting speakers delivering content for up to 45 minutes and up to .75 CE/CME. Other formats may be accepted upon ADCES review and approval.

Dinner Corporate Symposia

Fee \$94,500

Corporate Symposia are a valued educational component of the ADCES Annual Conference. Our attendees love when learning and entertainment collide—this is the perfect opportunity for both. There's nothing better than earning CE credit while enjoying a delicious dinner.

SPONSOR AND MARKETING OPPORTUNITIES

Printed Banners

Call for Pricing

Banners are an ideal way to gain exposure and increase product awareness. Hung in high traffic locations for ultimate visibility, choose from various sizes & shapes and a variety of indoor and outdoor locations.

Exhibit Hall Aisle Signs

Fee \$25,000

Exhibit Hall Aisle Signs hang prominently overhead to help attendees navigate the busy exhibit floor. Enjoy your artwork prominently displayed on both sides of all Exhibit Hall aisle signs.

Escalator Runners

Fee \$16,000

Double-sided Meterboards

Fee \$5,000

Window Clings

Fee \$12,500

Table Clings

Fee \$7,500

Available in multiple areas.

Footprints in Exhibit Hall

Fee \$10,000

Attendees will follow the aisle footprints straight to your exhibit! Footprint decals featuring your brand and message are positioned in the exhibit hall to lead attendees to your booth. Includes 12-3x3 clings.

Carpet Logos in Exhibit Hall

Fee \$10,000

Registration Bag Sponsor

Fee \$25,000

Loved by all attendees, the “Reg Bag” is one of the most coveted giveaways that creates maximum exposure over the conference weekend. Opportunity includes branding on the bag and one tote bag insert driving attendees to your company’s booth, website, or product.

Registration Bag Insert

Fee \$10,000

Looking for a great way to drive attendees to your booth or distribute a food or beverage product? Purchase a tote bag insert letting attendees know where to find you and how they can receive an extra conference perk!

Lanyard

Fee \$15,000

Your logo is constantly in view as attendees wear their official ADCES lanyard throughout the conference.

Ancillary Meeting Room Request

Looking for meeting space at the headquarter hotel? Are you planning a staff huddle, focus group or other meeting and need space? [Click here](#) to fill out the request form and submit by email to ADCES.

Ancillary Event Request

Hosting a luncheon, dinner or other event for conference attendees in Phoenix? [Click here](#) to fill out the request form and submit by email to ADCES.

Coordinating Body, Local Networking Group, and Communities of Interest Networking Reception

Call for Pricing

Coordinating Bodies (CBs), Local Networking Groups (LNGs) and Communities of Interest (COIs) will be showcasing their groups to ADCES25 attendees on Thursday, August 7 from 5:30-7:00 p.m. Become a key partner, sponsor an interactive station or sponsor the entertainment.

Celebration Event Sponsor

Call for Pricing

Become a key partner, sponsor an interactive station or sponsor the entertainment at this premiere event.

SPONSOR AND MARKETING OPPORTUNITIES (CONT.)

Business Suite

Looking for meeting space in the exhibit hall or at the convention center?

» Business Suite 10 x 10	Fee \$5,950
» Business Suite 10 x 10 Plus Furniture	Fee \$6,950
» Business Suite 10 x 20	Fee \$7,950
» Business Suite 10 x 20 Plus Furniture	Fee \$8,950

Attendee List Rentals

Fee \$5,000

Rent the Attendee List for one-time use to send company or product information to ADCES25 attendees who opted to receive promotions. Pre- and post-show lists are available for e-mail, direct mail, or both.

E-MAIL OPPORTUNITIES

Confirmation E-mail Sponsorships

» Registration Confirmation E-mail Sponsor	Fee \$10,000
» Hotel Confirmation E-mail Sponsor	Fee \$10,000

Pre-Conference E-mail Sponsorships

» Weekly Pre-Conference E-mail Sponsor	Fee \$40,000
2024: E-mail pieces sent: 66 E-mail Recipients: 55,000 Views: 257,000	
» Advance Deadline Reminder E-mail Sponsor	Fee \$4,900

Know Before You Go E-mail Sponsorships

» Know Before You Go E-mail— Exclusive Sponsor	Fee \$20,000
» Know Before You Go E-mail— Sponsor Banner A	Fee \$12,500

» Know Before You Go E-mail— Sponsor Banner B	Fee \$9,500
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Daily E-mail during Annual Conference Sponsorships

» 4 Day Exclusive Sponsor	Fee \$45,000
» 1 Day	Fee \$15,000
» Daily E-mail—Banner A	Fee \$10,000
» Daily E-mail—Banner B	Fee \$10,000

On-Demand E-mail Sponsorships

» On-Demand Weekly E-mail Sponsor	Fee \$45,000
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Custom E-mail

Fee \$12,000

Sponsor is able to create an email to be sent by ADCES to all ADCES Members. Sponsor is responsible for content.

CUSTOMIZED PACKAGES

Call for Details

Let's work together to make a marketing or sponsorship package that fits your needs. ADCES is open to your ideas on customized approaches to marketing at the ADCES25. Contact our dedicated team to discuss.

IMPORTANT INSTRUCTIONS:

Please clearly print or type this contract. Return completed contract along with payment.

1. COMPANY INFORMATION

Company name and address information should be completed exactly as they will appear in official ADCES publications.

Company: _____

Address: _____

City: _____

State: _____ Zip Code: _____

Product/Services to be promoted: _____

2. CONTACT INFORMATION

Only the designated official contact(s) will receive sponsorship related materials.

Primary Contact: _____
(Will receive all communications from ADCES)

Title: _____

Address: _____
Check here if same as above

City: _____

State: _____ Zip Code: _____

Country: _____

Work Phone: _____

Cell Phone: _____

E-mail: _____

Additional Contact: _____

Title: _____

Work Phone: _____

Cell Phone: _____

E-mail: _____

3. PAYMENT INFORMATION

Full Payment Amount \$ _____

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

4. AGREEMENT

We the undersigned, hereby make application for specified sponsorship opportunity at the ADCES25 Conference to be held August 8-11 at the Phoenix Convention Center. 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 Monday, February 15, 2025.**

Primary Contact: _____

Printed Name: _____

Title: _____

Date: _____

SPONSORSHIP APPLICATION (Check all that apply)

- Exclusive WiFi Sponsor—\$25,000
 - Mobile App Sponsor—\$55,000
 - Mobile App Push Notifications—\$6,000
 - Annual Conference Website Banner—\$25,000
 - Coffee Talk—\$20,000
 - Center Stage—\$5,000
 - Emerging Science Poster—\$500
 - Learning Labs
 - Passport Game—\$7,000
 - Daytime Corporate Symposia—\$94,500
 - Dinner Corporate Symposia—\$94,500
 - Printed Banners
 - Exhibit Hall Aisle Signs—\$25,000
 - Escalator Runners—\$16,000
 - Double Sided Meterboards—\$5,000
 - Window Clings—\$12,500
 - Table Cling—\$7,500
 - Footprints in Exhibit Hall—\$10,000
 - Carpet Logo in Exhibit Hall—\$10,000
 - Registration Bag Sponsor—\$25,000
 - Registration Bag Insert—\$10,000
 - Lanyards—\$15,000
 - Ancillary Meeting Room Request
 - Ancillary Events Request
 - CB/LNG/COI Networking Reception
 - Celebration Event Sponsor
 - Attendee List Rentals—\$5,000
 - Hotel Key Cards—\$25,000
 - Registration Confirmation E-mail Sponsor—\$10,000
 - Hotel Confirmation E-mail Sponsor—\$10,000
 - Weekly Pre-Conference E-mail Sponsor—\$40,000
 - Advance Deadline Reminder E-mail Sponsor—\$4,900
 - Know Before You Go E-mail—Exclusive—\$20,000
 - Know Before You Go E-mail—Sponsor Banner A—\$12,500
 - Know Before You Go E-mail—Sponsor Banner B—\$9,500
 - Daily E-mail during Annual Conference—4 Day Exclusive Sponsor—\$45,000
 - Daily E-mail during Annual Conference—1 Day—\$15,000
 - Daily E-mail during Annual Conference—Banner A—\$10,000
 - Daily E-mail during Annual Conference—Banner B—\$10,000
 - On-Demand Weekly E-mail Sponsor—\$45,000
 - Custom E-mail—\$12,000
-
- Business Suite 10 x 10—\$5,950
 - Business Suite 10 x 10 Plus Furniture—\$6,950
 - Business Suite 10 x 20—\$7,950
 - Business Suite 10 x 20 Plus Furniture—\$8,950

Education Theater

- Marketing Package—\$25,000

THURSDAY August 7	<input type="checkbox"/> 4:30–5:30 p.m.	\$68,000
	<input type="checkbox"/> 7:00–7:45 a.m.	\$68,000
FRIDAY August 8	<input type="checkbox"/> 12:15–1:00 p.m.	\$68,000
	<input type="checkbox"/> 12:15–1:00 p.m.	\$68,000
	<input type="checkbox"/> 5:30–6:15 p.m.	\$68,000
	<input type="checkbox"/> 7:30–8:15 a.m.	\$68,000
SATURDAY August 9	<input type="checkbox"/> 11:45 a.m.–12:30 p.m.	\$68,000
	<input type="checkbox"/> 11:45 a.m.–12:30 p.m.	\$68,000
	<input type="checkbox"/> 2:15–3:00 p.m.	\$68,000
	<input type="checkbox"/> 2:15–3:00 p.m.	\$68,000
	<input type="checkbox"/> 7:30–8:15 a.m.	\$68,000
SUNDAY August 10	<input type="checkbox"/> 12:30–1:15 p.m.	\$68,000
	<input type="checkbox"/> 12:30–1:15 p.m.	\$68,000
	<input type="checkbox"/> 12:30–1:15 p.m.	\$68,000

TOTAL SPONSORSHIPS: _____

Please fill out the application completing all sections. Retain a copy for your files.
Email to ADCES@conventusmedia.com; mail to **Conventus Media, 7 Nichols Lane, Middleton, MA 01949.**

1. COMPANY INFORMATION

Company: _____
Address: _____
City: _____ State: _____
Country: _____ Zip Code: _____
Website: _____
Company Contact: _____
Phone: _____
E-mail: _____

2. CONTACT (PERSON HANDLING LOGISTICS)

Name: _____
Title: _____
Work Phone: _____
Cell Phone: _____
E-mail: _____

3. BOOTH RATE PER SQUARE FOOT

ADVANCED by October 6, 2024		EARLY BIRD October 7, 2024– February 15, 2025		STANDARD after February 15, 2025	
Inline	\$35	Inline	\$36	Inline	\$37
Corner	\$38	Corner	\$39	Corner	\$40
Island	\$42	Island	\$43	Island	\$44
Non Profit	\$22	Non Profit	\$22	Non Profit	\$22

*Non-Profit rates restricted to inline booths only

CANCELLATION OR REDUCTION OF SPACE

Should Exhibitor cancel its space for any reason, Exhibitor shall notify ADCES in writing and pay ADCES the applicable cancellation fee listed below. **Note:** In addition to full booth payment, if cancellation occurs within 90 days of the event, a \$500.00 penalty will be assessed for each 10 x 10 booth.

Cancellation or Reduction of Space	
On or before November 15, 2024	No Fee
November 16, 2024–January 15, 2025	50% of Booth Fee
After January 15, 2025	100% of Booth Fee

4. BOOTH SELECTION

Booth Choices: 1. _____ 2. _____
3. _____ 4. _____

Please indicate four (4) live booth choices.

Preferred Configuration: Inline Island Corner Non-Profit

Does your company plan to offer food samples? Yes No

5. GENERATE BOOTH TRAFFIC

Registration Bag Insert \$10,000 Exhibit Hall Passport \$7,000

Logo on Mobile App \$250 Pre Show E-mail List \$5000

6. FEES & DEPOSIT SCHEDULE (US FUNDS ONLY)

Size of Booth: _____ x _____ Total Sq. Ft.

Booth Rate: \$ _____ x _____ /Sq. Ft.

= Total Booth Cost: \$ _____

1st Deposit: 50% of the total booth fee is due November 15, 2024 \$ _____

Final Payment: Remaining 50% of booth fee due February 15, 2025 \$ _____

Note: Onsite and Early Bird discounted rates are only applicable if fee payments are made by the Exhibitor according to the above deposit schedule; otherwise, Standard rates shall apply.

Applications received after Feb. 15, 2024 will be invoiced and have 30 days for payment processing.

7. 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 available upon request. Contact Chris O'Connell at coconnell@conventusmedia.com, (978) 239-1153.

8. AGREEMENT

The Undersigned Company is hereinafter called "Exhibitor," and the Association of Diabetes Care & Education Specialists is hereinafter called "The Association" or "ADCES." Exhibitor agrees to the Exhibit Terms and Conditions as printed on the reverse hereof, and agrees that they are part of this contract and hereby further agrees to abide by them and any additional rules deemed necessary by ADCES. The undersigned hereby makes application for space which when accepted by ADCES becomes a contract. Application must be dated and include exhibitor signature:

Signature of authorized exhibitor agent

Date

ADCES25 EXHIBITOR RULES & REGULATIONS

The above organization is hereinafter referred to as Exhibits Manager or Management. Provisions noted herein are considered Terms and Conditions of this contract. Exhibitor agrees to be responsible for complying with any applicable federal, state, and local laws, regarding but not limited to sales taxes and fair employment. Management reserves the right to refuse space to any applicant, or to refuse promotional opportunities to any exhibiting sponsor, which in the opinion of Management is unlikely to contribute to the overall objectives of the Annual Meeting. Refer also to Amendments clause.

EXHIBITOR ELIGIBILITY: Participation in ADCES25 is limited to manufacturers and suppliers of products and services used in the education and care of diabetes. ADCES reserves the right to accept, reject or condition acceptance based on ADCES's sole discretion, for any reason which need not be disclosed to the applicant.

BOOTH RENTAL: Rental price (In-line booth) includes 8' high x 10' wide back drapes with 6' high x 10' wide side rail drapes; standard (11" x 17") two-line booth sign with booth number and name of exhibitor. Furniture, carpeting, and electrical service are not included in the booth rental. For ADCES25, exhibit heights are restricted to a maximum of 25 feet.

SPACE ASSIGNMENTS: Management shall assign Exhibit Space and reserves the right to change the location of the exhibitor's assigned Exhibit Space as Management deems it necessary in the best interests of the Exhibition. Exhibitors who change the size of their Exhibit Space are not guaranteed the original location and are subject to relocation by Management.

REGISTRATION OF EXHIBIT PERSONNEL FOR THE EXHIBIT AREA: Advance registration will be provided to exhibitors. All exhibitors will be required to register. All exhibiting companies will be entitled to four free exhibitor personnel badges per 100 sq. ft. of space. Comp badges are for exhibit hall access only. If an exhibitor wants to get CE/CME credit they must purchase a full conference registration badge. Additional registrations, substitutions or replacement badges for exhibit personnel will be charged accordingly. Admission to the Exhibit Area will be by badge only.

CANCELLATION: If exhibitor cancels their booth space for any reason, or if Management cancels because of Exhibitor's default or violation of this agreement, monies paid to Management shall be retained as follows: The initial 50% for the booth originally contracted is non-refundable after January 15, 2025. Companies canceling after space

has been assigned will receive a refund of the amount paid in excess of the 50% initial deposit providing written notice is postmarked prior to January 15, 2025. When canceling after January 15, 2025, the full cost of the booth originally contracted is due. The retained rental shall be liquidated damages for the direct and indirect costs incurred by Management for organizing, setting up and providing space for Exhibitor, and losses and additional expenses caused by Exhibitor's withdrawal including re-letting the space. All cancellations must be in writing and refunds will be based on the above schedule according to the date on the written refund request. Note: In addition to full booth payment, if cancellation occurs within 90 days of the event, a \$500.00 penalty will be assessed for each 10 x 10 booth. If ADCES25 does not take place due to the Covid-19 pandemic, this contract is no longer valid. Funds may be applied to the Virtual ADCES25.

SPACE REDUCTION: If exhibitor reduces their booth space, monies paid to Management shall be retained as follows: The initial 50% for the booth originally contracted is non-refundable and must be paid before the downsized booth can be assigned. An amount paid in excess of the 50% initial deposit for the booth originally contracted will be refunded to companies that provide written notice prior to November 15, 2025. When reducing booth size after January 15, 2025, the full cost of the booth originally contracted must be paid in full. In all cases, monies retained will be applied to offset the cost of the downsized booth.

FAILURE TO SET UP: ADCES reserves the right to dismantle, take possession of, and resell the exhibit space if the exhibitor does not set-up two hours before the show. The exhibitor will not be entitled to a refund. Additionally, exhibits must remain intact until the final closing hour of the exhibit hall. Failure to do so will be penalized by 1/4 of booth cost charge. Information regarding receiving shipments and return of crates is provided in the Exhibitor Service Kit.

TERMINATION OF EXHIBIT: The above organization is hereinafter referred to as Exhibits Manager or Management. Provisions noted herein are considered Terms and Conditions of this contract. Exhibitor agrees to be responsible for complying with any applicable federal, state, and local laws, regarding but not limited to sales taxes and fair employment. Management reserves the right to refuse space to any applicant, or to refuse promotional opportunities to any exhibiting sponsor, which in the opinion of Management is unlikely to contribute to the overall objectives of the Annual Meeting. Refer also to Amendments clause.

ADCES25 EXHIBITOR RULES & REGULATIONS (CONT.)

CIRCULATION AND SOLICITATION: Distribution of promotional material can only be made within the booth area assigned to the Exhibitor presenting such material. Likewise, all sales solicitation and/or promotional activities must be confined to the booth area assigned to Exhibitor.

CHARACTER OF EXHIBITS: No one under the age of 18 is allowed on the exhibit floor at any time. Promotional activities (except for show-sponsored signage and events) and/or sales solicitation outside of the booth are strictly prohibited. This includes areas within the convention center, across the street and within site of the convention center, and participating hotels. Violators will lose priority points; repeat offenders will be subject to expulsion. Each exhibit must be arranged so that built-up displays or equipment will not occupy the entire floor space of the booth, which prevents the reception of visitors within the limits of each booth. Display equipment must not be placed or displayed outside the Exhibitor's booth. Signs, decorations, and Exhibitor's equipment must not extend above the back wall or along the divider panels in a manner that would obscure the view of adjoining booths. There must be no interference by one exhibitor with the light or space of other exhibitors. Sound apparatus in connection with motion pictures or any similar exhibit must be regulated to a point wherein it will not disturb other exhibitors. Displays must not obstruct the general view, or the view of directional aids. The Management reserves the right to restrict, at any time, any exhibit deemed undesirable, and the Management's decision must be accepted as final.

SUBLETTING OF EXHIBIT SPACE AND PROHIBITED

USES: Exhibitors are prohibited from assigning or subletting a booth or any part of the space allotted to them to other companies or products. Nor shall the exhibitor permit to be exhibited in their space any merchandise not a part of their own regular products, nor shall they exhibit any advertising materials directly pertaining to such merchandise.

EXHIBITOR SERVICES: All services, such as furniture, carpeting, labor, and other services may be arranged through the Service Contractor. An Exhibitor Service Manual will be provided with proper forms for ordering such services. All exhibitors are to comply with union regulations in effect at the exhibit facility. Exhibitor hereby accepts notice that certain services are required to be provided by contractor exclusive to the Phoenix Convention Center. Management will specify exclusive contractors in the Exhibitor Service Manual.

EXHIBITOR-APPOINTED CONTRACTORS: Exhibitors are requested to use the official contractor. Should an outside contractor be used, exhibitors must secure, in advance, written authorization from Show Management at least 30 days prior to the opening of the exhibits. Outside service contractors shall notify the official contractor and the Exhibit Manager of the names and/or number of regular employees who will be working in the exhibit area during the move-in and move-out period 30 days prior to the opening of the exhibits. Certificates of insurance for Liability and Workmen's Compensation are required for outside contractors working in the exhibit area. The Exhibitor is responsible for notifying his outside contractor of the provisions of the rules and regulations, a copy of which is to be provided by the Exhibitor to the outside contractor. Rules, regulations, and insurance requirements specific to Exhibitor-Appointed Contractors are detailed in the Exhibitor Service Manual. Exhibitor hereby accepts notice that any Exhibitor-Appointed Contractor not fulfilling requirements as directed in the Exhibitor Services Manual will be prohibited from operating on the exhibition floor.

INDEMNIFICATION: The exhibitor or agent signing this agreement agrees to indemnify, defend and hold harmless ADCES, Conventus Media (CM), the Phoenix Convention Center and their members, directors, officers, employees, attorneys, insurers, and other agents from and against any and all claims by third parties, and related costs and expenses (including legal fees and court costs), arising from breach of this agreement by the exhibitor or agent or from any act or omission of the exhibitor or agent.

LIABILITY AND INSURANCE: The Exhibitor assumes entire responsibility and liability for losses, damages and claims arising out of injury or damage to exhibits, displays, equipment and other property brought upon the premises of the designed convention facilities, and shall indemnify and hold harmless the designated convention facilities, their agents, servants and employees from any and all such losses, damages and claims. Exhibitors agree to protect, save and keep ADCES, CM, the Phoenix Convention Center and their respective directors, officers and employees forever harmless from any damage or charges imposed for violation of any law or ordinance whether occasioned by the exhibitor or those holding under the exhibitor, as well as to strictly comply with the applicable terms and conditions contained in the agreement between ADCES and the Phoenix Convention Center regarding the exhibit premises. An exhibitor shall at all times protect, indemnify, save and keep harmless

ADCES25 EXHIBITOR RULES & REGULATIONS (CONT.)

ADCES, CM, and the Phoenix Convention Center against any and all loss, cost, damage, liability or expense arising from or out of or by reason of said exhibitor's occupancy and use of the exhibit premises or a part thereof. The exhibitor or agent signing this agreement shall provide ADCES with evidence of insurance coverage satisfactory to ADCES upon request. Certificates must name ADCES, CM, the Phoenix Convention Center and their respective directors, officers, and employees as additional insured. Such evidence shall include certificates of insurance with at least the following limits: Comprehensive General Liability Insurance (including contractual and copyright infringement coverage) with limits of not less than \$1,000,000 with respect to injuries to any one person in an occurrence, \$2,000,000 with respect to injuries to more than one person in any occurrence, and \$500,000 with respect to damage of property; Comprehensive Automobile Insurance covering owned and non-owned vehicles, as well as loading and unloading hazards, with minimum limits of \$1,000,000 per occurrence for bodily injury and \$500,000 for property damage; and Worker's Compensation and Employers' Liability Insurance in a minimum amount of \$1,000,000 individual and aggregate coverage. Though guards are provided by ADCES, the furnishing of such guards shall not be deemed to affect the non-liability of ADCES, its members, officers, representatives or other official service contractors or the Phoenix Convention Center or to modify in any way the assumptions or risk provided herein.

FOOD SAMPLES: Exhibitors may distribute SAMPLE food and/or beverages OF THEIR PRODUCTS which are limited to products that are manufactured, processed, and distributed by the exhibiting company. By submitting, signing, and completing the Sample Authorization Form your company agrees to comply with ALL conditions and policies in place by the convention center's sampling policy and guidelines provided in the ADCES exhibitor manual. **BIO-HAZARDOUS WASTE DISPOSAL:** All bio-hazardous waste must be disposed of in accordance with OSHA and EPA material handling guidelines and must be handled by a licensed medical waste transporter. This includes sharps, blood, body fluids, or any contaminated items that would be harmful if mixed with other waste.

FIRE REGULATIONS: The exhibitor assumes all responsibility for compliance with local, city and state ordinances and regulations covering fire, safety, and health. No flammable decorations such as crepe paper, tissue paper, cardboard or corrugated paper shall be used at any time. All packing containers, excelsior and

wrapping paper must be flameproof and are to be removed from the floor. This material is NOT to be stored under tables or behind displays. All muslin, velvet, silken or other cloth decorations must stand a flame proof test as prescribed by fire ordinances. All materials and fluids which are flammable are to be kept in safety containers.

MUSIC LICENSING & USE OF COPYRIGHTED WORKS:

The exhibitor or agent signing this agreement shall be responsible for securing any and all necessary licenses or consents for (a) any performances, displays or other uses of copyrighted works, trademarks or patented inventions or designs and (b) any use of any name, likeness, signature, voice or other impression, or other intellectual property owned by others at the event. Among other things, the exhibitor or agent agrees that no musical work protected by copyright will be staged, produced, or otherwise performed, via either "live" or mechanical means, by or on behalf of the exhibitor or agent at the event unless the exhibitor or agent has previously obtained written permission from the copyright owner, or the copyright owner's designee (e.g., ASCAP, BMI, or SESAC) for such use. Furthermore, the exhibitor or agent agrees to be fully responsible for the performance of all obligations under any agreement permitting the use of such music, including, but not limited to, all obligations to report data and to pay royalty fees. Any live musical presentations must be preapproved by ADCES in writing. ADCES reserves the right to determine an acceptable volume for the playing of any live or recorded music.

AMENDMENTS: Exhibitor shall be bound by and comply with all terms and conditions set forth herein and any amendments thereof or additional rules or regulations (e.g., Exhibitor Service Manual, Exhibitor Updates, and other informational mailings). ADCES reserves the right to interpret, amend and enforce the conditions, rules, and regulations of the Agreement. Written notice of any amendments or interpretations shall be given to each exhibitor. Each Exhibitor, for himself, his agents and employees agrees to abide by all conditions, rules and regulations set forth in the Agreement or by any amendment thereto or interpretation thereof of which notice shall have been given. All points not covered are subject to the decision of Management.

PERIMETER MARKETING RADIUS RULE, ADCES25: The Association of Diabetes Care & Education Specialists has established a 5-mile convention center radius perimeter marketing rule, to include airports that all exhibitors must abide by when booking ADCES Annual Meeting related advertising. Exhibitors who wish to advertise

ADCES25 EXHIBITOR RULES & REGULATIONS (CONT.)

outside of the convention center proper or at the host city airport(s) are required to use the services of ADCES's official supplier, Conventus Media for city-wide perimeter marketing, which may include but is not limited to airport advertising, transit advertising, billboards, taxi/van wraps, pedicabs, and all other means of guerrilla marketing. Depending on the meeting city, new opportunities may arise; exhibitors are advised to contact Conventus Media early to learn of each year's ADCES approved offerings.

Exhibiting companies will receive the first right of refusal for any opportunity or comparable tactic in the following meeting year. Exhibiting companies who do not abide by ADCES's perimeter marketing guidelines will be penalized in accordance with the "Enforcement of Rules and Regulations Policy" as stated on the exhibitor application for booth space at ADCES.