



36th **ANNUAL MEETING**  
**ATLANTA AUGUST 5-8 2009**

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*Maximize your impact and  
increase your results with*

# **Corporate Symposia and Product Theatres**

*at the AADE Annual Meeting*

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Georgia World Congress Center  
Atlanta, GA

## AADE's Corporate Symposia and Product Theatres will give you:

- Direct access to more diabetes educators than at any other diabetes-related meeting.
- Increased exposure through AADE's extensive pre-show and on-site promotions.

### Increase your Impact and Visibility with Diabetes Educators

Gaining direct access to healthcare professionals can be difficult in the oversaturated world of medicine and pharmaceuticals. Sponsoring a Corporate Symposium and/or Product Theatre gives your company direct access to professionals working specifically in diabetes self-management training and care.

Every year the AADE Annual Meeting and Exhibition attracts over 4,000 attendees who highly anticipate these engaging and informative sessions as an integral part of their meeting experience.

These sessions are offered at a time unopposed to exhibits or other programming. This gives your company exceptional access to attendees, allowing more follow-up and interaction during exhibit hours later in the conference.

AADE will list Corporate Symposia and Product Theatre sessions in the Annual Meeting Guide, preview edition of the *AADE Show Daily*, email communiqués, and the AADE website.

There are four permitted avenues for you to purchase additional advertising for your session:

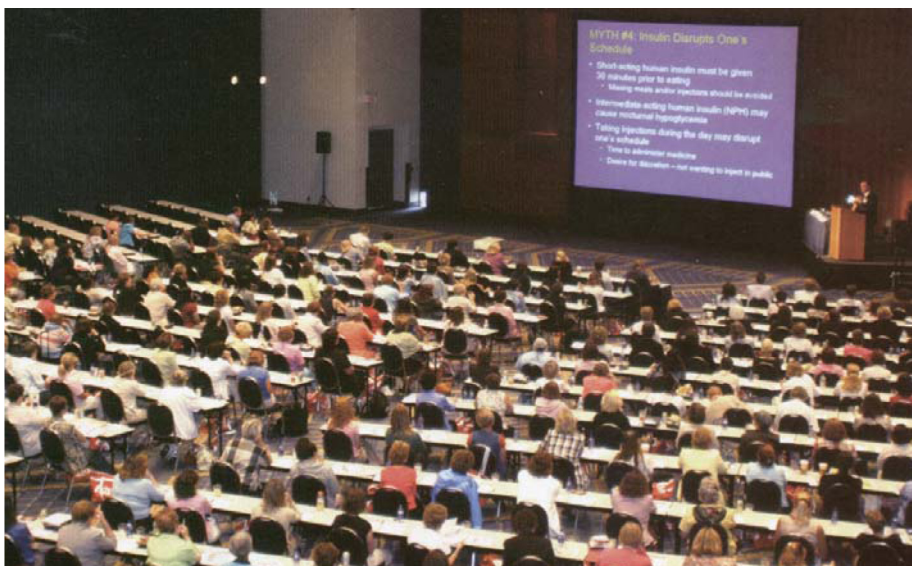
- **Advertising prior to the Annual Meeting**
  - Preview edition of the *AADE Show Daily*: make your session stand out by purchasing up to a full-page of ad space
  - The May/June 2009 edition of *The Diabetes Educator Journal*
- **On-site Advertising**
  - *AADE Show Daily*: the official on-site publication of the Association, distributed each morning of the meeting
  - AADE educator bag, room drops

### Corporate Symposia

Corporate Symposia are 90- and 120-minute programs of high quality education that provide continuing education (CE) credits for nurses, dietitians and pharmacists. CE credit makes these sessions very attractive to attendees who need the education to maintain their professional credentials and licenses.

Choose to provide an education grant directly to AADE and we can act as your planning company, saving you time and money. All Corporate Symposia must be approved for CE credit by AADE.

# CREATE A PRESENTATION CENTERED ON YOUR COMPANY OR PRODUCT



## Product Theatres

Product Theatres are 60-minute marketing presentations specific to a company's product in research and development. These sessions do not offer CE credits. Instead, Product Theatres give you the freedom to create a presentation centered on your company or your products. Since these sessions do not have to meet the strict requirements of CE approval, they offer great opportunities for direct marketing.

*NOTE: A company can sponsor multiple Corporate Symposia and Product Theatres as space allows.*

## Included Benefits with the Application Fee

Included in the application fee for a Corporate Symposium or Product Theatre is the use of a room within AADE conference space, signage outside of the room, and multiple bar code readers (lead retrieval machines) for capturing information from name badges of those attending the session.

After the Annual Meeting, your company will receive a roster with contact information for all the people who attend your program. In addition, AADE will promote all educational sessions in extensive pre-conference promotions including direct mail, email and online.

## Deadlines for 2009 Applications

- Applications for both Corporate Symposia and Product Theatres are due March 2, 2009.
- Late applications will be accepted through March 30, 2009, but will require a late fee.

**For more information and to download application forms please go to:**  
**[www.diabeteseducator.org/corpsym](http://www.diabeteseducator.org/corpsym)**