

# PRODUCT THEATRES



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

### GUIDELINES AND INFORMATION

Georgia World Congress Center  
Atlanta, GA

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**T**he American Association of Diabetes Educators (AADE) is holding its 36th Annual Meeting & Exhibition in Atlanta, GA, August 5 – 8, 2009. We would like to extend to you the opportunity to support a Product Theatre session and be a part of an incredible program that will offer visibility of your company to more than 4,000 diabetes healthcare professionals.

Product Theatre sessions are 60-minute programs that allow you the opportunity to highlight your product in an in-depth and exciting way. This packet contains guidelines and information for the 2009 Annual Meeting Product Theatre sessions, as well as all deadlines. If you would like to submit a program for possible inclusion in this year's sessions, please download the application and instructions for submission from our website.

I would like to thank you for your interest in participating in our Product Theatre program and we look forward to working with you to make 2009 our most successful year yet.



Laura M. Downes, CAE  
Chief Operating Officer  
American Association of Diabetes Educators

# Product Theatre: Deadlines

**March 2, 2009**

## **Applications Due**

Completed packet due with application fee of \$12,500.  
Standard audio visual package fee of \$4,500 is due with your application.  
Catering deposit of \$2,000 due with application (200 persons @ \$10 each).

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**March 3 – 30, 2009**

## **Late Application Submissions Due**

Completed packet due with application fee of \$15,000.  
Standard audio visual package fee of \$4,500 is due with your application.  
Catering deposit of \$2,000 due with application (200 persons @ \$10 each).

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**April 8 – July 10, 2009**

## **Advertising Opportunities Due Dates**

April 8, 2009: *The Diabetes Educator Journal*  
April 17, 2009: Preview edition, *AADE Show Daily*  
July 3, 2009: Educator bag, room drops  
July 10, 2009: On-site *AADE Show Daily*

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**May 15, 2009**

## **Additional Meeting Room Requests Due**

Completed form due with \$500 placement fee.  
No requests will be accepted after this date.

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**May 18, 2009**

## **Additional Audio Visual Requests Due**

Completed form due with appropriate deposit.  
NOTE: A late fee of \$750 will be applied to deposits received for additional AV requests after this date.

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**June 29, 2009**

## **Final Date for Additional Audio Visual Requests**

No additions or changes accepted after this date.

## **Staff/Sponsor Name Badge List Due**

Complete list due in electronic format.

## **Sponsor Logo Due**

High-resolution sponsor logo due in electronic format (preferably .eps file).

# Guidelines and Information

The 2009 Annual Meeting and Exhibition is being held August 5 – 8, 2009, in Atlanta, Georgia at the Georgia World Congress Center. The Annual Meeting will begin on Wednesday, August 5 with the Opening General Session starting at 8:30 am. Product Theatre sessions will be held in the convention center on Wednesday, August 5 from 3:15 p.m. – 4:15 p.m. Beverage service will be provided to participants prior to the start of each session.

Product Theatre sessions are a recognized part of the AADE Annual Meeting and are scheduled to not compete with any other educational programming; therefore, all registered attendees (4,000+ educators and healthcare professionals) are encouraged to attend. Attendance is first-come, first-serve; pre-registration is not required or available this year. The opportunity to sponsor this type of program is only available to companies participating in the 2009 Exhibition. Product Theatre is a “value added” part of the AADE Annual Meeting for the attendee and a unique opportunity for industry to highlight their new products.

In an effort to make the experience of attending the AADE Annual Meeting efficient and satisfying for all of our participants, the following guidelines have been developed to streamline the process for both the sponsoring group and for AADE. Please read the guidelines carefully and note the timeline and dates.

## Application Fee and Submission Deadlines

The fee to participate in the 2009 Product Theatre programming is \$12,500 and is required at the time of application submission.

The \$12,500 application fee provides the following services:

- **Listing of program** in the *AADE Meeting Guide*, on the AADE website, in the *Annual Meeting and Corporate Symposia Preview*, and in *The Diabetes Educator* journal.
- **Room assignment** at the convention center for the session.
- **Program signage** outside the meeting room.
- **Badge scanners** and temporary staff for on-site admission tracking at program check-in.
- **Attendee list** of your session attendees 4-6 weeks following the close of the Annual Meeting.

**Submission deadline:** Applications and payments must be received by Monday, March 2, 2009. A late fee of \$2,500 will be applied to all applications and payments received from March 3 – 30, 2009. Applications will no longer be accepted after March 30, 2009. Please note: no action will be taken by AADE until payment of the application fee is made in full.

## Cancellation Fee

AADE will assess a cancellation fee of \$5,000 for programs cancelled by the program administrator or sponsor on or before May 1, 2009. **After May 1, 2009 no refund will be provided.**

## Right of Refusal

AADE has the right to deny any application submitted and will provide explanation to the program administrators and sponsor for such refusal in writing. No fees will be retained for any program AADE denies.

## Promotion/Advertising

AADE will promote Product Theatre sessions in the Annual Meeting Guide, list them in the Preview edition of the *AADE Show Daily*, email communiqués, and on the AADE website.

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

- The May/June 2009 edition of *The Diabetes Educator Journal* (ads due **April 8, 2009**)
- The AADE Annual Meetings and Corporate Symposia preview edition of the *Show Daily* (ads due **April 17, 2009**)
- The educator bag, room drops (due **July 3, 2009**)
- The AADE Annual Meeting on-site *Show Daily* (ads due **July 10, 2009**)

These opportunities offer the sponsor or management company the option of placing ads or including promotional inserts in advertising pieces that are mailed to all AADE members in summer 2009. For additional information and pricing, please contact Michael Warner at [mwarner@aadenet.org](mailto:mwarner@aadenet.org).

**Any promotional pieces developed for the above media must be approved by AADE prior to printing and must include:**

- Program title
- A statement that seats are available on a first-come, first-serve basis for AADE Annual Meeting attendees
- Instructions that direct the person to visit the AADE Website at [www.diabeteseducator.org](http://www.diabeteseducator.org) for Annual Meeting registration information
- AADE 2009 Annual Meeting and Exhibition logo (to be provided by AADE)

Invitations, mailers, or any other promotional pieces developed for distribution outside of our four permitted promotional avenues are strictly prohibited. Likewise, AADE membership labels will not be available for purchase.

## Room Set/Attendance

All Product Theatre room sets are standard as follows. Change requests are not permitted.

- **Location:** Product Theatre sessions will be held in the Georgia World Congress Center.
- **Assignments:** Room assignments will be provided by AADE approximately 1 month before the session.
- **Diagrams:** Tentative room diagrams will be provided by AADE as a courtesy approximately 1-2 weeks before the session; change requests are not permitted.
- **Seating:** The room set for all sessions will be theatre style.
- **Head Table:** The front of the room will have a head table, chairs, and a podium set on an elevated stage. Water service for the head table will be provided.
- **Signage:** The AADE-provided program sign will be placed outside the room. Additional signs inside or outside the room are not allowed.
- **Tables:** A display table, tech table, and tables for beverage service will be provided for each room. Sizes and placement will be determined by AADE; tables may be located in the back and/or outside of the room. Beverage service tables may be placed outside the room based on space availability.
- **Attendance:** Room sizes may vary with a minimum of 300 participants, depending on the number of Product Theatre sessions held. Attendance is available on a first-come, first-serve basis; pre-registration is not required or available. Additionally, minimum attendee numbers are not guaranteed by AADE.

## Audio Visual

AADE provides a standard audio visual (AV) package at the cost of \$4,500, which includes labor. **This fee must accompany the application.** This package includes:

- 3 lavalier microphones
- 1 podium microphone
- 2 wired aisle microphones
- Projection screen appropriate to the ceiling height with dress kit; all projection will be in front of screen rather than rear screen to allow maximum seating in room
- Computer to run presentation
- LCD projector on a draped cart with a normal throw lens for front of room placement
- VGA switcher
- Sound amplification and mixer system appropriate to the number of microphones

An outside production company may be used by the sponsoring group during the program for technical supervision ONLY. No outside equipment or labor will be permitted.

**Additional/optional AV equipment** may be requested through AADE. If you would like to obtain AV equipment not included in the basic package, **a completed Additional Audio Visual Request Form must be submitted with the appropriate deposit no later than May 18, 2009. Forms submitted after May 18, 2009 will be assessed a \$750 penalty fee.** This form is available for download from the AADE website in the Annual Meeting Product Theatre section.

AV additions to the minimum package will be accommodated based on room availability to set up and tear down between other scheduled events. AADE reserves the right to decide what additional AV can be accommodated. **Any changes to the AV order after the request and deposit are received must be approved in writing by AADE and could require an additional deposit to secure. No changes to AV will be allowed after June 29, 2009.** An invoice will be issued at the completion of the Annual Meeting for the remaining amount due.

## Catering

AADE has arranged for beverage service to be available preceding the program at \$10/person. This package price includes the convention center service charge and applicable state tax. Catering costs are the responsibility of the program sponsor/administrator, and guarantees will be made based on the maximum room set (between 300 – 900 persons). **A \$2,000 deposit (200 persons @ \$10 each) is required with application submission.** An invoice will be issued at the completion of the Annual Meeting for the remaining amount due for beverage service based on the maximum number of participants set for each session.

## Room Signage

Standard signage will be provided by AADE consistent in design and layout as all other Annual Meeting signage. Signage will be placed outside each session room one (1) hour prior to the program and will be removed after the conclusion of the program by AADE staff. The sign will include:

- Program title
- Moderator and speakers' names and credentials
- Educational grantor/corporate sponsor name and logo

Product Theatres will be listed with their room assignments in the AADE Meeting Guide given to all registrants on-site. Additional signage listing all room numbers for the day's sessions will be displayed in a prominent location in the convention center. A sign will also be placed in the hotel lobby (if program should be held in the hotel) indicating the programming occurring in that particular hotel. **Signage prepared by sponsors or their agency for corporate programs will not be permitted in any hotels or the convention center. Any unofficial signs will be removed.**

## Participant Attendance

Participants who register for the Annual Meeting are eligible to attend Product Theatre sessions. Attendance is permitted on a first-come, first-serve basis.

## Name Badges

All participants will be wearing the official AADE 2009 show badge. Badges are required for Product Theatre participation. This will facilitate networking before and after the session, as well as ensure that only a registered attendee will attend.

AADE will provide name badges to identify non-attendee speakers and medical education company support and sponsor staff; these badges will be available in the room at least one hour prior to session start time. **A list of these people that includes full name, employer, city and state must be submitted to AADE by June 29, 2009.**

## Additional Meeting Room Requests

A limited number of small meeting rooms are available at the convention center and in various hotels. Please note that there will be a shared speaker ready room available starting on Wednesday, August 5 2009, in the convention center. If you are interested in reserving an additional room please contact AADE Meeting Services department via email at meetings@aadenet.org. **Additional meeting room requests must be submitted by May 15, 2009 with a \$500 placement fee. No requests will be accepted after this date.** Additionally, program rooms will be available to sponsoring staff at 1:15 pm the day of the session.

## Product Theatre Contacts

### Application Process

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### Advertising

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