2017 – 2018
Corporate Support Prospectus

- Position your brand as a leader in diabetes educator education
- Showcase your support of the specialty
- Increase visibility of your products

Empowering diabetes educators to expand the horizons of innovative education, management and support.
ABOUT AADE

AADE is a multi-disciplinary professional membership organization dedicated to improving diabetes care through innovative education, management and support. With the ability to reach over 23,000 professionals including nurses, nurse practitioners, dietitians, pharmacists, exercise physiologists, and others, AADE has a vast network of practitioners working with people who have, are affected by, or are at risk for, diabetes.

AADE is uniquely positioned in the diabetes education market. Its access to over 23,000 professionals can reach deep into the marketplace and influence the practice of diabetes care and diabetes self-management throughout the United States. Diabetes educators are the link between patients and the larger healthcare team that relies on their expertise. We believe that sustaining and developing the knowledge and the understanding that diabetes educators have of current practices and clinical technologies is fundamental to improving diabetes care and lives of people with diabetes.

OUR MISSION

To empower diabetes educators to expand the horizons of innovative education, management and support

OUR VISION

Optimal health and quality of life for persons with, affected by, or at risk, for diabetes and chronic conditions

OUR MEMBERS

Diabetes educators, nurses, dieticians, pharmacists and other healthcare professionals at the center of care for people with diabetes

Leading experts in diabetes care counseling, education and communication

Influencers in all decisions regarding medical adherence, devise choices, nutrition, weight management techniques and more

AADE MEMBERS AT A GLANCE

- **95%** ARE WOMEN
- **52%** ARE NURSES
- **7%** ARE PHARMACISTS
- **48%** ARE CDEs AND/OR BC-ADM
- **35%** ARE DIETITIANS
- **6%** ARE OTHER HEALTH PROFESSIONALS
AADE offers opportunities to collaborate that will support your mission based on your business and marketing needs. We are able to customize a number of tactics to create a developed, layered approach (e.g., practice/research paper, educational program, toolkit, social media). The programs listed in the prospectus showcase the opportunities AADE has to offer either singularly or as part of a complementary approach.*

**EDUCATION AND TRAINING**

AADE education focuses on the most critical issues, future trends, best practices and next practices facing Diabetes Educators today. Support an AADE-produced live program, webinar or online course to reach AADE members.

**Live Education Programs, $5,000 / program**

AADE is the leading educational authority for Diabetes Educators in diabetes self-management training and in lifestyle management for the prevention of diabetes.

**Offered programs include:**

1. Core Concepts: 3 day training, held quarterly, estimated yearly attendance: 600
2. Pharmacology Boot Camp, 1 day training, held twice a year, estimated yearly attendance: 150
3. Diabetes Education and Prevention Workshops:
   - 2017 National Standards for DSMES Boot Camp, estimated yearly attendance: 30
   - Building Your Diabetes Education Program, estimated yearly attendance: 150
   - Sustaining Your Diabetes Education Program, estimated yearly attendance: 150
   - Reimbursement Workshop, estimated yearly attendance: 160

**Recognition includes:**

- Website recognition
- Promotional and attendee emails
- Onsite signage
- Podium recognition
- Attendee registration list/email address provide post-program

**Additional support opportunities:**

- 60 minute after lunch education program, $25,000
- Evening education program, $45,000
  - Add enduring materials: 2 years online CE from live program, $30,000

**Webinar (CE), $30,000 - $40,000**

AADE will produce a live online, 90-minute CE webinar with enduring material, marketed to 14,000 diabetes educators. Webinars are presented by cutting-edge, expert faculty and provide valuable continuing education credit to participants. AADE Webinars are delivered both as live sessions with an interactive Q&A session and on-demand webcasts, permitting participation at times most convenient to target audiences. Unlimited viewings of archived webcasts are available for 2 years following the live event online.

*Programs and pricing subject to change.*
Diabetes Online Course (CE), $30,000 - $40,000

AADE will produce a 60-minute module on diabetes as it relates to evidence-based research and guidelines to offer to approximately 14,000 diabetes educators. Available on demand, the course can be designed broadly and made available to the general healthcare community or tailored for private, custom training for facilities or corporations. The course may include study material, practice problems and evaluative exercises. Includes two years of complimentary access to 14,000 AADE members and related print/email promotion and customer support. Sponsor would be the exclusive supporter of module and related teaching tools. CE courses are not product/brand specific.

Sponsored Educational Content (non-CE), $20,000

AADE will host a sponsor-created 30-60 minute educational offering (e.g., webinar, presentation, online video with related collateral). This product-specific non-CE educational content would be branded with company as the exclusive sponsor. AADE will host the module for up to two years, provide access to 14,000 AADE members and provide related print/email promotion and customer support.

Online Certificate Program (Dependent on scope of project)

AADE will create a package of online CE courses suitable for diabetes educators who wish to earn a “certificate of completion” in specific subject matter. The overall CE course would be specially packaged and showcase sponsor’s support. AADE and sponsor would partner to identify and promote the certificate program to appropriate targets.

Workforce Training (Dependent on scope of project)

AADE works with a variety of industry and corporate partners to provide workforce training in the areas of diabetes prevention and diabetes self-management education and services. AADE can custom-build learning activities to achieve the training goals of your organization. You can find out more about our Workforce Training program via this link: Workforce Training

Licensed Content, $50,000 fee, ongoing annual licensing of $50,000

AADE offers the opportunity for technology companies to license the Diabetes Education Curriculum and embed it into a technology solution. Based on the AADE7 Self-Care Behaviors, the curriculum contains an implementation guide and 8 instructional modules.

Additional contractual details apply:
Licensor hereby grants to Licensee a non-exclusive, non-transferable right and license to use and display the Licensed IP in the Products and create Derivative Works.

Technology Company can transpose AADE Curriculum into digital-friendly “sections” and repository content with approval of AADE and integrate the Licensed IP into the defined Products.

During the term, AADE shall provide, in accordance with AADE’s typical update schedule, AADE Curriculum updates to licensee in a mutually agreed process.
PRACTICE PAPERS

Practice Papers are AADE issued guidelines for the diabetes educator on topics related to diabetes education and care. There are two categories of opportunities:

Updates, $8,000

1. Update practice papers with the latest evidence and promote them to AADE members, topics include:
   • Obesity and Diabetes
   • The Primary Prevention of Type 2 Diabetes

New Practice Papers, $15,000

2. AADE creates new practice papers and translates the latest research guidelines into practice, topics include:
   • Role of DE in formulary decisions
   • Diabetes and Mental Health
   • Type 1 Diabetes
   • Medication Formulary

Recognition
   • Company will be recognized in the practice paper
   • Company will be recognized in promotional materials: eFYI, emails, promoted in the COI

ADVOCACY

Public Policy Forum, $20,000

AADE’s ultimate strategic goals are to train and engage our members in advocacy so that they become increasingly adept at advocacy and at the same time continuously strengthen their relationships with their local, state, and federal representatives and policy makers. Working toward these strategic goals will entail making our members proficient in areas that include 1) monitoring state policy issues; 2) building relationships with state and federal legislators and policy makers, and 3) create the knowledge, skills and relationships to advance policy issues of import to AADE members, people with diabetes and our allies.

The development of a strong grass-roots network can best be facilitated by ensuring that our membership includes at least one trained coordinator in each state who has a singular focus on monitoring advocacy issues and coordinating membership activity around those issues. In addition, AADE will expand the skills of our members so that they not only are comfortable with conducting, organizing and scheduling visits with legislators and other policy makers, but also are effective in their lobbying activities. The Public Policy Forum is pivotal to the success of this expansion of our members’ advocacy skills.

A Selection of Advocacy Initiatives

• Lobbying for passage of and helping to write Diabetes Action Plans (DAPs) in states such as Indiana, Ohio, Connecticut, Massachusetts and Delaware. Hundreds of AADE members participated in lobbying for this type of legislation
• Lobbying for Medicaid expansion/coverage of Diabetes Self-Management Training as AADE members did in New Jersey
• Leveraging our members’ advocacy skills and relationships with policy makers to highlight issues such as hypoglycemia and other issues important to diabetes education
• Working in states pass legislation which would roll back step-therapy drug protocols
• Continue our multi-year focus and leadership on studying and working to improve the Medicare National Mail Order Competitive Bidding Program

Serving as a major voice of advocacy through public comments about the proposed rule issued by the Centers for Medicare and Medicaid Services (CMS) under the Physician Fee Schedule (PFS), AADE created a webpage which allowed members and non-members to submit uniform comments to CMS about the PFS changes. This webpage received over 890 unique page views. The submitted comments focused on barriers to Diabetes Self-Management Training (DSMT) and expansion of the Diabetes Prevention Program. The proposed changes to the PFS were released by CMS on July 7 2016, and AADE had 60 days to respond. AADE Advocacy was able to create and implement an effective lobbying campaign around changes to the PFS that would benefit persons with diabetes and those who provide them with diabetes care and education including diabetes educators.

Recognition includes:
• Leave behind material
• Website recognition
• Promotional and attendee emails
• Onsite signage
• Podium recognition

LEADERSHIP

Coordinating Body Training, $15,000

The AADE State Coordinating Program is a day and half program held in Chicago to prepare newly elected volunteers in their roles as State Coordinating Body Chairs by providing functional training and resources. This annual program is attended by over 70 AADE volunteer leaders across the nation and AADE’s board officers and senior staff.

Overall Program Objectives:
• Providing specific tools, training and information to enhance the volunteer leaders’ effectiveness and performance in working with their member groups with a focus on specific functional responsibilities such as affiliate group management, volunteer recruitment, member engagement, annual program planning, and project management
• Facilitating the sharing of ideas regarding best practices through face-to-face networking and peer-to-peer learning

Recognition includes:
• Choice of exhibit, table top or leave behind material
• Website recognition
• Promotional and attendee emails
• Onsite signage
• Podium recognition
DIABETES EDUCATOR TOOLS

Short, animated video, $20,000
A short animated video can be placed on the AADE website under the Patient Resources tab. Running less than two minutes in length it provides information quickly and in an engaging manner. An example of an animated video created by AADE can be found here: AADE Animated Video: What is a Diabetes Educator?

Toolkit (Dependent on scope of project)
A Toolkit is an online resource of tools and information available to help diabetes educators engage patients about specific diabetes-related topics. Toolkit materials may include: research articles, infographics, PowerPoint Presentation, flyers, video. Please see the Toolkit prepared by AADE, the Academy of Nutrition and Dietetics and the National Diabetes Education Program: Joint Position Statement Toolkit.

Tip Sheets (Dependent on scope of project)
Theme-based resources designed in a highly visual format with essential information on how to navigate obstacles people with diabetes may face (pricing varies depending on scope, scale, translation, etc.). Please see the Tip Sheets prepared by AADE: Tip Sheets.

Prompt Deck (Dependent on scope of project)
Designed for diabetes educators to use one-on-one or in group classes, this resource guides the conversation to cover important topics such as the AADE7 Self-Care Behaviors and Complications. To see examples of Prompt Decks prepared by AADE, please follow this link: Prompt Deck. Additional topics of interest are: Carb Counting, Starting Insulin, Pattern Management, Taking a closer look at the AADE7 Self-Care Behaviors (drill down on each behavior).

MARKET RESEARCH

Thought Leader Summit, $60,000 - $90,000
AADE will convene a group of relevant thought leaders, including members and research experts in the field, for a structured focus group to discuss key questions and engage the experts. Such topics could include oral health, insulin initiation titration, hypoglycemia or proposed industry interest.

Benefits of sponsorship:
• Network with leadership during Welcome Reception and Breakfast
• Full attendee and logistical production services provided
• Administer survey prior to the event
• Structured discussion of key questions
• Practice paper written by a medical writer and sent to membership with company recognition

Diabetes Online Community Summit, $5,000
Over the last five years, the Diabetes Online Community (DOC) has matured in its role and voice, and more established organizations, including AADE, have gained a greater appreciation for the
role of these organizations and the value and perspective that they can bring to the table. The growing trend towards online, patient-led communities offering support, education, and advocacy, combined with the movement towards virtual delivery of prevention and self-management education, highlights the need for a structured strategy in this area. As a result, AADE is engaging with members of the Diabetes Online Community for a one-day Thought Leader Summit.

Areas for exploration include:
- Increasing awareness and understanding of the DOC
- Mutual referral to increase support of persons with diabetes
- Collaborations to develop the DOC for increased patient inclusivity and support

Benefits of sponsorship:
- Network with key members of the DOC and AADE during Welcome Reception and Breakfast
- Support acknowledgment in Summit White Paper
- Advance copy of the final Summit White Paper
- Recognition in promotional information to AADE membership

**Online Focus Group, $10,000**

Option A: Survey only; an email sent to targeted AADE members

Option B: PowerPoint presentation, opportunity to interact with 4-6 Key Opinion Leaders via teleconference

**FAVORABLY REVIEWED (Dependent on scope of project)**

The AADE Favorably Reviewed evaluation process and logo bring credibility and expertise to diabetes education materials. The evaluation process is designed to evaluate, critique and improve educational products and materials targeting persons with prediabetes and diabetes.

Since 1997, health professionals, healthcare media, medical companies and diabetes organizations have used the evaluation process to enhance the quality and accuracy of diabetes educational materials. Health professionals and patients use the AADE Favorably Reviewed logo to find products and information that they can trust.

Our expert reviewers have evaluated and enriched printed materials, websites, videos, DVDs, and much more.

Fees are contingent on scope of project.

**PUBLIC AWARENESS:**

**CVD Campaign**

AADE will design a promotional plan that will educate people with diabetes and their caregivers about how to manage the increased risk for developing CVD. This campaign will also educate people with diabetes who have CVD about management strategies to slow or thwart its progression. The multi-pronged approach of this campaign relies on developing and then presenting up-to-date, informative content about diabetes and CVD on the AADE website in a compelling way to attract the website visitors’ attention. Tactics include: website content, short animated videos, social media campaigns, media outreach.
ADVERTISING: PRINT, WEB, MEMBER LIST

Print Advertising

*The Diabetes Educator*

The Diabetes Educator is the official journal of the American Association of Diabetes Educators. Its primary goals are to publish papers on aspects of patient education and professional education, and to serve as a reference for the science and art of diabetes management. We invite contributions of original research, perspectives in practice, and application in such areas as nutrition, pharmacy, psychosocial aspects of diabetes, and health care policy. Subscription to The Diabetes Educator is an AADE member benefit. The Diabetes Educator only publishes original articles. Circulation: 14,690

*AADE in Practice*

AADE in Practice is the official magazine of the American Association of Diabetes Educators. It is a peer-reviewed publication intended to serve as a reference source for the heart, art and science of diabetes self-management education and to provide practical tools and strategies that directly apply current research and best practices. Circulation: 14,120

Our readers see an average of 16 patients per week and spend about 50 minutes with each patient.

Advertising Information and Rates

**AADE ANNUAL MEETING**

Each year, thousands of diabetes educators from around the country attend the American Association of Diabetes Educators (AADE) annual conference to learn about the newest and greatest in the world of diabetes. Selling out in 2016, AADE has been honored as one of the 50 fastest growing trade shows for professional attendance.

AADE offers a variety of opportunities to connect with our members:

- Exhibiting
- Branding Opportunities
- Advertising
- Product Theaters
- Corporate Symposia
- Poster Emerging Science
- Named Lectureship ($50,000) Sponsor a 30- minute lecture, may include company name in title (subject to AADE approval); standard CE accreditation rules apply for creation of content and selection of speaker.

Recognition:

- Listed in Onsite Meeting Guide
- Signage at event
- Listed in registration brochure
- Featured website listing
TECHNOLOGY

AADE Technology Institute
AADE is launching an education portal to provide training to diabetes educators on advanced technology and pharmacology issues. The Technology Institute will support the following initiatives:

- Expand AADE’s leadership position in technology to train diabetes educators and effectively advocate on behalf of members and patients.
- Enhance diabetes educators’ knowledge, skill, and confidence in implementing technology and pharmacology solutions.
- Engage Industry in a platform designed to scale-up a technologically sophisticated and influential network of diabetes educators.
- Ensure People with Diabetes have access to highly trained diabetes educators and new self-management technology

Device Training
The Tech Institute will serve as a clearinghouse for engaged industry partners to provide company-supported device, product, and video training and relevant resources.

Resource Library
A curated repository of technology-focused, evidence-based, clinically relevant research, resources and just-in-time information will serve as a valuable resource to AADE members.

Education
The Technology Institute will house best-in-class CE and non-CE technology related education and training programs that will elevate educator’s knowledge and skills.

Evolving & Emerging Technology
The Technology institute will become the go-to platform for sharing innovations in the field, gathering market intelligence, and launching new technologies, products and pharmaceuticals.

Engaged industry partners will be invited to participate in a variety of opportunities to place product information, training videos, direct communication with educators, access to educator discussion boards, recognition among AADE members as well as the public. For more information on sponsorship opportunities, please follow this link: Technology Institute Sponsorship Opportunities

AADE is partnering with PSC, a trusted, strategic business technology solution partner, to develop and launch the Technical Institute. To learn more, click here: PSC.

Digital App Portal Sponsor, $15,000
With over 1,000 healthcare apps available for download, it’s difficult to know which apps are helpful to patients and will fit their needs. AADE will cut through the clutter by suggesting professionally-reviewed apps so educators can assist their patients with confidence when recommending an app as a resource. Sponsor this practical initiative to help educators coach patients on the app best suited for their needs. Portal sponsorship includes review of company app.
Recognition
- Recognized as sponsor on AADE App Boutique
- Name and logo in marketing material
- App included in AADE App Boutique
- App review included in AIP
- App review included in eFYI member newsletter

Industry App Review, $3,500 ($1000 yearly fee upon approval)
AADE offers the opportunity to have your app reviewed. Per our vendor relationship, apps will go through an external process which will "score the apps" on a variety topics including Operability, Functionality, Usability, Consumer Appeal and Privacy & Security.

Submitting the app will provide the app maker with the report received from the 3rd party review using Xcertia mHealth Guidelines.

Recognition
- App included in AADE App Boutique
- App review in AIP

PARTNERSHIP

Industry Allies Council, $25,000
AADE Industry Allies Council (IAC) is a vehicle for key industry partners to support AADE in a very visible way. This mutually beneficial partnership supports the organizational goals of both AADE and its industry allies.

The AADE Industry Allies Council has several goals. It is intended to:
- Create dialogue between AADE leadership, industry partners, and the diabetes educator community.
- Increase visibility of IAC members with AADE membership.
- Provide IAC members with an understanding of critical trends and issues affecting diabetes educators and their patients.
- Adhere to the principles and support OIG guidance regarding industry relations with healthcare professionals and their societies.

Participation on the council demonstrates strong support and commitment to the professional community of diabetes educators and AADE.
ADDITIONAL OPPORTUNITIES

Email, $5500 per email, entire base
An email marketing campaign can be added to any support opportunity, targeting one, some or all of the following segments: geographic, member type, education, professional status, practice setting, years in diabetes education.

Member list rental, $555 - $1,650
Member lists can be targeted by the following categories:
- Education
- Geographic
- Member Type
- Professional Status
- Practice Setting
- Years in Diabetes Education

Email: $550 / 1000 members, $1,650 minimum

USPS: $185 / 1000 members, $555 minimum

AADE Career Center, $250 - $400
Reach high-quality candidates through AADE Career Center and their alliance with the National Healthcare Career Network (NHCN). The NHCN links job boards of leading healthcare associations.
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AADE Institute for Data Analysis and Technology
Sponsorship Commitment* | $500,000 provided over 3 Years | $100,000 per year 3 years | $75,000 per year 3 years | $50,000 per year 3 years | Basic listing

*Annual Sponsorships Available

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<tr>
<td>Site Homepage</td>
<td>Product Logo displayed on Site Homepage</td>
</tr>
<tr>
<td>Image Placement</td>
<td>Choice of product placement on Innovation, Resources or Education Page</td>
</tr>
<tr>
<td>Calendar Event Posting</td>
<td>Post your events for training/certification on the Institute Website</td>
</tr>
<tr>
<td>Support Badge</td>
<td>Support badge provided that can be posted on your website linking back to the AADE Institute</td>
</tr>
<tr>
<td>Resource Library</td>
<td>Post your resources in the Institute</td>
</tr>
<tr>
<td>Innovation News Posts</td>
<td>Post your latest Innovation News for Institute members</td>
</tr>
<tr>
<td>Polling Questions</td>
<td>Post polling questions to be answered by Institute members</td>
</tr>
<tr>
<td>Online Focus Group</td>
<td>Post opportunities for focus groups you are running</td>
</tr>
<tr>
<td>Sponsor Portal</td>
<td>Secure Portal provided to update links and resources for your products</td>
</tr>
<tr>
<td>Sponsor Dashboard</td>
<td>Dashboard to keep track of your benefits and track traffic</td>
</tr>
<tr>
<td>Sponsor Update Access</td>
<td>Secure Access allows Sponsor to Update Portal for links</td>
</tr>
<tr>
<td>Read Only Access to Discussion Board</td>
<td>Allows Sponsor to read all Institute Discussion boards</td>
</tr>
<tr>
<td>AADE Email Promotions</td>
<td>Clickable Logo provided in Email Promotions for Institute</td>
</tr>
<tr>
<td>Journal Advertising</td>
<td>Logo displayed as Institute Sponsor in AIP Journal – 6 times per year</td>
</tr>
<tr>
<td>Member Newsletter</td>
<td>Clickable Logo in Online Member Newsletter eFYI Advertising – 6 times per year</td>
</tr>
<tr>
<td>Annual Conference Email</td>
<td>Clickable Logo provided in AADE Annual Conference Email Advertising</td>
</tr>
<tr>
<td>Press Release</td>
<td>AADE Press Release either Single Company recognition of sponsorship or Multiple Company depending on level</td>
</tr>
<tr>
<td>Live Training @ AADE18</td>
<td>Participation in AADE Technology Track Device Training Workshops at AADE Annual Conference (additional fee applies)</td>
</tr>
</tbody>
</table>

For more information about Sponsorship – contact Joél Marie Payne, Director of Development
Phone: 312-601-4890, Email: jpayne@aadenet.org