



## Frequently Asked Questions

### 1. Why is it important to meet with Diabetes Educators?

Diabetes Educators specialize in the treatment of diabetes. It's from their Educator that patients learn when and how to inject insulin, or when to take diabetes pills, how to self-

monitor their blood sugar, how to make healthy food choices and how to develop a regular exercise plan.

You'll find Educators to be well-informed and caring nurses, dietitians and other professionals who are on the front line in the fight against diabetes. They have a direct influence on which products their patients use. Products just like yours.

AADE has by far the largest concentration of Diabetes Educators than any other diabetes-related trade show. Most Diabetes Educators can attend only one annual event due to conflicts or because they personally pay out of pocket to attend. They specifically choose AADE because it's here they know they'll find the newest products and services for their patients.

### 2. What is the cost to exhibit and who do I contact for space?

Linear Booths	\$26.00 per sq. ft. plus \$300 per corner
Island Booths	\$30.50 per sq. ft. (corner charge does not apply)
Not for Profit	\$14.50 per sq. ft. for 1 <sup>st</sup> 10x10 space; linear booth rate for additional space

#### Contact:

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T 877.342.3382  
F 630.434.1216  
Email: [aade@heexpo.com](mailto:aade@heexpo.com)

### 3. What is included in the cost of my booth space?

Linear booths, i.e. 10' x 10', 10' x 20' etc. receive an 8' high draped backwall, 33" high drapery side rails and one (1) identification sign 7" x 44" showing your company name and booth number. *Please note that carpeting and furnishings are NOT included in your booth rental.*

#### All exhibitors receive:

- Four (4) badges for every 100 sq. ft. of exhibit space; additional badges available for \$75/each
- Online Exhibit Directory: Diabetes Educators can preview your products and services on the AADE website well in advance of and after the show. A 30-word company profile, booth number, and searchable product classifications will be available 24/7 on the AADE Annual Meeting website
- 30-word description with company name, booth number and address in the Annual Meeting Program Book, a valuable post-show reference complete with session abstracts
- Company Name in Annual Meeting Registration Brochure
- 30-word description of company/products in May/June issue of *The Diabetes Educator* journal
- Product category listing in July/August issue of *The Diabetes Educator* journal
- Company Name in November/December issue of *The Diabetes Educator* journal
- Access to pre-show and post-show registration lists (available for rent)

#### **4. How many Educators will attend AADE '09 in Atlanta, Georgia?**

Attendance is projected to be nearly 3,500 Diabetes Educators. Keep in mind that as an exhibitor all 13,000 members of AADE will have access to your online directory listing on the AADE website. Educators who visit the online directory have access to a complete company profile of your company including your street address and a 30-word description of the products and/or services you'll be exhibiting at AADE. It's year-round exposure exclusively for AADE exhibitors.

#### **5. What promotional efforts are planned?**

For your benefit, AADE conducts an extensive attendance promotion program designed to attract Diabetes Educators to the event. Show floor traffic builders are implemented to distribute traffic to all four corners of the exhibit hall. Additional opportunities are also provided for exhibitors to develop their own pre-show promotions to registered attendees including pre-registration lists available for rent and corporate meeting support. Information will be provided in your Exhibitor Services Manual. For complete details on corporate support opportunities that will fit your budget, please contact Michael Warner, AADE Director of Marketing, at 312.601.4805 or [mwarner@aadenet.org](mailto:mwarner@aadenet.org), or Nan Blunk at [nblunk@tristarpub.com](mailto:nblunk@tristarpub.com)

#### **6. What attention is given to first-time exhibitors?**

AADE offers a **First-Time Exhibitor Recognition Program**. There is no additional cost and new exhibitors can opt out if they prefer not to participate. The program will consist of an easel-back ID sign for your booth counter; a list of all new exhibitors displayed on a large billboard sign in front of the main show entrance reminding Educators to visit AADE's 1<sup>st</sup> time exhibitors; an icon next to your company name in the online directory identifying your company as a first-time exhibitor; and an identifying mark next to your company name in the official Program Book distributed at the show.

#### **7. What are the show hours?**

##### **PLEASE NOTE: NEW WEDNESDAY AFTERNOON EXHIBIT HOURS**

##### **Show hours are:**

Wednesday, August 5, 2009	12:30pm – 5:00pm
Thursday, August 6, 2009	9:30am – 4:00pm
Friday, August 7, 2009	9:30am – 4:00pm
Saturday, August 8, 2009	10:00am – 2:00pm

**Exhibit Hall Non-Compete times (when there is no other educational programming scheduled) are expected to be as follows (schedule subject to change):**

Wednesday, August 5	12:30pm – 1:30pm 3:00pm – 5:00pm
Thursday, August 6 & Friday, August 7	9:30am – 10:30am 12:00pm – 1:30pm 3:00pm – 4:00pm
Saturday, August 8	10:00am – 10:30am 12:00pm – 2:00pm

#### **8. What is the expected flow of traffic throughout the halls?**

AADE exhibits will be located in Halls B2 and B3. A large percentage of Educators will enter via the Hall B2 entrance following the conclusion of the morning general session. As Educators return from breakout sessions throughout the day, traffic will be evenly split between the Hall B2 and Hall B3 entrances.

#### **9. Can I order my booth services on line?**

A number of official contractors provide a website to order and pay for services online.

### **10. How do I obtain exhibit badges for my booth staff?**

You will be alerted by email when exhibitor registration is open. Badges may be ordered onsite or online in advance of the show. Exhibitors are encouraged to order their badges in advance to avoid delay onsite. Badges are to be used only by full-time personnel employed by your company; and for exhibitor-appointed contractors who need access to your booth each day of the show.

### **11. Can I attend the educational program?**

Due to the popularity of the sessions, exhibitors are not allowed to attend on a stand-by-only basis. If you would like to attend educational sessions and receive credit for Continuing Education, you must register as an attendee at the prevailing registration fees.

### **12. How do I make my hotel reservations?**

Reservations can be made online through the official AADE housing bureau Ambassadors at: <https://rms.ambassadors.com/show/aade/cafe.cfm>

Additional information regarding hotels is available on the AADE Annual Meeting web site at: [http://www.diabeteseducator.org/ProfessionalResources/AnnualMeeting/2009\\_Hotel\\_Information.html](http://www.diabeteseducator.org/ProfessionalResources/AnnualMeeting/2009_Hotel_Information.html)

Please do not contact hotels directly or reserve rooms through other housing services or bureaus. Any reservations made outside of Ambassadors will not be offered special discounted room rates or other room benefits available to AADE participants.

### **13. Can I set up my own booth at AADE '09?**

Since Georgia is a "right-to-work" state, exhibitor personnel may set up their own exhibits if so desired. Union Labor is available to assist in the erection and dismantling of exhibit booths. Exhibit labor, freight and rigging labor, electricians and plumbers can be arranged for at established rates, using the enclosed order forms.

Union exhibit labor claims jurisdiction for the installation, dismantling, and first cleaning of prefabricated exhibits and displays when this work is done by persons other than company personnel. They are not required to put your products on display, to open cartons containing your products, nor to perform testing, maintenance or repairs on your products. If, however, you hire any labor to assist you, it must be through the Official Contractor or a contractor which meets all of the regulations as an Exhibitor Appointed Contractor.

### **14. Am I responsible for insuring my own exhibit?**

Yes! Exhibitors should insure their exhibit materials so they are covered from the time they leave their place of business until they return to protect against loss, damage or theft. By contacting your company's insurance carrier, you can attach an all-risk "rider" to your existing company policy. Please remember that the drayage contractor is not responsible for the disappearance of an exhibitor's materials after delivery to the booth, or before the materials are picked up for loading out after the exposition. They also have very limited coverage for damage to equipment.

### **15. Is show management responsible for booth security?**

No. Show management provides 24-hour perimeter security for the entrances to the exhibit halls. This level of security is intended to control the access of people to and from the exhibit halls in a safe and organized manner. It is not intended as individual security for your booth and materials.

A tradeshow the size of AADE has hundreds of individuals who may be on the exhibit floor at any one time during non show hours. Therefore, it is critical that exhibitors take precautions to safeguard their display materials in the exposition. The following security measures should be considered for every exhibition you participate in; not just AADE:

- Hire a security guard for your booth
- Place "walkable" items and other desirable items in a security cage in your booth or in overnight storage

### **16. What display regulations apply to my participation?**

Exhibitors in linear booths (10' x 10', 10' x 20') can not exceed 8' 3" in height along the back wall or four feet in height along side partitions (rear 5' of booth is permitted to a height of 8' 3").

Hanging signs are not permitted in linear booths.

Built-up displays in island booths 20' x 20' or larger are permitted to a maximum height of 20'. Signage must be a minimum of 16' clearance from the bottom of the sign to the floor and is permitted to a maximum height of 28'. Review Signage & Rigging Guidelines here: <http://www.gwcc.com/exhibitors/documents/Signage%20&%20Rigging%20Guidelines.pdf>

### **17. What is drayage and how are costs determined?**

Drayage is the term that applies to moving your exhibit materials from the dock to your booth, the unpacking of crates and other packing materials, the storage of crates during the show, the return of crates and packing materials after the show, and the movement and loading of your freight onto your assigned carrier. It is calculated on a CWT basis (per hundred weight, or fraction thereof) per shipment, and varies depending on the type of shipment, the amount of handling required, whether it's handled on straight-time or overtime and if the shipment is delivered to the general contractor's warehouse or directly to the Convention Center.

Many variables affect the cost of drayage rates including: operating costs the general contractor must absorb to rent trailers, forklifts, dollies, dock plates, and rigging equipment; the labor costs involving teamsters and crate handlers, stewards, and traffic foreman; workman's compensation and insurance costs that go with this massive amount of labor; facility costs of maintaining an advance receiving warehouse along with marshalling yard rental fees. All of these costs contribute to the drayage rate. To minimize the drayage charge for your shipment, consolidate shipments of several small boxes into one large shipment to avoid several "minimum" handling charges.

### **18. Who do I contact for assistance?**

<b>American Association of Diabetes Educators</b>	<b>Hall-Erickson, Inc. – Show Management</b>
200 W. Madison, Suite 800 Chicago, IL 60606	98 E. Chicago Avenue Westmont, IL 60559
<b>Advertising &amp; Corporate Support</b>	<b>Booth Sales &amp; Assignments</b>
Mike Warner, AADE, Director of Marketing T 312.424.2426 ext. 4805 Email <a href="mailto:mwarner@aadenet.org">mwarner@aadenet.org</a> F 312.424.2427	Greg Andruch T 877.342.3382 Email <a href="mailto:aade@heexpo.com">aade@heexpo.com</a> F 630.434.1216
<b>Meeting Room Requests</b>	<b>Exhibitor Customer Service</b>
Marian Long, AADE T 312.601.4875 Toll free 800.338.3633 ext. 4875 Email <a href="mailto:MLong-c@aadenet.org">MLong-c@aadenet.org</a> F 312.601.4889	Doris Brown T 877.342.3381 Email <a href="mailto:aade@heexpo.com">aade@heexpo.com</a> F 630.434.1216
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