



American Association of Diabetes Educators
37th ANNUAL MEETING
SAN ANTONIO AUG 4-7 2010
EXHIBITION AUG 4-6 2010



Looking for new ways to increase your visibility amongst AADE members and annual meeting attendees???

The AADE 2010 **Interactive Exhibits Directory** website is the primary source of exhibits information for AADE members before, during and after the annual meeting. It is a leading resource for product and service information as members search for information and plan their visit to the exhibit floor. It's the best place to promote your message to the precise audience you need to reach.

Consider maximizing your exposure by enhancing your exhibit listing, promoting a specific product or service or utilizing a banner ad to gain visibility throughout the site. Many options are available.

AADE has just begun the promotion program for the 2010 Annual Meeting to over 60,000 members.

Additional outreach will include over 20 allied organizations, so now is the time to get the most return from your exhibit program by generating booth traffic, increasing leads, and promoting awareness of your annual meeting participation. The Interactive Exhibits Directory will be linked in many locations across the website and promoted by AADE through online, in print, and email marketing campaigns. Ads will run from the time they are received through the first quarter of 2011. Package pricing is available. Start the process of arranging your online campaign now by contacting Greg or Jennifer at aade@heexpo.com, **877-342-3382**. To view the Interactive Exhibitor Directory visit: <http://tinyurl.com/y9jr25c>.

Interactive Exhibitor Directory Ad Options

Banner Location	Price
Top – horizontal banner	\$7,000
Right side – rectangle top	\$3,250
Right side – rectangle middle	\$3,000
Right side – rectangle bottom	\$2,750

Banners appear on all pages.

Listing Upgrade Options		Price
Enhanced Company Description	Logo & 50 word description	\$150
Product Photo Highlight	1 image and 75 word description	\$350
Catalog Highlight	1 pdf & 50 word description	\$250
Press Release Highlight	.pdf or weblink & 50 word description	\$250

Product Spotlight Listing	1 image and 75 word description	\$350
Category listing on website & 1 email blast to pre-registered meeting attendees		

Please note that all materials are subject to editorial approval and adjustment.