

face to face



Product Theatres

*Application and
Guidelines*

AADE American Association
of Diabetes Educators

**38th ANNUAL MEETING
LAS VEGAS AUG 3-6 2011**

www.diabeteseducators.org/corpsym

AADE 2011 Annual Meeting & Exhibition

Product Theatres Application and Guidelines

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application



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Application Checklist

Deadline for Application Submission: Tuesday, March 1, 2011

Please check off these items and submit this page with your application to assist in making sure all materials are correctly completed. **Only complete applications will be accepted.**

Yes, these sections have been completed in their entirety:

- SECTION 1: Program Session Materials
 - SECTION 2: Product Theatre Contacts
 - SECTION 3: Speaker List
 - SECTION 4: Program, Topics and Goals
 - SECTION 5: Due Date and Payment Agreement Form
-

Yes, these additional requirements have been met and/or noted:

- This electronic application and attachments must have typed responses and be submitted as a digital file.
See the submission instructions on page 10 of the application for complete details
- Submitted information will be used in AADE Annual Meeting & Exhibition promotional materials and website
- Applications submitted after the final application deadline of Tuesday, March 1, 2011 will incur a penalty fee
- Payment must be received by April 1, 2011

Section 1: Program Session Materials

Program Sponsor

Session Title

Program Description

Provide a brief abstract/description of this program. This description will be included in the Annual Meeting on-site Meeting Guide, listed on the Annual Meeting & Exhibition website, and must be **100 words or less**.

Target audience for this program is dietitians, nurses, pharmacists and other healthcare professionals who provide diabetes education and management.

This knowledge-based program must be designed for learners to systematically acquire factual knowledge based on scientific evidence and provide assessment questions to determine recall of facts. Feedback to learners must include rationale for correct response to questions.

Section 2: Product Theatre Contacts

Sponsor Organization Contact

| | | | | | |
|-------------------|----------------------|-------|----------------------|-------|----------------------|
| Company | <input type="text"/> | | | | |
| Corporate Address | <input type="text"/> | | | | |
| City | <input type="text"/> | State | <input type="text"/> | Zip | <input type="text"/> |
| Key Contact Name | <input type="text"/> | Title | <input type="text"/> | | |
| Department | <input type="text"/> | | | | |
| Phone # | <input type="text"/> | Fax | <input type="text"/> | Email | <input type="text"/> |

Medical Education, Marketing or Communication Company Contact (if applicable)

| | | | | | |
|-------------------|----------------------|-------|----------------------|-------|----------------------|
| Company | <input type="text"/> | | | | |
| Corporate Address | <input type="text"/> | | | | |
| City | <input type="text"/> | State | <input type="text"/> | Zip | <input type="text"/> |
| Key Contact Name | <input type="text"/> | Title | <input type="text"/> | | |
| Department | <input type="text"/> | | | | |
| Phone # | <input type="text"/> | Fax | <input type="text"/> | Email | <input type="text"/> |

Program Administrator

| | | | | | |
|-------------------|----------------------|-------|----------------------|-------|----------------------|
| Company | <input type="text"/> | | | | |
| Corporate Address | <input type="text"/> | | | | |
| City | <input type="text"/> | State | <input type="text"/> | Zip | <input type="text"/> |
| Key Contact Name | <input type="text"/> | Title | <input type="text"/> | | |
| Department | <input type="text"/> | | | | |
| Phone # | <input type="text"/> | Fax | <input type="text"/> | Email | <input type="text"/> |

Section 3: Speaker List

It is recommended that the program include no more than 3 speakers.

Speaker

Name Credentials
Title(s)

Speaker

Name Credentials
Title(s)

Speaker

Name Credentials
Title(s)

Speaker

Name Credentials
Title(s)

Moderator (if applicable)

Name Credentials
Title(s)

Section 4: Program Goals

Overall Program Goal(s)

Check all applicable boxes

- Implement effective community models of self-management that facilitate lifestyle modification to help prevent or delay chronic disease and improve outcomes
- Establish innovative partnerships that promote chronic disease management through measurable outcomes
- Describe new methodologies used to support and enhance the quality of patient centered care

Section 5: Due Date and Payment Agreement Form

The Program Administrator agrees to adhere to the due dates stated below (please initial each item):

Tuesday, March 1, 2011

- Completed Application

Thursday, April 1, 2011

- Full Application Fee (Applications received after deadline subject to a late fee of \$5,000)

Tuesday, June 1, 2011

- Final Date to Request Additional Audio Visual (Late requests subject to additional fees)

By signing below I hereby agree that I have received and read the AADE 2011 Product Theatres Guidelines, and that all of the information contained in this application is true and correct to the best of my knowledge.

Signature of Program Administrator

Date

Payment Information

Only checks are accepted. Make payable to: American Association of Diabetes Educators

Application Fee

- Afternoon Product Theatre Wednesday, August 3, 2011 4:00 p.m. – 5:00 p.m. \$60,000
- Morning Product Theatre Thursday, August 4, 2011 6:30 a.m. – 7:30 a.m. \$50,000

Total Enclosed \$

Submission Instructions

Please email a completed digital application to mweingarden@aadenet.org and mail a printed and signed copy of the application and corresponding application fees to:

American Association of Diabetes Educators
Attention: Matt Weingarden
200 W. Madison Street, Suite 800, Chicago, Illinois 60606
Office: (312) 601-4876 • Fax: (312) 601-4891

guidelines



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of Diabetes Educators

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Timeline and Important Dates

| | |
|--|--|
| Application Deadline | March 1, 2011 |
| Listing in the Annual Meeting Exhibitor Directory in the May/June 2011 issue of <i>The Diabetes Educator</i> journal | Automatic Inclusion (Mails 4/1) |
| Sponsor logo due to AADE (<i>EPS format preferred</i>)..... | April 15, 2011 |
| Automatic posting of Product Theatre description | April 15, 2011 on AADE Annual Meeting website |
| Listing in the AADE Annual Meeting <i>Daily News</i> preview edition newspaper | Automatic Inclusion (Mails 5/31) |
| Additional Meeting Room Request Form and Fee Deadline | June 1, 2011 |
| Additional Audio Visual Request Form and Fee Deadline..... | June 1, 2011 |
| Requests for customized evaluations due | June 15, 2011 |

Advance Advertising Opportunities

- Annual Meeting and Symposia Preview Edition
 - Mailed to all members and registered attendees in June 2011
- Meeting Guide
 - Distributed to all attendees at registration
- Educator's Bag Room Drops
 - Distributed Wednesday and Thursday mornings to all attendees in the AADE Official Hotels
- Annual Meeting Show Daily
 - Distributed Wednesday, Thursday, Friday and Saturday to all attendees
- The Diabetes Educator Journal

Contact Diane Diamond, diane.diamond@sagepub.com

For display advertising in any issue of *The Diabetes Educator* journal, **Call Now**

Contact Information

Product Theatre Management
Matt Weingarden
Telephone: (312) 601-4876
Fax: (312) 601-4891
Email: mweingarden@aadenet.org

Product Theatre Materials Mailing Address
American Association of Diabetes Educators
c/o Matt Weingarden
200 W. Madison Street, Suite 800
Chicago, IL 60606

Application and Approval Process

Applications are considered on a first-come, first-served basis. Only those applications completed with all required documentation are considered. AADE will continue to accept applications after the deadline date of March 1, 2011 if all time slots are not filled at the time of the initial deadline.

The standard approval process includes:

- Application and Payment Received (March 1, 2011)
- AADE staff reviews for all sections for completion and necessary signatures (5 days)

The approval process may take longer based on staff feedback.

Once the application approval process is complete, the Product Theatre contacts listed within the application will be notified via email.

Payment

The supporting organization is responsible for paying the application fee. This fee, payable to AADE, is due no later than April 1, 2011. If the fee is not received by AADE by this date, AADE reserves the right to cancel the application.

Product Theatre Fee Structure

Fees received by April 1, 2011

\$60,000 Wednesday Afternoon: 4:00 p.m. – 5:00 p.m.
\$50,000 Thursday Morning: 6:30 a.m. – 7:30 a.m.

Fees received after April 1, 2011

\$65,000 Wednesday Afternoon: 4:00 p.m. – 5:00 p.m.
\$55,000 Thursday Morning: 6:30 a.m. – 7:30 a.m.

All expenses beyond those included in the Product Theatre package and/or agreed to in writing with AADE are the responsibility of the supporting organization.

Included Services, Available Upgrades and Responsibilities

| Service | Included in AADE Fee | Supporting Organization Opportunity or Responsibility |
|---|---|---|
| Application Processing Fee* | INCLUDED | |
| Program Management and AADE Staff dedicated to working with Supporting Organization | INCLUDED | Please indicate key contact(s) to work with AADE Staff |
| Meeting Room | INCLUDED: <ul style="list-style-type: none"> • Space rental with two options <ul style="list-style-type: none"> – Traditional meeting room – On show floor (Seating determined by AADE staff) • Head table and chairs • Podium on an elevated stage/riser | |
| Audio Visual | INCLUDED: <ul style="list-style-type: none"> • 3 lavalier microphones • 1 podium microphone • 2 wired aisle microphones • Projection screen appropriate to ceiling height • Computer to run presentation • LCD Projector • VGA Switch • Sound amplification <i>No outside equipment or labor permitted</i> | Additional AV available. For more information see Guidelines page 5. |
| Food and Beverage | INCLUDED: 350 people inclusive of tax and gratuity <i>Attendance cannot be guaranteed</i> | |
| Signage | INCLUDED: One sign placed outside Meeting Room and additional signage throughout Convention Center | Please submit organization logo by April 1, 2011 |
| On-Site Admission Staff and Badge Scanning | INCLUDED: A team of 2-4 staff will scan/register attendees at the beginning of the session | |
| Attendance Report | INCLUDED: Report containing attendee name, credentials, and mailing address will be distributed 2 weeks after the program | |
| Evaluation Forms | | Customized evaluations available for an additional fee of \$5,000. Request and payment due by June 15, 2011 |
| Application Review and Consultation | INCLUDED | |
| Course Materials | | Ship your handouts to the convention center. See page 6 for details |
| Program Content | | Supporting organization maintains program development responsibility |
| Content Development | | DiMedex, a division of AADE is available to develop session content for an additional fee. |
| Program Listing/Promotional Advertising | INCLUDED: Listing in the Preview edition of the Show Daily newspaper, in the On-site Meeting Guide, and on the AADE Website | Extended advertising opportunities are available, see Guidelines page 7 for more information |

Scheduling and Location of Sessions

AADE has designated the following dates, times and locations for the 2011 Product Theatres. All Product Theatres will be held in the Mandalay Bay Convention Center, with all AADE Annual Meeting activities occurring in the Mandalay Bay Resort.

AADE reserves the right to make all final decisions on the Product Theatre program schedule. Convention Center cannot respond to requests or questions regarding Product Theatres. Please communicate directly with AADE Staff.

Wednesday, August 4

Product Theatre Fee: \$60,000

Time: 4:00 p.m. - 5:00 p.m.

Note: Program must conclude by 5:15 p.m.

Attendance: 350

Thursday, August 5

Product Theatre Fee: \$50,000

Time: 6:30 a.m. - 7:30 a.m.

Note: Program must conclude by 7:30 a.m.

Attendance: 350

Room Set and Attendance

- **Location:** Product Theatre sessions will be held in in the Mandalay Bay Convention Center. Traditional meeting rooms and theatre space on the exhibit hall floor are available.
- **Assignments:** Exact assignments will be provided by AADE approximately 1 month before the Annual Meeting as a courtesy. Advertisements should not promote an exact room location.
- **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 determined by AADE staff.
- **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. Supporter may provide own sign as long as it is approved by AADE in advance of the meeting.
- **Attendance:** Rooms will be set for 350 persons.

Audio Visual Package

The Product Theatre Program Administration Fee includes the following audio visual package:

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

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

Additional/optional AV equipment may be requested through AADE. If you would like to obtain equipment not included in the basic package please request an Additional Audio Visual Request Form. The completed form and payment are required by June 1, 2011. Payments received after this date will include a 20% surcharge.

Food and Beverage Package

- The Product Theatre Program Administration Fee includes catering for 350 people.
- Afternoon Refreshments Include: Light snack and beverage
- Morning Program: Light breakfast and coffee service

Signage

Signage will be provided by AADE consistent in design and layout with 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. Signage will include:

- Program title
- Moderator and speakers' names and credentials
- Supporting Organization name and logo

Additional signage listing all room numbers for daily sessions will be displayed in a prominent location in the convention center. If the program is held in the hotel a sign will be placed in the hotel lobby indicating the program is occurring in that particular hotel. Product Theatre program room assignments will also be listed in the on-site Meeting Guide given to all registrants. **Signage prepared by sponsors or their agency for corporate programs must be approved by AADE staff.**

Customized Session Evaluation Forms

AADE does not provide evaluation forms for Product Theatres. Sponsors who wish to offer attendees an evaluation for their session may do so for a fee of \$5,000. Requests should be submitted in writing by June 1, 2011.

Name Badges

All Annual Meeting attendees require an official badge while attending AADE exhibits, educational programs and social events. AADE will provide up to eight (8) name badges for speakers and sponsor staff providing access to the Product Theatre venue. These name badges will be available for pick up in the registration area beginning on Tuesday. Information for name badges must be submitted by June 15, 2011.

Shipping

AADE will supply all Supporting Organizations with program material shipping instructions by July 1, 2011. AADE is not responsible for shipments not following the supplied instruction. The Product Theatre Supporting Organization is responsible for return shipment of program materials from the Convention Center.

Definition of Terms

Supporting Organization refers to the Corporate Sponsor, Medical Education Company or Educational Grantor who is the primary contact to AADE for the Product Theatre.

Med Ed refers to Medical Education Company.

Cancellations

Cancellations must be made in writing no later than May 10, 2011 in order to receive a refund. A \$15,000 service charge will be deducted.

Right of Refusal

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

Meeting Room Requests

AADE has a limited number of meeting rooms available. If you are interested in reserving an additional room please request a Meeting Room Request Form.

Forms and Template

Visit www.diabeteseducator.org/corpsym to download:

- Advertising specifications information
- Additional Audio Visual Request Form (available upon request)
- Meeting Room Request Form

Promotion and Advertising

The Product Theatre Program Administration Fee includes promotion of Product Theatre sessions:

- Listing in the on-site *Meeting Guide*
- Listing in the AADE Annual Meeting *Daily News* preview edition newspaper
- Listing on the AADE website

Program sponsors may also purchase additional advertising in:

- The May/June 2011 edition of *The Diabetes Educator* journal
- The AADE Annual Meeting *Daily News* preview edition newspaper
- The Educator's Bag room drops
- The AADE Annual Meeting *Daily News* on-site editions

For additional information contact Matt Weingarden at mweingarden@aadenet.org.

Promotional pieces developed for the above media must be approved by AADE prior to printing.

Visit www.diabeteseducator.org/corpsym to download advertising specifications information.