ADA PRODUCT THEATER ENHANCEMENTS

Enhancement Options	Details	Fee
Sync	This technology will allow two-way dynamic participation in your Product Theater. This is a web-based solution that will allow participants to use their mobile devices and is very easy to implement. This does not require an app download or any additional hardware for attendees to use. Attendees can engage with the content even after the sessions have ended.**	Call for Quote
ARS (Audience Response System)	ARS Wireless Keypad at each seat for survey and data collection during the Product Theater.**	$18,000
Enduring Product: Webcast	**REVISED** Your In-Person Product Theater will be recorded and will include the speaker(s)' audio with synchronized slides and a headshot of the speaker(s) – *to be confirmed*. The enduring product will be hosted on the ADA Scientific Sessions Virtual Platform until September 5, 2022.	$12,500
Digital Advertising Package	Call attention to your upcoming product theater, booth location, or conference activity.** Packages includes your thirty-second advertisement rolling on monitor displays outside of your assigned Product Theater during non-presentation times throughout the 3 days of exhibits. Your advertisement may be looped with others who purchase this package for that Product Theater.	$8,500 per package
Pre- and Post-Conference Product Theater e-Blast	Reach attendees prior to the Scientific Sessions and announce your Product Theater topic, speaker, and presentation time. This opportunity allows you to fully customize your company branded e-blast and reach pre-registered attendees through an ADA deployed email as they are planning their Scientific Sessions experience.** Package the post-conference e-blast with the Webcast (enduring product) and reach attendees who were unable to attend your presentation or would like to revisit the presentation and share it with their colleagues.** Only one e-Blast per company.	$6,000
Audio Recording Only	This is an audio-only recording of your Product Theater.	$1,500
Audio/Video Capture	This would be an audio/video capture of the presentation (videography). You would receive a copy immediately following the Product Theater.	$9,000
Audio/Graphics Capture	This would be the capture of audio along with the presentation (projected on the screen) of your live Product Theater. You will receive a copy immediately following the Product Theater.	$11,000
Video/Audio/ Graphics Capture	This would be an audio/video capture of the presentation that also includes the presentation (projected on the screen) of your live Product Theater. You will receive a copy immediately following the Product Theater.	$17,000
NEW! Virtual Audience Live Stream **REVISED**	Product Theaters will be provided to #ADA2022 virtual audience as a live streaming channel during the in-person meeting. The recording will include the speaker(s)' audio with synchronized slides and a headshot of the speaker(s) – to be confirmed. The recording will be available on the ADA Scientific Sessions Virtual Platform until September 5, 2022. **Q&A/Chat Module -** At the end of your live-stream program during a scheduled in-person timeslot, you can utilize a Q&A/Chat module. Presenters or company reps will be logged into the back end of the virtual platform answering questions in real-time from the virtual attendees. Content will be recorded in its entirety including the Q&A/Chat feature, with sponsor's approval. The Product Theater will remain available on-demand through September 5, 2022. Recorded presentations will *not* migrate to DiabetesPro.	$23,500