

2026 Scientific Sessions Product Theater Rules and Regulations

DEFINED TERMS

The terms “ADA Management” shall refer to the American Diabetes Association® (ADA); “Convention Center” shall refer to the Ernest N. Morial Convention Center; 2026 Scientific Sessions shall refer to the event; “Exhibitor” shall refer to the exhibitor and, if applicable, any designated representative/company acting on its behalf.

APPLICABILITY, INTERPRETATION AND GOVERNING LAW

The Product Theater Guidelines (“Guidelines”) are part of the Product Theater Agreement between the Exhibitor and ADA Management. ADA Management shall have the authority to interpret and enforce these Guidelines. All matters not covered by these Guidelines are subject to the decision of ADA Management. All decisions so made shall be as binding on all parties as the original Guidelines. The Exhibitor is responsible for familiarizing themselves with all the Guidelines. If an Exhibitor fails to observe the Guidelines of the Product Theater Application, they may be excluded from the contracted Product Theater without a refund.

Any claim or cause of action arising out of these Guidelines shall be governed exclusively by the law of the Commonwealth of Virginia regarding its conflict of laws principles and any claim or cause of action arising under these Guidelines shall be decided exclusively in the state or federal court.

AMENDMENTS

These Guidelines may be amended at any time by ADA Management and all amendments so made shall be binding on Exhibitors equally with the original Guidelines and executed letters of agreement.

ELIGIBILITY

The Product Theater may be secured only by contracted 2026 Scientific Session Exhibitors. If the Exhibitor cancels or defaults on exhibit space, the contracted Product Theater will be revoked, and cancellation fees will apply as outlined in these Guidelines.

REVOCATION

ADA Management reserves the right to revoke the Product Theater contract at its sole discretion.

PRODUCT THEATER CANCELLATION POLICY

All cancellations must be submitted in writing. If the Exhibitor cancels exhibit space, their Product Theater will be canceled automatically, and no refund will be issued.

CANCELLATION OF EVENT

In the event the promotional supporter wishes to cancel their promotional opportunity upon approval from the American Diabetes Association®, the funds may be transferred to a similar or like opportunity. **No refunds are provided.**

In the event that the American Diabetes Association cancels the 2026 Scientific Sessions for any reason, including but not limited to, causes not reasonably within the Association’s control, the Association in its sole discretion will determine the disposition of the funds paid by the promotional supporter, which disposition could include, but not be limited to, a forfeiture of the entire amount paid, a refund of all or part of the amount paid, or the crediting of some or all of the amount paid to a future Scientific Sessions event. In no event shall the Association’s liability to the promotional supporter for damages incurred due to the cancellation of the 2026 Scientific Sessions exceed the amount paid.

Please note: Due to print deadlines, your Product Theater may be mentioned in print materials if you fail to advise us promptly of your intention to cancel. ADA Management will make reasonable efforts to remove all references to canceled Product Theaters. In the event your cancellation request is received after materials are printed, we will not be able to make changes. Therefore, you agree that ADA Management shall not be responsible or liable for such inadvertent use of your trade or service marks. Further, you hereby waive and release ADA Management and its employees, contractors, and agents from all liability or claims you may have against them in connection with such use.

ADA Management reserves the right to cancel Product Theaters if the minimum participation of (Number of PTs) companies/presentations per Product Theater location has not been fulfilled. In the unlikely event, ADA Management cancels the Product Theaters, ADA Management will refund the full promotional opportunity fee, or it may be transferred to a similar or like opportunity. ***All decisions by ADA Management are final.***

PERMITTED ADMISSION

Admissions to Product Theater will be by official badge obtained upon registration, entitling wearer to attendance in accordance with the ADA Management policy. The badge is not transferable. ADA Management shall always have sole authority over admission policies. We regret that non-registered people will NOT be allowed in the Product Theater. It is the Exhibitor's responsibility to have staff at the entrance to track attendees as they enter utilizing the lead retrieval machines provided by ADA Management.

RELOCATION OF PRODUCT THEATERS

ADA Management reserves the right to alter the locations of Product Theater as shown on the official floor plan, if deemed to be advisable or in the best interest of the 2026 Scientific Sessions in ADA's Management sole discretion. All Exhibitors participating in the 2026 Scientific Sessions, shall abide by all Guidelines for the above noted Product Theater and on the official Application and contract for the exhibit space. ADA Management reserves the right to make decisions or changes in the best interests of all concerned parties.

WAIVER, ENFORCEABILITY, BINDING NATURE

Once signed, by the exhibitor, the Product Theater the letter of agreement is irrevocable, and the rights of ADA Management under the letter of agreement shall not be deemed waived except as specifically stated in writing by an authorized representative of ADA. The time slot holder further agrees that upon acceptance of this agreement by ADA Management, with or without appropriate or timely payment of all fees, the Product Theater agreement shall become binding and enforceable in accordance with its terms. The letter of agreement will be binding on the exhibitor's and ADA Management's successors. If any term, clause, or provision hereof is held invalid or unenforceable by a court of competent jurisdiction, such invalidity shall not affect the validity or operation of any other term, clause or provision, and the invalid term, clause or provision shall be deemed to be severed from the agreement.

LIABILITY

Exhibitors are liable for any damage(s) caused to Product Theater structures including floors, walls, columns, or to Product Theater furnishings and equipment, or to other exhibitors' property. Exhibitors may not apply paint, lacquer, adhesive or any other coating to building columns and floors, or to Product Theater structure, furnishings, and equipment. The exhibitor is responsible for all personal and corporate property placed in the Product Theater presentation space.

INDEMNIFICATION

Each exhibitor, in securing a presentation time slot, agrees to protect, indemnify and hold harmless the following parties (including, but not limited to): American Diabetes Association, the Convention Center, Freeman, A. Fassano & Company, and their officers, directors, agents, contractors and employees from any and all claims, liability, damages or expenses asserted against them or incurred by them as a result

of, or in connection with, any loss of or damage to property, or injury to persons resulting from, arising out of or in any way connected with the negligence, wrongful acts of or breach of contract by the time slot holder or its agents, servants or employees.

Each party involved in the exhibits agrees to be responsible for any claims arising out of its own negligence or that of its employees, agents, or contractors.

REJECTION

The exhibitor agrees that the Product Theater presentation and related set-up, tear-down, and promotional activities shall operate in strict compliance with these guidelines. ADA Management reserves the right to reject, remove, or prohibit any presentation in whole or in part, or any exhibitor, or its representative, with or without giving cause. If any exhibitor is ejected for violation of these guidelines, or for any other stated reason, no return of funds shall be made.

PRESENTATION TIME SLOT ASSIGNMENT

Although ADA Management will attempt to accommodate requests for specific Product Theater time slots, the Association does not guarantee the specific time slot requested.

PRODUCT THEATER PRESENTATION GUIDELINES

The exhibitor agrees to utilize the Product Theater for promotional presentations or activities, highlighting a service, or presenting data on a product. Exhibitors are not permitted to present any CME and/or CE educational symposia, sessions, or activities in the Product Theater.

It is the responsibility of exhibitor to ensure adherence to Food and Drug Administration (FDA) regulations, policies, practices and guidelines, and all other applicable industry guidelines, concerning the demonstration, discussion, use and/or display of products, technologies, and/or services at the 2026 Scientific Sessions. In addition, ADA Management encourages all exhibitors to check with their companies' own medical affairs/compliance staff for guidelines adhered to by their own companies.

All products marketed and promoted on the exhibit floor, including within the Product Theaters, which are regulated by the Food and Drug Administration (FDA) must meet FDA guidelines and be FDA-approved. Exhibitors are reminded of the FDA restrictions on the promotion of investigational and pre-approved drugs, devices, and procedures. Information regarding FDA regulations should be obtained directly from the FDA. For more information, visit the [FDA Guidance](#) website.

Failure to comply with these guidelines will result in the loss of all exhibiting priority points for 2026 Scientific Sessions; the exhibitor being removed from Product Theater; and the exhibitor being prohibited from holding a Product Theater at future Scientific Sessions.

It is the responsibility of the exhibitor to ensure that all individuals involved with the planning, production, marketing, and/or execution of a Product Theater are aware of and abide by the Product Theater guidelines.

Presenters may either be an attendee of 2026 Scientific Sessions, an invited speaker, or abstract presenter. Presentations may reference the content of (but must not be identical to) official Scientific Sessions educational programming, oral, or poster presentation content. Presentations referencing 2026 Scientific Sessions content may only take place after the official Scientific Sessions education presentations have been made; physicians or scientists registered as presenters at 2026 Scientific Session may not present a live talk at any exhibit until after the program presentation. This does not apply to engineers or others registered as exhibitors. This also does not apply to videotaped presentations by scientists or physicians registered, or not registered at 2026 Scientific Sessions.

ADA Management reserves the right for the appropriate program committee to review and approve the content, faculty, and agenda within the Product Theater(s).

INSTALLATION AND DISMANTLING

ADA Management reserves the right to alter the Product Theater hours in any manner whatsoever if in its sole discretion such alteration is in the best interest of the American Diabetes Association.

Installation: Exhibitors will have access to the Product Theater one hour prior to the assigned presentation time slot. Exhibitors are encouraged to “prep” during this time. Seating, A/V, stage, and food and beverage area items cannot be moved or altered.

Dismantling: Exhibitors must remove all literature, materials, handouts, etc., from the Product Theater within 30-minutes after the conclusion of their presentation time slot. Any such materials left will be disposed of by the facility housekeeping staff.

PROMOTIONAL MATERIALS

The American Diabetes Association does not co-support Product Theaters. Use of the name, logos, or insignia on materials promoting Product Theaters is prohibited. All materials promoting Product Theaters must clearly indicate the name(s) of the organizer(s) and/or the company(s) providing financial support for the presentation.

The terms “Scientific Sessions” or “Symposium” may not be used in reference to a Product Theater.

All materials promoting Product Theaters must include the following statements:

“This program is not part of 2026 Scientific Sessions as planned by the American Diabetes Association® (ADA). This event is neither supported nor endorsed by the American Diabetes Association® (ADA). This event does not qualify for continuing medical education (CME) credit.”

Proposed copy for promotional materials must be submitted to A. Fassano & Co. for approval prior to printing. Materials will be reviewed according to the date received. Please allow a minimum of five (5) business days for approval.

Distribution of approved materials from supporter exhibitor’s exhibit booth(s) is permitted. Promotional materials may not be distributed in the exhibit hall aisles, in the Convention Center lobbies or public areas, or anywhere else in the Convention Center. Promotional materials may not be distributed in any hotel lobbies, restaurants, entrances, or any other locations contracted by the American Diabetes Association unless approved by the American Diabetes Association. Noncompliance of this regulation will result in the prompt removal of the non-complying person(s) as well as property from that area and will result in loss of exhibit priority points by the exhibiting company.

Promotional materials may be sent to the exhibitor’s in-house mailing lists.

Please see the ADA’s [Advertising and Promotional Guidelines](#) for more information.

GIVEAWAYS

Companies are permitted to distribute from the Product Theater, during their assigned time slot only, non-exclusive giveaways in accordance with the [AMA Ethical Guidelines](#), linked here.

In addition, exhibitors are encouraged to review and adhere to other applicable guidelines and codes of ethics, such as the Pharmaceutical Research and Manufacturers of America ([PhRMA Code on Interactions with Healthcare Professionals](#)), Advanced Medical Technology Association ([AdvaMed Code of Ethics on Interactions with Health Care Professionals](#)) and the Office of Inspector General's ([OIG Compliance Program Guidance for Pharmaceutical Manufacturers](#)). Pharmaceutical and device companies are reminded to pay special attention to the recently revised PhRMA and AdvaMed Codes, respectively, which prohibit their members from distributing many traditional giveaway items.

Giveaways should be associated with products or services of the exhibiting company, and/or relate to the physician's work. The American Diabetes Association encourages all participating exhibitors to check with their companies' own medical affairs/compliance staff for guidelines adhered to by their own companies.

All giveaways must be registered via the online additional giveaway/booth activities form found in the exhibitor service kit by the deadline noted.

The following items are NOT permitted as giveaways: badge holders/lanyards, bags, (other than described above), cameras, knives of any kind, lapel pins/buttons, city/area maps, pocket tools, and water bottles.

SIGNAGE

ADA Management will produce and display signboards that include listings of all Product Theater presentations. Exhibitors hosting Product Theaters are permitted to professionally print and display a maximum of two (2) signs at their assigned Product Theater time slot. Signs may not be any larger than 28" x 44". Two (2) easels will be provided at the Product Theater for participant use. Signs may be ordered through Freeman or a contractor of the exhibitor's choosing. Please note that the proposed copy for signage must be submitted to A. Fassano & Co. for approval prior to printing.

Signage may only be placed outside the entrance to the Product Theater beginning one hour prior to the exhibitor's time slot and must be removed within 30 minutes of the conclusion of the time slot. Any signs left longer than 30 minutes after the time slot's conclusion will be considered trash and disposed of accordingly. Exhibitors may display signs promoting their Product Theaters within their own contracted exhibit spaces. Signs may not be placed in other venues, public areas of the Convention Center, official hotels, shuttle buses, taxicabs, etc. Companies violating these Guidelines will have their items removed/confiscated and will lose priority points for the 2026 Scientific Sessions.

SOLICITATION

The exhibit hall aisles and other public spaces within the Convention Center not leased to exhibitors shall be under the control of ADA Management. All presentations, meetings, distribution of literature, and transactions of business of any nature shall be made WITHIN the Product Theater during the contracted time slot. Temporary booth and/or Product Theater personnel, including third-party planners, shall be restricted to the same guidelines as authorized exhibitor personnel. Solicitation in the exhibition hall aisles outside the Product Theater or intercepting those in attendance for advertising purposes is prohibited. Exhibitors are urged to immediately report violations of this rule to a member of the A. Fassano & Company management team.

HEALTH & SAFETY

The health and safety of all 2026 Scientific Sessions attendees, exhibitors, and event support staff is a top priority. Please check the 2026 Scientific Sessions website for up-to-date information.