



American Diabetes Association

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expo[®]

2012 CARIBBEAN AMERICAN WEEKLY'S SPECIAL DIABETES EDITION

Caribbean American Weekly

A newspaper for, produced and owned by Caribbean people - the largest Caribbean-owned, circulated publication in New York!

Call Pearl Phillip at 718-771-0988
or email cariaweekly@aol.com



A Proven Opportunity

61%

of attendees stay at least 1-3 hours

96%

of attendees agree that the EXPO experience is valuable

87%

of exhibitors feel the EXPO was valuable to their business

58%

of attendees tell others about their experience

A Compelling Opportunity

Despite the pervasive impact of diabetes, reaching people with diabetes and their caregivers represents a significant marketing challenge for both local companies and national corporations. Mass advertising may introduce your brand, but decision making in this space often hinges on the "diabetes dialogue" - an intensive exchange of questions

and answers about diabetes, its management and potential product solutions. As the Nation's largest congregation point for people with diabetes - and a high profile platform for organizations trying to prevent diabetes - the American Diabetes Association EXPO delivers easy and proven access to your target audience.

“ I wanted to say "Congratulations" on the tremendous event! The turnout was incredible and the Novo booth was busy all day long!....It is great to see people really trying to get as much information as they can about their diabetes. **”**

- Cindy Levy, Novo Nordisk, Inc.

Caribbean American Weekly

Special Diabetes Edition Advertising Rates:

Full Page
10 x 14
\$500

Half Page
10 x 6.875 (horizontal)
4.875 x 14 (vertical)
\$300

Quarter Page
4.875 x 6.875
\$250

ALL ADS ARE IN FULL COLOR

PLUS

Free 30-second ad on the Beauty, Health and Wellness Radio Show



The Ultimate EXPO Experience

The following anchor areas represent high profile, high traffic "destination" areas on the show floor. Sponsorship of an anchor area maximizes impact while reducing traditional exhibition costs. Make your company part of the fabric of the American Diabetes Association EXPO Experience.

Each anchor sponsor receives the benefits of a 50 X 50 space, as well as prominent entrance signage, opt-in participant names, and announcements throughout the day to promote the area.



Screening Area

From glucose testing to eye exams, the American Diabetes Association EXPO delivers a variety of free health screenings and related support. Insured or uninsured, previously-diagnosed or potentially "at risk" - we deliver these services to all interested participants



Healthy Eating Area

Highly-nutritious can be easy and delicious! Throughout the day, interactive cooking demonstrations - delivered by local culinary and diet experts - give American Diabetes Association EXPO attendees a "taste" of what's possible.



Por Tu Familia

Diabetes is an urgent health problem that disproportionately affects Hispanics. Attendees in this area will receive valuable resources and information targeted to the Latino community on ways to prevent/manage the disease.



Family Fun Zone

Unfortunately, diabetes is often a family affair. Fortunately, the American Diabetes Association EXPO experience includes a variety of fun, supportive and educational activities to inspire interaction with audience members of all ages.



Active Living Area

From fitness demonstrations to inspirational presentations, the Active Living Area provides American Diabetes Association EXPO attendees with the tools to pursue wellness on their own terms.

Advertise in Caribbean American Weekly's Special Diabetes Edition and reach thousands of potential customers.

“ LifeScan finds that the ADA EXPO is very beneficial in providing information concerning new products, managed care and all the services we offer to the patients. The EXPO allows us to hear what customers think and what their needs are, that as a company we need to address. **”**



**Make a Difference.
Help Stop Diabetes.**[®]

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diabetes.org/expo
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