

**THE 19TH INTERNATIONAL CONFERENCE ON
ADVANCED TECHNOLOGIES & TREATMENTS FOR DIABETES**

11-14 MARCH 2026, BARCELONA, SPAIN



GLOSSARY

FULL PRODUCT DETAILS

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ACKNOWLEDGEMENTS

All supporters will receive recognition in the Industry Support and Exhibition section of the program guide, on the event website, and in the mobile app. Additionally, onsite signage will showcase your contributions, ensuring high visibility throughout the event.

ONSITE PROMOTION

PLENARY / PARALLEL SYMPOSIUM (NON-CME)

Organise an official non-CME Industry Symposium, subject to Conference Committee approval.

- Includes hall rental, standard AV equipment, and display table.
- Permission to use the phrase “Official Industry Symposium of ATTD 2026.”
- Featured in the designated industry section of the Conference Program.

Indicated in the timetable as: “Industry Session” not included in the main event CME/CPD credit offering”.

PLEASE NOTE: The event will not cover the expenses for speakers in the industry session(s). In addition to the support fee, the sponsoring company is responsible for covering all expenses for their speakers, including registration, accommodation, and travel.

INNOVATION SPOTLIGHT STAGE

Meet directly with attendees and industry leaders to showcase your latest research, share clinical protocols, and deliver live demonstrations of your innovative products and services. Innovation Spotlight sessions, held during coffee breaks in the exhibition hall, offer the perfect opportunity to captivate your target audience.

The sessions provide a premium platform to engage healthcare professionals eager for cutting-edge insights. Use this space to spark discussions on education, specific products, and therapeutic advancements.

- Present and demonstrate your newest and existing products to an audience of healthcare decision makers.
- Highlight the latest breakthroughs and clinical outcomes.
- Provide in-depth details to enhance understanding and interest in your products.
- Show your products in action, making a lasting impression.

RECORDING OF SYMPOSIUM + VOD

Allow online attendees access to your symposium through our Recording and Video-On-Demand (VOD) service. Capturing the essence of your sponsored session at ATTD, we offer to preserve and showcase your invaluable insights on Unlok, ATTD's official education platform.

PLEASE NOTE: Live streaming is not included but can be purchased separately.

NEW! DIABETES BUBBLE PODS

Diabetes Bubble Pods offer a unique and eye-catching solution for sponsors looking to create a dedicated, enclosed space right in the heart of the exhibit hall.

Designed to function as private technical suites, these pods provide a quiet, professional environment ideal for product demos, client discussions, and meetings during busy exhibition hours. Each pod is customizable and we can arrange furniture to suit your specific needs.

ATTD AWARD

We recognise the value and significance of ongoing diabetes innovation. Therefore, ATTD will present an outstanding individual with the Award. Supporter of the award will receive outstanding benefits.

- €10,000 prize to Awardee
- Announcement on ATTD closing ceremony
- Page on the official ATTD website
- Dedicated page in Unlok, ATTD's online education platform
- Mailshot promotion to the database
- Advertisement in the program book
- Push notification in the app

BAG INSERT

Place your brand directly in the hands of every attendee with a high-visibility promotional insert in each delegate bag. This is a powerful way to ensure maximum exposure to a targeted and engaged audience.

- Your A4 flyer or up to 4-page insert will be included in every attendee's bag, giving you direct access to all participants.
- Attendees will engage with your product information as they explore their delegate materials, increasing awareness and driving interest in your brand.
- Simply provide your material, and we'll handle the rest. All content will be approved by the Secretariat, and you'll receive full guidance on the distribution process.

NEW! BACKPACK HUB

Enhance your brand visibility by sponsoring the Backpack Hub located in the registration area.

Every Congress participant will visit this station, ensuring your brand receives maximum exposure right from the start. Your company's logo and branding will be displayed on the station, allowing you to make a powerful first impression on thousands of attendees.

NEW! BATTERY RECHARGER BARS

These branded stations allow visitors to conveniently pick up a power bank and take it with them to charge their devices on the go, ensuring they stay connected throughout the event. Each station is fully branded and can include a dedicated hostess who not only assists with distribution but also engages attendees—inviting them to your booth, promoting your sessions, or sharing key messages.

CAFÉ CATALÁN

Treat our participants to a culinary experience at our 2-hour food service, located in the heart of the exhibition area. Branded kiosks will be showcasing your company logo.

CAPTURED BY AI

Enhance the attendee experience and leave a lasting impression with the AI-powered Digital Photo Album sponsorship. This innovative offering allows you to connect with participants on a personal level by providing them with a curated photo album of their event moments—branded with your company's logo.

How It Works:

- Each participant's photo will be taken at the registration desks.
- Our advanced software will recognize them in the event photos taken daily.
- Participants will receive a photo album branded with your logo directly in their email inbox, featuring their own pictures from the day's events.

COFFEE BREAK

Sponsor a coffee break in the exhibition area and enjoy prime brand visibility while attendees recharge and network.

- Showcase your company's logo at the catering point for an entire day, putting your brand front and centre where attendees gather.
- Maximise your impact by providing branded items, such as napkins or cups, ensuring continuous brand exposure.

DIGITAL WORLD MAP

Promote your brand on an interactive global map that fosters networking and connects attendees based on their geographical origins. This unique feature brings participants together and creates meaningful engagement.

- Located in a prime area of the venue, the Digital World Map ensures maximum visibility and serves as a hub for attendee interaction.
- Its interactive design encourages engagement, making it a powerful tool for driving global networking.
- Your logo will be prominently featured on the Digital World Map, with the "Supported by..." acknowledgment ensuring clear, visible brand recognition.

E-ADVERT – ATTD 2026 APP

Maximise your brand's impact with a featured advert in the official Conference Mobile App—an essential tool used by every attendee to navigate the event.

- Your advert will be prominently placed in a dedicated section of the app, ensuring continuous visibility as attendees plan their event experience.
- With the app downloaded by all participants, your brand gains a mobile presence that travels with them throughout the event.
- Promote your booth, industry session, or special offerings directly to attendees, driving traffic and increasing engagement at your event presence.

LANYARDS (NON-PROFITS ONLY)

Increase your visibility by sponsoring the event's lanyards, featuring your organization's custom brand colors. This high-visibility item ensures your brand is front and center from the moment participants arrive, making a lasting impression throughout the event.

MOBILE APP ATTD 2026

The Conference Mobile App is an essential tool that enhances attendee engagement with personalized planning features and real-time event updates. It transforms smartphones, tablets, and laptops into interactive tools which enables participants to access conference information, while offering a platform for networking and active participation. The app includes the full scientific program, abstracts, speaker details, participant lists, session ratings/voting, and a personalised scheduler, and is available on both the Apple App Store and Google Play.

Mobile App sponsorship includes:

- Your company name/logo (excluding product logos) on the splash/pop-up screen with a "Supported by" acknowledgement.
- Two push notifications, providing a direct communication to attendees during the event.

PRINTED PROGRAM ADVERT

Maximise your brand's visibility with a high-impact advert in the official Final Program, distributed to every registered attendee. This essential guide, containing the event schedule, scientific content, and key information, will be a go-to resource throughout the event.

- Your full-colour advert will be prominently displayed in the industry section, targeting an engaged audience of global decision-makers and professionals.
- The program will be included in every attendee's bag, ensuring your message reaches all participants.
- Your advert will adhere to industry compliance regulations, ensuring professionalism and relevance to the audience.

PUSH NOTIFICATION (APP)

Engage directly with Conference attendees to promote your company, booth, or session by sending a custom push notification through the official Conference Mobile App—an exclusive opportunity to capture attention in real-time!

- Reach participants instantly with a personalised message sent directly to their mobile devices.
- Your notification will reach all participants who have opted in, ensuring your message reaches a highly engaged audience at a key moment.
- Work with the Conference organiser to coordinate the ideal date and time for maximum impact.
- The Conference app will be downloaded by most attendees, giving your message wide exposure across the event.

RUN, BARCELONA, RUN!

Join us for the Sponsored Run during ATTD in Barcelona, raising awareness for diabetes management. Lace up and hit the streets, supporting a healthier lifestyle for those affected. Your participation funds vital initiatives for diabetes education and support. Plus, participants will receive a t-shirt featuring your company logo, and we will acknowledge your support in all run related publications.

Let's run for a brighter future together!

SEATING BLOCKS @ FOYER AREA

Stand out with these custom branded Seating Blocks! Add a stylish and functional touch to the event with customisable seating blocks, perfect for creating an informal and inviting atmosphere that showcases your brand.

- Customise the design of 50 or 100 seating cubes to align with your company's branding. (Design subject to Secretariat approval and compliance regulations.)
- Choose the quantity that best fits your needs; pricing is based on the number of cubes produced.
- Work with the Secretariat to strategically place the branded cubes in key areas for maximum exposure.

WELLNESS ZONE @ EXHIBITION HALL

The Wellness Zone offers a refreshing and engaging opportunity, focused on attendee well-being.

Located within the exhibition, this area provides guided stretching sessions and massage opportunities during program breaks—helping participants recharge between sessions and long hours of sitting. As the exclusive sponsor, your brand will be prominently acknowledged in all event publications and signage, reinforcing your commitment to health, balance, and attendee experience.

WELCOME RECEPTION - TAPAS, TECH & TALK

Start the event in style with the much-anticipated Tapas, Tech & Talk - Opening Reception, a gathering of all registered attendees on the opening evening.

Your logo will be prominently displayed on entrance signage, maximizing visibility as attendees arrive.

WORK & CHAT LOUNGE @ EXHIBITION HALL

This lounge is a great opportunity to support attendees' productivity and comfort during the event.

Situated within the exhibition area, this thoughtfully designed space features tables, seating, and access to electricity—providing a convenient spot for participants to catch up on emails, take calls, or simply recharge between sessions. As the exclusive sponsor, your brand will be prominently displayed around the lounge.

MEETING ROOMS

CCIB MEETING ROOM OR ALTERNATIVE MEETING SPACES

Boost your brand's visibility and connect with key decision-makers by reserving a dedicated space at the event.

- Host VIPs, conduct meetings, or organise private gatherings in a space designed to suit your specific needs.
- Enhance your room with catering and AV equipment (available at an additional cost) to create a tailored environment for meaningful interactions.
- All hospitality services adhere to industry standards, ensuring a professional and seamless experience.
- Directional signage will guide attendees to your room, maximising your brand's exposure.

ONLINE PROMOTION

NEW! BANNER IN MARKETING MAILINGS

We offer a valuable branding opportunity by including your company's logo in official email communications sent to participants and potential attendees. These mailings reach a highly targeted audience and are distributed in the lead-up to the event, providing repeated exposure and reinforcing your presence.

As a logo sponsor, your brand will be featured prominently in a dedicated section of the emails, aligning you with key updates, announcements, and important event information—ensuring high visibility and strong brand association throughout the participant journey.

REGISTRATION CONFIRMATION BANNER

By partnering with us on this digital marketing opportunity, your brand will be front and centre in the inbox of every participant, maximising your reach and impact.

- The Registration Confirmation Email Banner is an integral part of our Conference' registration process. As soon as participants complete their registration, they will receive a confirmation email, providing them with essential event details.
- This email will also feature a prominent and eye-catching banner space reserved exclusively for the sponsor.

INDUSTRY SUPPORT DISCLOSURE: This event is supported, in part, by funding from industry. All support is managed in strict accordance with CME/CPD accreditation criteria and standards for commercial support.

SESSION PROMO VIDEO

- Showcase your brand with a dedicated page on the official event website, including a prominent 4-minute video to engage attendees.
- Maximise exposure by connecting with attendees before the event, building anticipation and drive interest in your session early.
- While product-specific advertising is not allowed, this is a prime opportunity to elevate your brand's presence.
- Please note, all pages will undergo review by the Program Committee to ensure quality and alignment.

SOCIAL MEDIA POST

Leverage the power of Conference social media to increase your brand's visibility and connect directly with participants and healthcare professionals worldwide!

- Gain exposure to a global audience by sharing your post across the Conference's official social media platforms, boosting your brand's visibility and engagement.
- Engage with participants and healthcare professionals in real time, fostering meaningful connections and increasing awareness of your products or services.
- Collaborate with the Conference organisers to select the optimal time and date for your post, ensuring maximum impact when your audience is most active.

EDUCATIONAL SUPPORT

ATTD 2025 YEARBOOK (EXCLUSIVE)

- Supporter's logo on the back page of the cover of the Yearbook.
- Company Banner with hyperlink on Yearbook webpage.
- Full page colour advertisement in the Final Program, promoting the Yearbook and acknowledging that the Yearbook is supported by the Company.
- A bag insert in the Conference Bags, promoting the Yearbook and acknowledging that the Yearbook is supported by the Company.
- Company logo on the Conference mailshots announcing the Yearbook.
- Acknowledgement on-site as Yearbook supporter.

E-POSTERS

Kenes e-Posters offer a dynamic blend of scientific content and interactive engagement, showcasing electronic versions of traditional posters at designated digital stations. This innovative format creates unique networking opportunities, increasing the attendee interest, and provides excellent exposure for authors. Strategically placed, high-traffic terminals ensure attendees can easily access these presentations.

Support includes:

- Signage at the entrance to the e-Poster area with 'Supported by ...' and your company logo.
- 'Supported by ...' and your logo displayed on each individual e-Poster station.

EDUCATIONAL GRANT TO WORKSHOPS / SESSIONS / TECH FAIR

Educational Grant in support of an existing official Scientific Session organised by the Scientific Committee and supported by a grant from industry.

EDUCATIONAL PARTICIPATION GRANT

As a trusted partner, the Kenes Group will manage indirect sponsorship for our Conference. The industry will provide educational grants directly to the Kenes Group, which, in collaboration with the Conference Committee, will handle the pre-selection of participants (HCPs).

Educational Participation Grants, regardless of the amount, are greatly appreciated and play a vital role in the success of our Conference.

- Recipients (HCPs) must meet the criteria set by the Committee to apply for a grant. Accepted applicants will be notified directly by the Conference Secretariat.
- These grants are essential in ensuring broad participation and fostering educational growth at the event.

CONTACT

Should you be interested in receiving further information or wish to book, please get in touch with our Industry Liaison: [Judit Gondor \(judit.gondor@kenes.com\)](mailto:judit.gondor@kenes.com)

BOOK NOW

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