



GEORGIA DIABETES SYMPOSIUM

FOR HEALTH PROFESSIONALS

EXHIBITOR & SPONSOR PACKET

November 8, 2014

Atlanta Marriott Marquis

265 Peachtree Center Avenue

Atlanta, GA 30303

8:30 a.m. - 5:00 p.m.

A NEW

SYMPOSIUM IN GEORGIA FOR HEALTH PROFESSIONALS

Symposium also features a FREE ½ day patient workshop!

Sponsored by:





AGENCY OVERVIEW

The **Diabetes Association of Atlanta, Inc. (DAA)** has emerged to be a full service agency committed to alleviating the medical, financial, and psychological impact that diabetes has on individuals and their families. The Diabetes Association of Atlanta, Inc. is one of the few nonprofit agencies in Atlanta that addresses the needs of people affected with diabetes through **early detection, comprehensive self-management education courses** and **medical assistance**. The Diabetes Association of Atlanta, Inc., is primarily funded through the United Way of Metropolitan Atlanta, Inc., grants from local health organizations, and corporate and individual contributions. It is one of the few nonprofit organizations in Georgia that provides direct service to those affected by diabetes.

DIABETES EDUCATION

Diabetes education plays a key role in managing diabetes. Our Diabetes Education Program offers self-management classes that are nationally recognized by the American Diabetes Association.

- ➔ The classes are taught by certified diabetes educators (CDEs), registered nurses and registered Dietitians.
- ➔ The staff is charged with empowering people who have diabetes with the knowledge and skills they need to control their diabetes on a daily basis.
- ➔ The diabetes education classes are geared towards individuals recently diagnosed with diabetes, those who need a review course, and for self-management care updates.

All education classes are open to family members and support persons. Furthermore, the education program is designed to promote behavior change and risk reduction in high-risk youth as well as high-risk adult population.

EARLY DETECTION PROGRAM

Approximately 608,000 Georgians have been diagnosed with diabetes while 304,000 are undiagnosed. This means approximately one-third of the people who have diabetes are undetected.

- ➔ The Early Detection Program is a health screening process that identifies individuals who may have diabetes or who may be at risk of developing diabetes.
- ➔ Early detection is the key to timely diagnosis and treatment which can in turn prevent or delay life-threatening complications from diabetes.
- ➔ DAA provides a trained staff specialized in glucose monitoring to perform diabetes screenings at organizations such as nonprofit agencies, churches, community organizations, and corporations.

DAA's well trained staff travels to screening sites located in various areas of the thirteen counties in metropolitan Atlanta.

MEDICAL ASSISTANCE PROGRAM

The Medical Assistance Program (MAP) is one of the few programs in the metropolitan Atlanta area that offers assistance to people who are unable to afford the high cost of diabetes health care.

- ➔ The goal of MAP is to provide people the opportunity to take care of themselves by offering them the education and medical supplies they need to stay healthy.

For those participating in the 6 month Medical Assistance Program, enrollment into the agency's diabetes self-management education program is a requirement. An initial assessment is conducted prior to beginning the education class. This assessment aids the educators in determining the client's learning needs and current management skills.

- ➔ Upon successful completion of the education program, the client receives assistance with diabetes supplies, including a glucose monitor with testing strips, insulin, and syringes.

Follow-up monitoring and evaluations are conducted by the agency staff throughout a twelve month period in an effort to help clients achieve consistent blood sugar levels within a healthy range.

About the Georgia Diabetes Symposium for Health Professionals



The Georgia Diabetes Symposium for Health Professionals will provide health professionals a unique and impactful opportunity to learn about the latest research and innovation in diabetes management and patient care, applicable in both clinical and community settings. The comprehensive program is designed for all health professionals serving the diabetes community including, but not limited to, registered dietitians, registered nurses, pharmacists, and certified diabetes educators. Led by outstanding experts in the field, there will be robust presentations and seminars, case discussions, and question and answer periods. The classes will also provide health professionals with continuing education.

In addition to providing education for health professionals, persons affected by diabetes, including family and friends, are welcome to attend a half day patient workshop. Patient attendees can expect an afternoon of interactive classes including a healthy cooking demonstration, stress management tools, an update the Affordable Care Act as it relates to diabetes, an introduction to Tai Chi, and insight into the future of diabetes and technology.

Marriott Marquis in Downtown Atlanta

265 Peachtree Center Avenue
Atlanta, GA 30303



A special room rate of \$119/night is available for Symposium hotel guests!

Visit www.atlantamarquis.com or call 404-521-0000 for booking and hotel amenity information.



Parking Information:

Valet parking available for \$11/day
Overnight Parking is available for \$20/day
Public parking is available surrounding the hotel.
Fees Vary.

Participants: Expected number 250

Volunteers: 50

Exhibitors: 7:30 a.m. – 3:15 p.m.

Health Professionals: 8:30 a.m. – 5:00 p.m.

Patient Workshop: 2:00 p.m. – 5:00 p.m.



Sponsorship Levels & Exhibitor Fee

Title Sponsor \$20,000

- ☐ **We would like to participate as a Title Sponsor. \$20,000 or more**
- Speaking opportunity during patient and healthcare professional sessions
 - Four complimentary conference registrations
 - Name and logo within onsite conference marketing materials, DAA website and social media outlets
 - Special recognition during networking night and conference
 - Two complimentary exhibitor tables
 - Complimentary lunch for company representatives

Gold Sponsor \$10,000

- ☐ **We would like to participate as a Gold Sponsor. \$10,000**
- Speaking opportunity during patient and healthcare professional sessions
 - Two complimentary conference registrations
 - Name and logo within onsite conference marketing materials, networking night, DAA website and social media outlets
 - Special recognition during networking night and conference
 - Complimentary exhibitor table
 - Complimentary lunch for company representatives

Silver Sponsor \$5,000

- ☐ **We would like to participate as a Silver Sponsor. \$5,000**
- Speaking opportunity during patient and healthcare professional sessions
 - Name and logo within onsite conference marketing materials, DAA website and social media outlets
 - Special recognition during conference morning, lunch and afternoon sessions
 - Complimentary exhibitor table
 - Complimentary lunch for company representatives

Bronze Sponsor \$2,500

- ☐ **We would like to participate as a Bronze Sponsor. \$2,500**
- Complimentary exhibitor table
 - Name and logo on DAA website
 - Recognition during conference
 - Complimentary lunch for company representatives

Exhibitor Fee \$300

- ☐ **We would like to participate as an Exhibitor. \$300**
- We would like to provide an in-kind donation
 - Value of _____



Sponsor & Exhibitor Form

Questions? Please contact the DAA staff person below:

Karla Daniels, Director of Development, Diabetes Association of Atlanta

Email: kdaniels@diabetesatlanta.org

Office: 404-214-0167

Fax: 404-527-7149

Please Print Legibly

Name of Company/Organization: _____

Contact Person Name: _____

Contact Person Phone Number: _____

Contact Person E-mail Address: _____

Contact Person Fax Number: _____

List Company Representative(s) attending: _____

Number of lunches needed: ____

Are you a GDS Speaker? (Exhibitor space is complimentary for speakers.) ____ Yes ____ No

Exhibitor Set-up: Arrival time for set up is 6:30 a.m. Participants will arrive at 7:30 a.m.

Commitments are due by October 6, 2014 to participate in the event.

Please make checks payable to: Diabetes Association of Atlanta, Inc. Tax ID # 58-0973055

Please submit this form and check to:

Diabetes Association of Atlanta, Inc.

Attn: Karla Daniels

100 Edgewood Avenue

Suite 1004

Atlanta, GA 30303



www.diabetesatlanta.org