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WHAT TO EXPECT

Experience

The Largest Health Expo in Trinidad and Tobago. We will showcase over 175 booths in 3 halls. Experience all the health products, services and novelties in our Main Expo Hall. Come try our healthy and delicious food options in a fun atmosphere in our Food Zone . Explore our Agri Zone to learn about growing your own food or sample from our local farmers.

Enlighten

Lectures and Demos - Experience Lectures and Live demonstrations on three stages. Our main stage in the Lecture Hall will host our opening ceremonies and live panel discussions throughout the day. Our dynamic lectures will cover a vast scope of health topics in a modern and comfortable environment. On our Expo Hall stage there will be all day live demonstrations for exercise, self-care and other interactive sessions. The Food Zone will host our DATT Cook-up stage with professional chefs and our DATT Cook-up competitors.

Enjoy

Our Symposium will host the finals of many competitions. Support your schools at the DATT/Superpharm Diabetes quiz finals on a game show stage . Witness the awards for our DATT/Blue Waters Art Competition while browsing our Art/Poster gallery. Join in the excitement of our DATT Cook-up Healthy recipe completion which will see kid chefs battle it out on a live stage for the chance to be named DATT Top Chef.

ABOUT THE DIABETES ASSOCIATION

The DATT has been working towards the prevention and the improvement of life for people with diabetes since 1988 through Advocacy, Education and Research. We currently have 18 branches throughout Trinidad and Tobago which serve communities by providing screening and outreach services. We have numerous national events including our Diabetes Symposium, World Diabetes Day walk, 5K run and Children's Camp. **We are a non-profit organization so we depend on companies like you to help us do our work. Help us on our mission.**

ABOUT THE DIABETES EXPO

Our aim for this event has been to bridge the gap between health care providers and the public. We use this event to bring together ideas, resources and technology in a format which disseminates academic and scientific information to the general public. We do this through a mixture of lectures, demonstrations and exhibitions in the largest health educational event in country.

This year we chose the theme

as we target families rather than individuals affected by the disease. Our target for prevention and control lies here as sustainable changes in lifestyle are futile without family support. There are more than 150,000 persons living with diabetes in our country and far more who are on the way to becoming diabetic. Almost every household in Trinidad and Tobago is affected by diabetes.

The Event

will be held at the Centre of Excellence, Macoya Trinidad. Over the course of two days (29th -30th September), we will have over 175 Exhibitors, 40 Lectures with many more demonstrations and special events. We anticipate that there will be over 10,000 persons passing through our symposium as we will promote the event through numerous media outlets, schools and health facilities. Our attendees will comprise of laypersons and medical professionals.

Our First day

will be dedicated to school children. We will invite all primary and secondary schools to attend. The general public can also visit on this day. We will have finals and prize giving ceremonies for school based competitions in the morning period.

The exhibition hall will be open with live demonstrations, activities and opportunities for exhibitors to reach a large audience. Clinicians, Researchers, Students, be part of our inaugural Caribbean Diabetes Update sessions where new advances in diabetes treatment and practice will be presented.

The Second Day

will host our DATT members and the general public. There will be an opening ceremony followed by lectures throughout the day in the main lecture room and exhibition stages.

Exhibitors

will be able to promote their company, distribute samples and even sell products on both of these days. Participation in this event will ensure that your company and product is recognised by a substantial audience as a premier brand which is associated with good health and wellbeing.

We ask that you consider our sponsorship packages which will give you major added benefits of advertising leading up to and on the days of the event.

THE CARIBBEAN DIABETES UPDATE

CLINICIANS | ACADEMICS | ALLIED PROFESSIONALS| STUDENTS

FRIDAY 29TH SEPTEMBER 2017

MAIN LECTURE HALL (TORENIA HALL) – CENTRE OF EXCELLENCE

The DATT's inaugural session for Caribbean medical professionals to present and discuss new findings in Diabetes research which are relevant to the region. We aim to bring together seasoned investigators and upcoming researchers in a setting which promotes collaboration and support. For this first session, we will host a panel discussion with experts in their fields, focus on the impact of diabetes on the members of the family. Students will also be invited to submit abstracts for poster presentations.

TOPICS:

- Childhood obesity and Pre-Diabetes
- Novel Non-invasive treatment for Erectile Dysfunction
- Women and Diabetes (IDF theme launch)
- Reaching more Men - Primary Care Outreach
- Coping with Depression and other psychological barriers to care
- Advances in Insulin therapy

FEATURE SPEAKERS:

Prof. Felicia Hill-Briggs
President-elect
American Diabetes Association

Dr. Shaukat Sadikot
President
International Diabetes Federation

SPACES ARE LIMITED.
Contact the DATT Secretariat for more information.

REGISTRATION DEADLINE SEPTEMBER 8TH 2017.

SPONSORSHIP PACKAGES

	PLATINUM $100,000	GOLD $75,000	SILVER $50,000	BRONZE $25,000	EMERALD $10,000
EXCLUSIVITY					
Number of Packages offered	1	5	8	10	10
Sole company in sub-category at event	•				
ADVERTISING					
(BASED ON SPONSOR STRATIFICATION)					
Press Releases	•	•	•	•	•
Logo on Event Tickets	•	•			
Flyers	•	•	•	•	•
Media (TV, Radio, Print, Electronic Billboards)	•	•	•	•	•
Social Media and Website	•	•	•	•	•
Interviews mentions	•	•			
Invitations to TV Interviews	•				
Press Launch Speaking Time	•	•			
EXHIBITION HALL BENEFITS					
Complimentary Booth	6X9 Truss	6x6 Truss	3x6 Truss	3x3 Drywall	3x2 Table
Complimentary tickets for event	50	40	30	20	10
Complimentary P.A. Advertising	10	6	4	3	2
Discounted P.A. Advertising	50%	50%	50%	25%	20%
Complementary Exhibition stage session	2x30 min	2x15 min	1x15		
Discounted Exhibition stage session	50%	50%	50%	25%	20%
Logos on screens	•	•	•	•	•
Logos on conference bags	•	•	•	•	
Option for inserts into conference package	•	•	•	•	•
Complimentary Feature in conference booklet	Back cover	1/2 Page	1/4 Page	1/8 Page	
Discounted Feature in conference booklet	50%	50%	50%	25%	20%
VIP Parking	•	•			
OPENING CEREMONY/MAIN STAGE					
Speaking time during opening Ceremony	•				
Large Logo displayed on stage	•				
Small logo displayed on stage		•			
Banners with logo in hall (off stage)	•	•	•	•	•
Sponsor mention during opening ceremony	•	•			
Complementary main stage session	1x 60min				
Discounted main stage session	50%	50%	50%	25%	20%
Access Passes to VIP Lounge	5	3			
Option to stay at on-site hotel	•	•			

SPONSOR CATEGORIES

Government Institutions
- Stakeholder Ministries (Health, Education, Agri, Youth, Sport)
- Other Ministries (Community Dev, Energy, Finance)
- Government Agencies
- Regional Health Authorities
- Clinics

Academic Institutions
- Public/Private Universities and Colleges
- Secondary School groups
- Research Groups
- Public Health Agencies

Food and Beverage
- Water and Water Products
- Packaged Juice and Juice Beverages
- Blended Juices/Smoothies/Punches
- Packaged Foods
- Baked Goods
- Fresh Fruit/Vegetables
- Groceries
- Restaurants
- Chefs
- Kitchen Equipment Distributors

Medical Services
- Hospitals
- Nursing homes
- Medical laboratories
- Elderly Care facilities
- Private practices
- Physician
- Dentists
- Dieticians/Nutritionists
- Optometrists/Ophthalmologists
- Chiropractors
- Psychologists
- Dermatologists

Medical Manufacturing/Distribution
- Diabetes Drugs, Equipment and Consumables
- Consumer Medical Supplies
- Hospital Medical Supplies and Services
- Pharmacies

Alternative and Complimentary Medicine
- Nutritional Supplements
- Traditional Medicine
- Massage/Chiropractics
- Meditation/Yoga

Wellness Institutions
- Gyms
- Wellness centres/coaches
- Personal Trainers
- Dance Instructors
- Physical activity groups
- Occupational Health & Safety

Agriculture
- Crop Farmers
- Agri Education
- Ornamental Plants
- Agri Equipment/Machinery

Financial Institutions
- Banks
- Insurance Companies
- Credit Unions

Volunteer Organizations
- Non-government Organizations (NGO)
- Community Based Organizations (CBO)
- Faith Based Organizations (FBO)

Other
- Non-medical institutions
- Telecommunications
- Automotive
- Energy Companies
- Airlines and Travel Agencies
- Hotels and Resorts
- Nature Parks
- Furniture/Appliance Distributor
- Funeral Agencies

PLATINUM $100,000

As Platinum sponsor, your company will receive exclusive benefits leading up to and on the days of the event. You will be the only sponsor to be showcased at the event in your sub-category. Your company will be at the forefront in all advertising, publications, and paraphernalia. As Platinum sponsor, you will exclusively be given speaking time at press launches, interviews and in the conference opening ceremonies.

We will dedicate to you, the largest booth space (E1 Structure) with highest traffic. Advertising your company's products and services will be easy, with complimentary PA and Screen Ads. You will also receive special access to our stages for your own sessions.

Our Platinum Sponsor will also have VIP Parking, Access to VIP Lounge, complimentary options to Stay at on-site Hotel, features in conference materials and most importantly the absolute attention by conference staff as our most premiere contributor.

GOLD $75,000

Your Presence will be prominent in all advertising leading up to the event. We will recognize your tremendous support at every instance that the event is promoted on broadcast, print and social media. Your company will be offered a large truss booth (E1 Structure) in a prime location in the exhibition hall. You will receive complimentary advertising around the event and on conference paraphernalia. As a Gold Sponsor, you will have VIP parking, access to the VIP Lounge, discounted options to stay at on-site hotel, speaking time at our Press launch and complimentary time on our exhibition stages. We look forward to having you as a golden supporter of this event.

SILVER $50,000

Our Silver package offers tremendous exposure for your company leading up to the event and during the days' activities. Your brand will be highlighted on all advertising materials and at the event. You will be offered a spacious truss booth (E1 Structure) in a prime location in our Main Exhibition hall. You will receive complimentary PA and Screen advertising as well as complimentary event tickets. As a Silver contributor, you will also be offered substantial discounts on additional conference advertising and facility use to promote your brand.

BRONZE $25,000

As Bronze sponsor, your company will receive substantial marketing opportunities for an economical contribution. You will be featured in conference advertising and on conference material with the option for additional discounted advertising and event facility use. You will receive a large drywall booth (E2 Structure) in preferred location. Options for additional discounted services and advertising will be available to you along with our DATT commitment that you will receive tremendous exposure before, during and after the event.

EMERALD $10,000

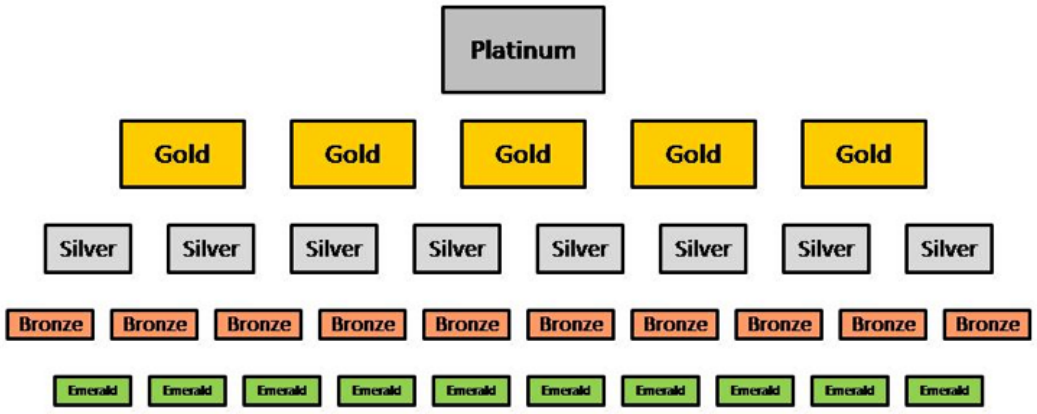
This option ensures that you have an advertising presence for the event and a high-traffic booth space (E3 Structure). Your company will be featured on media advertising before the event and specially marked locations throughout the venue. You will receive additional discounted advertising on your request as well as many other benefits. Our Emerald package will establish your company as a preferred brand of the DATT which will only serve to add to your market appeal after the event.

EXHIBITOR

Companies and individuals can opt to purchase the booth only option, however their brand will only be advertised on the event website and conference booklet. Please see page 10 for booth options and costing for Exhibitors.

SPONSOR STRATIFICATION

When you choose to be a sponsor, the level of your sponsorship will determine where you are placed in out Sponsor Stratification Tree below. This will be used for event advertising and on paraphernalia.



PAYMENTS
FOR SPONSORS & EXHIBITORS

Sponsorship can be monetary or in the form of services/equipment/supplies. Monetary payments in the form of cheques should be made payable to *"The Diabetes Association of Trinidad and Tobago".*

Deposit

A 50% deposit must be made within 7 calendar days of your booking to ensure your space is reserved. Final payments must be received no later than August 31st 2017. Special considerations will be made for NGO/FBO/CBO exhibitors. Sponsorship payments will be negotiated on a case by case basis , however we do expect payment by August 31st.

Cancellation Policy

If you would like to cancel your booking you may do so in writing to the DATT Symposium Committee.

- Before August 31st: Full Refund of fees paid (less 10% Service fee)
- After August 31st: 50% Refund
- After September 15th: No Refund

Upgrade/Downgrade

You have to option to upgrade (or downgrade) your sponsorship or exhibitor package. These changes will be accommodated (if available) once requested before August 31st 2017.

BOOTH OPTIONS

PRICES ARE QUOTED IN $TT FOR BOTH DAYS OF THE EVENT

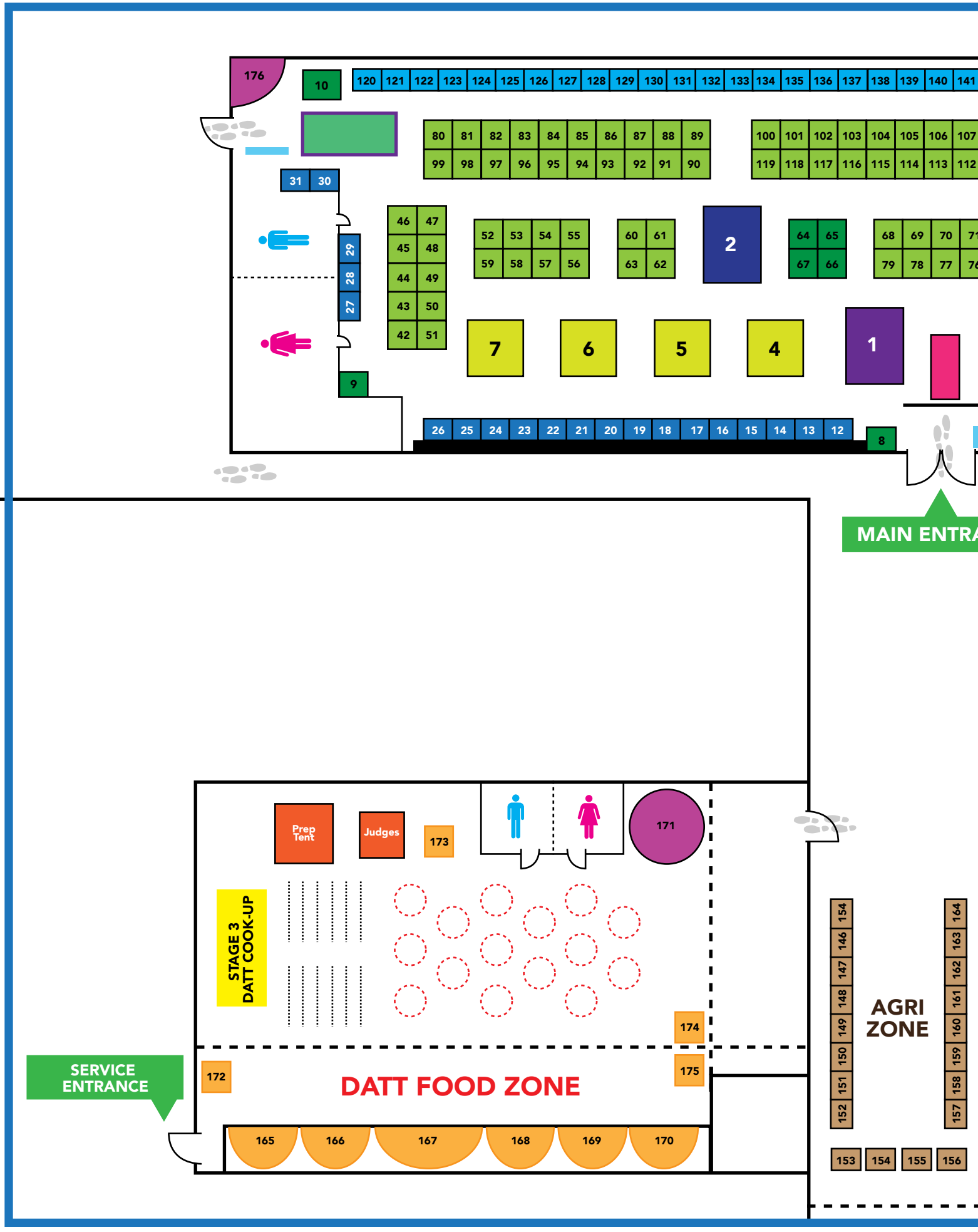
	Large Pavilion 15,000	Small Pavilion 5,000	Large Booth 3500	Double 6000	Triple 8500	Table Booth 2200	NGO Table 1000	Food Court 4,000	Drinks Bar 5,000	Agri Table 800
Size of Space (metres)	6x6	3x3	3x3	3x6	(3x3)x3	2x3	2x2	3x4	4x4	3x2
Booth Model	E1	E1	E2	E2	E2	E3	E4	E5	E7	E6
Complimentary Tables	Unlimited	Unlimited	2	4	6	1	1	4	Unlimited	2
Complimentary Chairs	Unlimited	Unlimited	3	6	9	2	2	4	Unlimited	4
Trash Receptacle	•	•	•	•	•	•	•	•	•	•
Complimentary Booth Sign	•	•	•	•	•	•	•	•	•	•
Complementary Exhibitor Pass	8	4	3	6	9	2	2	5	5	3
Complementary Event Tickets	20	10	5	10	15	5	10	10	10	5

UPGRADES AND EXTRAS

If you would like to upgrade from your complimentary booth to a larger space. We will be happy to accommodate you once the facility is available. Take a look at our add-ons for lighting, sound and screens from Clinical Media Ltd (Page 14) our event production Partner. Createm Designs and Photography Ltd, our Graphic art and Design Partner, (Page 20) is available to help design your booth to give it the professional touch which will be sure to draw a crowd at the event.

DATT Add-ons	
Table	$20
Chairs	$5
Table Skirting	$30
Table Cloth	$25
Replacement Exhibitor Pass	$20

Booth Models	
E1	Truss Pavilion
E2	Drywall
E3	Truss/Drape
E4	Pipe/Drape
E5	Truss/wood
E6	Tent/table
E7	Concrete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MAIN ENTRA
Prep Tent
Judges
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171
STAGE 3 DATT COOK-UP
174
SERVICE ENTRANCE
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DATT FOOD ZONE
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AGRI ZONE
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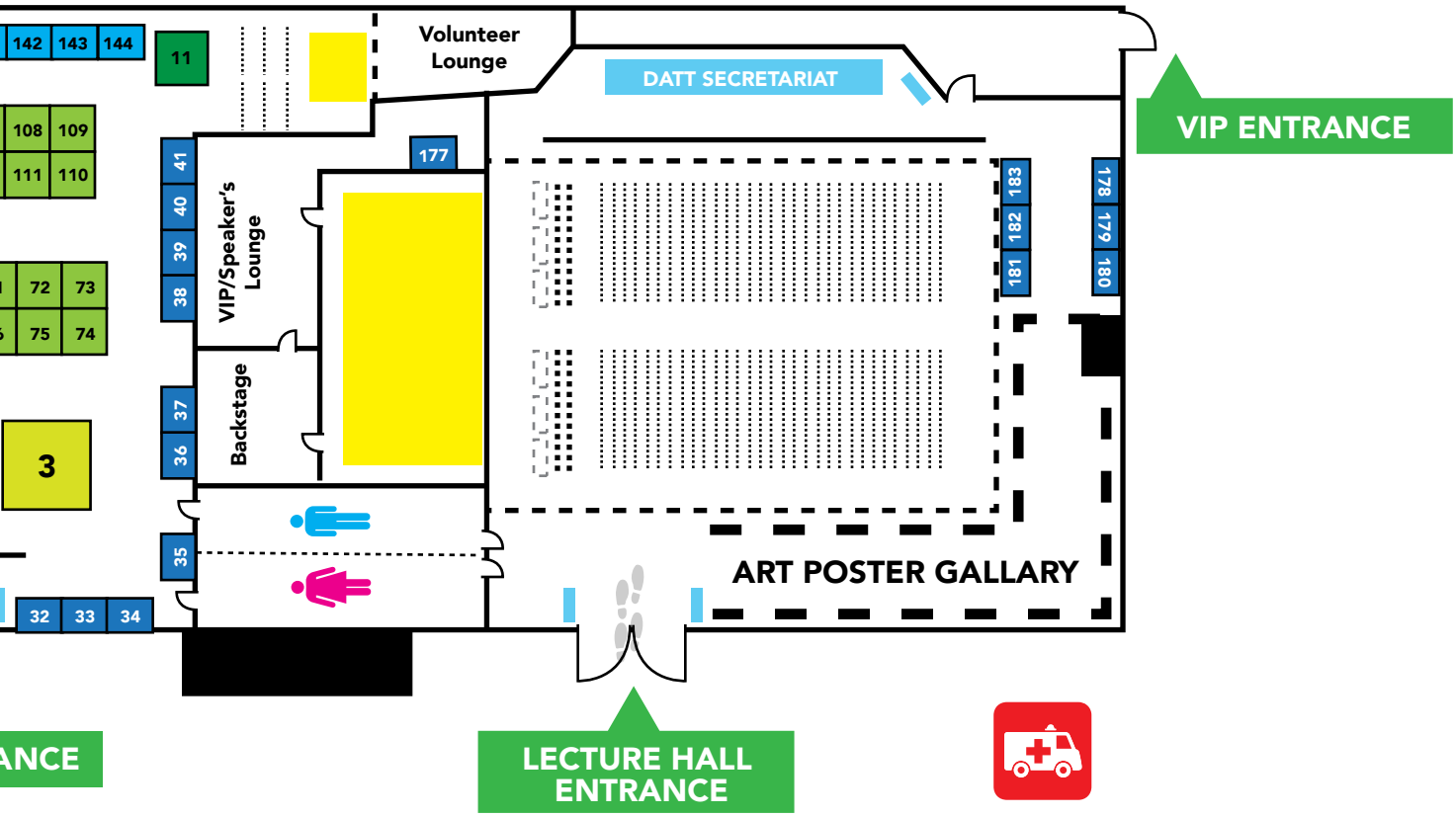


BOX OFFICE

- 30: Table Truss Booth (E3)
- 25: Pipe Ngo Table Booth (E4)
- 70: 3m x 3m Booth (E2)
- 1: 6m x 9m Pavilion (Platinum) (E1)
- 5: 6m x 6m Pavilion (Gold) (E1)
- 1: 6m x 9m Pavilion (E1)
- 12: 3m x 3m Truss (E1)
- 2: Stages
- 1: Children's Area
- 2: Drinks Bar
- 9: Food Court Large/small (E5/E1)
- 20: 3m x 2m Agri Table (E6)

- DATT Information/booths
- Media Seating/set Up
- Social Media Centre
- Public Access

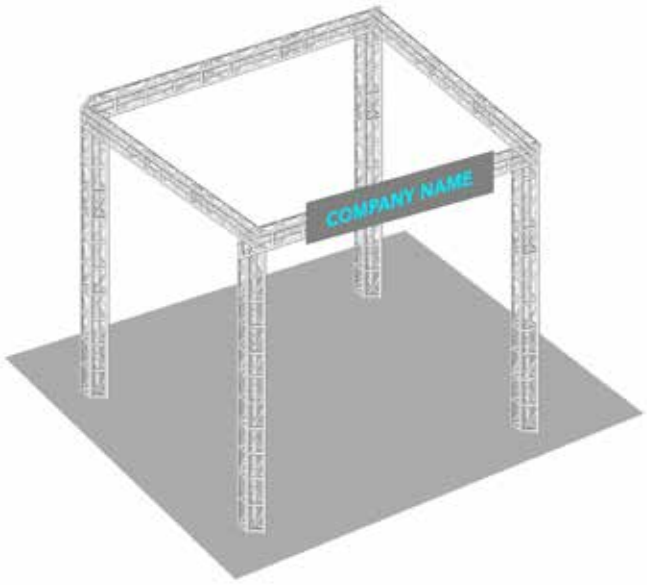
THE DIABETES ASSOCIATION OF TRINIDAD AND TOBAGO

DIABETES CARE
A FAMILY AFFAIR
2017

BOOTH MODEL
SPECIFICATIONS

E1. Pavilions (Small/Large)

These are built with Truss and offer unrestricted access to your booth from all directions. Your booth comes standard with a boxed truss structure, however we can modify the structure to suit your design. This structure offers ample space for a large audience and can easily facilitate additional lighting and other AV extras. **We offer 6mx6m, 3mx6m and 3x3m versions.**



E2. Drywall Booths

Our Large Booth space is made of Drywall and features a modern design with ample room for display on walls and inside the booth. The unit can feature 1-3 walls and up to 12 meters of space accessible to patrons. See below for options for our E2 Drywall booth. This option allows you to make the space your own, with infinite design options.

Styles

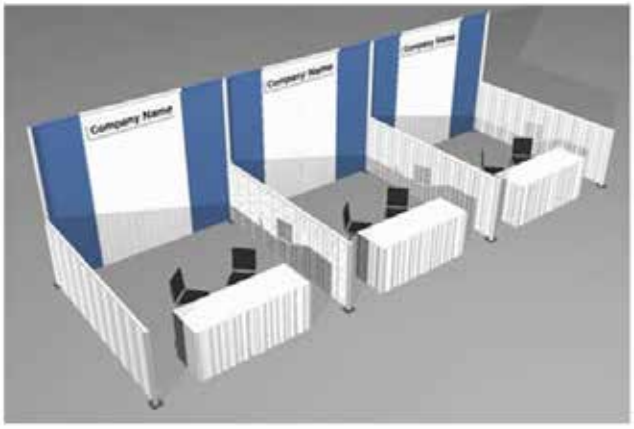
Size	Faces Open		Exposed Area	
Single	Aisle Booth	3mx3m	1	3m
	Corner Booth	3mx3m	2	6m
Double	Double Aisle	3mx6m	2	6m
	Double Corner	3mx6m	3	9m
	Double Peninsula	3mx6m	3	12m
Triple	Triple Aisle	3mx9m	3	9m

E3. Table Truss

We offer two styles of table booths in our main exhibition hall. Both with a space of 2m x 3m. Our Table Truss is an exquisite structure with truss and drape backing giving you the option to easily add on lighting and other accent pieces. This booth is a perimeter booth which is located in strategic points in our venue and promises to gain high traffic.

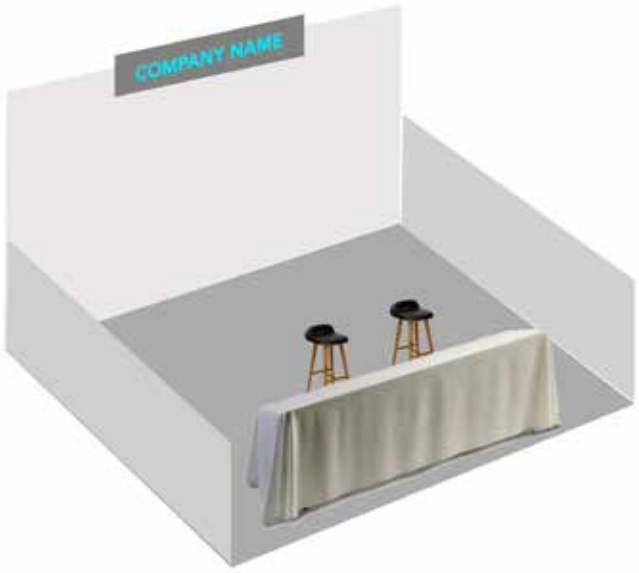
E4. Table Pipe and Drape (NGO Table)

This 2m x 3m space offers an economical option for NGOs/CBOs/FBOs to be represented at the event. We offer this space at cost price to these volunteer organizations. This Inviting structure offers pipe and drape backing and ample space to get our attendees interested in your cause. We at the DATT understand that funding may be difficult so we invite you to inquire about discounted rates in exchange for services for the event.



E5. DATT Food Zone Booths

Our Food zone will be the first of its kind in T&T will offer 10 booth spaces. We encourage vendors to produce healthy alternatives to foods with reduced salt, sugar and fats. Our Large space will feature a sink with running water, partitions and signs. You will be given the option to use our tables or make it your own space by adding additional infrastructure. Our Small booth space (E1) will be a 3x3m truss in prime locations over the food zone. Cooking is permitted on site, but we advise you to prepare food off-site before the event. If you require onsite cooking facilities please contact us and we will be happy to assist you.



E6. Agri Zone Tables

We know that local sustainable agriculture is extremely important to good health as it is the only way to provide fresh, wholesome food at an economical price. We support our local farmers ! Come sell your produce or teach about how to grow at home. Our Agri Zone is a covered area which will encourage attendees and exhibitors to interact in a casual and comfortable setting. We offer a table booth to you at cost price since we understand your worth.

CMG
Clinical Media Group

- Event Lighting
- Truss Designs
- Sound Reinforcement
- Stage Construction
- Special Effects (Fog, Co2)
- Videography
- Tents

"Event Technology Experts"

LED LIGHTS	**$200 PER DAY**
BACKDROPS SIGNAGE 10' X 8'	**$1,800**
50" TV RENTAL	**$2000 - 2 DAYS**
VIDEO CONTENT CREATION	**$800**
FOR LARGER BOOTHS TRUSS DESIGN	**$5000 - 50,000**
CHAIRS FOLDING	**$10 - 2 DAYS**

ADVERTISING & RENTING

There are many opportunities to showcase your company at the event. From our Public Address system to our 10+ display screens throughout the venue. You can also use our exhibition, cook-up or main stages!

Stages: Have a health themed event, activity in mind? A product that you want some extra attention for? Use our Facilities. We did the hard work for you. You get a professional stage with sound, light and support. Contact us for available times and add-ons.

	Description	Seating	15min	30min	1hour	2hours
Stage 1 Main Stage	Professional Stage, with sound, lighting, AV, décor and stage support	700	$5,000.00	$8,000.00	$12,000.00	$20,000.00
Stage 2 Gallery Stage	Be part of the action, with seating space and lots of passing attendees, Showcase your product or company on this eye-catching and interactive stage	100	$2,500.00	$3,500.00	$6,000.00	$10,000.00
Stage 3 Cookup Stage	Have cooking equipment, food or ingredient to showcase? Use our kitchen setup on stage to bring it to our thousands of attendees as they pass through our Food Zone	200	$3,500.00	$6,000.00	$10,000.00	$15,000.00

PA and Exhibition Screens: Your business/product can go a long way by getting extra exposure at our event. Take a look at our advertising options. We have a public address system and over 10 strategically placed screens that can run your ad or feature your booth. The minutes can be purchased and scheduled for use over the two days of the expo. (Min: 30 Sec | Max: 3 min per intervals)

	1-5mins	5-10mins	10-15min	15-20min
PA Advertising	$300/min	$250/min	$200/min	$150/min
Exhibition Hall Screens	$300/min	$250/min	$200/min	$150/min

Conference Booklet: Advertise in our conference publication to make sure that your business/product leaves a lasting impression on our attendees . Over 10,000 copies will be printed and distributed. Reserve your spot in our booklet soon. Spaces are limited.

	1/4 Page	1/2 Page	Full Page	Back Inside Cover	Front Inside Cover
Price	$800.00	$1,500.00	$2,500.00	$5,000.00	$5,000.00

createm
DESIGNS

WE OFFER BOOTH *design*

DESIGN | PRINTING | RENTALS | SETUP

VISIT US AT
WWW.CREATEMDESIGNS.COM
TO VIEW OUR PORTFOLIO
868.476.6989 | 868.310.5548

SPONSORSHIP OPPORTUNITIES

	Description	Target	Contribution	Total Cost	Total Sponsored	Current Sponsors
DATT Diabetes Quiz	Children from standards 3-5 will study our "Kids" diabetes booklet. An online quiz will be done to select semi-Finalists who will sit a written test. The top 20 Finalists will compete on a game-show stage for a change to win big Prizes.	Primary Schools	Prizes, Printed material, Advertising	$100,000	50%	Superpharm
Art Competition	This is the second year of our competition. Children from standard 5 to form 6 will submit 2D and 3D art pieces pertaining to the theme" Diabetes Care: A Family Affair" . The top 12 pieces (6 primary/6 Secondary) will be featured in the 2018 DATT/ Blue Waters Calendar.	Primary Schools and Secondary Schools	Prizes, Printed material, Advertising	$40,000	100%	Blue Waters
DATT Cook-up: Recipe Competition	Our First Healthy Recipe Competition. First of its kind in the region. Children will submit recipes with reduced Salt, Fat and Sugar. The Top 12 chefs will compete on a live stage for to the chance to be the top chef. The top 12 pieces will be featured in the 2018 DATT Calendar	Secondary Schools	Prizes, Printed material, Advertising , Stage set up, cooking utensils, Kitchen Set up	$120,000	25%	Blue Waters
Academic Poster Competition	Students of Tertiary Institutions will have a chance to submit abstracts for posters from their research. Work pertaining to Diabetes or any other non-communicable Disease will be considered.	Universities/ Colleges	Hampers, Prizes	$5,000	0%	TTHTI
DATT 2018 Calendar	For the second year the DATT will produce our Children's Calendar. Last year it was a huge success. All proceeds from Calendar sales go towards the children with diabetes Camp fund. The calendar features art from our school competitions, healthy recopies and a wealth of health information. We have teamed up with Blue Waters this year to jointly produce the calendar.	National and Regional Public	Design, Printing, Marketing	$50,000	100%	Blue Waters

There are many ways to support this event and the DATT. Consider sponsoring one of our activates on the day of the event. Your company will receive tremendous credit as your brand is established as a partner of the DATT and will become synonymous with good health.

	Description	Target	Contribution	Total Cost	Total Sponsored	Current Sponsors
DATT Long Service Awards	Last year we introduced 4 awards for excellent service to the DATT and the fight against Diabetes. Our General Member Award, Medial/Scientific Award, Tobago Award, Guardian Angel/Camp Award. This year we want to introduce two new Grant Awards to children living with diabetes.	DATT Members	Trophies, Cash grants, hampers	$10,000	0%	_
VIP/Speakers Lounge	An opportunity to showcase your brand or service to our dignitaries, speakers and other sponsors. The Lounge will be located backstage of the main hall. VIPs will have access to have meetings, dine or relax.	Officials, Dignitaries, Major Sponsors, Lecturers, Media	Furniture, Food, Drinks, Decoration, Displays	$10,000	0%	_
Kid's Zone	Fun and Educational area for children with games, healthy snacks and other entertainment. Your sponsorship of this zone will demonstrate your commitment to fostering healthier children.	Children and parents	Demonstrations, healthy snacks, science demos, arts and craft	$10,000	0%	_
Agri Zone	Without proper nutrition , staying healthy is impossible. Without knowledge, investment and support of local agriculture , proper nutrition becomes unfeasible. Our Agri zone will host companies/farmers/ entrepreneurs who will have Live demos, goods and services on sale.	All Attendees	Tents and other infrastructure, prizes and give-aways	$10,000	0%	_
Door Prizes	To encourage patrons to attend the event, and to demonstrate your brand as a supporter for the cause. A contribution of door prizes will gain your company additional marketing opportunity at the event and after.	National and Regional Public	Cash, Cheques, Product, Services, Rewards, Opportunities	$1000 - $10,000	0%	_