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American Association of Diabetes Educators Partners With Ascend Integrated Media To Launch Event Media Campaign For Annual Meeting

Overland Park, KS (December 2, 2010) – Ascend Integrated Media announces that it will produce event media for the American Association of Diabetes Educators Annual Meeting in Las Vegas, August 2011 and future meetings in Indianapolis 2012 and Philadelphia 2013.

AADE is a multi-disciplinary professional membership organization dedicated to improving diabetes care through education. With more than 11,000 professional members including nurses, dietitians, pharmacists, and others, AADE has a vast network of practitioners involved in the daily treatment of diabetes patients.

Ascend Integrated Media's vast event media experience and innovative digital and mobile offerings in addition to its print products provided a level of confidence for AADE in its choice to partner with Ascend.

Laura Downes, chief operating officer at AADE explained, "Ascend's offerings take us to the next level of communications with our attendees. From traditional daily newspapers, registration brochures, a meeting guide, and hotel door drop bags to integrated email previews, a digital landing page, comprehensive event mobile application and text messaging. Just as important, each new outlet offers an opportunity for revenue generation as our exhibitors have more avenues to connect with our attendees."

The mobile application will include an exhibitor guide, daily newspaper feed, access to event Twitter feeds, meeting schedule information as well as local news and weather. All of this data is synced and instantly updated from a database of show information. The app is downloadable to any Smartphone, regardless of the platform, as Ascend's mobile apps operate across all platforms.

The ability of Ascend to provide sales sponsorship support will allow AADE the opportunity to off-set costs for these products as well as the possibility to generate revenue from them.

Tricia Walsh, vice president of media development for Ascend, spoke about the association's decision to partner with Ascend: "We are very proud to partner with such a great organization. It's always exciting to help an association like the AADE provide innovative communication with their members and attendees. Helping them further their mission to provide their members with the tools necessary to help patients accomplish their diabetes self-management goals is very meaningful for us. AADE's ability to understand the value in communicating across all medias to reach their members with the information they need allows for us to provide the vehicles for success in generating greater interest in the event and the association as a whole"

About Ascend Integrated Media - Ascend Integrated Media is a custom media company, established in 1982 in Overland Park, Kansas. Ascend Integrated Media is uniquely positioned to work with companies to develop and produce brand-enhancing communications products. The company engages on behalf of the client to create and manage print and digital content associated with marketing, branding and social media initiatives. Ascend's suite of fully integrated products and services includes print and digital magazines, newspapers, newsletters, membership directories, product buyers' guides, exhibit guides and maps, hotel door drop services, healthcare study guides, patient care information, event-related websites, smartphone and client-specific hand-held device application development, as well as social media account management and targeted text and text couponing services.