



# 2022 AAOA CORPORATE AND EXHIBIT PROSPECTUS

*Advance the comprehensive management of  
allergy and inflammatory disease in Otolaryngology-Head and Neck  
Surgery through training, education, and advocacy*

*"It is the long history of humankind (and animal kind, too) that those who learned  
to collaborate and improvise most effectively have prevailed." – Charles Darwin*

Dear Corporate Partner,

The last few years have taught us a lot. We appreciate the unique opportunities we have shared with many as we found new ways to partner.

As we look toward 2022, we recognize the continuing need to find new ways to engage and help our members have access to you and your products and services. AAOA has long considered our corporate partnerships as a great resource for our members. We continue to use the challenges presented by COVID-19 as opportunities to improve ways we have been doing things and expand membership resources by partnering with you.

AAOA is one of the largest specialty societies within otolaryngology with over 2500 members. AAOA represents the allergy, rhinology, inflammatory, and respiratory disease interests of the over 8,000 practicing US-based otolaryngologists. What makes us unique is our membership. AAOA members are predominantly general ENTs in private practice. Allergy, inflammatory, and respiratory disease are a core focus, and they bring this expertise to their group. As general ENTs, AAOA members balance their practices between the most appropriate surgical and medical interventions, striving for shared decision-making with their patients to get the best results.

While most of our past efforts have centered on our educational programs, we want to embrace new ideas and test new programs to help support our members and give you an audience with your targeted demographic.

For 2022, AAOA is anticipating hybrid formats. Our educational programs will be virtual and in-person in support of our members. Our members continue rebuilding their practices, dealing with COVID and related health restrictions, and trying to balance all this while working to meet their patients' needs.

This programmatic approach opens new opportunities for our corporate partnerships, which we have outlined in the attached prospectus. We recognize your need to access our members and their practices has been limited, if not halted. Likewise, our members are looking for your insights for everything from supplies and access to how your production and supply chains may have changed. We have included several new concepts we think offer some of the physician impact for which you are striving. We are open to your ideas too. Now, more than ever, we need to think out-of-the-box for opportunities.

As an ACCME-accredited, national specialty organization, the American Academy of Otolaryngic Allergy (AAOA) is committed to delivering quality medical education programs based on the AAOA's Scope of Knowledge. Our overarching organizational mission is to deliver education intended to improve patient care. These programs are now qualified to support the American Board of Otolaryngology—Head and Neck Surgery's continuing certification (MOC) requirements. Offering both CME and continuing certification increases the value of AAOA programming.

Thank you for your on-going commitment to the AAOA and our member programs, especially our CME programs. We recognize we are all struggling with finding new ways to do business in these unprecedented times. We feel strongly that our corporate partners add value to our programs and help give our members the information they need to add to or enhance their ENT practice. We look forward to working together to find new ways to create information-exchange opportunities.

We look forward to collaborating with you!

**Alpen Patel, MD**  
AAOA Corporate  
Development Chair

**Ivor Emanuel, MD**  
AAOA Corporate  
Development Co-Chair

**Jami Lucas**  
AAOA Executive  
Director/CEO

**Marina Fassnacht**  
AAOA Marketing &  
Communications Dir.

## ABOUT AAOA

*The mission of the American Academy of Otolaryngic Allergy (AAOA) is to advance the comprehensive management of allergy and inflammatory disease in Otolaryngology-Head and Neck Surgery through training, education, and advocacy.*

### WHO WE ARE

The AAOA is one of the largest national otolaryngology specialty societies, representing approximately one-third of the practicing otolaryngologists. Our members represent the core of the private practice general otolaryngologists, who are the decision makers in their groups as well as key leaders in academic otolaryngology. Our members include the broader management of allergy and related inflammatory diseases of the respiratory tract within their daily ENT practice, blending surgical and medical management, in addition to general ENT, rhinology, and pediatric ENT. Our 2,000+ physician members have a real impact on today's ENT practice and patient care. While many of our members consider themselves general ENTs, we have many who focus on rhinology, pediatrics, geriatrics, sleep medicine, and asthma.

Our member-based demographic includes physician assistants, nurse practitioners, and allied health professionals who work alongside the physician in day-to-day patient care. This increases our educational outreach to a total member base of more than 2,500 active members.

### WHAT TO EXPECT

To help navigate today's challenges, AAOA is thinking beyond the "typical" CME event to embrace new ways to give you access to our members — your targeted demographic.

While we continue to find engagement opportunities during the in-person and/or live-stream components of our educational meetings, we are also offering opportunities for participation beyond our in-person or live-stream efforts to help give you year-round visibility and access. We continue to offer:

- Corporate Advisory *ThinkTank*
- Web-based Resource Center
- Satellite Programming from product theaters to demo labs
- Practice Resource programs
- and more

Our education programs feature national and international leaders in otolaryngology, who led discussions on cutting-edge clinical care issues that affect all practicing general otolaryngologists. Topics range from focused discussions on allergy, asthma, rhinology, sinus surgery, laryngology, cough, otology, pediatrics, sleep, and general ENT to cutting-edge advances in the medical and surgical management of ENT patients. 2022 will continue to shed light on the emerging role of biologics in ENT and inflammatory disease management, as well as other new pharmacotherapy and office-based interventions.

### WHY PARTICIPATE

The vision within the AAOA's mission is:

Otolaryngology-Head and Neck Surgery practitioners integrate the comprehensive management of allergy and inflammatory disease into daily patient care.

To support this vision, we have targeted the following goals:

- Train Otolaryngology—Head and Neck Surgeons and practices in the diagnosis, testing, and treatment of allergy and inflammatory disease.

- Lead professional societies in the innovative delivery of educational content.
- Advocate for the business and practice of managing allergy and inflammatory disease in Otolaryngology–Head and Neck Surgery

As a corporate partner, we invite you to share in our mission. Much of what AAOA is striving for aligns with your corporate and product goals. Working together we can help AAOA members and program participants expand their clinical knowledge and skills to treat their patients more effectively. Beyond that, we can partner on innovative ways to bring educational content to practicing otolaryngologists.

In the realm of partnership, we invite you to take advantage of our 2022 corporate opportunities to focus on a well-defined, motivated, target demographic for new client development, as well as a chance to connect with existing clients.

## **PAST CORPORATE PARTNERS AND EXHIBITORS**

ACCLARENT, INC.  
 ALCON LABORATORIES  
 ALK-ABELLO, INC.  
 ALLERGY AND ASTHMA NETWORK  
 ALLERGY TREATMENT SYSTEMS  
 ALLERGY LABORATORIES, INC.  
 ALLETESS MEDICAL LABORATORY, INC.  
 ANTIGEN LABORATORIES, INC.  
 ASTRAZENECA  
 AUDIGY MEDICAL  
 CIRCASSIA PHARMACEUTICALS  
 EDGE PHARMACEUTICALS  
 ENTELLUS MEDICAL  
 FUEL MEDICAL GROUP  
 GENENTECH  
 GLAXOSMITHKLINE  
 GREENWAY MEDICAL TECHNOLOGIES  
 HILL DERMACEUTICALS, INC.  
 HOLLISTERSTEIR ALLERGY

HYCOR BIOMEDICAL, INC.  
 INTERSECT ENT  
 LINCOLN DIAGNOSTICS, INC.  
 LIPO-FLAVONOID  
 MEDA PHARMACEUTICALS  
 MERCK, INC.  
 MYLAN, INC.  
 NEILMED PHARMACEUTICALS  
 NOVARTIS PHARMACEUTICALS  
 OPTINOSE US  
 PENTAX  
 REGENERON  
 ROSCH VISIONARY SYSTEMS  
 STALLERGENES GREER  
 STRYKER  
 SOLUTIONREACH  
 SUNOVION PHARMACEUTICALS  
 TEVA RESPIRATORY  
 THERMOFISHER  
 XTRACT SOLUTIONS

# 2022 CORPORATE OPPORTUNITIES

Similar to 2021, AAOA continues to offer new and creative ways to partner with you to help assure our members have access to you, your product portfolio, and all you offer and that you have access to the AAOA's unique ENT market demographic.

Thinking outside of the box, we have a wealth of options for your consideration.

- AAOA Corporate Advisory *ThinkTank*
- AAOA Partner Resource Center
- Corporate Industry Satellite Symposia
  - Product Theatres linked to our Advanced Course, Basic Course or Annual Meeting
  - Stand-Alone Product Theatres
  - Product Demo Labs
  - Podcasts
  - Annual Meeting Reception
  - Focus Groups
- Meeting Exhibits
- Meeting Networking Sponsorships
- Meeting Resource Sponsorship
- Practice Resource Sponsorship

In addition to the above list, we are open to new ways to partner you and your team with our members and their staff. Together we can create some outstanding opportunities to make an impact.

# AAOA CORPORATE ADVISORY *THINKTANK*

## GOAL

Leverage the innovative thinking and information sharing between our corporate partners and the AAOA to help both reach our members more effectively.

## OVERVIEW

Join the American Academy of Otolaryngic Allergy (AAOA) Corporate Advisory *ThinkTank* to collaborate to help develop solutions to critical challenges in the field of otolaryngology, allergy, and inflammatory disease.

## OBJECTIVES

- Serve as a forum for the corporate community and AAOA to discuss key issues and their implications
- Provide a setting for discussions on technology and business trends that may impact AAOA and its corporate strategy
- Provide feedback to AAOA for corporate development and funding opportunities
- Provide feedback to AAOA's Advisors on key issues impacting today's otolaryngologists, their patients, and their scope of practice

The AAOA Corporate Advisory *ThinkTank* provides exposure to not only the 2500 AAOA members, but insights into the broader house of otolaryngology (ENT) and current practice trends. Participation in the Corporate Advisory *ThinkTank* provides valuable access to the AAOA's Corporate Development Committee, Board of Directors, and key thought leaders.

Comprised of senior executives from pharmaceutical, medical device, practice management, and other companies involved in healthcare and the fields of otolaryngology and allergy, each participating company may have 1-3 representatives sitting at the table and invited to participate in the annual Corporate Advisory *ThinkTank* Roundtable.

The goal of the *ThinkTank* is to address critical issues in otolaryngology, allergy, and inflammatory disease, find solutions to pressing challenges, share knowledge on the best practices, and advise each other on upcoming initiatives. Engaging this unique talent pool as a collective, we hope to engage in joint problem solving and explore collaborative opportunities that can work to help AAOA members improve patient care and advance the AAOA's mission.

## WHY PARTICIPATE?

### ACCESS

*ThinkTank* participants will have unique access to key AAOA thought leaders and an opportunity to work collaboratively to improve patient care.

As one of the largest specialty societies in otolaryngology, AAOA represents more than 1/3 of the practicing general otolaryngologists. AAOA's member community is predominantly private practice general ENTs with an interest in allergy, rhinology, and inflammatory disease, who work in mid-size group practices, and serve in a decision-making role. Its members' scope of practice spans from tonsils, tubes, and FESS to allergy, asthma, sleep, and related inflammatory and related concomitant disease. Because of our member base, AAOA thought leaders have a good understanding of the current practice trends, socioeconomic issues tied to practice, and emerging trends. Renowned for our educational programming, which offers both CME and continuing certification opportunities, AAOA has applied innovative, adult learning



principles to continue to reinvent CME to make it engaging and clinically relevant.

## KNOWLEDGE SHARING

The *ThinkTank* is designed to be an out-of-the-box, unique, innovative discussion group to share knowledge and emerging trends so that we can all better address the current and pending challenges in healthcare.

## BENEFITS

- 1-3 representatives from each participating corporate partner may hold a seat on the Advisory *ThinkTank*.
- 1-2 representatives from each participating corporate partner will be invited to the Annual Advisory *ThinkTank* Roundtable where pertinent issues and challenges will be discussed to help brainstorm around solutions. *Note: Deadlines to confirm participation will be included with the invitation.*
- Opportunities to meet with the AAOA Corporate Development Committee and key thought leaders (where possible these meetings will be hosted during live AAOA meetings).
- Recognition of your Corporate Advisory *ThinkTank* participation on the AAOA's website, annually in the AAOA Today (member newsletter), and at additional opportunities such as live CME meetings.
- 1-3 complimentary subscriptions to the AAOA's scientific journal, the *International Forum for Allergy & Rhinology*.

## MEMBERSHIP

Membership in the AAOA Corporate Advisory *ThinkTank* is open to qualified corporations who support and advance the mission of the AAOA. Membership includes an annual Corporate Advisory *ThinkTank* membership fee.

<b>2022 AAOA CORPORATE ADVISORY THINKTANK PROGRAM</b>			
<i>(Please fill out the ThinkTank application on page 7. Questions? Contact <a href="mailto:mfassnacht@aoallergy.org">mfassnacht@aoallergy.org</a>)</i>			
<b>Member Benefits</b>	<b>Friend Level – \$20,000</b>	<b>Partner Level – \$30,000</b>	<b>Benefactor Level – \$50,000</b>
Seats on the AAOA Corporate Advisory <i>ThinkTank</i>	1	2	3
Invitations to the Annual AAOA Corporate Advisory <i>ThinkTank</i> Roundtable	1	1	2
Opportunity for Virtual Meeting with AAOA Corporate Development Committee		1	2
Complimentary subscription to AAOA Today	Yes	Yes	Yes
Complimentary subscription to AAOA scientific journal (IFAR)	1	2	3
Inclusion in AAOA Corporate Advisory <i>ThinkTank</i> recognition (print/digital)	Yes	Yes	Yes
Placement of your company's clinical trial information on the AAOA Foundation pages of the AAOA website		Yes	Yes
Discount Registration for an AAOA CME program	1	2	3
Access to AAOA Corporate Development and Board Directory		Yes	Yes
Opportunity to hold a 90-minute focus group with 5 clinicians at an AAOA Course or the Annual Meeting (or virtual given current climate), pending physician availability. (Minimum 12-week notice required) or one-time AAOA member survey			Yes
Use of AAOA Member Mailing, meeting Mail List Use Rules		Yes	Yes

## 2022 CORPORATE ADVISORY *THINKTANK* APPLICATION

COMPANY NAME:		
CONTACT NAME / TITLE:		
ADDRESS:		
CITY:	STATE:	ZIP/POSTAL CODE:
TELEPHONE:	EMAIL:	

SELECT	LEVEL	FEE
	Friend Level	\$20,000
	Partner Leve	\$30,000
	Benefactor Level	\$50,000
Total Amount Due:		

REPRESENTATIVE NAME	EMAIL	TELEPHONE

Please make Fees Payable in U.S Funds to: American Academy of Otolaryngic Allergy (AAOA). Fee is non-refundable and non-transferable.

Payment Type (please check):  Check (Enclosed)  Visa  MasterCard  American Express

Credit Card Number: \_\_\_\_\_ Expiration Date: \_\_\_\_\_ Security Code: \_\_\_\_\_

Name on the Card: \_\_\_\_\_ Cardholder Signature: \_\_\_\_\_

Please **sign below** acknowledging that you have read and agreed to all of the conditions outlines in the previous pages and that all promotional materials that might be used will be submitted to the AAOA for approval prior to production and/or execution.

Name: \_\_\_\_\_ Signature: \_\_\_\_\_ Date: \_\_\_\_\_

**Return the 2022 Corporate Advisory ThinkTank Application and Payment to:**

Marina Fassnacht at [mfassnacht@aaoallergy.org](mailto:mfassnacht@aaoallergy.org) or  
 AAOA, c/o Marina Fassnacht, Director of Marketing & Communications  
 11130 Sunrise Valley Dr. | Suite #100 | Reston, VA 20191

**\*\*\*APPLICATION MUST BE SIGNED/DATED AND WILL NOT BE PROCESSED UNTIL  
 FULL PAYMENT IS RECEIVED\*\*\***





# AAOA PARTNER RESOURCE CENTER

## WHAT IS THE AAOA'S PARTNER RESOURCE CENTER?

The AAOA Partner Resource Center focuses on an introductory portal page that demonstrates overviews of the commercial partner participants (exhibitors, sponsors, and corporate partners) including logos and acts as a lead-in traffic driver to individual partner-specific resource rich pages hosted on the AAOA website.

The individual commercial participant pages are intended to bring forward a variety of text-based and multi-media content that is relevant to our members and overall audiences. This is where you and your company come in; the AAOA wants your relevant content on our website ensuring our members and audiences can easily gain the information and non-CME knowledge they need.

As appropriate, we also want to provide commercial participant information to patients and their families via a showcase on our Patient Resources Portal, a popular and already established part of our website.

Commercial participants, like you and your company, will also be able to secure a monthly email, sent by AAOA to its members on your behalf, highlighting the relevant content and an additive purchase opportunity to secure advertising space in AAOA's electronic newsletter and a showcase placement in AAOA member-focused emails.

We believe this is a win-win for you and your company and for the AAOA as we seek to bring more and more value to our members and audiences. We know that you seek the same, particularly in these challenging times.

## WHAT KINDS OF CONTENT DOES AAOA HOPE FOR?

- Product and offering overviews that include descriptions directly targeting and speaking to the AAOA and ENT audience (and patients and their families where appropriate).

Including:

- How the products and offerings can be used/leveraged by ENTs and AAOA audiences in their practice, teaching or research activities.
  - The value of the products or offerings to an ENT and ENT/Allergy Practice.
  - How the products or offerings can enhance the practitioner/patient encounter.
  - How the products or offerings can improve patient outcomes.
  - Company overview and the company's relationship to the AAOA and ENT audience.
- Directly available or via linked content; data sheets demonstrating research, trial data or similar for products and offerings to immerse the AAOA and ENT audience into your products and offerings and allow an opportunity to consume and explore research and similar content.
  - Image or video content along with associated text that provides context to the AAOA and ENT audience.
  - Other content, data, papers or the like that relate to your company, the company products and offerings and where and how value is delivered/provided to the ENT and AAOA audience.

For more information, please contact Marina Fassnacht. Refer to page 9 for pricing.

Please fill out the Partner Resource Center (on page 9) and send to [mfassnacht@aaoallergy.org](mailto:mfassnacht@aaoallergy.org).

## 2022 PARTNER RESOURCE CENTER APPLICATION

COMPANY NAME:		
CONTACT NAME / TITLE:		
ADDRESS:		
CITY:	STATE:	ZIP/POSTAL CODE:
TELEPHONE:	EMAIL:	

SELECT	COMMITMENT	FEE
	6 mo, concurrent months, special price (Commit by 1/1/22)	\$3,750
	6 mo, concurrent months, regular price	\$4,500
	3 mo, concurrent months	\$3,000
	Monthly	\$1,500/month
	Other _____	
<b>Total Amount Due:</b>		

All materials that will be used in Partner Resource Center must be sent to AAOA [mfassnacht@aaoallergy.org](mailto:mfassnacht@aaoallergy.org) no later than 7 business days prior to the publication date. Materials can be updated up to 2 times, when committed to 3 months, and up to 3 times, when committed to 6 months.

Please make Fees Payable in U.S Funds to: American Academy of Otolaryngic Allergy (AAOA). Fee is non-refundable and non-transferable.

Payment Type (please check):  Check (Enclosed)  Visa  MasterCard  American Express

Credit Card Number: \_\_\_\_\_ Expiration Date: \_\_\_\_\_ Security Code: \_\_\_\_\_

Name on the Card: \_\_\_\_\_ Cardholder Signature: \_\_\_\_\_

The undersigned applicant hereby applies for Partner Resource Center space with the AAOA at the rate defined in this contract and agrees to the Rules & Regulations governing the Rules and Regulations discussed and to obey AAOA's Privacy Policy. The Partner assumes the entire responsibility and hereby agrees to protect, indemnify, defend and hold the American Academy of Otolaryngic Allergy, official service contractors, platform, and their employees and agents harmless against all claims, losses and damages to persons or property, government charges or fines, and attorney's fees arising out of or caused by Partner's installation, removal, maintenance, occupancy, or use of the exhibition premises or part thereof, excluding any liability caused by sole negligence of the hotel property, its employees and agents. In addition, the Partner acknowledges that it is the sole responsibility of the Partner to obtain business interruption and property insurance covering losses by the Partner.

Name: \_\_\_\_\_ Signature: \_\_\_\_\_ Date: \_\_\_\_\_

**Return the 2022 Partner Resource Center Application and Payment to:**

Marina Fassnacht at [mfassnacht@aaoallergy.org](mailto:mfassnacht@aaoallergy.org) or  
AAOA, c/o Marina Fassnacht, Director of Marketing & Communications  
11130 Sunrise Valley Dr. | Suite #100 | Reston, VA 20191

**\*\*\*APPLICATION MUST BE SIGNED/DATED AND WILL NOT BE PROCESSED  
UNTIL FULL PAYMENT IS RECEIVED\*\*\***



## CORPORATE INDUSTRY SATELLITE SYMPOSIA

Building on prior success, AAOA can partner with you on ways to help assure AAOA members understand the latest clinical data and product data tied to your ENT service line.

### PRODUCT THEATRES LINKED TO OUR COURSES OR ANNUAL MEETING

Following the more traditional format, AAOA will have limited slots available to host a product theatre during the in-person or live-stream component of the AAOA's Advanced Course in Allergy & immunology, Basic Course in Allergy & Immunology, or the Annual Meeting.

All meetings are hybrid. The official dates of the 2022 AAOA events are as follows (more information at [www.AAOAllergy.org](http://www.AAOAllergy.org)):

Advanced Course in Allergy & Immunology - January 13 – 15, 2022  
El Dorado Hotel, Santa Fe, NM & Virtual Platform

Basic Course in Allergy & immunology - June 30 – July 2, 2022  
The Diplomat Beach Resort, Hollywood FL & Virtual Platform

AAOA Annual Meeting - September 9-11, 2022  
Loews Philadelphia, PA & Virtual Platform

Starting at \$25K, satellite symposia will offer unique 60-min access to the AAOA members via the meeting.

#### IN-PERSON OPTION\*:

This includes access to the AAOA meeting space, an advance registration list for event promotion for a one-time mailing and one-time emailing (subject to AAOA approval), a special recognition in the exhibitor handout, signage at the event, and the AAOA Today.

Companies must share their Sunshine Act attendee disclosure process with the AAOA in advance of the meeting.

#### SIGNAGE AND FLYERS:

Signage near the room entrance just prior to your function is allowed, provided it is within the size allocation indicated below and coordinated with the meeting venue and AAOA staff. Organizers must remove any signs and handouts from their assigned rooms at the conclusion of the event. Signs may not exceed 22" x 28"; any signs exceeding this size will be removed.

Flyers promoting satellite symposia are allowed. They must be approved by AAOA staff prior to printing. They will be placed by the registration desk by AAOA staff.

All invitations, Product Theater registration brochures, and promotional materials must include the following verbiage: **"This commercially supported Product Theater is independent of the American Academy of Otolaryngic Allergy (AAOA) educational activities and is not accredited by AAOA".**

#### LIVE-STREAMED OPTION:

This includes pre-event promotional outreach to the registrants and program support on the AAOA's meeting platform. While our production team is included for the 60-min session, any additional costs for rehearsals or additional set up will be priced accordingly.

You may choose to augment your symposia with anything from Starbucks cards and DoorDash-type food options to more engaging tools (clinical trivia, bingo, polling, and more) to help draw the right audience at additional cost.

#### VIRTUAL BAG INSERT:

You may choose to promote your event by purchasing Virtual Bag Insert, see page 19 for more information. All invitations, Product Theater registration brochures, and promotional materials must include the following verbiage: **“This commercially supported Product Theater is independent of the American Academy of Otolaryngic Allergy (AAOA) educational activities and is not accredited by AAOA”.**

### **STAND-ALONE SYMPOSIA OR PRODUCT THEATRES**

Recognizing virtual is not confined by start/end dates, AAOA will work with you to produce stand-alone symposia. This new option gives you the opportunity to consider the best timing in 2022 to reach ENTs and especially AAOA members.

Starting at \$25K, satellite symposia will offer unique 60-min access to the AAOA members via Zoom. This includes pre-event promotional outreach to the registrants and program support. While our production team is included for the 60-min session, any additional costs for rehearsals, additional set up, or if the program needs more support than our standard team or platform will be priced accordingly. Rest assured, AAOA will work with your team to find the right production set up to meet your goals.

#### OPTIONS:

You may choose to augment your symposia with anything from Starbucks cards and DoorDash-type food options to more engaging tools (clinical trivia, bingo, polling, and more) to help draw the right audience.

### **PRODUCT DEMO LABS**

ENT is a very hands-on, procedure-based specialty. To help assure our members have access to the latest in procedures, surgical instruments, and tools, AAOA will work with you to set up a product demo lab.

Starting at \$25K for 60-mins access to AAOA members, we can work with you to build the program you need. Due to unique specifications to produce a product demo lab, costs associated with any special virtual platform or production team will be additional and priced accordingly.

#### OPTIONS:

As with our other corporate symposia, you may choose from in-person or live-streamed option, if applicable, and augment your symposia with anything from Starbucks cards and DoorDash-type food options to more engaging tools (clinical trivia, bingo, polling, and more) to help draw the right audience.

*Please fill out the Corporate Industry Satellite Symposia application on page 14.*

*\* According to industry trends and the most recent AAOA membership survey, less than 50% of the usual (pre-pandemic) attendance numbers are expected at any in-person event in 2022. Rest assured, AAOA is developing programs and content in response to member-defined needs to help our attendance exceed industry trends.*

# CORPORATE INDUSTRY SATELLITE SYMPOSIA GUIDELINES

Companies must share their Sunshine Act attendee disclosure process with the AAOA in advance of the meeting. Approved timeslots cannot compete with other AAOA programming.

## GENERAL INFORMATION

All meetings are hybrid. The official dates of the 2022 AAOA events are as follows (more information at [www.AAOAllergy.org](http://www.AAOAllergy.org)):

[Advanced Course in Allergy & Immunology - January 13 – 15, 2022](#)  
[El Dorado Hotel, Santa Fe, NM & Virtual Platform](#)

[Basic Course in Allergy & immunology - June 30 – July 2, 2022](#)  
[The Diplomat Beach Resort, Hollywood FL & Virtual Platform](#)

[AAOA Annual Meeting - September 9-11, 2022](#)  
[Loews Philadelphia, PA & Virtual Platform](#)

Within this period, neither exhibitors nor their agents may conduct, participate in, or sponsor any educational or marketing activities directed toward AAOA registrants, other than as part of an approved exhibit or as part of an approved Industry Satellite event.

## CONFIRMATION OF TIME SLOT

Once AAOA approves the event, a nonrefundable application fee is required from Product Theater organizers/sponsors as noted in the grid above. This fee is an application fee only and provides you with the right to conduct a Product Theater event. Actual meeting/webinar expenses/costs related to the promotion and/or coordination are additional and the responsibility of the event organizer. Production and virtual platform fees might apply.

## RESPONSIBILITY OF ORGANIZER

All speaker, production, and audiovisual costs are the responsibility of the event organizer, including audiovisual labor that is required.

Please note that although AAOA has arranged for time slot for your Product Theater, it does not endorse your function and does not consider it to be a part of the official program.

Food and beverage (including gift cards), if offered, are the responsibility of the event organizer. IF APPLICABLE, A FINAL GUARANTEE MUST BE GIVEN DIRECTLY TO THE VENUE FOR ALL MAJOR FOOD FUNCTIONS AT LEAST 3 BUSINESS DAYS IN ADVANCE OF THE FUNCTION. The Product Theater organizer is also responsible for obtaining appropriate licenses for any copyrighted material used in connection with the event.

Any liability regarding guest room usage (allocated sub-blocks as it pertains to attrition and cancellation penalties) will be the responsibility of the Product Theater organizer.

In the event the function is cancelled after the meeting space is confirmed, the Product Theater organizer will be liable to pay any cancellation charges levied by the venue.

## EVENT PROMOTION

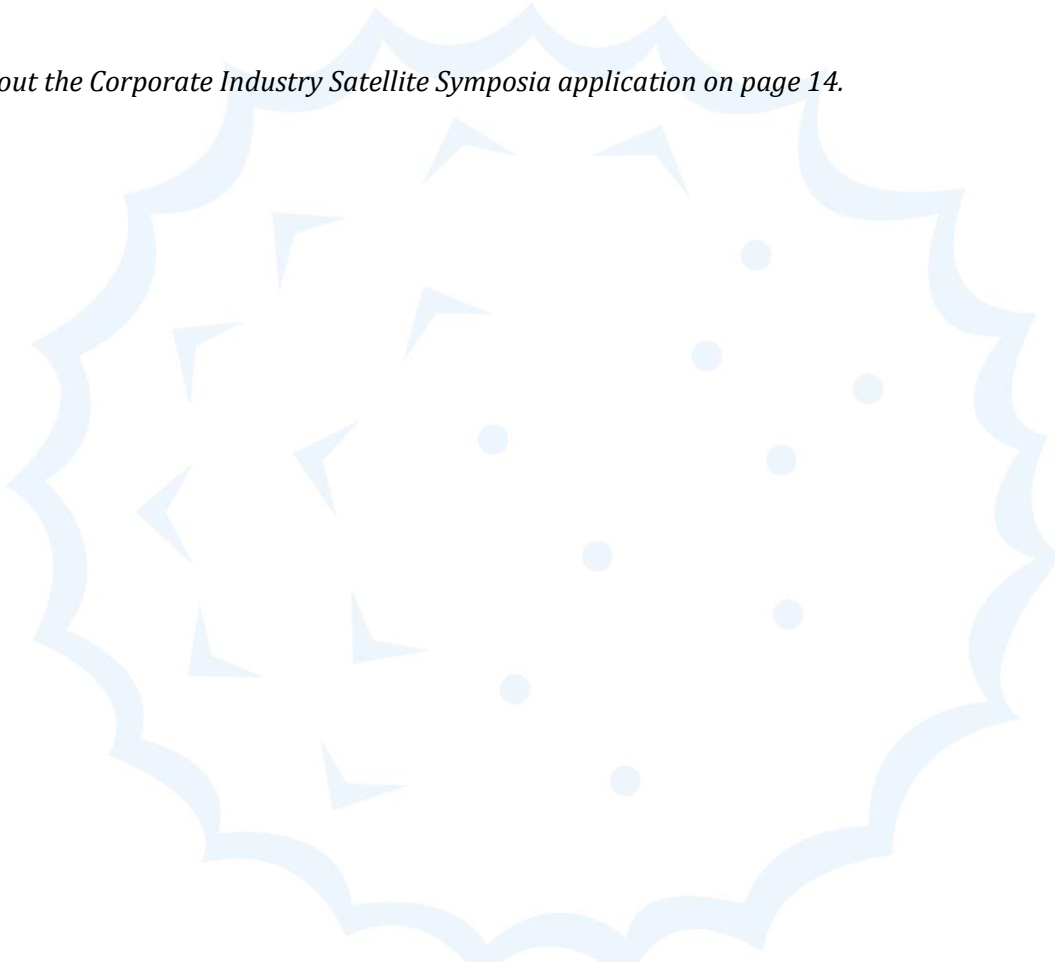
Use of the AAOA name or logo, or any implication that the Product Theater is a function endorsed or co-sponsored by AAOA, is expressly prohibited. All invitations, Product Theater registration brochures, and promotional materials must include the following verbiage: **“This commercially supported Product**

**Theater is independent of the American Academy of Otolaryngic Allergy (AAOA) educational activities and is not accredited by AAOA".** All invitations, Product Theater registration brochures, and promotional materials must be submitted to AAOA for review and approval prior to printing and distribution.

### **POST-PANDEMIC DISCLAIMER**

According to industry trends and the most recent AAOA membership survey, less than 50% of the usual (pre-pandemic) attendance numbers are expected at any in-person event in 2022. Rest assured, AAOA is developing programs and content in response to member-defined needs to help our attendance exceed industry trends.

*Please fill out the Corporate Industry Satellite Symposia application on page 14.*





## 2022 CORPORATE INDUSTRY SATELLITE SYMPOSIA APPLICATION

COMPANY NAME:		
CONTACT NAME / TITLE:		
ADDRESS:		
CITY:	STATE:	ZIP/POSTAL CODE:
TELEPHONE:	EMAIL:	

IN-PERSON	VIRTUAL	PRODUCT THEATER OPTION	FEE
		Linked to the _____ course/meeting	\$25,000
N/A		Stand-Alone (please indicate date/time) _____	\$25,000
		Demo Lab (please indicate date/time) _____	\$25,000
<b>Total Amount Due:</b>			
DETAILS (required):		LIST OF OBJECTIVES:	
Date/time		1.	
Topic		2.	
Speaker		3.	

Please make Fees Payable in U.S Funds to: American Academy of Otolaryngic Allergy (AAOA). Fee is non-refundable and non-transferable.

Payment Type (please check):  Check (Enclosed)  Visa  MasterCard  American Express

Credit Card Number: \_\_\_\_\_ Expiration Date: \_\_\_\_\_ Security Code: \_\_\_\_\_

Name on the Card: \_\_\_\_\_ Cardholder Signature: \_\_\_\_\_

Please **sign below** acknowledging that you have read and agreed to all of the conditions outlined in the previous pages and that all promotional materials that might be used will be submitted to the AAOA for approval prior to production and/or execution. For in-person symposia, please make sure to read and agree to the post-pandemic disclaimer on page 13.

Name: \_\_\_\_\_ Signature: \_\_\_\_\_ Date: \_\_\_\_\_

**Return the 2022 Corporate Industry Satellite Symposia Application and Payment to:**

Marina Fassnacht at [mfassnacht@aoaallergy.org](mailto:mfassnacht@aoaallergy.org) or  
 AAOA, c/o Marina Fassnacht, Director of Marketing & Communications  
 11130 Sunrise Valley Dr. | Suite #100 | Reston, VA 20191

**\*\*\*APPLICATION MUST BE SIGNED/DATED AND WILL NOT BE PROCESSED UNTIL  
 FULL PAYMENT IS RECEIVED\*\*\***



## 2022 EXHIBIT INFORMATION

Keeping in mind the world situation and our membership survey results, AAOA will host all its 2022 CME events as hybrid programs. All will offer a blend of on-demand, live-stream, and in-person content, integrating very audience-engaging, creative programming to offer not-to-be-missed events.

Renowned as our premiere educational program, the AAOA's Basic Course draws a mix of 60% practicing otolaryngologists and 40% advanced practitioners/allied health/residents. Many are either new to incorporating allergy into their practice or refreshing their skills in diagnosis, management, and therapeutic interventions.

AAOA's Annual Meeting is part of its overall member benefit package, attracting over 500 participants for its 2021 virtual meeting. The Annual Meeting has a higher complement of practicing ENTs as its audience, but it still attracts the AP/AH staff.

AAOA's Advanced Course builds on the curricula of the Basic and draws a mix of practicing otolaryngologists and AP/AH attendees. 2022 will be the first Advanced Course since 2019, so we expect a strong attendee draw.

Each of these meetings offer unique opportunities to network with your existing client base while reaching out to new leads to increase your market share.

### IN-PERSON OPTION\*:

At a minimum, a standard exhibit space will include:

- (1) 6' or 8' draped table
- (2) Chairs
- (1) Wastebasket
- (2) Exhibitor Badges\*\*
- (1) ID sign or table tent
- (1) Course attendees list, available at the conclusion of each course for 1 time use only

Additional items, including power and Internet access, are available at the exhibitor's expense. Details will be provided in the exhibitor information kit for each meeting.

### LIVE-STREAMED OPTION:

Exhibitors will each be given at least 1 15-min virtual showcase. Within this showcase, you will be able to showcase your company and your ENT product line using whatever format best fits your needs. This can be anything from a more traditional presentation or case-based approaches to games (trivia, bingo) or other options virtual offers to better engage the audience. Additionally, you will have an option for a virtual booth to help showcase your participation and help track your interest traffic. You can either purchase Premium Booth or Essential Booth at any virtual event.

At a minimum, a Premium Virtual Booth space will include:

- Company information: logo, contact info, website
- Ability to upload a video
- Ability to upload pdf resources
- Live Showcase opportunity

- Other interactive features, platform dependent
- Course attendees list, available at the conclusion of each course for 1 time use only
- 2 Exhibit Representatives (Substitutions are not permitted, each representative must have his/her own profile)

<b>Meeting</b>	<b>Cost</b>
Three Meetings: Advanced Course, Basic Course and Annual Meeting (must commit by <b>1/1/22</b> if you are applying for 3 meetings and would like to use the bundle discount for either in-person or virtual live-stream)	\$12,000
One booth at any of the following: Advanced Course, Basic Course, or Annual Meeting for either in-person or virtual live-stream (commit 1 mo prior to the course)	\$4,500/meeting
Opportunity to do both, in-person and virtual exhibits	Add \$500 to each meeting
Essential Virtual Booth at Any Meeting (see below)	\$1,500/per meeting
Partner Resource Center add-on (on AAOA website <a href="http://www.AAOAllergy.org">www.AAOAllergy.org</a> )	Contact <a href="mailto:mfassnacht@aaoallergy.org">mfassnacht@aaoallergy.org</a> for pricing

Each **virtual meeting** will offer an **Essential Virtual Booth** that will only include Company information: logo, contact info, website.

Exhibitor recognition will include:

- Recognition in **AAOA Today** newsletter, circulation approx. 2500 ENT professionals per issue
- Opportunity to attend an Exhibitors Reception with Course Attendees, if applicable
- Recognition and exhibitor information in course program(s)
- Complimentary attendee list, available onsite for one-time follow up
- Platform analytics on booth traffic and leads
- Exhibitors will be listed on the AAOA website [www.AAOAllergy.org](http://www.AAOAllergy.org)

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*\*According to industry trends and the most recent AAOA membership survey, less than 50% of the usual (pre-pandemic) attendance numbers are expected at any in-person event in 2022. Rest assured, AAOA is developing programs and content in response to member-defined needs to help our attendance exceed industry trends.*

*\*\* If your company is sending more than two (2) representatives, a \$25 per each additional staff profile/access for virtual meetings and \$50 per additional badge for in-person meetings is required. The fee is non-refundable, and the payment must be made prior to the start of the event. Substitutions, rotations, and badge swapping are not permitted, each representative must have his/her own virtual profile or in-person badge.*

*To attend the live meeting component or to claim CME credit, corporate representatives must register at the industry meeting rate*

*Please fill out the 2022 Exhibit application on page 18.*

# EXHIBITOR TERMS AND CONDITIONS

## 1. Eligibility to Exhibit

Companies involved in providing education, supplies, and services to the medical profession: pharmaceutical, instrumentation, practice management, publications, computer software, etc. All products must be related to the practice of ENT surgery or medicine and approved by AAOA in its sole and absolute discretion. Exhibitors shall not exhibit products or services other than those described in the application and approved by AAOA. A product that is an “investigational device or drug” must be clearly marked as such. Exhibitors must ensure that with respect to all such devices or drugs, only permissible pre-approved dissemination of scientific and educational information is provided at the exhibit and that appropriate disclosure and cautionary notices are included with the devices or drugs. All products and services exhibited at AAOA shall comply with FDA rules and regulations. For additional information, contact the FDA directly at 888-463-6332 or [www.fda.gov](http://www.fda.gov). Applications deemed ineligible by AAOA will be returned with full payment.

## 2. AAOA Logo

Use of the AAOA logo on signs or materials distributed is strictly prohibited without the written consent of AAOA. The use of logos, name, seals of approval, trademarks, or other similar property rights that are in disuse may not be used in connection with any product or service or advertising material displayed or disseminated at the exhibit. An exhibitor shall not in any manner directly or indirectly imply that AAOA endorsement or approval has been given merely because AAOA approved such product or service for a display as an exhibit.

## 3. Exhibitor Representatives

Each exhibiting company is granted two (2) badges/staff profiles as a part of their booth space rental fee, provided that the exhibitor representatives are registered in advance. Additional and replacement badges are available at \$25 each at virtual and \$50 at in-person event. Substitutions are not permitted, and staff profiles cannot be shared. A person who wants to register as an exhibitor must be a full-time employee of the exhibiting company.

## 4. Failure to Occupy Booth Space

Any virtual or in-person space not occupied by the time the Exhibit Hall opens on the first day of the event may be forfeited by the exhibitor. The space may be reassigned or used by AAOA without refund, unless arrangements for delayed occupancy have been approved by AAOA.

## 5. Liability

In the event the exhibition is cancelled, postponed, or relocated on account of fire, strikes, government regulations, casualties, Acts of God, or other causes beyond the control of AAOA, the exhibitor waives any and all damages and claim for damages and agrees that the sole liability of AAOA shall be to return the exhibitor's rental payment.

## 6. Special Restrictions

Giveaways are permitted only if approved in writing by AAOA prior to the meeting.

## 7. Security

AAOA cannot guarantee or assume any liability against loss or damage of information, video and other digital materials.

## 8. Signs/Announcements

No banners, signs, posters, or brochures will be allowed anywhere on the platform except within each exhibitor's booth, unless instructed by AAOA.

## 9. Exhibitor Events/Function Space

Exhibiting companies may not conduct meetings or events that may take place during Advisory Boards or in conjunction with the AAOA program without prior written approval, including all symposia, lectures, focus groups, sessions and social events.

## 10. Sharing Exhibit Space

Sharing an exhibit booth with one or more companies is strictly prohibited. Only employees and/or consultants of the company listed on the exhibit application are permitted to serve as representatives within an exhibit booth.

## 11. Privacy Policy

Companies agree to obey AAOA's Privacy Policy that can be found: [www.AAOAllergy.org](http://www.AAOAllergy.org)

## 12. Attendee List

Exhibitors have the opportunity to purchase the preregistration attendee list before the meeting. All attendee lists are one-time use and sharing or duplicating is prohibited.

## 13. Exhibitor Booth Location

All booths assignments are approved by AAOA's Corporate Development Chair and cannot be changed during the event.

## 14. Course Content

Only paid registrants can have access to course content. Exhibitors are welcome to attend any AAOA course by registering as Industry Representative.

## 15. Enforcement of Rules and Regulations

The Rules and Regulations of the AAOA Exhibition are intended to bring order and equality to all parties involved. In addition to being subject to restriction or termination of an exhibit, exhibitors who violate regulations could be prevented from exhibiting at future AAOA meetings. AAOA reserves the right to restrict or terminate an exhibit without notice if an exhibitor violates any of the Terms and Conditions contained herein. In the event of such restriction or eviction, AAOA is not liable for any refunds, rentals or other exhibit expense.

## 16. Post-pandemic disclaimer

According to industry trends and the most recent AAOA membership survey, less than 50% of the usual (pre-pandemic) attendance numbers are expected at any in-person event in 2022

## 2022 EXHIBIT APPLICATION

COMPANY NAME:		
CONTACT NAME / TITLE:		
ADDRESS:		
CITY:	STATE:	ZIP/POSTAL CODE:
TELEPHONE:	EMAIL:	

SELECT	MEETINGS AND SPONSORSHIPS	FEE
	Three Meetings: Advanced and Basic Courses and Annual Meeting	\$12,000
	Advanced Course, Basic Course or Annual Meeting ONLY	\$4,500
	Opportunity to <u>do both</u> , virtual and in-person (per meeting)	Add \$500/mtg
	Essential Virtual Booth ( <i>type meeting(s) here</i> )	\$1,500/meeting
	Sponsorship ( <i>see page 18, type here</i> )	
<b>Total Amount Due:</b>		

On a separate sheet of paper please provide the following and attach to your application (**required**):

- Company's physical address, contact phone number and email as it appears to attendees
- Product/company description (do not exceed 100 words)

Please make Fees Payable in U.S Funds to: American Academy of Otolaryngic Allergy (AAOA). Fee is non-refundable and non-transferable.

Payment Type (please check):  Check (Enclosed)  Visa  MasterCard  American Express

Credit Card Number: \_\_\_\_\_ Expiration Date: \_\_\_\_\_ Security Code: \_\_\_\_\_

Name on the Card: \_\_\_\_\_ Cardholder Signature: \_\_\_\_\_

The undersigned applicant hereby applies for exhibit space with the AAOA at the rate defined in this contract and agrees to the Rules & Regulations governing the exhibits and to obey AAOA's Privacy Policy. The Exhibitor assumes the entire responsibility and hereby agrees to protect, indemnify, defend and hold the American Academy of Otolaryngic Allergy, official service contractors, platform, and their employees and agents harmless against all claims, losses and damages to persons or property, government charges or fines, and attorney's fees arising out of or caused by Exhibitor's installation, removal, maintenance, occupancy, or use of the exhibition premises or part thereof, excluding any liability caused by sole negligence of the hotel property, its employees and agents. In addition, the Exhibitor acknowledges that it is the sole responsibility of the Exhibitor to obtain business interruption and property insurance covering losses by the exhibitor.

Please **sign below** acknowledging that you have read and agreed to all of the Exhibitors Terms and Conditions, found on page 17.

Name: \_\_\_\_\_ Signature: \_\_\_\_\_ Date: \_\_\_\_\_

**Return the 2022 Exhibit Application and Payment to:**

Marina Fassnacht at [mfassnacht@aaoallergy.org](mailto:mfassnacht@aaoallergy.org) or  
AAOA, c/o Marina Fassnacht, Director of Marketing & Communications  
11130 Sunrise Valley Dr. | Suite #100 | Reston, VA 20191

**\*\*\*APPLICATION MUST BE SIGNED/DATED AND WILL NOT BE PROCESSED UNTIL  
FULL PAYMENT IS RECEIVED\*\*\***





# SPONSORSHIP OPPORTUNITIES

In addition to the showcase and exhibit opportunities, as an AAOA exhibitor there are additional ways you can gain visibility and recognition with our AAOA members. Some ideas include:

## In-person Attendees:

- Hotel room key cards - *Starting at \$6000*
- Hotel room door drop - *Starting at \$2000*
- Wi-Fi in meeting area - *Starting at \$10,000*
- Sponsor the AAOA run, walk, mid-meeting stretch, yoga, or water bottles - *Starting at \$2000/each*
- Sponsor coffee cups or disposable beverage napkins - *Starting at \$5000/each*
- Sponsor a photo/idea board contest - *Starting at \$1500*
- Sponsor raffle prizes - *Starting at \$1500*
- Pre-Course Attendee or AAOA Members Mailing - *Starting at \$500*

## Virtual Attendees:

- Host a virtual happy hour or virtual corporate suite for virtual attendees. These could be as simple as meet up opportunities or you could consider offering coupons or gift cards for food and beverages, hosting a trivia, What's Up, Charades or other game session - *Starting at \$2000*
- Virtual Bag Insert - *\$250/1 page (jpg, pdf, png)*
- Sponsor a coffee break and provide Starbucks (or other brand) gift cards - *Starting at \$2000*
- Sponsor a health start or mid-meeting stretch with snack gift card/box and/or stretch/yoga demo - *Starting at \$2000*
- Host a focus group - *Starting at \$2000*
- Sponsor a Pizza night for evening session - *Starting at \$5000*
- Sponsor raffle prizes - *Starting at \$1500*
- Pre-Course Attendee or AAOA Members Mailing - *Starting at \$500*

## Other:

- Resident Scholarships - *Starting at \$500/resident*

*All production, product, raffle prizes, gift card costs, distribution fees, and hotel/venue charges are the responsibility of the exhibiting company and are NOT included in the fees above. All materials must be submitted to the AAOA for approval prior to production.*

Do you have a unique promotional idea that is not listed above? Please contact Marina Fassnacht at [mfassnacht@aoallergy.org](mailto:mfassnacht@aoallergy.org) or (202) 955-5010 x500 for approval and pricing.

Please fill out page 18 "Sponsorship" row and submit to Marina Fassnacht at [mfassnacht@aoallergy.org](mailto:mfassnacht@aoallergy.org).



## NON-CME OPPORTUNITIES

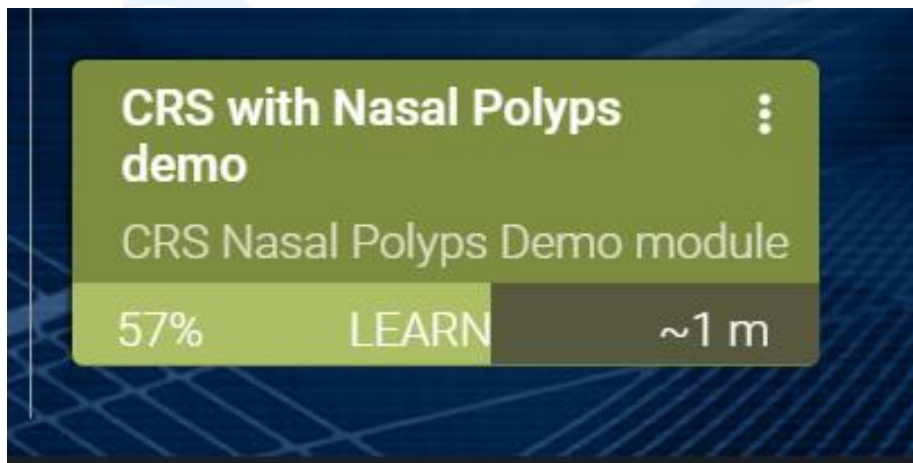
In addition to the promotional and exhibit opportunities tied to our live CME programs, the AAOA is very interested in exploring opportunities that go beyond our CME audience and reach our full membership. As healthcare is evolving with more practice management challenges and improved pathways for integrated care, we have unique opportunities to collaborate together to help expand our resource pool and value to our members.

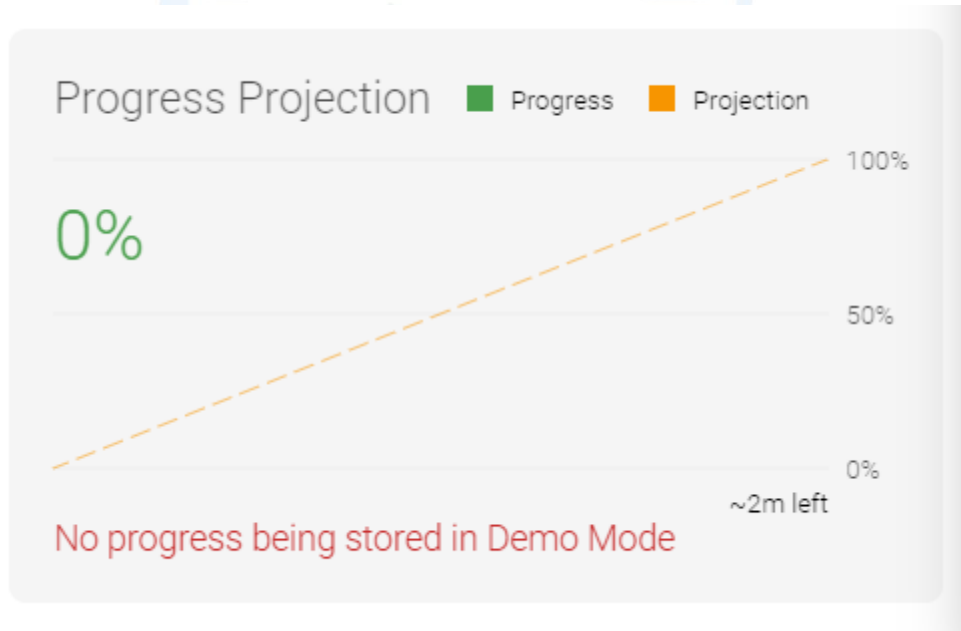
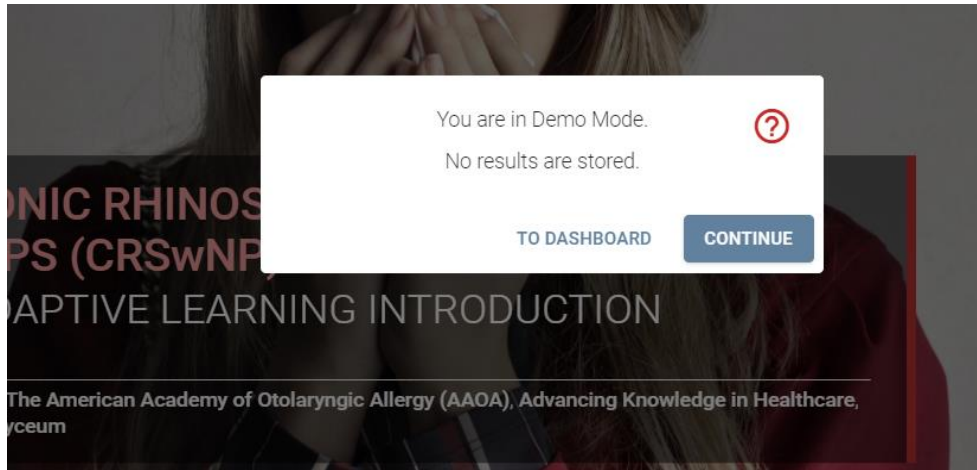
AAOA has recently launched its new digital platform @AAOAllergy.org. We are undertaking a digital redevelopment to offer new patient education, practice management, and enduring CME tools and resources for our members. Within this construct, we would be happy to discuss partnership opportunities.

As clinical medicine evolves, there is a growing need for resources to help complement continuing education. Tools to help ENTs better understand the role for biologics in patient care, AAOA's new microlearning tool on allergy emergencies (in development), insights (video, podcast) into how antigens are harvested and produced, practice management resources on onboarding new physicians/staff, building the right staff culture, immunotherapy patient compliance, building your practice post COVID, and understanding revenue streams are just a few ideas.

In prior years, we have partnered with our corporate colleagues to develop:

- Unrestricted educational grants to support an AAOA educational activity
- The Allergy and Asthma Primers, which were supplement publications in our journal, *International Forum on Allergy & Rhinology*
- The Clinical Insights Modules for online education, which offer interactive, case-based eLearning designed to expand understanding of current practice trends and clinical research in allergy diagnosis and management
- The AAOA Foundation's Clinical Scholars program, intended to encourage and facilitate resident research and authorship
- Digital re-design to expand Patient Care Resources - [www.AAOAllergy.org](http://www.AAOAllergy.org)
- AAOA Podcasts - <https://aaoallergy.org/category/aaoa-podcast/>
- Shared decision-making tools
- Adaptive learning modules with Area9, images of an example are below





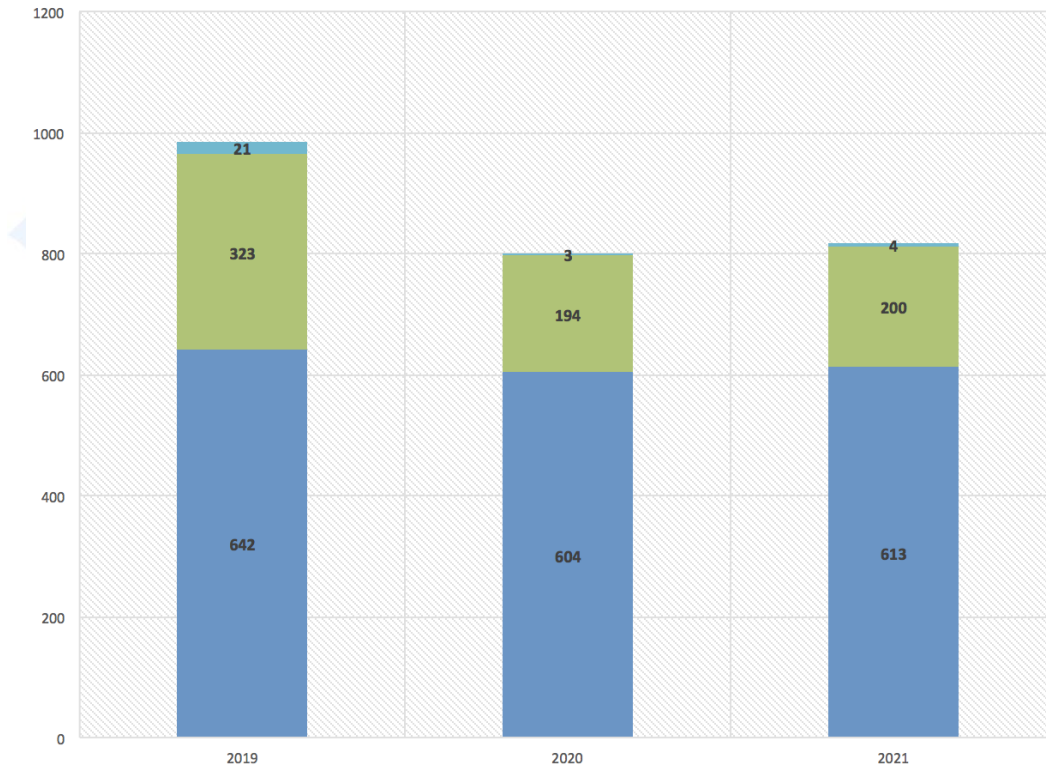
Working in partnership, we can identify needs and develop resources for our members.

Please contact Marina Fassnacht at [mfassnacht@aaoallergy.org](mailto:mfassnacht@aaoallergy.org) or (202) 955-5010 ext.500 for additional information on non-CME opportunities.

# ATTENDANCE BREAKDOWN

Course	Location	Total Number of Attendees	MD/DO	Allied Health	Other
2019 AAOA Basic Course	Minneapolis, MN	<b>308</b>	158	150	0
2019 AAOA Annual Meeting	New Orleans, LA	<b>479</b>	339	121	19
2019 AAOA Advanced Course	Austin, TX	<b>199</b>	145	52	2
Core Allergy & Rhinology Concepts: Age of Pandemic and Beyond (2020)	Virtual	<b>200</b>	145	55	0
2020 AAOA Annual Meeting	Virtual	<b>601</b>	459	139	3
2021 AAOA Basic Course	Virtual	<b>324</b>	220	103	1
2021 AAOA Annual Meeting	Virtual	<b>493</b>	393	97	3

**Attendance Breakdown  
(3 year trend)**



*Note: 2020 and 2021 only had 2 courses, both virtual*