



2023 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*

www.AAOAllergy.org || mfassnacht@aaoallergy.org || (202) 955-5010

Dear Corporate Partner,

We'd like to begin with acknowledging your continued support of AAOA and its membership, especially throughout the last few years.

As we look toward 2023, 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.

For 2023, AAOA is anticipating **hybrid** formats for all of our educational programs. Advanced and Basic Courses along with the Annual Meeting will be virtual and in-person in support of our members. We have impacted more practices in this past year with the hybrid option, and we want to continue to support our members as they continue rebuilding their practices continue 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 on 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 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

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 continues to think 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 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 are leaders in cutting-edge clinical care affecting 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. 2023 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. There has been a shift in site of surgery options, and we are working to help our members find the best site solutions for their practice and their patients whether it is hospital, ASC, or office-based.

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 2023 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.
ALLETES MEDICAL LABORATORY, INC.
ANTIGEN LABORATORIES, INC.
ASTRAZENECA
AUDIGY MEDICAL
CIRCASSIA PHARMACEUTICALS
ENTEELLUS MEDICAL
FUEL MEDICAL GROUP
GENENTECH
GLAXOSMITHKLINE
GREENWAY MEDICAL TECHNOLOGIES
HILL DERMACEUTICALS, INC.
HOLLISTERSTEIR ALLERGY
HYCOR BIOMEDICAL, INC.

INTEGRITY CE
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

2023 CORPORATE OPPORTUNITIES

Similar to 2022, 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 Theaters linked to our Advanced Course, Basic Course or Annual Meeting
 - Stand-Alone Product Theaters
 - Product Demo Labs
- Podcasts or Zoomcasts
- Business of Medicine Webinars with product promotion opportunity
- 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.

Composed 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.

2023 AAOA CORPORATE ADVISORY <i>THINKTANK</i> PROGRAM			
<i>(Please fill out the ThinkTank application on page 7. Questions? Contact mfassnacht@aaallergy.org)</i>			
Member Benefits	Friend Level – \$20,000	Partner Level – \$30,000	Benefactor Level – \$50,000
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

2023 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 2023 Corporate Advisory ThinkTank Application and Payment to:

Marina Fassnacht at 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*****



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.

New in 2023!!! Complementary listing until 12/31/2023 if a company is one of the 2023 Corporate Sponsors or Exhibitors!

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

2023 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 1/1/23)	\$3,750
	6 mo, concurrent months, regular price	\$4,500
	3 mo, concurrent months	\$3,000
	Monthly	\$1,500/month
	If 2023 Corporate Sponsor or Exhibitor	Free until 12/31/23
Total Amount Due:		

All materials that will be used in Partner Resource Center must be sent to AAOA mfassnacht@aoallergy.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 2023 Partner Resource Center Application and Payment to:

Marina Fassnacht at mfassnacht@aoallergy.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. With space available, we will run these sessions free from any conflicting programming or sessions.

The official dates of the 2023 AAOA events are as follows (more information at www.AAOAllergy.org):

2023 AAOA Advanced Course in Allergy & Immunology—Hybrid

March 30 – April 1, 2023

The Hythe Vail

Course Directors: Jack Krouse, MD, PhD, MBA and Jennifer Villwock, MD

2023 AAOA Basic Course in Allergy & Immunology—Hybrid

June 29 – July 1, 2023

Hyatt Regency Seattle

Course Directors: Chris Brook, MD and Farrah Siddiqui, MD

2023 AAOA Annual Meeting—Hybrid

September 29 – October 1, 2023

Embassy Suites by Hilton Nashville Downtown

In conjunction with AAOHNSF and the related ENT Society meetings

IN-PERSON OPTION*:

Starting at \$25K, satellite symposia will offer unique 60-min access to the AAOA members at one of our programming events.

This fee includes:

- Access to the AAOA meeting space for a 60 min presentation (that includes Q&A) set as banquet rounds for 50 people (that number can be increased by a hosting company, additional fees will be applied). Doors will be open 30 minutes prior to the start time to allow set up and badge scanning. You will be allowed 15 minutes to vacate the room post presentation
- A basic AV package, including LCD projector, screen, and basic microphone
- An advance registration list for event promotion for a one-time mailing (subject to AAOA approval), must be requested by sponsor
- An advance registration list for event promotion for a one-time emailing (subject to AAOA approval), must be requested by sponsor at least 2 weeks before the event
- A special recognition in the exhibitor handout, signage at the event, if applicable, and the AAOA Today newsletter
- 2 Badge Scanning lead retrieval profiles in the meeting app; any additional profiles can be purchased at \$50/profile. Other lead retrieval devices are permitted and the responsibility of sponsor
- A company listing in the AAOA Partner Resource Center on www.AAOAllergy.org until 12/31/2023

A company is responsible for all F&B costs and AV equipment beyond Basic Package. If you need an additional space for faculty training or rehearsals, please request space using the hospitality suite in sponsorship opportunities.

Note: There is a 20% administrative fee applied to the fee of \$25K if you are a third-party CME company.

SIGNAGE, FLYERS AND OTHER PROMOTIONAL MATERIALS:

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".**

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

LIVE-STREAM ADD-ON:

If you are hosting an In-Person Theater| Satellite Symposia event, you can purchase a Live-Stream Add-On package at \$5,000. The package will include a live stream and recording of your event. All fees for AV equipment, labor, etc. are not included in the \$5,000 fee paid to AAOA and will be due prior to the event.

DOOR DROPS:

You may choose to promote your event by purchasing a Hotel Room Door Drop, see page 23 for more information. That fee is not included in the \$25K and is additional.

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 and not included in the fee.

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 a Virtual Bag Insert, see page 23 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 2023 to reach ENTs and especially AAOA members.

Starting at \$25K, stand-alone 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.

Note: There is a 20% administrative fee applied to the fee of \$25K if you are a third-party CME company

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 the 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 15.

BUSINESS OF MEDICINE SPONSORSHIP

Staffing, revenue cycles, site of service, in office procedures and more are hot topics for AAOA members. In response, AAOA will develop some topic-focused virtual meetings to help. This is a unique opportunity to sponsor the meeting to gain visibility with our members. As a non-CME event, sponsor will have up to 15 mins to share the latest on their company and ENT offerings. This is a great way to connect.

** 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 2023. 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 identify one point of contact to work with the AAOA staff. To streamline set-up, this improves overall communication and effectiveness.

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 2023 AAOA events are as follows (more information at www.AAOAllergy.org):

2023 AAOA Advanced Course in Allergy & Immunology—Hybrid
March 30 – April 1, 2023
The Hythe Vail

2023 AAOA Basic Course in Allergy & Immunology—Hybrid
June 29 – July 1, 2023
Hyatt Regency Seattle

2023 AAOA Annual Meeting—Hybrid
September 29 – October 1, 2023
Embassy Suites by Hilton Nashville Downtown

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, hospitality suite, or Industry Satellite event.

CONFIRMATION OF TIME SLOT

Once AAOA approves the event, a nonrefundable application fee is required from Product Theater| Satellite Symposia organizers/sponsors as noted in the grid above. Time slots are sold on a first-come basis.

This fee is an application fee only and provides you with the right to conduct a Product Theater| Satellite Symposia 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, beyond Basic AV Package, are the responsibility of the company organizing Product Theater| Satellite Symposia, including audiovisual labor that is required.

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

If additional space for rehearsals, storage, or other needs is required, a Product Theater| Satellites Symposia organizer is required to purchase hospitality suit, please refer to page 23.

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 7 or more business days in advance of the function.

If Live-Stream Add-On option is chosen, fees for AV equipment, labor, etc. will be applied; they are not included in \$5,000 fee paid to AAOA.

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| Satellite Symposia organizer.

In the event the function is cancelled after the meeting space is confirmed, the Product Theater| Satellite Symposia 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| Satellite Symposia is a function endorsed or co- sponsored by AAOA, is expressly prohibited. All invitations, Product Theater | Satellite Symposia 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 |Satellite Symposia 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 2023. 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 pages 15-16.

2023 CORPORATE INDUSTRY SATELLITE SYMPOSIA APPLICATION

COMPANY NAME:			
CONTACT NAME / TITLE: <i>(All communication will be directed through this person)</i>			
ADDRESS:			
CITY:		STATE:	ZIP/POSTAL CODE:
CELL PHONE:		EMAIL:	
IN- PERSON	VIRTUAL	PRODUCT THEATER OPTION	FEE
		Product Theatre <i>specify course/meeting below</i>	\$25,000/each
		<ul style="list-style-type: none"> Advanced Course March 30–April 1 Vail Basic Course June 29–July 1 Seattle Annual Meeting September 29–October 1 Nashville 	
		<i>Note: There is a 20% administrative fee if are a third party CME company. Please specify company and product</i>	\$5,000
		Hybrid Add-On: Live Stream and Recording (where applicable)	\$5,000
N/A		Stand-Alone (please indicate date/time) _____	\$25,000/each
		Demo Lab (please indicate date/time) _____	\$25,000/each
N/A		Sponsored Business of Medicine Webinar	\$25,000/each
Total Amount Due:			

DETAILS (required):		LIST OF OBJECTIVES:	
Date/time:		1.	
Topic:		2.	
		3.	
Speakers:	1.	4.	
	2.	5.	
	3.		

Please use a separate sheet of paper if needed and submit it with the application.

Please continue to page 16 for payment



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 14.

Name: _____ Signature: _____ Date: _____

Return the 2023 Corporate Industry Satellite Symposia Application and Payment to:

Marina Fassnacht at mfassnacht@aoallergy.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*****



2023 EXHIBIT INFORMATION

Based on overwhelming feedback from members, AAOA will host two of its 2023 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 Advanced Course builds on the curricula of the Basic and highlights 1 or 2 clinical hot topics. 2023 will highlight sleep medicine, pediatrics, and airway disease including asthma and cough. Typically, the Advanced Course draws a similar mix of practicing otolaryngologists and AP/AH attendees with a higher percentage of practicing physicians.

AAOA's Annual Meeting is part of its overall member benefit package and has a higher complement of practicing ENTs as its audience, but it still attracts the AP/AH staff. The Annual Meeting blends cutting edge science, clinical conundrums, business of medicine, and more.

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

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 2023. Rest assured, AAOA is developing programs and content in response to member-defined needs to help our attendance exceed industry trends.

STANDARD EXHIBIT IN-PERSON SPACE:

At a minimum, a Standard Exhibit In-Person Space will include:

- **NEW in 2023!!! Essential Virtual Booth** in the meeting app Whova
- 8'x10' Space in Exhibit Hall, if you need more space, additional fees will be allied
- (1) 6' or 8' draped table
- (2) Chairs
- (1) Wastebasket
- (2) Exhibitor Badges, see page 19 if you require more than 2 badges
- (1) ID sign or table tent
- (1) Course attendees list, available at the conclusion of each course for 1 time use only. You can purchase attendee list in advance. See page 23 for more details.
- **NEW in 2023!!!** 1 Lead Retrieval profile in the meeting app Whova, see page 19 if you require more than 1 lead retrieval
- Discounted AAOA room block hotel room rates, if booked before the deadline
- Special opportunities to purchase sponsorship and marketing opportunities, see page 23 for details
- A company listing in the AAOA Partner Resource Center on www.AAOAllergy.org until 12/31/2023

Additional items, including power, Internet access, and other furniture are available at the exhibitor's expense and must be paid directly to the hotel and their vendors. Details will be provided in the exhibitor information kit for each meeting.

Each company must submit the following so their Essential Virtual Booth can be added to the meeting app:

- Company name
- Logo
- Company description
- Contact info: address, phone number
- Main POC information: name and email

Note: Each hybrid meeting will offer an Essential Virtual Booth. An exhibiting company cannot opt-out of this offer unless legal reason is present. Please submit that request in writing.

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.

PREMIUM VIRTUAL BOOTH:

At a minimum, a Premium Virtual Booth space at a hybrid meeting will include:

- Company information: logo, contact info, website
- Ability to upload a video
- Ability to upload pdf resources
- 15 min Live Showcase opportunity, contact Marina Fassnacht for available timeslots
- Other interactive features, platform dependent
- Course attendee 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)
- (2) Lead Retrieval profiles in the meeting app Whova, if company is also exhibiting In-Person

MEETING	COST
Three Meetings: Advanced Course, Basic Course and Annual Meeting (if you are applying for 3 meetings and would like to use the bundled discount for either In-Person Booth or Premium Virtual Booth). NEW in 2023! This fee includes an Essential Virtual Booth at each course/meeting if it is a hybrid event.	\$12,000 must commit by 2/15/23
One In-Person Booth or Premium Virtual Booth at any of the following: Advanced Course, Basic Course, or Annual Meeting. NEW in 2023! This fee includes an Essential Virtual Booth at each course/meeting if it is a hybrid event.	\$4,500/meeting
Essential Virtual Booth at Any Hybrid Meeting (see below)	\$1,500/per meeting
Partner Resource Center add-on (on AAOA website www.AAOAllergy.org)	Free until 12/31/22 if Exhibiting



EXHIBITOR RECOGNITION:

- 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

ADDITIONAL BADGES AND LEAD RETRIEVALS:

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.

If you need additional Lead Retrieval profiles, they can be purchased at \$50/profile. These are different from additional badge fees.

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

Please fill out the 2023 Exhibit application on page 22.

EXHIBITOR TERMS AND CONDITIONS

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. Applications deemed ineligible by AAOA will be returned with full payment.

Restriction of Exhibits

AAOA reserves the right to restrict or prohibit exhibits that are deemed unacceptable for any reason. If such restriction occurs, AAOA will not be liable for any refunds, rentals, or exhibit expenses.

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.

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.

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.

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.

Special Restrictions

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

Security

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

Insurance

The Exhibitor acknowledges and agrees that AAOA does not maintain insurance covering the Exhibitor’s property. The Exhibitor agrees that it is their responsibility to obtain general liability insurance, auto liability, business interruption, property damage and workers compensation covering any potential losses by the Exhibitor.

Signs/Announcements/Advertising Materials

No banners, signs, posters, or brochures will be allowed anywhere on the platform except within each exhibitor’s booth, unless instructed by AAOA. Canvassing or distribution of advertising material by an exhibitor or anyone representing a non-exhibiting firm is strictly prohibited outside of the exhibitor’s booth space or in any part of the exhibit hall, meeting rooms, or meeting hotel.

EXHIBITOR TERMS AND CONDITIONS

continued

Exhibitor Events/Function Space

Exhibiting companies may not conduct meetings or events that may take place in conjunction with the AAOA program without prior written approval. If space is needed for an advisory board, focus group, rehearsal, social event, or staff meeting a hospitality suite must be purchased through the AAOA.

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.

Privacy Policy

Companies agree to obey AAOA's Privacy Policy that can be found: www.AAOAllergy.org

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.

Exhibitor Booth Location

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

Course Content

Only paid registrants can have access to course content. Exhibitors are welcome to attend any AAOA course by registering as Industry Representative, but they may not engage in sales activities while in the room where the educational activity takes place.

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.

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 2023

2023 EXHIBIT APPLICATION

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

SELECT	MEETINGS AND SPONSORSHIPS	FEE
	Save \$1500 — Three Meeting Bundle: Advanced and Basic Courses and Annual Meeting (Essential Booth is included when applicable)	\$12,000
	One Advanced Course, Basic Course or Annual Meeting ONLY (Essential Booth is included when applicable)	\$4,500
	Add-on combination to host both a Premium virtual and in-person booth	Add \$500/mtg
	Essential Virtual Booth (<i>type meeting(s) here</i>)	\$1,500/mtg
	Sponsorship (<i>see page 23, type here</i>)	
Total Amount Due:		

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)
- Essential Virtual Booth information, refer to page 18 for more information

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, can be found on pages 20-21, 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.

Name: _____ Signature: _____ Date: _____

Return the 2023 Exhibit Application and Payment to:

Marina Fassnacht at 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*****



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*
- Hospitality Suite - *Starting at \$2000/room/hour*

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 \$1200/resident per meeting*

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 or (202) 955-5010 x500 for approval and pricing.

Please fill out page 22 "Sponsorship" row and submit to Marina Fassnacht at mfassnacht@aoallergy.org.

NON-CME OPPORTUNITIES

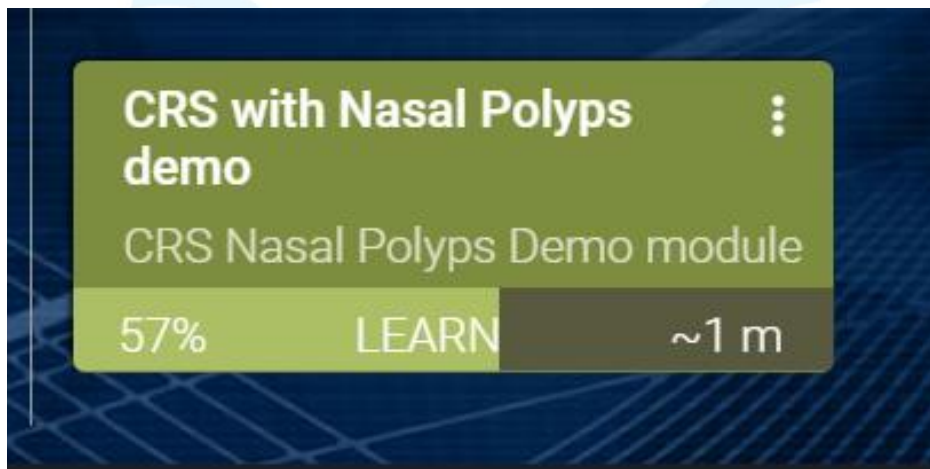
In addition to the promotional and exhibit opportunities tied to our live CME programs, the AAOA is very interested in exploring opportunities that go beyond our CME audience and reach our full membership. As healthcare is evolving with more practice management challenges and improved pathways for integrated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

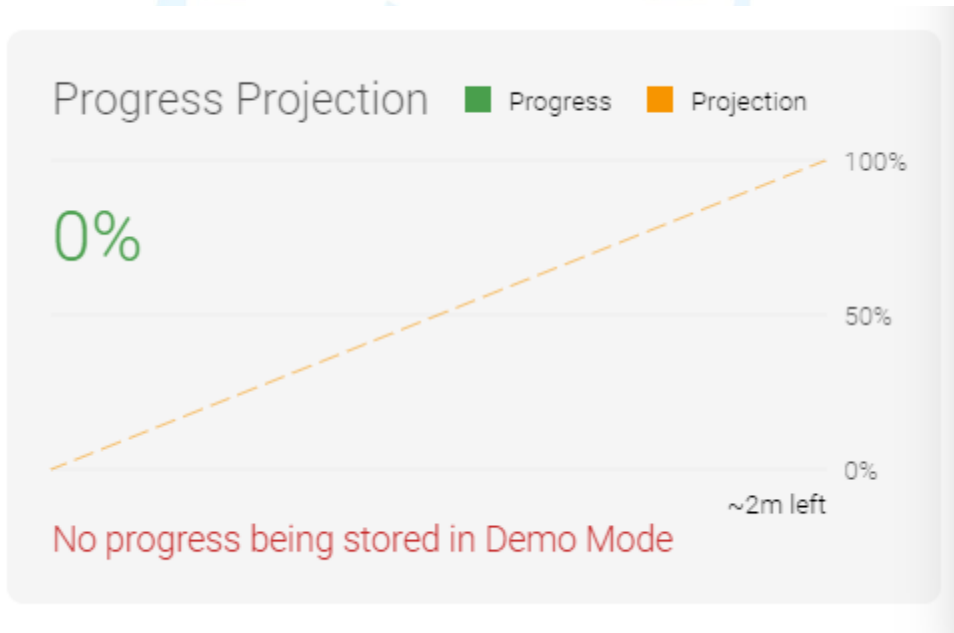
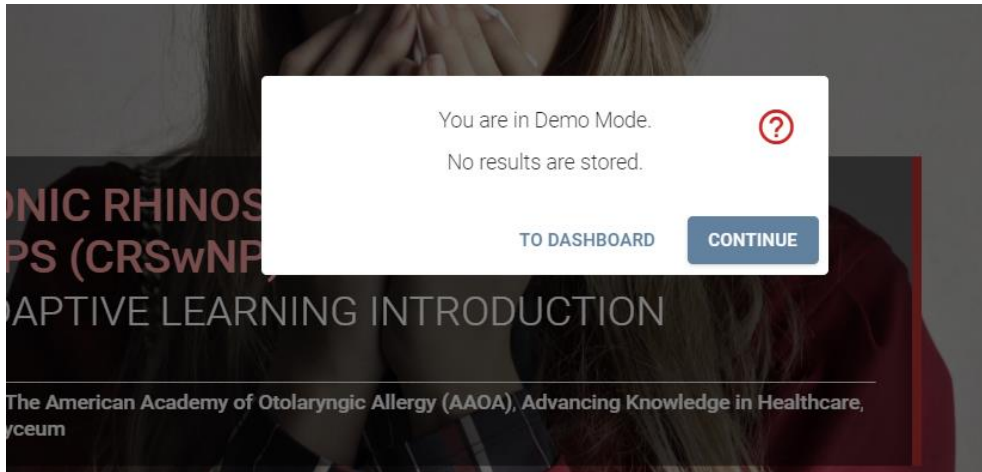
AAOA has recently launched its new digital platform @AAOAllergy.org. We are undertaking a digital redevelopment to offer new patient education, practice management, and enduring CME tools and resources for our members. Within this construct, we would be happy to discuss partnership opportunities.

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
- AAOA Podcasts - <https://aaoallergy.org/category/aaoa-podcast/>
- Shared decision-making tools
- Adaptive learning modules with Area9, images of an example are below



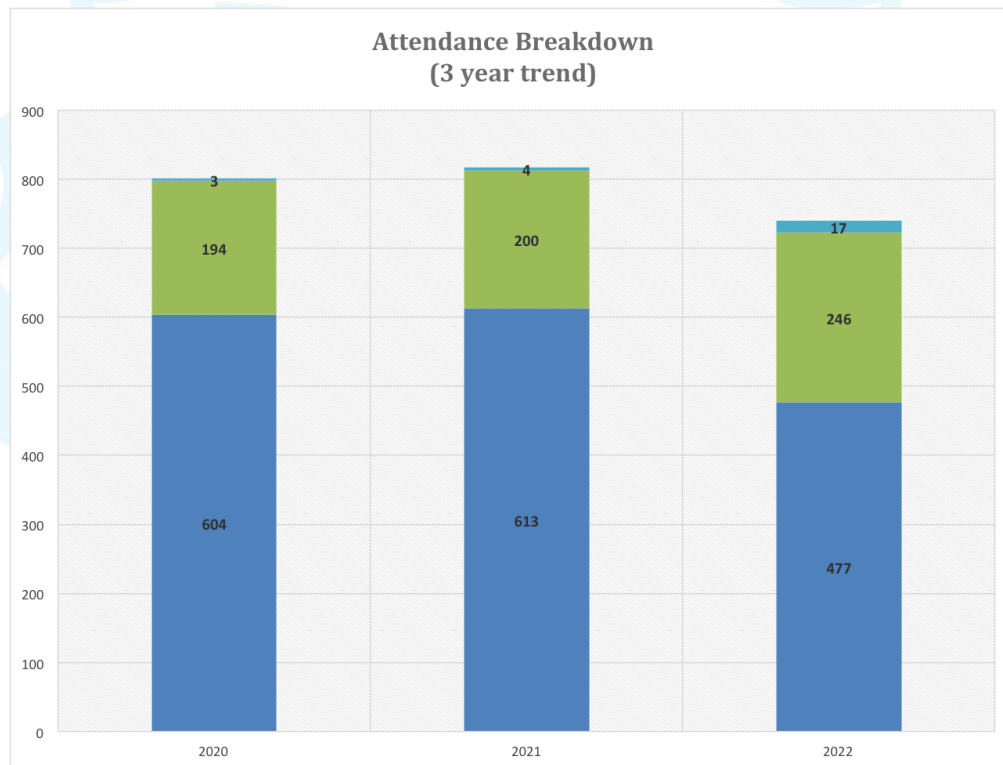


Working in partnership, we can identify needs and develop resources for our members.

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

ATTENDANCE BREAKDOWN

COURSE	LOCATION	TOTAL # OF ATTENDEES	MD, DO	ALLIED HEALTH	OTHER
Core Allergy & Rhinology Concepts: Age of Pandemic and Beyond (2020)	Virtual	200	145	55	0
2020 AAOA Annual Meeting	Virtual	601	459	139	3
2021 AAOA Basic Course	Virtual	324	220	103	1
2021 AAOA Annual Meeting	Virtual	493	393	97	3
2022 AAOA Advanced Course	Santa Fe, MN & Virtual	222	152	69	1
2022 AAOA Basic Course	Hollywood, FL & Virtual	300	162	137	1
2022 AAOA Annual Meeting	Philadelphia, PA & Virtual	218	163	40	15



SCOPE OF PRACTICE

