



# **2024 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*

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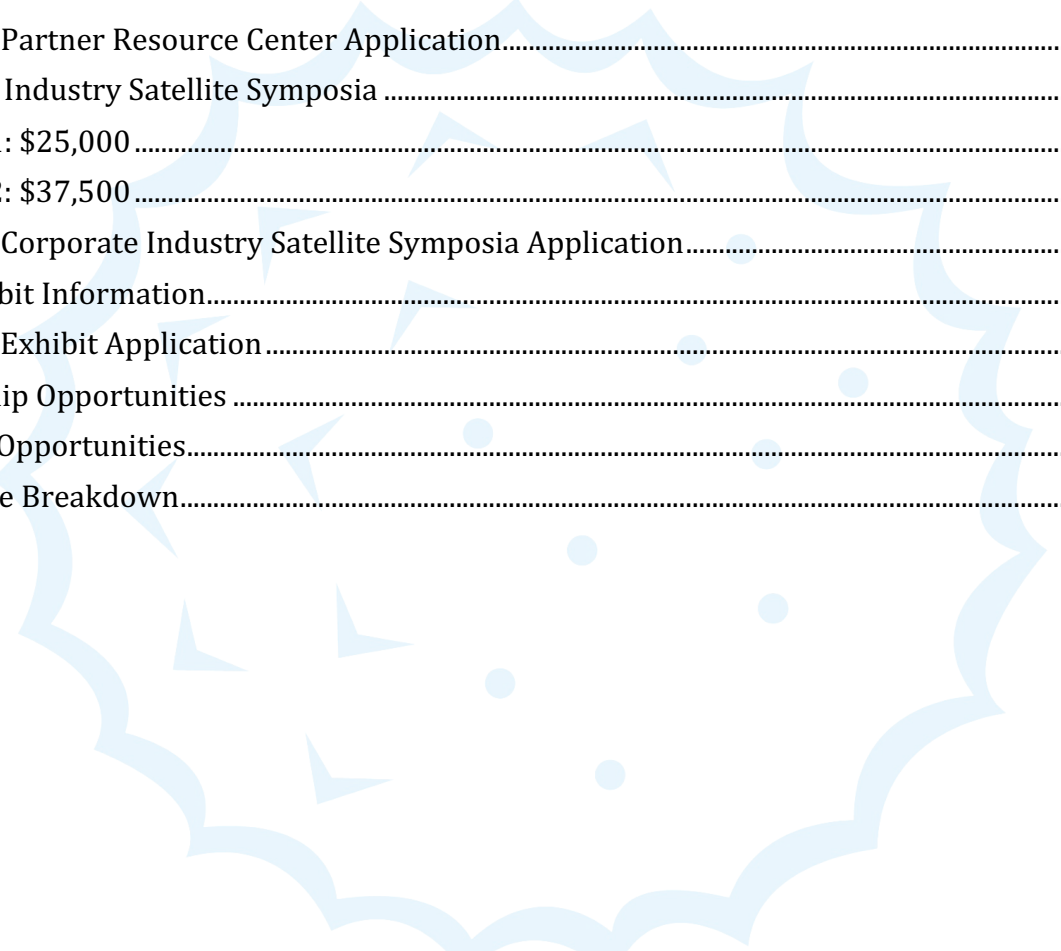
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Dear Corporate Partner,

As we look toward 2024, we'd like to acknowledge your continued support of the American Academy of Otolaryngic Allergy (AAOA) and its membership, especially throughout the last few years.

AAOA is one of the largest specialty societies within otolaryngology with over 2,000+ 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 2024, AAOA is anticipating **hybrid** formats for all of our educational programs. The Advanced and Basic Courses and Annual Meeting will be virtual and in-person in support of our members. We have impacted more practices in the past 2 years with the hybrid option, and we want to continue to support our members as they continue to meet their patients' needs.

This programmatic approach opens new opportunities for our corporate partnerships, outlined in the attached prospectus. We recognize your access our members and their practices has been limited, if not halted. Likewise, our members are looking for your insights on everything from new innovations, practical issues tied to implementation, supply chains issues, and more. 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, 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 appreciate your partnership in finding new ways to work together to meet both our goals. 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

As one of the largest national otolaryngology specialty societies, the AAOA represents approximately one-third of the practicing otolaryngologists. Predominantly, private practice general otolaryngologists, our members represent the core, as empowered decision makers, complemented by members who are key leaders in academic otolaryngology. Choosing such a diverse surgical specialty, our members incorporate management of allergy and related inflammatory diseases of the respiratory tract as core to their ENT practice, blending surgical and medical management of general ENT, rhinology, laryngology, sleep, asthma, geriatric ENT, and pediatric ENT.

Our member-based demographic includes physician assistants, nurse practitioners, and allied health professionals who work alongside the physicians in day-to-day patient care. This increases our educational outreach to a total member base of more than 2,000+ active members.

### WHAT TO EXPECT

To help navigate today's patient care challenges, AAOA thinks 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 programs, we are also offering opportunities for partnership beyond our in-person or live-stream efforts to help give you year-round visibility and access.

Opportunities include:

- Corporate Advisory *ThinkTank*
- Web-based Resource Center
- Satellite Programming from Product Theaters to Demo Labs
- Virtual webinars from Product Theaters to Demo Labs
- Practice Resource programs
- Podcast
- *And more*

Our education programs feature national and international leaders in otolaryngology, who are on the cutting-edge of clinical care affecting all practicing general otolaryngologists. Topics range from allergy, asthma, rhinology, sinus surgery, laryngology, cough, otology, pediatrics, sleep, and general ENT to advances in the medical and surgical management of ENT patients.

While 2024 will continue to shed light on the emerging role of biologics in ENT and inflammatory disease management, we are also focused new pharmacotherapy options, office-based interventions, and medical devices. 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 to achieve aligns with your corporate and product goals. Innovatively working together we can help AAOA members and program participants expand their clinical knowledge and skills to more effectively treat their patients. In the realm of partnership, we invite you to take advantage of our 2024 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 ALLERMETRIX  
ALK-ABELLO, INC.  
ALLERGY AND ASTHMA NETWORK  
ALLERGY TREATMENT SYSTEMS  
ALLERGY LABORATORIES, INC.  
ALLETES MEDICAL LABORATORY,  
INC. ALTUS BIOLOGICS  
ANTIGEN LABORATORIES, INC.  
ASTRAZENECA  
AUDIGY MEDICAL  
CENTER ALLERGY  
CIRCASSIA PHARMACEUTICALS  
ENTEELLUS MEDICAL  
FOUNTAIN RX  
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

## 2024 CORPORATE OPPORTUNITIES

AAOA offers creative ways to partner 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.

The following pages outline the details. We encourage you to think outside of the box with us to consider not only how these opportunities can align, but to consider novel ideas as well.

We look forward to working with you and are happy to work together to build a program that collectively meets our needs.

- 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
  - Virtual Product Theatres or Demo Labs
  - 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 and may impact our corporate partners and your ENT 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 2,000+ 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 reinvent CME to make it more 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 in a closed session to share your strategic goals, opportunities, and challenges and gain AAOA thought leader insight (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.

2024 AAOA CORPORATE ADVISORY <i>THINKTANK</i> PROGRAM			
<i>(Please fill out the ThinkTank application on page 7. Questions? Contact <a href="mailto:mfassnacht@aaoallergy.org">mfassnacht@aaoallergy.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 or Live 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





## 2024 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: \_\_\_\_\_ Address and ZIP: \_\_\_\_\_

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 2024 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 starts with introductory portal page that highlights AAOA commercial partner participants (corporate partners, exhibitors, and sponsors), using logos to act as a lead-in traffic driver for your specific page. Akin to a virtual market place, your page would include your logo and key corporate and product information to build out your company/product-specific resource rich pages hosted on the AAOA website.

Individual commercial participant pages are intended to bring forward a variety of text-based and multi-media content 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. We offer this to help augment your reach into the general ENT community and specifically AAOA members.

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 value to our members and their patients. 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.
    - "How to" information to help members incorporate your product into the practice (the practical side everyone needs from buy and bill, to reimbursement, and more).
    - 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.

See page 9 for pricing. Fill out the application on page 9 and send to [mfassnacht@aoallergy.org](mailto:mfassnacht@aoallergy.org).

***By committing to either a corporate opportunity or exhibit, each company will get a listing in the AAOA Resource Center for free. It is mandatory to benefit companies and members!***

## 2024 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 1/1/24)	\$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@aoallergy.org](mailto: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: \_\_\_\_\_ Address and ZIP: \_\_\_\_\_

*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 2024 Partner Resource Center Application and Payment to:**

Marina Fassnacht at [mfassnacht@aoallergy.org](mailto: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

Corporate Industry Satellite Symposia are a great way to partner with AAOA to help assure AAOA members understand the latest clinical data and product data tied to your ENT service line.

Corporate Industry Satellite Symposia include product theaters linked to our courses and Annual Meeting, demo labs, and stand-alone virtual or in-person product theaters.

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

Following the more traditional format, AAOA has 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 live component dates of the 2024 AAOA events are as follows (more information at [www.AAOAllergy.org](http://www.AAOAllergy.org)). Please note, all these programs are hybrids and offer pre-live content, as well as post content access for 60-90 days:

2024 Advanced Course in Allergy & Immunology – Hybrid  
February 8-10 | Hyatt Regency Tamaya | Albuquerque, NM

2024 Basic Course in Allergy & Immunology – Hybrid  
July 25-27 | The Diplomat | Hollywood FL

2024 Annual Meeting – Hybrid |Independent\*  
November 8-10| Four Seasons Hotel | Las Vegas, NV  
*\*NOT in conjunction with AAOHNSF and the related ENT Society meetings*

### IN-PERSON OPTION FOR PRODUCT THEATER

Satellite symposia offer 60-min access to the AAOA members at one of our CME events.

#### Tier 1: \$25,000

This fee includes:

- Access to the AAOA meeting space for a 60-min presentation (includes Q&A) set as banquet rounds for up to 50 people. (The number can be increased by a hosting company, additional fees will be applied and billed by the hotel). The room set doesn't include a podium or stage, please contact the hotel directly. 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.  
*Any changes to room set must be arranged no fewer than 10 days out in conjunction with the AAOA and hotel staff.*
- A basic AV package, including LCD projector, screen, and basic microphone  
*Any additional AV must be secured no fewer than 10 days out from the event directly with the AV company.*
- 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.

- Special recognition in the exhibitor handout, signage at the event, if applicable, and the AAOA Today newsletter.
- Virtual Booth with your company logo and contact information on the AAOA's meeting app, Whova. For a complete virtual booth, please purchase an exhibit booth (page 17).
- A listing in the AAOA Resource Center for free until the end of calendar year, required.
- 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.

*With Tier 1, the company is responsible for all F&B costs, AV equipment beyond Basic Package, and any room set fees if a different room set is chosen.*

## **Tier 2: \$37,500**

This fee includes:

- Food and Beverage for up to 75 will be provided by the AAOA outside the session room and designated as such to help assure attendees are aware. AAOA will have sole discretion in selecting the food.  
Any increase in the guaranteed number will be required no less than 10 days out from the event or the minimum change order date for the hotel, whichever is earlier, and will be billed prior to the event based on the price per rate.
- Access to the AAOA meeting space for a 60-min presentation (includes Q&A) set as banquet rounds for up to 50 people. (The number can be increased by a hosting company, additional fees will be applied and billed by the hotel). The room set doesn't include a podium or stage, please contact the hotel directly. 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.  
*Any additional AV must be secured no fewer than 10 days out from the event directly with the AV company.*
- 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.
- Special recognition in the exhibitor handout, signage at the event, if applicable, and the AAOA Today newsletter.
- Virtual Booth with your company logo and contact information on the AAOA's meeting app, Whova. For a complete virtual booth, please purchase an exhibit booth (page 17).
- A listing in the AAOA Resource Center for free until the end of calendar year, required.
- 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.

*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 product theater fee 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 \$6,000. The package will include basic equipment (designated hardwired Internet is not included) and a technician to live stream and/or record your event. All fees for additional AV equipment, labor, etc. are not included in \$6,000 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 product theater fee 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 FOR PRODUCT THEATER

You may choose to live stream your product theater. 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.

If you need postproduction editing, this will be an additional cost and priced based on need.

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 2024 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, additional costs 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, devices, 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 16.*

## **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 address these educational needs. This is a unique opportunity to sponsor the meeting to gain visibility with our members. As a non-CME event, sponsors will be recognized and will have up to 15 mins to share the latest on their company and ENT offerings. This is a great way to connect.

## 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 live component dates of the 2024 AAOA events are as follows (more information at [www.AAOAllergy.org](http://www.AAOAllergy.org)). Each meeting has a on-demand content accessible prior to the live component and all AAOA content available on-demand post for up to 90 days.

2024 Advanced Course in Allergy & Immunology – Hybrid  
February 8-10 | Hyatt Regency Tamaya | Albuquerque, NM

2024 Basic Course in Allergy & Immunology – Hybrid  
July 25-27 | The Diplomat | Hollywood FL

2024 Annual Meeting – Hybrid |Independent\*  
November 8-10| Four Seasons Hotel | Las Vegas, NV  
*\*NOT in conjunction with AAOHNSF and the related ENT Society meetings*

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 may 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 and any room set fees. 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 suite, please refer to page 23.

Food and beverage (including gift cards), if offered, are the responsibility of the event organizer. Unless Tier 2 | \$35,700 option is chosen. If applicable, a final guarantee must be given directly to the venue for all major food functions at least 10 or more business days in advance of the function.



If the Live-Stream Add-On option is chosen, fees for AV equipment, labor, etc. will be applied; they are not included in \$6,000 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.

*Please fill out the Corporate Industry Satellite Symposia application on pages 16.*

## 2024 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:	

PRODUCT THEATER OPTION <i>(please select all that applies)</i>	FEE	SELECT
Tier 1 Product Theater, specify meeting here _____	\$25,000/each	
Tier 2 Product Theater with F&B, specify meeting here _____	\$37,500/each	
20% administrative fee of \$25K or \$37K if you are a third-party CME company	\$5,000	
<i>Please specify company/product you are representing</i> _____	\$7,500	
Hybrid Add-On: Live Stream and/or Recording <i>(where applicable)</i>	\$6,000	
Stand-Alone, please indicate date/time here _____	\$25,000/each	
Demo Lab, please indicate date/time here _____	\$25,000/each	
Sponsored Business of Medicine Webinar	\$25,000/each	
<b>Total Amount Due:</b>		

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

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

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: \_\_\_\_\_ Address and ZIP: \_\_\_\_\_

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.

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

**Return the 2024 Corporate Industry Satellite Symposia Application and Payment to:**

Marina Fassnacht at [mfassnacht@aoallergy.org](mailto: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\*\*\***



## 2024 EXHIBIT INFORMATION

Based on overwhelming feedback from members, all of the 2024 AAOA CME events will be 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. 2024 will highlight rhinology/skull base surgery and laryngology/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, we expect a 50/50 split between our in person and virtual audiences. Total registration for 2023 exceeded our historical trends, and we expect 2024 to do the same. 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:

- **CONTINUE in 2024!!! Essential Virtual Booth** in the meeting app Whova, if opted in
- A listing in the AAOA Resource Center for free until the end of calendar year, required
- 8'x10' Space in Exhibit Hall, if you need more space, additional fees will be applied
- (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.
- 1 Lead Retrieval profile in the meeting app Whova, see page 19 if you require more than 1 lead retrieval, if opted in for a virtual booth
- 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.

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.

To help assure our virtual audience has access to you, we need you to participate in the Essential Virtual Booth and have a virtual presence. We need each exhibiting 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

**LIVE-STREAMED OPTION ONLY**

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 <b>or</b> Premium Virtual Booth). This fee includes an Essential Virtual Booth at each event	\$12,000 <b>must commit by 1/15/24</b>
One In-Person Booth <b>or</b> Premium Virtual Booth at any of the following: Advanced Course, Basic Course, or Annual Meeting. This fee includes an Essential Virtual Booth at each 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 AAOAllergy.org)	Contact <a href="mailto:mfassnacht@aoallergy.org">mfassnacht@aoallergy.org</a> for pricing



#### 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](http://www.AAOAllergy.org)

#### ADDITIONAL BADGES AND LEAD RETRIEVALS:

If your company is sending more than two (2) representatives, a \$50 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 review the Exhibitor Terms and Conditions on page 20 and fill out the 2024 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](http://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 \$50 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](http://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 expenses.

## **Virtual Booth**

To increase your visibility and be inclusive to our virtual audience, AAOA offers complementary virtual booth to all in-person exhibitors. Exhibitor must opt in at the time of registration and provide all necessary information.

## **Hybrid**

AAOA's 2024 live CME programs will be in a hybrid format. Each meeting will offer a pre-live component with on-demand content, 3-days of live face-to-face and virtual, and up to 60 days post on-demand content. Members will have access to the virtual booths throughout this 90-day period to help increase your visibility and traffic.

## **Post-Pandemic Disclaimer**

According to industry trends and the most recent AAOA membership survey, we expect a 50/50 split between our in person and virtual audiences. Total registration for 2023 exceeded our historical trends, and we expect 2024 to do the same. Rest assured, AAOA is developing programs and content in response to member-defined needs to help our attendance exceed industry trends.

## 2024 EXHIBIT APPLICATION

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

SELECT	MEETINGS AND SPONSORSHIPS	FEE
	Three Meeting Bundle: Advanced and Basic Courses and Annual Meeting Virtual Essential Booth is included, opt in here <input type="checkbox"/> <b>Save \$1500!!!</b>	\$12,000
	One Advanced Course, Basic Course or Annual Meeting ONLY (circle meeting) Virtual Essential Booth is included, opt in here <input type="checkbox"/>	\$4,500
	Add-on combination to host both a Premium virtual and in-person booth	Add \$500/mtg
	Essential Virtual Booth ONLY ( <i>type meeting(s) here</i> )	\$1,500/mtg
	Sponsorship ( <i>see page 23, 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, website, 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: \_\_\_\_\_ Address and ZIP: \_\_\_\_\_

*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 2024 Exhibit 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\*\*\***





## 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 an 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*
- Resident PBL Event - *Starting at \$7,500/hour up to 20 Residents, AV and F&B not included*

*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@aaallergy.org](mailto:mfassnacht@aaallergy.org) or (202) 955-5010 x500 for approval and pricing.

Please fill out page 22 "Sponsorship" row and submit to Marina Fassnacht at [mfassnacht@aaallergy.org](mailto:mfassnacht@aaallergy.org).

## NON-CME OPPORTUNITIES

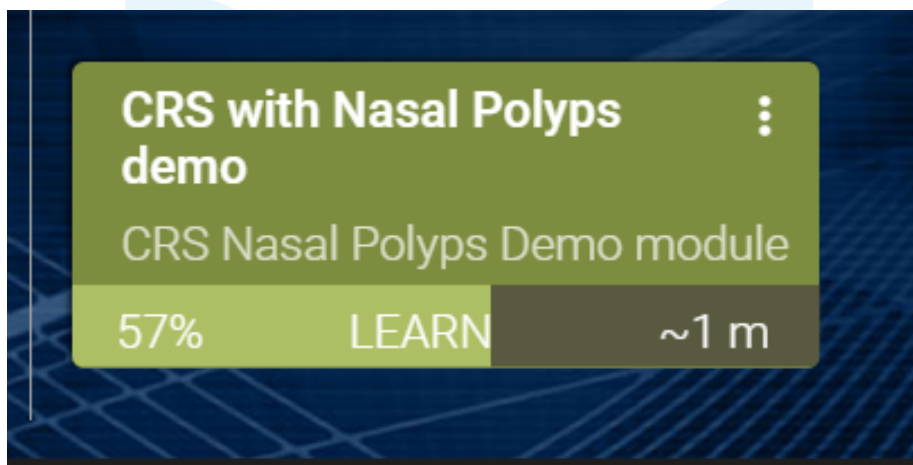
In addition to the promotional and exhibit opportunities tied to our live CME programs, the AAOA is very interested in exploring opportunities that go beyond our CME audience and reach our full membership. As healthcare is evolving with more practice management challenges and improved pathways for integrated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

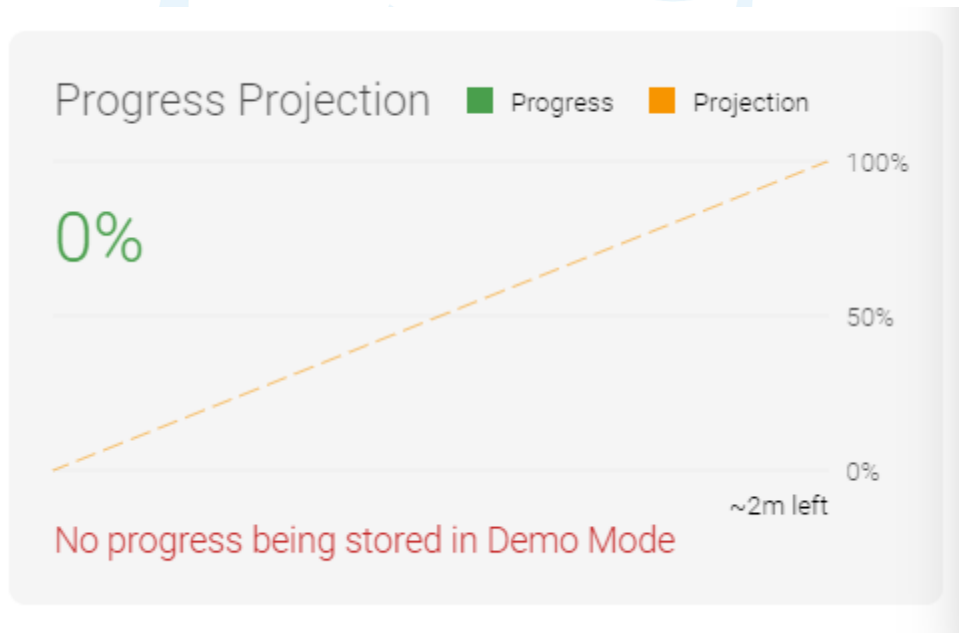
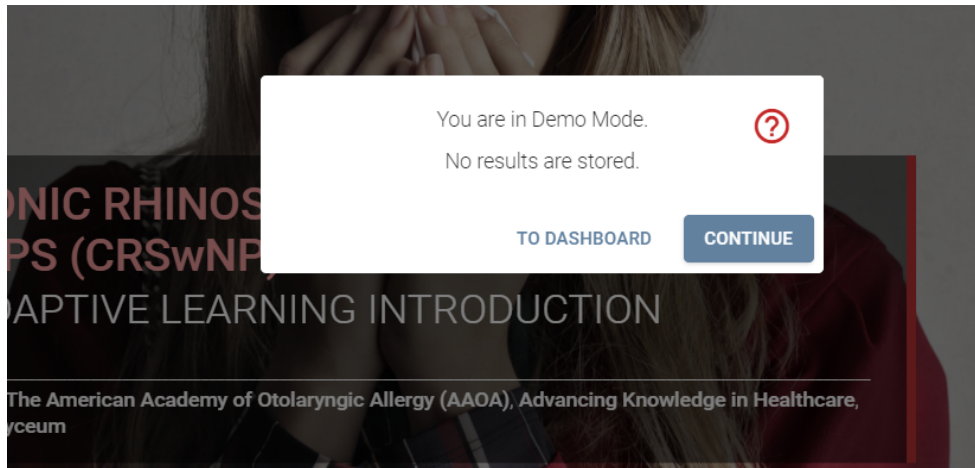
AAOA has recently launched its new digital platform @AAOAllergy.org. We are undertaking a digital redevelopment to offer new patient education, practice management, and enduring CME tools and resources for our members. Within this construct, we would be happy to discuss partnership opportunities.

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





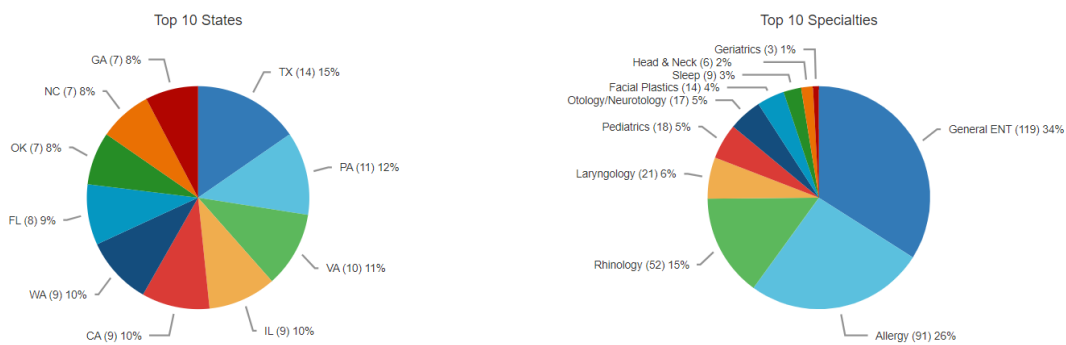
Working in partnership, we can identify needs and develop resources for our members.

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.

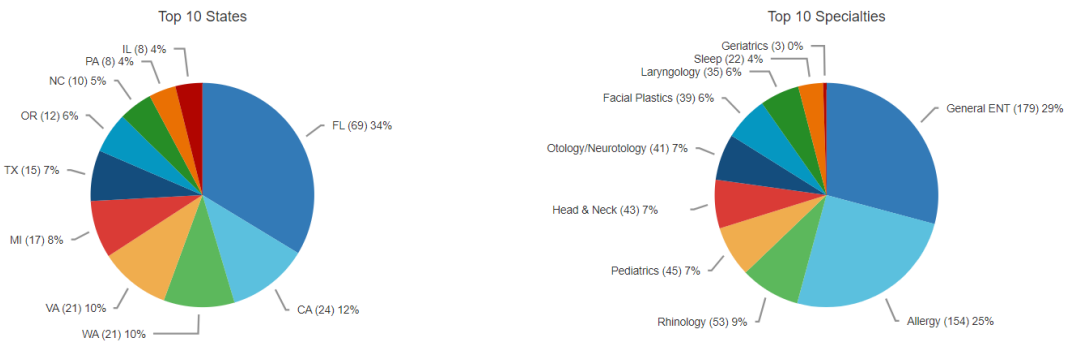
# ATTENDANCE BREAKDOWN

COURSE	TYPE	TOTAL #	MD, DO	ALLIED HEALTH	OTHER
2021 AAOA Basic Course	Virtual	324	220	103	1
2021 AAOA Annual Meeting	Virtual	493	393	97	3
2022 AAOA Advanced Course	Hybrid	222	152	69	1
2022 AAOA Basic Course	Hybrid	300	162	137	1
2022 AAOA Annual Meeting	Hybrid	218	163	40	15
2023 AAOA Advanced Course	Hybrid	187	137	44	6
2023 AAOA Basic Course	Hybrid	310	177	131	2
2023 AAOA Annual Meeting	Hybrid	473	338	133	2

## 2023 AAOA Advanced Course



## 2023 AAOA Basic Course



## 2023 AAOA Annual Meeting

