



2018 AAOA EXHIBITOR PROSPECTUS

*Otolaryngologists dedicated to the quality care
of patients with allergic and related respiratory disease*



Welcome

Dear Business Partner,

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. With more than 2,500 members, we represent the allergy and respiratory disease interests of over 8,000 US-based otolaryngologists. Our overarching organizational mission is to deliver education intended to improve patient care.

With that in mind, we recognize there are several levels of education that work in concert to optimize care. Many of these opportunities stem from the relationships we have with our corporate partners. Sponsorships, corporate support, and technical exhibits are vital extensions to our educational content, as they broaden our opportunities to inform our members of state-of-the-art research and help make them aware of commercially available products and services related to otolaryngology and medicine in general. With today's economic climate, our goal is to broaden your opportunities to work with the AAOA and its educational programs to help us each meet our own internal goals. We are once again offering complimentary Annual and Advanced Course space to companies who commit to exhibiting at the AAOA Basic Course in Allergy and Immunology in 2018. In order to take advantage of this opportunity, we must receive your commitment prior to April 1, 2018.

This Exhibitor Prospectus contains all the information necessary to make your participation in the AAOA's 2018 CME programs a success. Please note that in addition to participating as an exhibitor during these events, we offer marketing and promotional opportunities, as well as industry satellite and product theaters. We are also open to considering unique opportunities to maximize the impact we can have together. Please feel free to contact either of us for more information about these specialized marketing opportunities.

As we plan and develop our 2018 CME programs, we look forward to working with you in our overall educational efforts.

Sincerely,



Ivor

Ivor Emanuel, MD
Corporate Development Chair

Marina

Marina Fassnacht
Director, Marketing and Communications

About AAOA

The mission of the American Academy of Otolaryngic Allergy (AAOA) is to enhance the knowledge and skill of physicians and others in their care of the allergic patient.

Who We Are

The AAOA is one of the largest national otolaryngology societies, representing approximately one-third of the practicing otolaryngologists, mainly private practice general otolaryngologists who include the broader management of allergy and related inflammatory diseases of the respiratory tract within their daily ENT practice, in addition to general ENT, rhinology, and pediatric ENT. Our 2,000+ physician members are the key decision makers in their practices. Additionally, 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 education outreach to a total member base of more than 2,500 active members.

Why Participate?

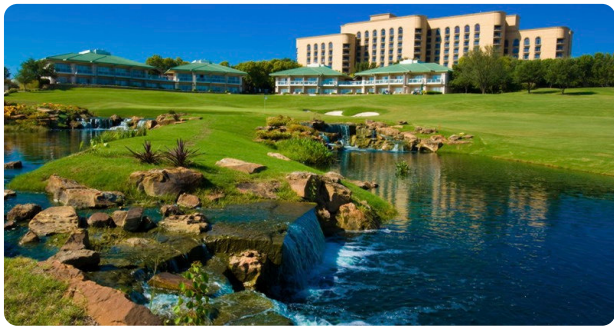
The AAOA CME mission underscores the organizational commitment of continued learning with a goal toward improved patient outcomes. As a corporate partner, you can share our mission. In the realm of partnership, we invite you to participate in our 2018 AAOA CME events. At each of our events, we draw 250-350 attendees. Many, if not most, of the attendees are new to incorporating the management of allergy and related respiratory diseases into their overall medical and surgical ENT practice. Most of the participants use these courses as a way to familiarize themselves with both medical and product knowledge. These programs provide you a unique opportunity to focus on a well-defined, motivated, target demographic for new client development, as well as a chance to thank existing clients.

PAST EXHIBITORS

ACCLARENT, INC.
ALCON LABORATORIES
ALK-ABELLO, INC.
ALLERGY TREATMENT SYSTEMS
ALLERGY LABORATORIES, INC.
ALLETESS MEDICAL LABORATORY, INC.
ANTIGEN LABORATORIES, INC.
AUDIGY MEDICAL
CIRCASSIA PHARMACEUTICALS
FUEL MEDICAL GROUP
GENENTECH
GREENWAY MEDICAL TECHNOLOGIES
HILL DERMACEUTICALS, INC.
HOLLISTERSTEIR ALLERGY
HYCOR BIOMEDICAL, INC.
LINCOLN DIAGNOSTICS, INC.
MEDA PHARMACEUTICALS
MERCK, INC.
MYLAN, INC.
NEILMED PHARMACEUTICALS
OPTINOSE US
ROSCH VISIONARY SYSTEMS
STALLERGENES GREER
SOLUTIONREACH
SUNOVION PHARMACEUTICALS
TEVA RESPIRATORY
XTRACT SOLUTIONS



2018 AAOA CME



2018 AAOA Interactive Allergy and Rhinology Course*

February 22-23
Four Seasons Resort and Club Dallas at Las Colinas
Dallas, TX



2018 AAOA Basic Course in Allergy and Immunology

July 5-7
Diplomat Beach Resort
Hollywood, FL



2018 AAOA Annual Meeting

September 14-16
Loews Philadelphia
Philadelphia, PA



2018 AAOA Advanced Course in Allergy and Immunology

December 5-8
Sheraton Atlanta
Atlanta, GA

Please visit www.aaوالlegy.org for course information and the schedule

Exhibit opportunities are not available at the AAOA Interactive Allergy and Rhinology Course; however, marketing and promotional opportunities are welcome. Contact mfassnacht@aaof.org for more information.

Exhibit Information

Recognizing that the AAOA meetings provide your company with a great opportunity to increase your market share and develop new clients, the AAOA is offering the following exhibit booth opportunities for 2018:

MEETING	STANDARD SPACE*	EXPANDED SPACE**
All Three Meetings: Basic Course, Annual Meeting, and Advanced Course. <i>(By opting to exhibit at the 2018 Basic Course, you have the option to exhibit at the Annual Meeting and Advanced Course at no additional charge)</i>	\$12,000 (Commit by 4/1/18)	\$15,000 (Commit by 4/1/18)
Basic Course Only	\$12,000	\$15,000
Annual Meeting Only	\$4,250	\$5,250
Advanced Course Only	\$4,250	\$5,250

THE EXHIBIT FEES ARE NON-REFUNDABLE.

At a minimum, a standard exhibit space will include:

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

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

* *Standard Exhibit Space does not exceed 8'x8'*

** *Expanded Exhibit Space is larger than Standard Exhibit Space, but does not exceed 10'x10'*

****If your company is sending more than two (2) representatives, a \$50/badge fee will be applied. The fee is non-refundable.*

Exhibitor Terms and Conditions

1. Eligibility to Exhibit

Companies involved in providing education, supplies, and services to the medical profession: pharmaceutical, instrumentation, practice management, publications, computer software, etc.

All products must be directly related to the practice of 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.

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.

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.

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

2. Exhibitor Representatives

Each exhibiting company is granted two (2) badges 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 in advance and on-site. Only exhibitors with badges will be permitted to enter the exhibit area during hours of the program and installation and dismantling.

3. Failure to Occupy Space

Any 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.

4. 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.

5. Special Restrictions

Giveaways are permitted only if approved in writing by AAOA prior to the meeting. Any activity in the exhibit aisles is strictly prohibited.

Fire hose cabinets and exits must be left accessible and in full view at all times. Decorations and displays must either be of inflammable material or be treated by an approved fire prevention method. All display material must be flame proof and is subject to inspection by the local Fire Department. No flammable fluids or substances may be used or shown at exhibit booths.

Displays may not be dismantled, nor can any packing begin, prior to end of the final exhibit hours on move-out day.

6. Security

AAOA cannot guarantee or assume any liability against loss or damage of any kind and encourages exhibitors to secure their belongings.

7. Signs/Announcements

No signs, posters, or brochures will be allowed anywhere in the hotel except within each exhibitor's booth. No signs or other articles are to be fastened to walls or electrical fixtures. The use of thumbtacks, tape, nails, screws, bolts, or any tool or material that could mark the floor or wall is prohibited.

8. Exhibitor Events/Function Space

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

9. 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.

10. 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.

2018 Exhibit Application

	STANDARD (please check)	EXPANDED (please check)
All three meetings (Advanced, Basic & Annual)	<input type="checkbox"/> \$12,000 (before 4/1/18)	<input type="checkbox"/> \$15,000 (before 4/1/18)
2018 Basic Course <i>Only</i>	<input type="checkbox"/> \$12,000	<input type="checkbox"/> \$15,000
2018 Annual Meeting <i>Only</i>	<input type="checkbox"/> \$4,250	<input type="checkbox"/> \$5,250
2018 Advanced Course <i>Only</i>	<input type="checkbox"/> \$4,250	<input type="checkbox"/> \$5,250

Company Name: _____

Contact Name/Title: _____

Address: _____

City: _____ State: _____ Zip: _____

Contact Email: _____ Contact Phone: _____

Product/Company Description (Please do not exceed 100 words and use additional sheet of paper if needed):

Booth Dimensions and Type: _____ Amount Due: _____

Please make Fees (*non-refundable*) Payable in U.S Funds to: **American Academy of Otolaryngic Allergy**

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

Credit Card Number: _____ Exp. Date: _____ Security Code/CVV: _____

Name on the Card: _____ Cardholder Signature: _____

Authorized Name and Title: _____ Date: _____ Signature: _____

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

Please sign below acknowledging that you have read and agreed to all of the exhibitor's terms and conditions (please see page 6).

Name: _____ Signature: _____ Date: _____

Return the 2018 Exhibit Application and payment to:

Marina Fassnacht at mfassnacht@aoaf.org or
11130 Sunrise Valley Dr. | Suite #100 | Reston, VA 20191

*****APPLICATION WILL NOT BE PROCESSED UNTIL FULL PAYMENT IS RECEIVED*****

2018 Marketing & Promotional Opportunities

OPPORTUNITY	PRICE*
Hotel Room Key Cards	\$6,000
Hotel Room Door Drop	\$2,000/day
WiFi in Meeting Area	starts at \$10,000
Charging Stations in Meeting Area	starts at \$5,000
Branded Printing Station in Exhibit Hall	starts at \$5,000
Disposable Napkins or Coffee Cups	starts at \$5,000
"Healthy Start" Branding	starts at \$2,000
Corporate Suites	starts at \$1,000
Resident Scholarships	starts at \$1,500/Resident
Mailing List	starts at \$800
Pre-course Attendee Mailing List	starts at \$250
Custom Promotional Opportunities	See Below
Non-CME Opportunities	See Page 10
Hotel Advertisement	please contact Marina Fassnacht for available opportunities
Industry Satellite or Product Theater	starts at \$25,000, please contact Marina Fassnacht for details

* All production costs and/or distribution fees 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.

Hotel Room Key Cards \$6,000

Looking for a way to reach all attendees? Hotel Room Key Cards allow you to print your message on the hotel room keys of all event attendees. Every time they open the door to their room, they will think of your company or product. Card design is subject to AAOA approval.

Hotel Room Door Drop \$2,000/day

Get your targeted message to the right attendees by sliding your message under their hotel room door. As they enjoy their morning coffee, they can also drink in information about your company.

WiFi in Meeting Area \$10,000 and up

Your company can sponsor WiFi access for attendees. A branded flyer can be distributed to attendees with access instructions. Flyer design is subject to AAOA approval.

Charging Stations in Meeting Area \$5,000 and up

Your company can sponsor charging stations for attendees to power up their mobile devices during the meeting.

Branded Printing Station \$5,000 and up

Your company can provide a branded printing station for attendees to print schedules, course materials, and boarding passes.

Continued page 9

2018 Marketing & Promotional Opportunities (continued)

Disposable Napkins or Coffee Cups \$5,000 and up

Your company can provide branded napkins for meal functions, receptions, and coffee breaks. With each drink served, attendees will be reminded of your company or product.

"Healthy Start" Branding \$2,000 and up

Your company can provide branded water bottles, towels, yoga mats, etc. for various "Healthy Start" sessions, including, but not limited to, yoga, running, water activities, ect. at the AAOA Annual Meeting.

Corporate Suites \$1,000 and up

Your company can secure meeting space in order to schedule one-on-one time with physicians.

Resident Scholarships \$1500/ Resident and up

Please contact Marina Fassnacht at mfassnacht@aoaf.org or (202) 955-5010 x500 for more information.

Mailing List \$800 and up

Reach out to AAOA members with marketing and promotional messaging by purchasing an attendee or membership mailing list.

Pre-Course Attendee Mailing List \$250 and up

Reach out to AAOA Course attendees to let them know you will be at the AAOA course and invite them to your booth.

Custom Promotional Opportunities

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

Non-CME Opportunities

Please see Page 10 for more details.

Hotel Advertisement

Your company may increase its presence at the hotel by sponsoring Guest Check-in Flyer, Elevator/Window Cling Film Signage, Branding Throughout the hotel, etc. Please contact Marina Fassnacht at mfassnacht@aoaf.org or (202) 955-5010 x500 for availability and pricing.

Industry Satellite and Product Theater Events \$25,000 and up

The American Academy of Otolaryngic Allergy (AAOA) is offering the opportunity to hold Industry Satellite and Product Theater events during the 2018 AAOA Meetings. Please contact Marina Fassnacht at mfassnacht@aoaf.org or (202) 955-5010 x500 for additional information.

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 a unique opportunity to collaborate together to help expand our resource pool and value to our members.

AAOA is currently 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.

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

- The Allergy and Asthma Primers, which were supplement publications in our journal, *International Forum on Allergy & Rhinology*
- The new online education modules, Clinical Insights, which offers 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

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

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

2018 Marketing & Promotional Opportunities Application

Company Name: _____

Contact Name/Title: _____

Address: _____

City: _____ State: _____ Zip: _____

Contact Email: _____ Contact Phone: _____

Please Select the Marketing and Promotional Opportunity from the List Below:

Hotel Room Key Cards \$6,000

Basic Course Annual Meeting Advanced Course Allergy & Rhinology Course

Hotel Room Door Drop \$2,000/day

Basic Course Annual Meeting Advanced Course Allergy & Rhinology Course

WiFi in Meeting Area \$10,000 and up

Basic Course Annual Meeting Advanced Course Allergy & Rhinology Course

Charging Stations in Meeting Area \$5,000 and up

Basic Course Annual Meeting Advanced Course Allergy & Rhinology Course

Branded Printing Station \$5,000 and up

Basic Course Annual Meeting Advanced Course Allergy & Rhinology Course

Disposable Napkins or Coffee Cups \$5,000 and up

Basic Course Annual Meeting Advanced Course Allergy & Rhinology Course

"Healthy Start" Branding \$2,000 and up

Annual Meeting

Corporate Suites \$1,000 and up

Basic Course Annual Meeting Advanced Course Allergy & Rhinology Course

Resident Scholarships \$1500/ Resident and up

Basic Course Annual Meeting Advanced Course Allergy & Rhinology Course

Mailing List \$250 - \$800

Basic Course Annual Meeting Advanced Course Allergy & Rhinology Course

Full Membership

Non-CME Opportunities or Custom Promotional Opportunity _____

Basic Course Annual Meeting Advanced Course Allergy & Rhinology Course

Hotel Advertisement _____

Basic Course Annual Meeting Advanced Course Allergy & Rhinology Course

TOTAL AMOUNT DUE: _____

PLEASE PROCEED TO THE NEXT PAGE TO PROVIDE PAYMENT INFORMATION

2018 Marketing & Promotional Opportunities Application (continued)

Please make Fees* Payable in U.S Funds to: **American Academy of Otolaryngic Allergy (AAOA)**

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

Credit Card Number: _____ Exp. Date: _____ Security Code/CVV: _____

Name on the Card: _____ Cardholder Signature: _____

Authorized Name and Title: _____ Date: _____ Signature: _____

Please sign below acknowledging that all promotional materials will be submitted to the AAOA for approval prior to production and/or execution.

Name: _____ Signature: _____ Date: _____

** All production costs and/or distribution fees 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. Fees are non-refundable.*

Return the 2018 Marketing & Promotional Application and payment to:

Marina Fassnacht at mfassnacht@aoaf.org or
11130 Sunrise Valley Dr. | Suite #100 | Reston, VA 20191

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