



# 2026 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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Dear Corporate Partner,

As we look toward 2026, 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.

Thank you for your interest in the American Academy of Otolaryngic Allergy (AAOA) and our member base. Established in 1941, 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 2026, AAOA is continuing its **hybrid** format for all of our live educational programs. The Explorers Course 2026: Surgical & Medical Management of Airway Disease in Otolaryngology, Basic Course in Allergy & Immunology, and Annual Meeting will be virtual and in-person to give our members more access and options in how they engage. For the last 3 years our hybrid approach has increased engagement and participation. With increasing costs and reduced reimbursement, we will continue to support our members with educational choice to help them continue to meet their patients' needs.

Beyond our traditional meetings, we are expanding our offerings to open educational pathways with virtual and audio podcasts, product theaters, clinical skills workshops, demo labs, exhibits, and more. This programmatic expansion opens new opportunities for our corporate partnerships, outlined in the attached prospectus.

Our members are looking for your insights on everything from new innovations, practical issues tied to implementation, supply chains issues, and more. It is with this in mind that we offer several options for you to consider finding the right mix to assure our members better understand you and your products and services. We think this expansion will better enable you to hit your physician impact goals. We are open to your ideas too. Have a concept you want to test or a format you have used successfully with another professional medical society? Now, more than ever, we need to think out-of-the-box to help both you and the AAOA help our members.

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.

We appreciate your commitment to the AAOA and our member programs, especially our CME programs. And 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.

**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 US 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.

In addition to practicing ENT surgeons, 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 2,500 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
- Pharma Symposia
- Clinical Skills Hands-On Learning Lab
- Virtual Satellite Product Theater
- Podcasts — video and audio formats
- Practice Management Series Sponsorship
- Demo Labs (unique to the Explorers Course)
- In-Kind Donation for Agnostic Learning
- Practice Resource Programs
- Exhibits
- And more

Our education programs feature national and international leaders in otolaryngology, who are on the cutting-edge of clinical care affecting all practicing 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 2026 will continue to shed light on the emerging role of biologics in ENT and inflammatory disease management, we are also focused on 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 2026 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. We encourage you to consider multiple formats to help assure your messaging resonates.

**PAST CORPORATE PARTNERS AND EXHIBITOR**

ACCLARENT/INTEGRA  
LIFESCIENCES  
AERIN MEDICAL  
ALCON LABORATORIES  
ALLERMETRIX  
ALK-ABELLO, INC.  
ALLERGY AND ASTHMA  
NETWORK  
ALLERGY TREATMENT  
SYSTEMS  
ALLERGY LABORATORIES  
ALLETES MEDICAL  
LABORATORY, INC.  
ALTUS BIOLOGICS  
AMGEN/ASTRAZENECA  
ANTIGEN LABORATORIES  
ASTRAZENECA  
AUDIGY MEDICAL  
CENTER ALLERGY

CIRCASSIA  
PHARMACEUTICALS  
ENTELLUS 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  
KARL STORZ ENDOSCOPY  
MEDA PHARMACEUTICALS  
MEDTRONIC ENT  
MERCK, INC.  
MODMED  
MODULEMD

MYLAN, INC.  
NEILMED  
PHARMACEUTICALS  
NEURENT MEDICAL  
NOVARTIS  
PHARMACEUTICALS  
OPTINOSE US  
PENTAX  
PROSOMNUS SLEEP  
TECHNOLOGIES  
REGENERON  
ROSCHE VISIONARY SYSTEMS  
SANOFI  
STALLERGENES GREER  
STRYKER  
SOLUTIONREACH  
SUNOVION  
PHARMACEUTICALS  
TEVA RESPIRATORY  
THERMOFISHER  
US ENT PARTNERS



## 2026 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 Opportunities
  - Pharma Symposia
  - Clinical Skills Hands-On Learning Lab
  - Virtual Satellite Product Theater
  - Practice Management Series Sponsorship
  - In-Kind Donation for Agnostic Learning
  - Podcasts—video and audio formats
  - Demo Labs (unique to the Explorers Course)
  - Resident PBL Session
- Annual Meeting Reception
- Focus Groups
- Meeting Exhibits
- Meeting Networking Sponsorships
- Meeting Resource Sponsorship
- Practice Resource Sponsorship
- Hospitality Suite

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
- Provide access to AAOA thought leaders

The AAOA Corporate Advisory *ThinkTank* provides exposure to not only the 2,500 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.

AAOA's *ThinkTank* is open to pharmaceutical, medical device, practice management, and other ENT-focused companies. *ThinkTank* participating companies are invited to have 1-3 representatives sitting at the table to participate, and we encourage consideration of senior team members.

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 exploring 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, turbinates, 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 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.

2026 AAOA CORPORATE ADVISORY <i>THINKTANK</i> PROGRAM			
<i>(Please fill out the ThinkTank application on page 7. Questions? Contact <a href="mailto:mfassnacht@aaaallergy.org">mfassnacht@aaaallergy.org</a>)</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 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

**PAST AAOA CORPORATE ADVISORY *THINKTANK* MEMBERS:** GSK, AMGEN, OPTINOSE.

## 2026 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 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 2026 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 an 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 marketplace, 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. We encourage visual content such as videos to increase impact.

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 with 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.

To participate fill out the application on page 9 and submit with the fee to [mfassnacht@aoaallergy.org](mailto:mfassnacht@aoaallergy.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!***

## 2026 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 1/1/25)	\$3,750
	6 mo, concurrent months, regular price	\$4,500
	3 mo, concurrent months	\$3,000
	Monthly	\$1,500/month
	Other _____	
<b>Total Amount Due:</b>		

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

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

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

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

Name on the Card: \_\_\_\_\_ 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 2026 Partner Resource Center Application and Payment to:**

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

**\*\*\*APPLICATION MUST BE SIGNED/DATED AND WILL NOT BE PROCESSED**

**UNTIL FULL PAYMENT IS RECEIVED\*\*\***



## 2026 CORPORATE OPPORTUNITIES

OPPORTUNITY	DESCRIPTION   INCLUDES	COST
<b>PHARMA SYMPOSIA</b>	60- min live presentation, includes: <ul style="list-style-type: none"> <li>● Access to AAOA meeting space to host 75 in rounds (no podium or stage);</li> <li>● Basic AV to include LCD projector, screen, and microphone</li> <li>● Any additional AV, production support, room set additions/changes, or added requests will be charged to the sponsor</li> <li>● Room access 15 mins prior for set up and registration</li> <li>● If your AV order is complex or you require a rehearsal with the AV team, additional fees will be applied</li> <li>● Food &amp; Beverage provided by AAOA outside the room and signed to indicate such for 75; AAOA has sole discretion in food selection (any increase in guarantees must be received 10 days out and billed to sponsor)</li> <li>● Advanced AAOA meeting registration list for event promotion; Limited to one-time use and AAOA approval</li> <li>● Special recognition in AAOA exhibitor handout, signage, if applicable, meeting app, Whova, AAOA website, and the AAOA Today newsletter</li> <li>● Premium Virtual Booth with company information on AAOA meeting app, Whova; Intended to increase visibility and is obligatory</li> <li>● Listing in AAOA web-based Resource Center from commitment through to end of calendar year; Intended to increase visibility and is obligatory</li> <li>● 2 Badges without access to AAOA CME sessions [For access to AAOA CME sessions, please register as Industry Representative]</li> <li>● 2 Badge Scanning Lead Retrieval profiles in the meeting app; Additional lead retrieval profiles are available at \$50/ea; Other lead retrieval devices are permitted and the responsibility of the sponsor.</li> </ul>	<b>\$42,000*</b>  Several slots offered on the first come, first served basis, signed application is required to secure the spot.  <i>If you'd like to order F&amp;B on your own, please contact AAOA.</i>  <i>There is a 20% administrative fee applied to the pharma symposia fee if you are a third party CME company</i>
<b>CLINICAL SKILLS HANDS-ON LEARNING LAB</b>	<ul style="list-style-type: none"> <li>● Small group hands-on session to discuss product, applications, best practices, and “How I Do It” in a workshop format; Goal to offer members hands on learning to better understand how the skill applies to their practice</li> <li>● 30-min skills training session sponsored by device company (maybe concurrent with an exhibit break at AAOA’s discretion)</li> <li>● Not competing with other sponsored sessions or AAOA CME program</li> <li>● AV or Food and Beverage optional direct expense to sponsor. Any such add-ons must be confirmed and paid at least 30 days prior to event.</li> </ul>	<b>\$12,500*</b>
<b>VIRTUAL SATELLITE PRODUCT THEATER</b>	60-min access to the AAOA members via Zoom, includes: <ul style="list-style-type: none"> <li>● Pre-event promotional outreach to the registrants and program support</li> <li>● AAOA production team for the 60-min session. Any additional costs for rehearsals, additional equipment, or labor are not included and will be priced accordingly</li> </ul>	<b>\$25,000</b>  <i>There is 20% administrative fee applied to the product</i>



	<ul style="list-style-type: none"> <li>Sponsor may choose date and time.</li> </ul>	<i>theater fee if you are a third-party CME company.</i>
<b>PRACTICE MANAGEMENT SERIES SPONSORSHIP</b>	<ul style="list-style-type: none"> <li>Unique opportunity to sponsor quarterly Virtual Practice Management Series   No CME</li> <li>Virtual series will offer 45-60 mins focus on practice issues impacting ENT and solutions</li> <li>Sponsor gets 5-10 min infomercial to highlight company, products, and services at the end of each episode</li> <li>Option to sponsor the whole series (4 episodes) or individual episodes.</li> <li>Option to suggest hot topics impacting the practice of ENT</li> </ul>	<b>\$7,500/ EPISODE</b>  <b>\$24,000/ SERIES/4 EPISODES</b>
<b>DEMO LABS NEW!</b>	<ul style="list-style-type: none"> <li>Members are looking for tools, resources, and devices to augment their practice, reduce their overhead, and improve their patient care options. By shifting from the traditional exhibit hall, our goal is to give our members some real hands-on opportunities to walk away with new skills and knowledge. And to give you more interaction with the members.</li> <li>Unique to the Explorers Course, our intention is to design more engagement with small groups to help you share all the benefits of your product(s), while our members hear the questions their peers have for more implementation take aways</li> <li>The re-design of the Explorers Course lends itself to this new demo lab concept.</li> <li>Demo Labs will complement course content and vice versa</li> <li>Offering several concurrent sessions where groups of attendees will be assigned to specific vendors to be able to get a more in-depth overview of your products and how they can positively impact patient care in the ENT office.</li> </ul> <p>For Explorers, our intention is to offer only</p> <ul style="list-style-type: none"> <li>Satellite Product Theaters</li> <li>Stand Alone Clinical Skills Workshops</li> <li>Concurrent Demo Labs (7 sessions targeted); Replaces the typical Exhibit Hall</li> </ul> <p>Here is how it would work. Based on interest and space, we will define how many concurrent Demo Labs will run during each session Every Demo Lab will have a virtual exhibit on the AAOA meeting App Whova</p> <p>For the 7 30-min concurrent sessions, based on feedback, offer either:</p> <ul style="list-style-type: none"> <li>14 15-min segments or 2 per 30 min demo lab session</li> <li>21 10-min segments or 3 per 30 min demo lab session</li> </ul> <p>Goal: More interactive for both you and our members. Each of our corporate partners has a product, service, or device that can impact our members' practices. This new approach offers a more engaging approach to sharing your product information and what makes you unique. Additionally, it gives our members some takeaways to implement.</p>	<b>\$5000</b>  6x6 space;  7 concurrent demo labs  Optional AV/Hardwired Internet or other requests additional fees applied  <i>Please submit application on page 18</i>
<b>IN-KIND DONATION FOR AGNOSTIC</b>	<ul style="list-style-type: none"> <li>To offer more practical learning in support of surgical &amp; medical management on scope of practice, AAOA welcomes in-kind device donations to be used by faculty as a part of AAOA CME program</li> </ul>	<b>N/A</b>

<b>LEARNING</b>	<p>curriculum</p> <ul style="list-style-type: none"> <li>○ Key opportunities include allergy testing practica and in-office procedural panels</li> <li>● Special recognition in the exhibitor handout, signage at the event, if applicable, meeting app, Whova, and the AAOA Today newsletter.</li> </ul>	
<b>PODCASTS</b>	<ul style="list-style-type: none"> <li>● Today in ENT Allergy: AAOA's Podcast is available on most major podcast hosting platforms</li> <li>● Option to sponsor an episode or series</li> <li>● Includes moderator, recording, editing, and hosting fees for 12 mo</li> <li>● Content, focus, and faculty can be defined by sponsor. Or sponsor can support AAOA defined topics. Recent sponsored podcast series have focused on CRSwNP and EGPA</li> <li>● The following formats offered: Virtual, Audio, and/or Dual.</li> </ul>	
<b>RESIDENT PBL SESSION</b>	<p>60-min PBL session for AAOA Residents ONLY, including:</p> <ul style="list-style-type: none"> <li>● Access to AAOA meeting space to host up to 20 rounds (no podium or stage); Access 15 mins prior for set up and registration; 15 mins post allowed</li> <li>● Basic AV to include LCD projector, screen, and mic (any additional AV at sponsor cost)</li> <li>● Food &amp; Beverage provided by AAOA outside the room and signed to indicate such for up to 20; AAOA has sole discretion in food selection (any increase in guarantees must be received 10 days out and billed to sponsor)</li> </ul>	<p><b>\$12,000</b></p> <p>Limited morning slots offered on the first-come, first-served basis, signed application is required to secure the spot</p>
<b>RESIDENT ALLERGY PRACTICE ACCELERATOR (RAPA)</b>	<p>Resident Allergy Practice Accelerator (RAPA) is a focused opportunity to impact both residents and the AAOA membership future. Held in conjunction with the Annual Meeting, this program offers in-person learning for at least 50 residents. Each ENT Training Program is invited to nominate residents. Under the direction of AAOA leadership, the program offers core concepts in allergy, inflammatory disease, and the role of allergy in the scope of otolaryngology. RAPA is blended with the Annual Meeting to give the residents access to state-of-the-art, cutting-edge clinical concepts and to interact with practicing AAOA members to get a better sense of life post residency. As part of the sponsorship, the funder will have an option to offer up to 90 mins of content to the residents.</p>	<p><b>\$150,000</b></p>
<b>EXHIBITS</b>	<p>Exhibit space is offered at the AAOA Basic Course in Allergy &amp; Immunology and AAOA Annual Meeting. Complimentary virtual exhibit booth in the meeting app is included in the fee.</p>	<p><i>Please refer to pages 19-24</i></p>

*\*If you need additional space for faculty training or rehearsals, please request space using the hospitality suite in sponsorship opportunities. If you'd like to Live-Stream and/or Record your sponsored event, please add the Live-Stream 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, video editing, labor, rehearsals, etc. are not included in the \$6,000 fee paid to AAOA and will be due prior to the event.*

Please contact Marina Fassnacht [mfassnacht@aaoallergy.org](mailto:mfassnacht@aaoallergy.org) if you have any questions.



## CORPORATE OPPORTUNITIES GUIDELINES

Companies **must** identify one point of contact to work with the AAOA staff and associated event venue. To streamline set-up, this improves overall communication and effectiveness. Noncompliance may incur administrative support fees.

**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.**

**Companies must adhere to all the programmatic deadlines and requirements for content for virtual booths, program promotion, and more.**

### GENERAL INFORMATION

The two courses and the Annual meeting are hybrid. The official live component dates of the 2026 events are as follows (more information at [www.AAOAllergy.org](http://www.AAOAllergy.org)). Each meeting has on-demand content accessible prior to the live component, and all AAOA content available on-demand for up to 90 days of total access. It is expected that each Exhibiting company with participate in the virtual booth to support our virtual audience and expand your reach and impact.

*Explorers Course 2026: Surgical & Medical Management of Airway Disease in Otolaryngology — Hybrid  
90-days Access December 22-March 23, 2026; January 22-24, 2026 – Live  
Fairmont Sonoma Mission Inn & Spa, Sonoma, CA*

*2026 AAOA Basic Course in Allergy & Immunology – Hybrid  
90-days Access June 9– Sep 14, 2026; July 9-11, 2026 – Live  
The Diplomat, Hollywood, Florida*

*2026 AAOA Annual Meeting - Hybrid  
\*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 sponsored event.

AAOA has limited room blocks at each venue and cannot accommodate special requests.

### CONFIRMATION OF TIME SLOT

Once AAOA approves the event, a nonrefundable application fee is required from the sponsoring company as noted in the grid above. Time slots are sold on the first-come, first-served basis. This fee is an application fee only and provides you with the right to conduct a sponsored event within the parameters outlined. Additional event expenses/costs related to the promotion and/or coordination are the responsibility of the sponsoring company or their event organizer. Production and virtual platform fees may apply.

### RESPONSIBILITY OF SPONSOR

All speaker, production, audiovisual costs, and additional support, beyond Basic AV Package outlined above, are the responsibility of the sponsor, including audiovisual labor that is required and any room set fees. Please note that although AAOA has arranged a time slot for your event, 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 sponsor is required to purchase a hospitality suite, please refer to page 25.

The sponsor 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 they pertain to attrition and cancellation penalties) will be the responsibility of the sponsor.

In the event the function is cancelled after the meeting space is confirmed, the sponsor 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 sponsored event is a function endorsed or co-sponsored by AAOA is expressly prohibited.

#### **SIGNAGE, FLYERS AND OTHER PROMOTIONAL MATERIALS:**

All invitations, sponsored event registration brochures, signage, and promotional materials must include the following verbiage, please select an appropriate Corporate Opportunity: **“This commercially supported [Pharma Symposia, Clinical Skills Hands-On Learning Lab, Demo Lab, Podcast, or Virtual Satellite Product Theater] is independent of the American Academy of Otolaryngic Allergy (AAOA) educational activities and is not accredited by AAOA”.**

All invitations, sponsored event registration brochures, signage, and promotional materials must be submitted to AAOA for review and approval prior to printing and distribution. If applicable, companies must share their Sunshine Act attendee disclosure process with the AAOA in advance of the meeting.

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. 2 signs per company.

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.

#### **DOOR DROPS:**

You may choose to promote your event by purchasing a Hotel Room Door Drop, see page 25 for more information. That fee is not included in the sponsored event fee and is additional. All door drops must include the following verbiage, please select an appropriate Corporate Opportunity: **“This commercially supported [Pharma Symposia, Clinical Skills Hands-On Learning Lab, Demo Lab, Podcast, or Virtual Satellite Product Theater] is independent of the American Academy of Otolaryngic Allergy (AAOA) educational activities and is not accredited by AAOA”.**

***Please fill out the Corporate Sponsorship application on page 15.***

## 2026 CORPORATE SPONSORSHIP 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:	

CORPORATE OPPORTUNITY <i>(please select all that applies)</i>	FEE	SELECT
Pharma Symposia - <i>Specify meeting here:</i>	\$42,000	
Clinical Skills Hands-On Learning Lab	\$12,500	
20% administrative fee if you are a third-party CME company - <i>Specify company/product you are representing:</i>		
Hybrid Add-On: Live Stream and/or Recording <i>(where applicable)</i>	\$6,000	
Virtual Satellite Product Theater - <i>Specify date/time:</i>	\$25,000	
Practice Management Series Sponsorship, episode (\$7,500) or series (\$24,000)		
Resident PBL Session	\$12,000	
<i>Other:</i>		
<b>Total Amount Due:</b>		

Please use a separate sheet of paper to submit the details of the corporate opportunity: date, time, subject, speaker(s), and objectives.

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 2026 Corporate Sponsorship 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\*\*\***



## DEMO LAB INFORMATION

### UNIQUE TO THE 2026 EXPLORERS COURSE

To complement our new [Explorers Course](#), we want to give you the opportunity to participate in our new demo lab experience in lieu of an exhibit hall. Members are looking for tools, resources, and devices to augment their practice, reduce their overhead, and improve their patient care options. By shifting from the traditional exhibit hall, our goal is to give our members some real hands-on opportunities to walk away with new skills and knowledge. And to give you more interaction with the members.

The re-design of the Explorers Course lends itself to this new demo lab concept. The intent is to offer several sessions where groups of attendees will be assigned to specific vendors to be able to get a more in-depth overview of your products and how they can positively impact patient care in the ENT office. During the 7 sessions, each company will have an opportunity to meet with each attendee, including the virtual attendees.

Our intention with the demo labs is to design more engagement with small groups to help you share all the benefits of your product(s), while our members hear the questions their peers have for more implementation takeaways.

For Explorers, our intention is to offer **only**

- Satellite Product Theaters
- Stand Alone Clinical Skills Workshops
- Concurrent Demo Labs (7 sessions targeted); replaces the typical Exhibit Hall.

Here is how it would work.

- Price \$5000; 6x6 space; AV, Hardwire, WiFi, electric, etc additional
- 7 concurrent demo labs would be offered throughout the program
- During Registration 1/22
  - Pre lectures & mid lectures during morning sessions 1/23
  - Pre lectures & mid lectures during afternoon sessions 1/23
  - Pre lectures & mid lectures during morning sessions 1/24
- 10-15 Attendees will be grouped & assigned a demo lab rotation to ensure every attendee has an opportunity to learn from each corporate Demo Lab partner
- Every Demo Lab partner will be assigned a time to meet with the virtual registrants to assure they have exposure to you and vice versa
- Based on interest and space, we will define how many concurrent Demo Labs will run during each session
- Every Demo Lab will have a virtual exhibit on the AAOA meeting App
- Explorers opens with virtual prework Dec 22; Live is at the Fairmont Sonoma Mission Inn Jan 22-24; Post live content and virtual exhibit access is open until March 23 — 90 days of outreach opportunity.

For the 7 30-min concurrent sessions, based on participation will be either

- 14 15-min segments or 2 per 30 min demo lab session
- 21 10-min segments or 3 per 30 min demo lab session

Our goal is to make this more interactive for both you and our members. Each of our corporate partners has a product, service, or device that can impact our members' practices. This new approach offers a more engaging approach to sharing your product information and what makes you unique. Additionally, it gives our members some takeaways to implement.

AAOA's Explorers Course 2026: Surgical & Medical Management of Airway Disease in Otolaryngology builds on the curricula of the Basic and highlights 1 or 2 clinical hot topics. 2026 will highlight rhinology/skull base surgery and laryngology/cough. Typically, the Explorers Course 2026: Surgical & Medical Management of Airway Disease in Otolaryngology draws a similar mix of practicing otolaryngologists and AP/AH attendees with a higher percentage of practicing physician.



## 2026 EXPLORERS COURSE DEMO LAB APPLICATION

COMPANY NAME:		
CONTACT NAME / TITLE:		
ADDRESS:		
CITY:	STATE:	ZIP/POSTAL CODE:
TELEPHONE:	EMAIL:	
Funding Link:		
Website		
Product/Service Description (100-word cap) (please provide details for virtual booth and for AAOA to use to promote the Demo Labs)		

DEMO LAB	QTY	FEE
Demo Lab		\$5000
Sponsorship ( <i>see page 25, type here</i> )		
<b>Total Amount Due:</b>		

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 Demo Lab space with the AAOA at the rate defined in this contract and agrees to the Rules & Regulations, governing the demo labs and obeying AAOA's Privacy Policy. The company 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 Demo Lab 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 company acknowledges that it is the sole responsibility of the company to obtain business interruption and property insurance covering losses by the company.*

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

**Return the 2026 Explorers Course Demo Lab 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\*\*\***



## 2026 BASIC COURSE DEMO LAB AND ANNUAL MEETING EXHIBIT INFORMATION

Based on overwhelming feedback from members, all of the 2026 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 and in-office interventions.

Demo Labs and Exhibit Opportunities are offered at

- Basic Course in Allergy & Immunology – Demo Lab
- Annual Meeting - Exhibit

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.

AAOA Basic Course in Allergy & Immunology is its premiere educational offering. Typical selling out annually, this hybrid program attracts both practicing ENTs and their staff. Focused on the core components of diagnosis and management of allergy with hands on practica, the audience is ENTs looking to connect with our corporate partners from pharma, medical devices, practice management, allergy and more.

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

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.

### EXHIBIT AND DEMO LAB IN-PERSON OPTION

STANDARD EXHIBIT AND DEMO LAB IN-PERSON SPACE:

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

- **New in 2026!** Complimentary Premium Virtual Booth in the meeting app Whova; Excellent way to connect and have a presence with the virtual attendees (100+). In addition to all of the Essential Features you were getting before, we are adding the following: ability to add images and videos, schedule 1:1 meetings, and more at no additional cost!
- A listing in the AAOA Resource Center for free until the end of calendar year, required
- 6'x4' Space in Exhibit Hall, if you need more space, additional fees will be applied
- (1) 6' table
- (2) Chairs
- (1) Wastebasket
- (2) Exhibitor Badges, see page 21 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 25 for more details.
- 1 Lead Retrieval profile in the meeting app Whova, see page 21 if you require more than 1 lead retrieval, if opted in for a virtual booth
- Special opportunities to purchase sponsorship and marketing opportunities, see page 25 for details.

Additional items, including power, Internet access, and additional 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 Premium Virtual Booth and have a virtual presence. We need each exhibiting company to submit the following so their Premium 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

We encourage you to post more to help ensure members have key information about you and your products. Suggestions include promotional material, video demos, office hours, testimonials, and more.

**EXHIBIT 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 approach to games (trivia, bingo) or other options virtual component 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 potential virtual leads. You can purchase Premium 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)
- (1) Lead Retrieval profiles in the meeting app Whova, if company is also exhibiting In-Person

MEETING	COST
<ul style="list-style-type: none"> <li>• <b>2026 AAOA Basic Course Demo Lab</b></li> <li>• <b>2026 AAOA Annual Meeting Exhibit</b></li> </ul> This fee includes a Premium Virtual Booth at each event	\$4500 each or both for \$8500 <b>must commit by 3/15/26</b>
Partner Resource Center add-on (on AAOA website AAOAllergy.org)	Contact <a href="mailto:mfassnacht@aaoallergy.org">mfassnacht@aaoallergy.org</a> for pricing



#### EXHIBITOR AND DEMO LAB SPONSOR 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), meeting app, and Resource Center
- 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 sends more than two (2) representatives, a \$50 per 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 their 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 pages 22-23 and fill out the 2026 Exhibit Application on page 24.***

## EXHIBITOR AND DEMO LABS 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 restrictions occur, 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 events. 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 canceled, 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 AND DEMO LABS 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 can 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 booths to all in-person exhibitors. Exhibitors must opt in at the time of registration and provide all necessary information.

## **Hybrid**

AAOA's 2026 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 in person and virtual audiences. Total registration for 2025 exceeded our historical trends, and we expect 2026 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.

## **Hospitality Suite**

If you need additional space to conduct focus group meetings, faculty training or rehearsals, please request space using the hospitality suite in sponsorship opportunities.

## 2026 EXHIBIT AND DEMO LABS APPLICATION

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

SELECT	MEETINGS AND SPONSORSHIPS	FEE
<input type="checkbox"/>	Bundle: Basic Course in Allergy Demo Lab & Immunology and Annual Meeting Exhibit Premium Virtual Booth is included, opt out here <input type="checkbox"/> <b>Save \$500!!!</b>	\$8500
<input type="checkbox"/>	One Basic Course in Allergy & Immunology Course Demo Labs or Annual Meeting Exhibit ONLY	\$4,500
<input type="checkbox"/>	Sponsorship <i>(see page 25, 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 22-23, governing the exhibits and obeying 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 2026 Exhibit 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\*\*\***



## 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 \$7000*
- Hotel room door drop - *Starting at \$2500*
- Wi-Fi in meeting area – *Starting at \$12,000*
- Sponsor an AAOA run, walk, mid-meeting stretch, yoga, or water bottles - *Starting at \$2500/each*
- Sponsor coffee cups or reusable water bottles - *Starting at \$6000*
- Sponsor disposable beverage napkins - *Starting at \$6000*
- Sponsor a photo/idea board contest - *Starting at \$2000*
- Sponsor raffle prizes - *Starting at \$2000*
- Pre-Course Attendee Mailing List - *Starting at \$600*
- AAOA Membership Mailing List - *Starting at \$1200*
- Hospitality Suite – *Starting at \$5000/room/day*

### 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 - *\$500/1 page (jpg, pdf, png)*
- Sponsor a coffee break and provide Starbucks (or other brand) gift cards - *Starting at \$2500*
- Sponsor a health start or mid-meeting stretch with snack gift card/box and/or stretch/yoga demo - *Starting at \$2500*
- Host a focus group - *Starting at \$2500*
- Sponsor a Pizza night for evening session - *Starting at \$5500*
- Sponsor raffle prizes - *Starting at \$1500*
- Pre-Course Attendee Mailing List - *Starting at \$600*
- AAOA Membership Mailing List - *Starting at \$1200*

### OTHER:

- Resident Scholarships - *Starting at \$1200/resident per meeting – **SOLD OUT FOR 2026!***

*All production, 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 24 “Sponsorship” row and submit to Marina Fassnacht at [mfassnacht@aaallergy.org](mailto:mfassnacht@aaallergy.org).***

## NON-CME OPPORTUNITIES

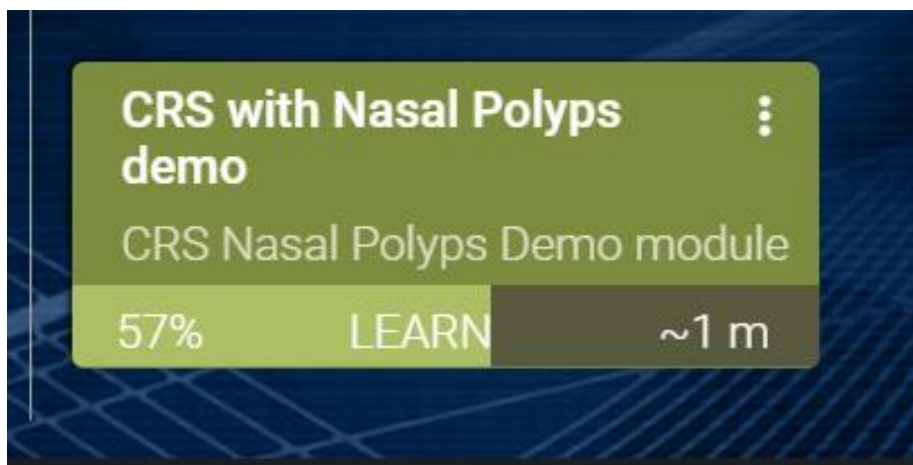
In addition to the promotional and exhibit opportunities tied to our live CME programs, the AAOA is very interested in exploring opportunities that go beyond our CME audience and reach our full membership. As healthcare is evolving with more practice management challenges and improved pathways for integrated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

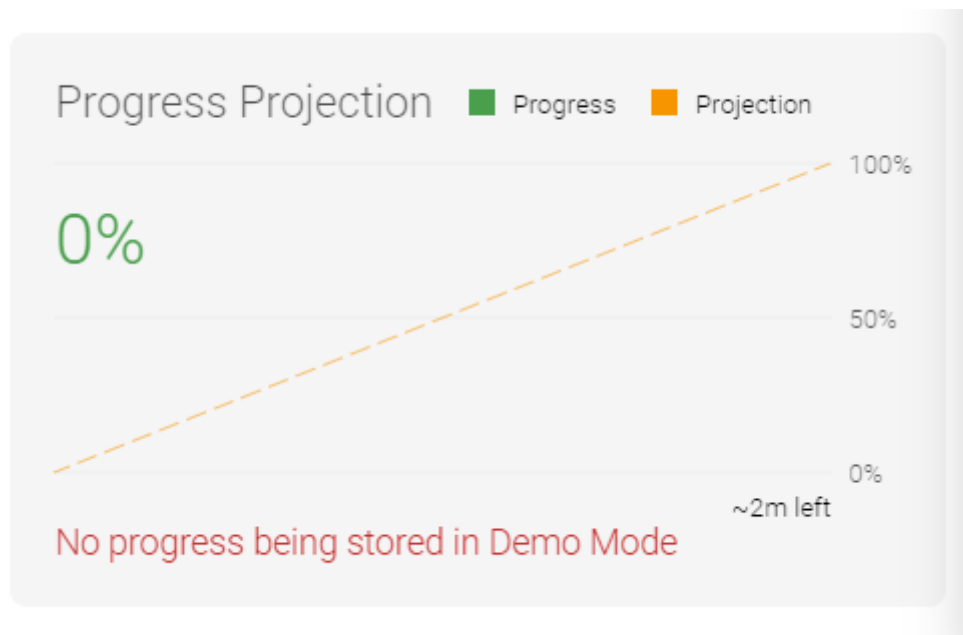
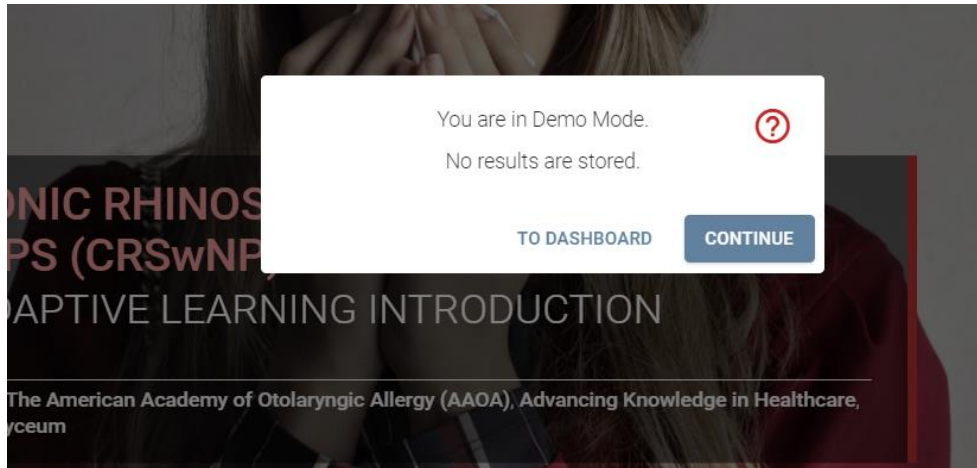
AAOA's digital platform [www.AAOAllergy.org](http://www.AAOAllergy.org) offers some great opportunities to gain visibility through sponsorship. We are continuing our digital redevelopment to expand our patient education, practice management, and enduring CME tools and resources for our members. Within 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 supplemented in 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
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
2024 AAOA Advanced Course	Hybrid	139	103	31	5
2024 AAOA Basic Course	Hybrid	306	162	142	2
2024 AAOA Annual Meeting	Hybrid	438	295	121	22

Explorers Course 2025

2025 AAOA Basic Course

2025 AAOA Annual Meeting

