AMERICAN ACADEMY OF OTOLARYNGIC ALLERGY

2027 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 2027, 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 2027, AAOA is continuing its ***hybrid*** format for all of our live educational programs. The Explorers Course 2027: 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 4 years our hybrid approach has increased engagement and participation. With increasing costs and reduced reimbursement, we will continue to support our members with educational choices 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 (see page 8 for the complete list):

- Corporate Advisory *ThinkTank*
- Pharma Symposia
- Virtual Satellite Product Theater
- Podcasts — video and audio formats
- Practice Management Series Sponsorship
- Demo Labs (unique to AAOA)
- In-Kind Donation for Agnostic Learning
- Practice Resource Programs

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 2027 will continue to shed light on the emerging role of biologics in ENT and inflammatory disease management, we are also focused on comprehensive management of rhinologic disease — both medical and surgical, impact and management of laryngeal disease in the ENT patient, new pharmacotherapy options, office-based interventions, reimbursement and related practice issues, and medical devices making an impact in ENT. 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 2027 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
ALLETESS 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 ENTMERCK, INC.
MODMED
MODULEMD
MYLAN, INC.
NEILMED PHARMACEUTICALS
NEURENT MEDICAL
NOVARTIS PHARMACEUTICALS
OPTINOSE US
PENTAX
PROSOMNUS SLEEP TECHNOLOGIES
RAGA AI
REGENERON
ROSCH VISIONARY SYSTEMS
SANOFI
STALLERGENES GREER
STRYKER
SOLUTIONREACH
SUNOVION PHARMACEUTICALS
TEVA RESPIRATORY
THERMOFISHER
US ENT PARTNERS

2027 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
    - Virtual Satellite Product Theater
    - Practice Management Series Sponsorship
    - In-Kind Donation for Agnostic Learning
    - Podcasts—video and audio formats
    - Demo Labs/Exhibits (unique to AAOA)
    - 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 AND OVERVIEW

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

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 its 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. *Please fill out the ThinkTank application on page 7.*

2027 AAOA CORPORATE ADVISORY *THINKTANK* PROGRAM			
CORPORATE ADVISORY *THINKTANK* MEMBER BENEFITS	**Friend Level – $20,000**	**Partner Level – $30,000**	**Benefactor Level – $50,000**
Seats on the AAOA Corporate Advisory *ThinkTank*	1	2	3
Invitations to the Annual AAOA Corporate Advisory *ThinkTank* Roundtable	1	1	2
Opportunity for Virtual or Live Meeting with AAOA Corporate Development Committee		1	2
Complimentary subscription to AAOA Today (provide address)	Yes	Yes	Yes
Complimentary virtual subscription to AAOA scientific journal (IFAR) (provide email)	1	2	3
Inclusion in AAOA Corporate Advisory *ThinkTank* 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 30-minute focus group with up to 5 clinicians at an AAOA Course or the Annual Meeting (or virtual given current climate), pending physician availability (minimum 12-week notice required)			Yes
Use of AAOA Member Mailing; Meeting mail list use rules apply		Yes	Yes

PAST AAOA CORPORATE ADVISORY *THINKTANK* MEMBERS*:*

GSK, ASTRAZENECA, AERIN MEDICAL, AMGEN, OPTINOSE.

2027 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 Level	$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 2027 Corporate Advisory *ThinkTank* Application and Payment to:

Marina Fassnacht at 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*****

2027 CORPORATE OPPORTUNITIES

OPPORTUNITY	DESCRIPTION | INCLUDES	COST
PHARMA SYMPOSIA	60- min live presentation, includes: ● Access to AAOA meeting space to host 75 in rounds (no podium or stage); ● Basic AV to include LCD projector, screen, and one podium microphone ● Any additional AV, production support, room set additions/changes, or added requests will be charged to the sponsor ● Room access 15 mins prior for set up and registration and 15 min post ● If your AV order is complex or you require a rehearsal with the AV team, additional fees will be applied ● Food & 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) ● Advanced AAOA meeting registration list for event promotion; Limited to one-time use and AAOA approval ● Special recognition in AAOA exhibitor handout, signage, if applicable, meeting app, Whova, AAOA website, and the AAOA Today newsletter ● Premium Virtual Booth with company information on AAOA meeting app, Whova ● Listing in AAOA web-based Resource Center ● 2 Badges without access to CME sessions (for access to AAOA CME sessions, please register as Industry Representative) ● 2 Badge Scanning Lead Retrieval profiles in the meeting app; Additional lead retrieval profiles are available at $50/ea.	**$48,000*** *Several slots offered on the first come, first served basis, signed application is required to secure the spot.* *If you'd like to order F&B on your own, please contact AAOA.* ** There is a 20% administrative fee applied to the pharma symposia fee if you are a third party CME company.*
VIRTUAL SATELLITE PRODUCT THEATER	60-min access to the AAOA members via Zoom, includes: ● Pre-event promotional outreach to the registrants and program support ● 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 ● Sponsor may choose date and time.	**$28,000*** ** There is 20% administrative fee applied to the product theater fee if you are a third-party CME company.*
PRACTICE MANAGEMENT SERIES SPONSORSHIP ***EARLY ADOPTER DISCOUNT!***	● This virtual, no CME, series will feature 20-minute episodes focused on practice issues impacting ENT professionals and practical solutions to address them with the content defined and delivered by AAOA. ● Sponsors receive a 5-minute infomercial at the end of each episode to highlight their company, products, and services. Additional 5-minute increments are available for $1,000 each. ● If a sponsor would like to control the content, please consider the Virtual Satellite Product Theater.	STARTING AT **$6,000** *Option to sponsor the whole series (4 episodes) or individual episodes.*

IN-KIND DONATION FOR AGNOSTIC LEARNING	• To offer more practical learning in support of surgical & medical management on scope of practice, AAOA welcomes in-kind device donations to be used by faculty as a part of AAOA CME program curriculum ○ Key opportunities include allergy testing practica and in-office procedural panels • Special recognition in the exhibitor handout, signage at the event, if applicable, meeting app, Whova, and the AAOA Today newsletter.	**N/A**
PODCASTS	• Today in ENT Allergy: AAOA's Podcast is available on most major podcast hosting platforms • Option to sponsor an episode or series • Includes moderator, recording, editing, and hosting fees for 12 mo • 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 • The following formats offered: Virtual, Audio, and/or Dual.	
RESIDENT PBL SESSION**	60-min PBL session for AAOA Residents ONLY, including: • 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 • Basic AV to include LCD projector and screen, if needed (any additional AV at sponsor cost) • Food & 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) ***AVAILABLE BASED ON SPACE AND FASTeR COMMITMENT, CONTACT AAOA*	**$20,000** Limited morning slots offered on the first-come, first-served basis, signed application is required to secure the spot
FOCUSED ALLERGY SKILLS TRAINING FOR RESIDENTS (FASTeR)	Focused Allergy Skills Training for Residents (FASTeR) is a focused opportunity to impact both residents and the AAOA membership future. Held in conjunction with an AAOA 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. Contact AAOA for other details.	STARTING AT **$150,000**
AAOA PARTNER RESOURCE CENTER	Similar 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.	STARTING AT **$3,000** FOR 6 MO

We're always open to innovation and new ideas! If you have another sponsorship concept in mind, we'd love to hear it and explore how we can work together. Contact Marina Fassnacht mfassnacht@aaoallergy.org

**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 $7,000. 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 $7,000 fee paid to AAOA and will be due prior to the event.*

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 2027 events are as follows (more information at www.AAOAllergy.olrg). 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 will participate in the virtual booth to support our virtual audience and expand your reach and impact.

Explorers Course 2027: Surgical & Medical Management of Airway Disease in Otolaryngology – Hybrid
December 7, 2026 - March 7, 2027; January 7 – 9, 2027 – Live
The Hythe Vail, CO

2027 AAOA Basic Course in Allergy & Immunology – Hybrid
June 8, 2027 - September 10, 2027; July 8-10, 2027 – Live
Paradise Point San Diego, CA

*2027 AAOA Annual Meeting – Hybrid, Independent**
September 28 - December 1; October 28 – October 31, 2027 – Live
Mills House Charleston, SC
**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 19.

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 (SIGNAGE, FLYERS AND OTHER PROMOTIONAL MATERIALS)

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.

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 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 materials, signage, and promotional materials must be submitted to AAOA for approval before printing or distribution. If applicable, companies must also share their Sunshine Act attendee disclosure process in advance.

Signage may be placed near the room entrance immediately before the event, with venue and AAOA approval. Signs must not exceed 22" x 28" (maximum 2 signs per company). All signs and handouts must be removed after the event. Oversized signs will be removed.

Flyers promoting satellite symposia require AAOA approval before printing and will be placed by AAOA staff at the registration desk.

DOOR DROPS

You may choose to promote your event by purchasing a Hotel Room Door Drop, see page 19 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 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 12.

2027 CORPORATE SPONSORSHIP APPLICATION

COMPANY NAME:		
CONTACT NAME / TITLE: *(All communication will be directed through this person)*		
ADDRESS:		
CITY:	STATE:	ZIP/POSTAL CODE:
CELL PHONE:	EMAIL:	

CORPORATE OPPORTUNITY *(please select all that applies)*	FEE	SELECT
Pharma Symposia - *Specify meeting here*:	$48,000	
20% administrative fee if you are a third-party CME company	$9,600	
Hybrid Add-On: Live Stream and/or Recording *(where applicable)*	$7,000	
Virtual Satellite Product Theater - *Specify date/time:*	$28,000	
Practice Management Series Sponsorship		
AAOA Partner Resource Center		
Other:		
Total Amount Due:		

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 2027 Corporate Sponsorship Application and Payment to:

Marina Fassnacht at 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 (EXHIBIT) INFORMATION

UNIQUE TO AAOA!

WHAT IS A DEMO LAB?

To complement our CME offerings, we are excited to provide members with an enhanced Demo Lab experience in addition to our traditional Exhibit Hall Open House breaks.

Our members are looking for tools, resources, and devices that can help augment their practices, reduce overhead, and expand their patient care options. By adding a hands-on Demo Lab experience to our traditional Exhibit Hall format, our goal is to provide members with opportunities to explore products and technologies, develop practical skills, and walk away with new knowledge they can apply to their practices.

The Demo Lab format also provides participating companies with more meaningful and interactive opportunities to connect directly with members and demonstrate the value of their products and solutions.

Following our successful pilot year, we want to thank all of the companies that participated and helped make the Demo Labs a success. Through the pilot, we found that Demo Labs offer a more engaging and interactive way for companies to connect with our members.

As a result, in 2027, we will continue to offer Demo Labs at all of our meetings, in addition to our traditional Exhibit Hall Open House breaks.

Below is a list of our upcoming courses and meetings:

Explorers Course 2027: Surgical & Medical Management of Airway Disease in Otolaryngology – Hybrid
December 7, 2026 – March 7, 2027; January 7 – 9, 2027 – Live
The Hythe Vail, CO

2027 AAOA Basic Course in Allergy & Immunology – Hybrid
June 8, 2027 – September 10, 2027; July 8-10, 2027 – Live
Paradise Point San Diego, CA

*2027 AAOA Annual Meeting – Hybrid, Independent**
September 28 — December 1; October 28 – October 31, 2027 – Live
Mills House Charleston, SC
**NOT in conjunction with AAOHNSF and the related ENT Society meetings*

HOW IT WORKS

Each CME event will offer two types of Exhibit Hall breaks: **Demo Labs** and **Open House** breaks (traditional Exhibit Hall). The break schedule and group assignments will be provided to exhibitors in advance.

Demo Labs enhance the traditional exhibit experience by providing a more structured, interactive opportunity to engage with attendees. Demo Labs take place at your booth in the Exhibit Hall. During designated Demo Lab breaks, attendees will be divided into groups led by AAOA faculty or leadership. Each group will rotate through participating exhibitor booths according to the predetermined schedule.

- During a 15-minute Demo Lab break, your booth will be visited by one group of attendees.
- During a 30-minute Demo Lab break, your booth will be visited by two groups of attendees.
- Each group will consist of approximately 6–12 attendees, depending on final in-person registration numbers.

Each meeting will also include several **Open House** breaks, providing attendees with the flexibility to visit any exhibitor booth of their choice, just as they would during a traditional Exhibit Hall experience.

WHAT'S INCLUDED

Each company will get:
- (1) 6' table
- 6'x4' (6'x6' where applicable) space; if you plan to exceed the 6'x6x space, please purchase 2 Demo Labs
- (2) Exhibitor Badges, see page 15 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 an attendee list in advance. See page 19 for more details.
- 1 Lead Retrieval profile in the meeting app Whova, see page 15 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 19 for details.

Additional items, including power, Internet access, and additional furniture, are available at the company'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 ensure our virtual attendees have the opportunity to engage with your company, we ask that all exhibitors participate in the Virtual Exhibit Hall through our meeting app and maintain a virtual presence throughout the meeting.

Each exhibiting company will be asked to submit the following:
- 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, testimonials, and more.

COST TO PARTICIPATE

MEETING	COST
• Explorers Course 2027 • 2027 AAOA Basic Course in Allergy & Immunology • 2027 AAOA Annual Meeting *This fee includes a Virtual Booth at each event*	$5000 each All 3 meetings - $13,500 or Any 2 meetings - $9,500 **must commit by** 2/15/27

DEMO LAB EXHIBITOR RECOGNITION

Each company will be recognized in the following:

- 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

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 16-17 and fill out the 2027 Demo Lab (Exhibit) Application on page18.

DEMO LAB (EXHIBIT) TERMS AND CONDITIONS

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

Restriction of Exhibits
AAOA reserves the right to restrict or prohibit exhibits that are deemed unacceptable for any reason. If such 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.

DEMO LAB (EXHIBIT) TERMS AND CONDITIONS

continued

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

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

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

Attendee List
Exhibitors 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 2027 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.

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.

Industry Representatives
If you wish to attend the CME sessions, you must register as an Industry Representative. Industry Representatives may not market or promote products and services within the meeting space, including soliciting attendees or distributing business cards. Fees may be applied for violations of these guidelines.

2027 DEMO LAB (EXHIBIT) APPLICATION

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

SELECT	MEETINGS AND SPONSORSHIPS	FEE
	2 Meeting Bundle *(please list meetings here)*:	$9,500
	3 Meeting Bundle	$13,500
	One Meeting *(please list it here)*:	$5,000
	Sponsorship (*see page 19, type here*)	
	Total Amount Due:	

P 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)
- Main POC for the meeting app: name and email address

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 16-17, 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 2027 Demo Lab (Exhibit) Application and Payment to:
Marina Fassnacht at mfassnacht@aaoallergy.org or
AAOA, c/o Marina Fassnacht, Director of Marketing & Communications
11130 Sunrise Valley Dr. | Suite #100 | Reston, VA 20191
*****APPLICATION MUST BE SIGNED/DATED AND WILL NOT BE PROCESSED UNTIL FULL PAYMENT IS RECEIVED*****

SPONSORSHIP OPPORTUNITIES

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

IN-PERSON ATTENDEES:

- Hotel room key cards - *Starting at $7000*
- Company signage and branding throughout the hotel, where applicable - *Starting at $7000*
- Hotel room door drop - *Starting at $2500*
- Wi-Fi in meeting area – *Starting at $15,000*
- 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 $750*
- AAOA Membership Mailing List - *Starting at $1500*
- 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 $750*
- AAOA Membership Mailing List - *Starting at $1500*

OTHER:

- Resident Scholarships - *Starting at $1200/resident per meeting –* ***SOLD OUT FOR 2027!***
- Non-CME Opportunities

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

Please fill out page 18 "Sponsorship" row
and submit to Marina Fassnacht at mfassnacht@aaoallergy.org.

ATTENDANCE BREAKDOWN

COURSE	TYPE	TOTAL #	MD, DO	ALLIED HEALTH	OTHER
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	Hybrid	139	107	30	2
2025 AAOA Basic Course	Hybrid	247	144	101	2
2025 AAOA Annual Meeting	Hybrid	505	367	116	22
Explorers Course 2026	Hybrid	90	79	11	0
2026 AAOA Basic Course	Hybrid	288	180	93	4
2026 AAOA Annual Meeting *(10/01/26 data)*	Hybrid	352	253	90	9