



Guidelines For Support

Your participation as an exhibitor at the 2012 AAAAI Annual Meeting will make a valuable contribution to the total learning experience of the meeting. Supporting an event or educational activity not only offers a more rewarding experience for attendees, it increases your company's visibility. Support is not limited to these suggestions; the AAAAI encourages new and creative ideas that contribute to the quality of the meeting.

RIGHT OF FIRST REFUSAL

The AAAAI adheres to a right of first refusal process for organizations who have supported particular programs or activities the previous year. This means that the previous year's supporter is given the option of confirming support of the same program or activity at the next year's meeting before sponsorship of that function can be offered to another organization. Because some activities cannot happen without support, it is necessary to confirm funding at the earliest possible date in order to stay ahead of planning schedules. Previous sponsors, therefore, have until October 31, 2011, to confirm their interest in supporting the same programs for the 2012 Annual Meeting.

POLICY ON SATELLITE PROGRAMS

The policies outlined in this prospectus represent the only acceptable methods for the provision of educational sessions at the Annual Meeting. Satellite sessions, or those planned without the input or invitation of the AAAAI, are not permitted before, during or after the Annual Meeting.

WORKING WITH THIRD PARTY VENDORS

A corporate partner may wish to designate an advertising firm, communications company, or other third party vendor to act on its behalf in coordinating aspects of their support of an AAAAI program or activity. In all cases, the AAAAI prefers working directly with the corporate partner, but will work with a third party vendor once support is confirmed in writing and a three-party letter of agreement is signed by all parties involved. To initiate this process, the corporate partner should submit a request in writing to the AAAAI. The request should include the following:

- The name and contact information of one contact at the third party vendor in writing.
- A detailed list of the programs and tasks the third party vendor will assume.



Educational Support Opportunities

The AAAAI is accredited by the Accreditation Council for Continuing Medical Education (ACCME) and abides by ACCME's Standards for Commercial Support in the development of educational activities. Organizations that support an educational session cannot be involved in the development or execution of the presentations. This includes selecting the content, faculty and format of the session. In addition, the AAAAI retains control of all capture and production of AAAAI Annual Meeting educational content for enduring materials, and reserves the sole right to serve as the accredited CME provider for all CME enduring materials associated with the Annual Meeting. Support for educational sessions will be used to help cover costs, such as speaker honorarium/travel expenses, audio/visual equipment rental and catering.

RECOGNITION

Corporate support of educational sessions is recognized in all promotional materials associated with the Annual Meeting session information, including:

- AAAAI Annual Meeting website
- Preliminary Program
- Final Program
- Signs on site

All attribution for educational sessions is as follows:

"Programmed by the AAAAI. Funded through an educational grant from [Company name]."

In accordance with ACCME Standards, the AAAAI will not allow corporate or product-specific advertisements, invitations to events and/or promotional campaigns associated with any educational session. Additionally, companies may not engage in any activity to drive attendance to a specific educational session.

ADVANCED PRACTICE COURSE

\$50,000

The Advanced Practice Course is a day-long session designed to highlight case studies in allergy, immunology and allergic disease. This program draws more than 250 Annual Meeting attendees and is designed to be unique to the allergy practice for nurse practitioners and physician assistants.

AHP PROGRAM

\$50,000

The Allergy and Asthma for the Health Care Professional (AHP) Program is a series of educational sessions geared specifically for allergy/immunology nurses, nurse practitioners, and physician assistants. More than 400 Allied Health professionals typically attend these sessions.

ALLIED HEALTH TRAVEL SCHOLARSHIP PROGRAM

Various amounts

These travel scholarships provide AAAAI Allied Health members who have authored abstracts accepted for presentation at the Annual Meeting with funds to defray travel and hotel expenses associated with attending the meeting. Attendance allows them to keep abreast of the current research in the field and to meet with their colleagues to learn from their experiences.

DINNER SYMPOSIA

\$100,000

Dinner symposia are evening educational sessions offered to 300 delegates on a first-come, first-served basis. These sessions are planned by the AAAAI and include presentations from leaders in the field of allergy/immunology.

FIT PROGRAM

\$50,000

The Fellows-in-Training (FIT) Program is a series of educational sessions geared toward allergy/immunology FITs. This program is comprised of multiple sessions scheduled throughout the day on Friday. More than 400 FITs typically attend these sessions.

FIT TRAVEL SCHOLARSHIP PROGRAM

Various amounts

The Fellows-in-Training (FIT) travel scholarships bring 3rd and 4th year allergy/immunology program participants to the Annual Meeting to enhance their learning and to introduce various career options in allergy/immunology.

INTERNATIONAL TRAVEL SCHOLARSHIP PROGRAM

Various amounts

These travel scholarships provide international physicians who have authored abstracts accepted for presentation at the Annual Meeting with funds to defray travel and hotel expenses associated with attending the meeting. Attendance allows them to keep abreast of the current research in the field and to meet with their colleagues.

MILITARY ALLERGY PROGRAM

\$25,000

The Military Allergy Program is a series of educational sessions geared toward allergist/immunologists in the military. Approximately 100 delegates typically attend these sessions.

NAIA BUSINESS MEETING

\$10,000

The purpose of the New Allergist/Immunologist Assembly (NAIA), consisting of more than 600 members, is to provide support to allergist/immunologists within their first five years of training in the development of their academic or clinical careers and to offer encouragement and opportunities in the AAAAI. All new allergy/immunology specialists attending the AAAAI Annual Meeting are invited to attend this Saturday evening program.



Educational Support Opportunities

SEMINARS

\$90,000

Seminars are ticketed sessions for a maximum of 30 people each. These roundtable sessions are designed to bring participants together with recognized experts in the fields to discuss critical topics within allergy/immunology. There are approximately 60 breakfast seminars and 30 lunch seminars scheduled during the Annual Meeting.

SYMPOSIA

\$50,000

Symposia are the highest profile sessions offered at our Annual Meeting. There are 28 symposia offered, with up to 1,000 attendees present at each session.

VIRTUAL ANNUAL MEETING

\$50,000

The 2012 Virtual Annual Meeting will be available on Data DVD after the meeting. Along with the DVD, delegates will receive online access to claim CME/CE credits. The DVD set includes: presentation slides along with video and audio for the Plenary and Keynote sessions; presentation slides synchronized with the audio recordings for selected courses, symposia, state-of-the-art sessions, workshops, pro/con debates and allied health sessions.

WORKSHOPS

\$90,000

Workshops are small, interactive sessions designed to provide in-depth instruction on critical topics within allergy/immunology. Workshops are open to 50-200 attendees each and there are approximately 50 workshops scheduled during the Annual Meeting.





Branding Opportunities

RECOGNITION

Corporate support of the following opportunities is recognized in all promotional materials associated with the Annual Meeting, including:

- AAAAI Annual Meeting website
- Preliminary Program
- Final Program
- Signs on site

All attribution for Annual Meeting activities is as follows:

"Funded through a grant from [Company name]."

ABSTRACTS ON FLASH DRIVE

\$75,000

The abstracts accepted for presentation at the Annual Meeting are included on a flash drive which is available to more than 6,000 attendees at the Annual Meeting. Your company logo can be printed on the flash drive.

DIGITAL MEETING INFORMATION BOARDS

\$20,000

Digital meeting information boards will be prominently placed in the lobby areas of the convention center. Boards will be updated frequently highlighting popular sessions, social events, speakers and more. Sponsor will be recognized on the digital signs themselves.

ePOSTER STATIONS

\$65,000

Offer delegates an easy, efficient way to view electronic versions of posters by sponsoring ePoster stations. Electronic posters are easy to use and are searchable by author or topic. Flash drives of the electronic posters will also be provided for Annual Meeting delegates. Your company logo can be printed on the flash drive. ePosters will be located in the Poster Hall. Sponsor will be recognized on the ePoster kiosk themselves.





Branding Opportunities

HANDOUT PRINTER STATIONS

\$20,000

Printer stations are located on site at the convention center and the headquarters hotel for delegates to download and print handouts for many of the educational sessions. In addition to the recognition described above, support is recognized with the use of your company or brand logo as part of the constructed design. The AAAAI will also allow branded mouse pads (to be provided by the supporter) at each computer station.

HANDOUTS ON FLASH DRIVE

\$75,000

The handouts submitted by speakers at the Annual Meeting are included on a flash drive which is available to more than 6,000 attendees at the Annual Meeting. In addition the handouts will be made available to all meeting registrants via a password protected link through the AAAAI website both prior to and after the Annual Meeting. Your company logo can be printed on the flash drive and listed on the website.

HOTEL ROOM KEY CARDS

\$35,000

Put your company or brand logo on the electronic key cards given to delegates staying in the Annual Meeting hotels. The supporter will coordinate the production of the keycards and will work directly with the hotels for distribution.

INTERNET STATIONS

\$20,000

Provide e-mail and web access for meeting attendees. One Internet station will be centrally located in a high traffic area of the convention center and will be available for the duration of the meeting. Another Internet station will be located inside the exhibit hall. To maximize the visibility of the supporter, the AAAAI is willing to locate the Internet station in close proximity to your exhibit booth (support must be confirmed by October 21 to ensure booth placement). In addition to the recognition described above, support is recognized with the use of your company or brand logo as part of the constructed design. The AAAAI will allow branded mouse pads (to be provided by the supporter) at each computer station.

LUGGAGE & COAT CHECK

\$10,000

Support complimentary luggage and coat check at the convention center for Annual Meeting delegates. Allow attendees to check-in personal property while attending the meeting, eliminating the possibility of leaving or losing important, expensive items behind. Sponsor will be recognized on signs near the luggage and coat check.

MOBILE APPLICATION

\$35,000

Annual Meeting delegates will be able to download a high-end mobile app before and during the Annual Meeting. The app experience will enrich the event experience with features such as maps, session and speaker details/updates and exhibitor information.

NETWORKING AND RECHARGING LOUNGES

\$15,000

Networking lounges will be set up in the exhibit hall and convention center lobby to offer attendees a place to relax and meet with colleagues during the meeting. The lounge will be set with sofas, tables and chairs, and outlets to charge electronic devices. Various branding opportunities are available.

NON-CME EDUCATIONAL PROGRAM

\$75,000

Companies are given the opportunity to present a two hour sales/marketing presentation allowing attendees to hear the latest about your product or service. Programs will be scheduled Friday and Monday evenings. Please contact Kay Whalen at (414) 272-6071 or kwhalen@aaaai.org for additional information. The fee for non-exhibiting companies is \$78,500.

NOTEPADS AND PENS

Various amounts

Notepads and pens will be distributed to more than 6,000 delegates in the registration bags. Company or brand logo can be printed notepads and pens.

REMOTE AIRLINE CHECK-IN

\$50,000

Remote Airline Check-In offers the ability to check passengers and luggage (domestic travel only) through to their final destination directly from the convention center. All airline boarding passes and luggage tags are printed onsite at the convention center. This service allows for delegates to proceed directly to their gate upon arriving at the airport. Boarding passes can be customized with the sponsor's company or brand logo. Sponsor will also be recognized on signs onsite.

WI-FI

\$30,000

Support complimentary Wi-Fi access at the convention center. Support is recognized on a registration bag insert.



Advertising Opportunities

ADVERTISE WITH IMPACT

The Special Annual Meeting Edition of *Impact*, the AAAAI's quarterly membership magazine, is delegates' trusted resource for the latest Annual Meeting news and updates.

This dual edition of the magazine is a great value and venue for product placement. In addition to being mailed to members prior to the meeting, this issue will also be given to delegates outside the Exhibit Hall.

Extend the reach of your Annual Meeting visibility by securing space in this publication. Do it today as prime page location sells fast! Contact Megan Brown at (414) 272-6071 or mbrown@aaaai.org to take advantage of two-for-one advertising in the AAAAI's membership magazine.

CONFERENCE SCHEDULE BOARDS

\$6,000/day or \$30,000 full meeting
Prominently placed in the registration area, the schedule board is changed daily to reflect the day's conference activities. There are six panels; two dedicated for the commercial supporter's advertising.

EXHIBIT GUIDE

Various amounts
Advertise in the exhibit guide which will be distributed on site at the meeting. The exhibit guide features the floor plan, exhibit descriptions and a product/service listing. Various advertising opportunities are available. More information will be included in the online exhibitor service manual.

FINAL PROGRAM

\$75,000
This opportunity will be offered to a sole supporter or to multiple supporters for lesser amounts. All delegates will receive a copy of the final program on site. As the sole advertiser of this publication, the supporter has the opportunity to advertise on the inside and back covers, as well as interior pages of the publication.

PRELIMINARY PROGRAM

\$50,000
This opportunity will be offered to a sole supporter or to multiple supporters for lesser amounts. The preliminary program will contain details about educational session topics, speakers, official events, etc. The preliminary program will be available on the Annual Meeting website in October.

CORPORATE SUPPORT RECOGNITION

Support received from industry and foundation partners will be recognized under the following levels:

- Platinum Supporter \$250,000+
- Gold Supporter \$150,000+
- Silver Supporter \$100,000+
- Bronze Supporter \$50,000+

These support levels include the Annual Meeting as well as ongoing educational programs and initiatives throughout the year. All support levels will receive recognition in print and online publications. Annual Meeting supporters will receive onsite recognition as well.

Additional Opportunities

LEAD RETRIEVAL

Make gathering and managing your leads more productive with lead retrieval. More information will be included in the exhibitor service manual.

MAILING LIST

Industry partners and exhibitors can get a head start by mailing product information or invitations in advance to Annual Meeting registrants. You may purchase the pre-registration mailing list for this purpose. Phone numbers and e-mail addresses will not be included in the purchased information. To purchase the mailing list, complete the request form on our website.