Support Opportunities

Supporting an event or educational activity not only offers a more rewarding experience for attendees, it maximizes 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 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 September 30, 2013, to confirm their interest in supporting the same programs for the 2014 Annual Meeting.

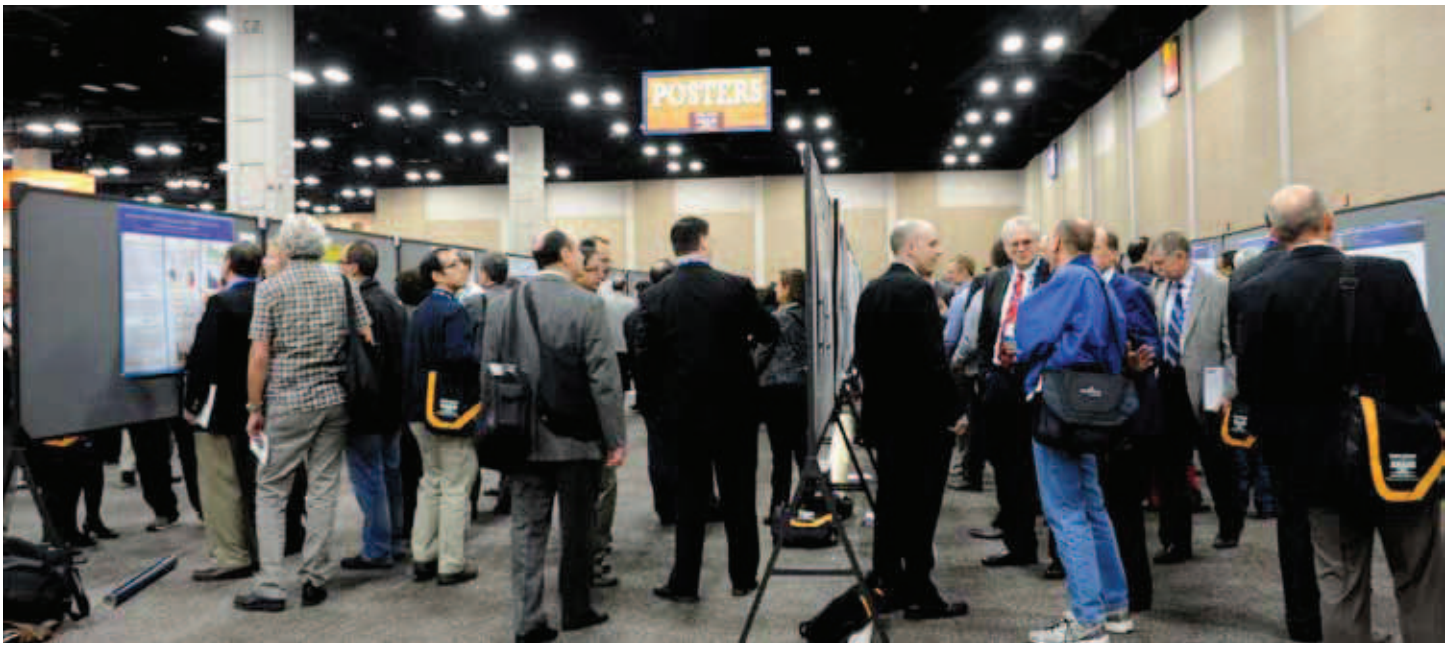
Policy on Satellite Programs

The policies outlined in this brochure represent the only acceptable method 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 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 to 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
- Final Program
- Signs on site
- Registration bag insert

Supporters of educational sessions will be recognized 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.

Educational Support Opportunities

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 nearly 400 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 Heath Travel Scholarship Program
Various amounts

These travel grants 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.

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 grants bring third and fourth year allergy/immunology training 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 grants 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 and/or serving members 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 career development support to allergist/immunologists within their first five years out of training 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.

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 field to discuss critical topics within allergy/immunology. There are approximately 50 breakfast seminars, 20 lunch seminars and 15 evening seminars scheduled during the Annual Meeting.

Virtual Annual Meeting
$50,000

The 2014 Virtual Annual Meeting will be available online and/or on Data DVD after the meeting. Session recordings include: presentation slides along with video and audio for the Plenary and Keynote sessions; and presentation slides synchronized with audio for selected courses, symposia, pro/con debates, workshops, interest section forums, and allied health sessions. The Virtual Annual Meeting is accredited to provide *AMA PRA Category 1 Credit™* for physicians and CE hours for nurses.

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.

Support Opportunities

Recognition

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

- AAAAI Annual Meeting website
- Final Program
- Signs on site
- Registration bag insert

All attribution for support of Annual Meeting activities is as follows:

"Sponsored by [Company name]."

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 also receive onsite recognition.

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.

Carpet Decals
$10,000 /each

SOLD

Make your logo the first thing delegates see as they enter the Exhibit Hall. Offer directions to your booth, your website, or your newest product on a sticker placed at the entrance. Decals can be made into custom shapes and sizes.

Conference Schedule Boards
$6,000/day or $30,000 full meeting

SOLD

Prominently placed in the convention center, the schedule boards are changed daily to reflect the day's conference activities. There are six panels; two dedicated for the commercial supporter's advertising.

Column Wraps – Indoor
$25,000

Place your company's product or company logo on columns located in the lobby of the Convention Center. Columns are located in walkway as delegates enter the Poster Hall, Exhibit Hall and General Session. Sponsorship includes three column wraps. Multiple sponsorships are available.

Dessert Reception
$25,000

Invite AAAAI delegates to attend a dessert reception at the Headquarters Hotel. Dessert receptions can take place Friday, Sunday or Monday evenings following the Non-CME Educational Sessions. After space is assigned by AAAAI, sponsor will work directly with the hotel to coordinate logistics for the reception. Sponsor is recognized on a registration bag insert.

Digital Meeting Information Boards
$10,000/each

Digital meeting information boards will be prominently placed in the lobby area at 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.

Digital Session Signs
$75,000

SOLD

State-of-the-art digital signage will be provided outside of each meeting room in the convention center. Digital signs will showcase all of the session details in real time and also have the opportunity to display sponsor logos and messages.

Escalators
$100,000

SOLD

Grab the attention of delegates throughout the Convention Center space with either your company or product logo. Escalator sponsorship includes either the hand rail or the center section clings, as well as banners at the base of the escalator. This sole sponsorship includes all three major escalators in the Convention Center.

Exhibit Guide
$20,000

Advertise in the exhibit guide which will be distributed on site at the meeting. The exhibit guide features the floor plan and a list of exhibitors. Various advertising opportunities are available. More information will be included in the Exhibitor Service Manual.

Exhibit Hall Aisle Banners
$40,000

SOLD

Multiple aisle banners hang above the exhibit booths, providing a highly visible location for your company or brand logo. This is a sole sponsorship opportunity.

Exhibit Hall Coffee Break
$20,000/each

Sponsor a coffee break for meeting attendees in the Exhibit Hall. Coffee breaks will be scheduled after the Plenary Session when exhibit hall hours are unopposed. Sponsor can choose Saturday, Sunday or Monday to provide the coffee break and will be recognized by signs on site. The AAAAI will allow branded coffee cups, napkins, etc. (to be provided by the sponsor).

Final Program
$50,000

This opportunity will be offered to a sole supporter or to multiple supporters for lesser amounts. All delegates and exhibitors 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 back cover, as well as interior pages of the publication.

Handout Printer Stations
$25,000

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.

Support Opportunities

Handouts on Flash Drive
$50,000

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.

Hand Sanitizer Stations
$25,000

Provide delegates the convenience of hand sanitizer stations located throughout either the Convention Center or the Headquarters Hotel. Fifteen stations are allowed in each property, branded with either your company or brand logo. Sponsor is responsible for the fulfillment of the stations.

Hanging Banners
$15,000/each

Hanging banners will be in the lobby of the Convention Center in five prominent locations. Banners are one-sided and feature your company or brand information. Take the opportunity to get the attention of delegates as they first enter the Convention Center.

Hotel Door Drop Bags
$25,000/each

Place your corporate or brand information on the outside of the door drop bag. Bags will be hung on the hotel room doors one of three nights and contain numerous inserts. Door drop bags will be placed at all official AAAAI hotels in San Diego.

Hotel Door Drops
Cost Varies

Place your customized advertising piece in the door drop bags at all official AAAAI hotels in San Diego. Multiple sponsorships available.

Hotel Key Cards
$45,000

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.

SOLD

Internet Stations
$25,000

Provide email 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 23 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 and Coat Check
$10,000

Support complimentary luggage and coat check at the Convention Center for Annual Meeting delegates. Allow attendees to store 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. Sponsor may provide custom designed luggage and coat check tags (to be approved by AAAAI).

Mobile App
$75,000

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

SOLD

Networking and Recharging Lounges
$15,000/each

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, 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, Sunday 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 $79,000.

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 on the on the notepads and pens.

President/President-Elect Reception Shuttle Busses
$25,000

Be the exclusive provider of shuttle bus service to and from the President/President-Elect Reception. Sponsor has the opportunity to brand the shuttle busses with corporate or product logos at own expense. Busses will pick-up and drop-off at the Headquarters Hotel.

Registration Website
$75,000

Prime real estate opportunity available! In 2013, 89% of delegates used the online registration system. With sole sponsorship rights, your company will receive a static banner advertisement prominently featured on each registration page. This sponsorship also includes a banner advertisement at the bottom of the AAAAI Annual Meeting home page. Registration opens the second week in October; don't miss this opportunity!

Restaurant and Bar Napkins
$30,000

Reach out to AAAAI Annual Meeting delegates staying at the Headquarters Hotel by supplying the restaurants and bars within the hotel with your branded napkins and/or coasters. Sponsor is responsible for the production of the items, which will be utilized Friday through Tuesday of the meeting. Company or brand logos can be used for this sponsorship.

Support Opportunities

Wi-Fi
$35,000/each
Support complimentary Wi-Fi access at the convention center and/or the headquarters hotel. Support is recognized on a registration bag insert and the browser's opening splash page.

Additional Support 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 edition of the magazine is a great value and venue for product placement. In addition to being mailed to members prior to the meeting, the issue will also be given to delegates onsite.

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.

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 email addresses will not be included in the purchased information. Please note that AAAAI cannot be responsible for bad addresses.

ARTrust Benefit Sponsorship Opportunities

Benefit Programs
$25,000
Place your logo on the ARTrust Benefit programs handed out to all attendees. The ARTrust Benefit will be held at the Air & Space Museum and will be a "First Class Event" themed with food offerings from around the world.

Benefit Table for 10
$12,000
Bring your colleagues to the ARTrust Benefit for a "First Class Event" at the Air & Space Museum. Enjoy this themed event at the Museum with food offerings from around the world.

Flight Simulators
$5,000/each
Provide a fun entertainment option for guests at the ARTrust Benefit. Flight simulators will be open to all attendees for the duration of the event. Sponsor will be recognized with signs on site at the Air & Space Museum.

Shuttle Busses
$25,000
Be the exclusive provider of shuttle bus service to and from the ARTrust Benefit. Sponsor has the opportunity to brand the shuttle busses with corporate or product logos at own expense. Busses will pick-up and drop-off at the Headquarters Hotel.