



**AAAAI** American Academy of  
Allergy Asthma & Immunology

**ANNUAL MEETING**

PHOENIX, AZ · FEBRUARY 25–28, 2022

# Exhibitor Prospectus



# Difficult to Control Asthma

**#AAAAI22**

# Exhibitor Prospectus



## Invitation to Exhibit

The American Academy of Allergy, Asthma & Immunology (AAAAI) invites you to participate in the 2022 Annual Meeting in Phoenix, AZ, February 25 - 28. This meeting is the premier educational event for allergist/immunologists around the world, drawing thousands of delegates each year. For AAAAI industry partners and related organizations, this event is an unparalleled opportunity to make and solidify relationships through person-to-person communications and marketing. Reserve your booth space today!

### Included in your exhibit booth rental package

- Virtual exhibit booths available to attendees through December 2022
- Booth space with back and sidewall drape
- Booth identification sign
- Unlimited complimentary exhibitor badges
- One complimentary exhibitor/delegate badge per 100 sq ft of exhibit space rented (maximum 15)
- 24-hour security
- General maintenance of the aisles and common exhibit hall areas
- Listing in the Final Program
- Listing in the mobile app
- Discounted exhibitor housing rates
- Dedicated exhibit and poster time from 9:45 to 10:45 am each day
- Online Exhibitor Service Manual
- Plus special opportunities to:
  - Purchase pre- and post-show attendee mailing lists
  - Earn priority points

### Booth Rental Fees

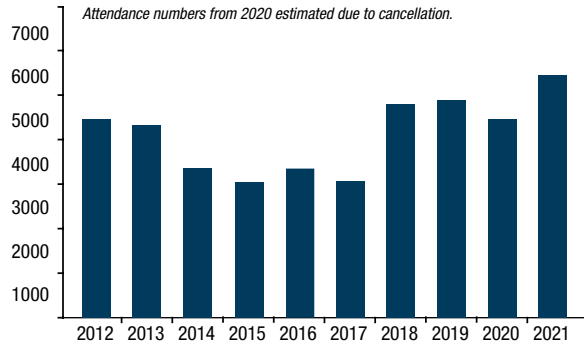
Inline booths .....	\$44/sq ft
Corner booths .....	\$47/sq ft
Island booths .....	\$50/sq ft
Larger Island booths (30 ft x 30 ft or larger) .....	\$55/sq ft

### Location Information

Phoenix Convention Center (PCC)  
100 North Third Street  
Phoenix, AZ 85004

## Profile of Attendees

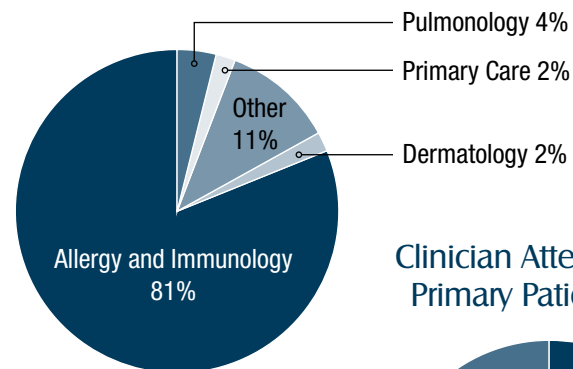
### Professional Attendance



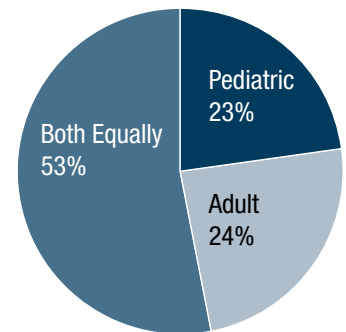
### U.S. & International Attendees

Domestic 73%  
International 27%

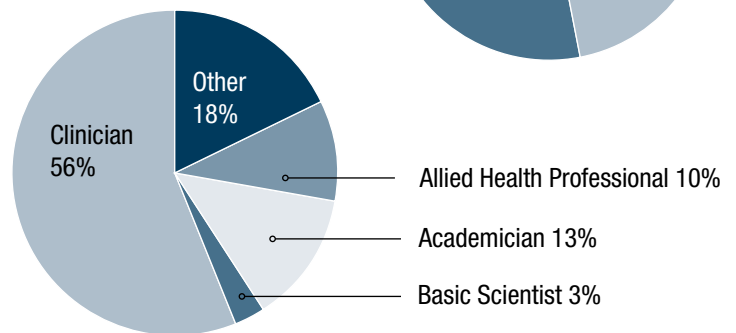
### Attendees by Specialty



### Clinician Attendees by Primary Patient Type



### Attendees by Employment



# Exhibitor Prospectus



## General Exhibit Information

### Exhibit Dates & Hours

Saturday, February 26.....	9:45 am to 3:15 pm
Sunday, February 27.....	9:45 am to 3:15 pm
Monday, February 28.....	9:45 am to 2:00 pm

### Exhibit Installation Dates & Hours

Thursday, February 24.....	8:00 am to 5:00 pm
Friday, February 25.....	8:00 am to 8:00 pm

All booths and materials must be set up by 8:00 pm on Friday, February 25. The AAAAI and Freeman may, without incurring any liability for damage or loss, install or dismantle any property of any exhibitor who has failed to do so by 8:00 pm, at the sole expense of the exhibitor.

### Exhibit Dismantle Dates & Hours

Monday, February 28.....	2:00 to 10:00 pm
Tuesday, March 1.....	8:00 am to 3:00 pm

Exhibit dismantle may not begin until after the close of the exhibit hall at 2:00 pm on Monday, February 28. Exhibit dismantle must be complete by 3:00 pm on Tuesday, March 1. No exceptions can be made. AAAAI and Freeman may, without incurring any liability for damage or loss, dismantle any property of any exhibitor who has failed to do so by Tuesday, March 1 at 3:00 pm, at the sole expense of the exhibitor. Any exhibitor who violates this policy may lose priority points.

### Exhibit Hall Access

Exhibit and registered Exhibitor Appointed Contractor (EAC) personnel (including audio/visual, florists, photographers, cleaning staff, etc.) will have access to the exhibit hall during installation and dismantle hours, and for show days at 7:45 am on Saturday, February 26 and 8:45 am on Sunday and Monday, February 27 & 28. Unregistered EAC staff (who were not registered to receive an Annual Meeting exhibitor badge) will not be allowed access to the exhibit hall on show days. Access to the exhibit hall ends one hour after exhibition hours. Security will not allow access to the exhibit hall outside of the scheduled hours without prior written approval from AAAAI.

### Service Contractor



Freeman has been named the official service contractor for the 2022 Annual Meeting and is appointed to ensure the orderly and efficient installation and removal of the overall exhibition.

Freeman will provide and assure the distribution of labor to all exhibitors according to need, see that the proper type and limits of insurance are in force and avoid any conflict with facility regulations and requirements. Freeman will staff and maintain an on-site service desk before, during, and after the exhibition to serve as a focal point for exhibitor needs. Furniture, decorative signs, labor, and other services will be available at the Freeman Service Desk.

The official Exhibitor Service Manual will be available Wednesday, December 1 on the 2022 Annual Meeting website. Along with additional information, the service kit will contain information on:

- Freight shipping and handling
- Labor regulations and rates
- Furniture, display, and other decorating rentals
- Ordering electrical and telephone services

### Independent Service Contractors

Exhibiting companies may opt to use Independent Service Contractors (ISC) for installation and dismantling. If such contractors are used, the exhibit company must complete the Exhibitor Appointed Contractor (EAC) form in the Exhibitor Service Manual and send to AAAAI no later than January 14, 2022. Independent contractors are responsible for notifying AAAAI of the booths they will work in and they must provide the appropriate insurance by January 14, 2022. The Certificate of Insurance provided by the EAC must provide (i) evidence of workers' compensation insurance covering all permanent and temporary labor staff hired to perform work over the event dates in the minimum amount required by state law; (ii) evidence of commercial general liability insurance in a minimum amount of \$1,000,000 per occurrence covering all operations (including bodily injury and property damage); and, (iii) automobile liability insurance in a minimum amount of \$1,000,000 covering all owned, hired and non-owned vehicles. The Certificate of Insurance covering commercial general liability and auto insurance must also name the American Academy of Allergy, Asthma & Immunology as a certificate holder and must list the following parties as additional insured: American Academy of Allergy, Asthma & Immunology, the Phoenix Convention Center and Freeman; such insurance shall be primary and not contributory. If information is not received by January 14, 2022, the exhibitor must work with Freeman.

The exhibiting company is responsible for reviewing the times listed in the Exhibit Hall Access section and communicating these to any ISCs/EACs that they have hired.

During setup & teardown days/times (not including show days), ISC/EAC staff will be required to check-in daily at the appropriate entrance and show proof of affiliation (such as employee ID badge) with a previously approved exhibitor-designated contractor in order to receive a wristband that will provide access to the exhibit hall. EACs must have submitted all appropriate forms and certificates of insurance for staff to be allowed access on the exhibit floor.

On show days, EAC staff must be registered as exhibit booth personnel to gain access to the exhibit floor. If they do not have appropriate 2022 Annual Meeting registration badges, they will be directed to the registration desk to register as an exhibitor and collect the appropriate badge.

### Booth Construction

Standard booths are 10 ft x 10 ft or multiples thereof and are arranged in a straight line. All standard booths consist of 8 ft backwall drape and 3 ft sidewall drape. Exhibit fixtures, components and signs will be permitted to a maximum height of 8 ft and they may extend only 5 ft from the backwall. Any fixtures placed within the remaining 5 ft must not exceed 4 ft high. Peninsula booths and bridging are not permitted.

Island booths consist of four or more standard booths back-to-back with aisles on all four sides. Exhibit fixtures, components and banners



## General Exhibit Information, continued

will be permitted to a maximum height of 24 ft. Sufficient see-through areas must be provided to prevent blocking views of adjacent booths (i.e., there must be access from all four sides of the booth with a minimum of 30% see-through effect from all four sides).

All booths 30 ft x 30 ft or larger must submit a floorplan and elevation drawing, indicating placement and dimensions of all structures, for AAAAI review by January 14, 2022. Approvals or revisions will be communicated within 10 business days. AAAAI is not responsible for any additional labor, production or material costs for modifications necessary to an exhibit booth to be compliant with these guidelines.

Per facility policy, booths that require more than 50 feet travel distance to an exit aisle shall be provided with a minimum of two exits remote from each other.

Any plans for multi-level booths must be discussed with Freeman to ensure they comply with facility guidelines and building codes.

Booth floor covering is mandatory and is the responsibility of the exhibiting company. Exhibitors may supply their own carpet/floor covering (must be slip-resistant) or order it from Freeman. All exhibit booths without floor covering, or which is objectionable to AAAAI shall, at AAAAI's sole discretion, be carpeted and/or corrected at the exhibitor's expense.

Any exposed, unfinished sides of an exhibit booth must be draped to present an attractive appearance.

## Registration and Badges

All exhibitor personnel, including any EAC staff that require access to the exhibit hall on show days, must be registered exhibit staff of the 2022 Annual Meeting in order to receive registration badges.

Exhibitors who have not paid their exhibiting fees in full will not be able to pick-up registration badges on site until full payment has been received.

Unlimited exhibitor badges are provided at no charge. An exhibitor badge allows admission to the exhibit hall only.

One complimentary exhibitor/delegate badge is provided per 100 sq ft of exhibit space rented (maximum 15). An exhibitor/delegate badge allows admission to the exhibit hall and all non-ticketed educational sessions. Additional exhibitor/delegate badges can be purchased.

Exhibitor personnel interested in attending ticketed sessions must register as a paid delegate.

Guest passes for exhibitor personnel will not be issued.

## Housing



Exhibitors will be able to book housing beginning Wednesday, November 10, 2021. Exhibitors are encouraged to take advantage of the discounted rates in the 2022 Annual Meeting housing block by booking through this site.

## Exhibit Rules and Regulations

### ACCME Guidelines

No commercial promotional materials shall be displayed or distributed in the same room immediately before, during, or after an educational activity certified for credit takes place.

Representatives of commercial companies may attend an educational activity, but they may not engage in sales activities while in the room where the educational activity takes place.

### Americans with Disabilities Act

Each exhibitor is responsible for compliance with the Americans with Disabilities Act (ADA) within its booth space.

### Application Review

AAAAI will review all exhibit applications to determine whether they satisfy basic criteria such as: whether the product/services described specifically relate to the practice or advancement of allergy, asthma or immunology; whether the exhibit is of informational value to allergist/immunologists; whether the product/services, in the opinion of AAAAI, are safe and effective. Even when an application meets the basic criteria above, AAAAI reserves the right to deny any request to exhibit.

New exhibitors will be required to submit the following information:

- a photo of their exhibit booth from another event
- a brochure/pamphlet with information on their organization and products/services available to our attendees, and
- the goal from participation at the Annual Meeting.

### Application Submission

To reserve exhibit space, complete the online application and contract. Please review the deposit and booth assignment policy in their respective sections of this document for further information to assist with your submission.

Booth applications will be accepted through February 4, 2022.

### Attire

Attire of all exhibit personnel should be consistent with the professional atmosphere of the Annual Meeting.

### Audio/Visual Equipment

If closed sound systems cannot be arranged, open sound systems will be permitted. However, sound "leakage" must not interfere with other exhibitors. AAAAI reserves the right to request the reduction in volume or cessation of use of any system that creates such interference. Audio/visual equipment order forms will be included in the Exhibitor Service Manual.

### Balloons

Balloons are not permitted at the 2022 Annual Meeting.

### Booth Assignment

All requested exhibit booths received by October 20, 2021 will be drawn on an empty floor plan in priority point order. In the event that multiple companies have accrued an equal number of priority points,



## Exhibit Rules and Regulations, continued

the exhibit application received first will be given preference. AAAAI will attempt to meet the size and location needs of each company, but reserves the right to assign space that is most appropriate for the overall exhibition. Applications received after October 20 will be assigned booth space on a first-come, first-served basis. Notification of booth assignments will be sent out in early December. Complimentary exhibitors will receive notification of their booth assignment following paying exhibitors.

If two or more companies want exhibit space adjacent to one another, each organization must indicate so on the exhibit application at the time of submission. Requests submitted prior to October 20 will be considered in the original exhibit hall floorplan assignment. AAAAI will try to accommodate all such requests; however, unaffiliated exhibitors will not be moved to new booths to accommodate late requests. AAAAI reserves the right to assign booth locations as is most appropriate for the overall exhibition.

### Booth/Promotional Activity

Booth/promotional activities, such as demonstrations, live interviews, market research, etc., may not interfere with normal traffic flow nor infringe on neighboring exhibits. Booth/promotional activities will not be permitted outside of the exhibitor's assigned booth space. Exhibitors should reserve a reasonable portion of their exhibit space for the crowds or lines that popular activities may attract. "Meet the Expert" panels and product theaters are not allowed in the exhibit hall.

### Booth Relocation

If it becomes necessary to relocate an exhibitor after a booth assignment has been made, AAAAI will contact the company involved and every effort will be made to reassign the exhibitor to a similar booth space.

### Booth Rental Fees

Inline booths .....	\$44/sq ft
Corner booths .....	\$47/sq ft
Island booths .....	\$50/sq ft
Larger Island booths (30' x 30' or larger) .....	\$55/sq ft

### Cancellation/Downsizing

Cancellations or requests to downsize booth space must be sent to the AAAAI in writing. A refund of less than \$1,000 per 100 sq ft will be given if notice is received by January 5, 2022. No refunds will be given after January 5, 2022. AAAAI can sell cancelled or downsized booth space to another exhibitor without any refund. AAAAI retains the right to relocate an exhibitor after downsizing. If an exhibitor downsizes their exhibit booth, the net reduction will be treated as a cancellation and fees will apply accordingly.

If the AAAAI is not able to host the 2022 Annual Meeting in person, each exhibitor will retain the opportunity to exhibit virtually at the Annual Meeting with their virtual exhibit booth. Upon request, exhibitors will receive a partial refund of the exhibit fee paid to AAAAI according to their virtual exhibit booth size; AAAAI will retain \$10,000 for

Premium listings (booths 30'x30' or larger); \$4,000 for Deluxe listings (booths 20'x20' or 20'x30'); \$1,500 for Standard listings (all other booth sizes). If the exhibitor does not want to participate in the AAAAI's virtual meeting, they can receive a full refund of their exhibit booth fee if requested by February 23, 2022.

Should an exhibitor no longer be able to participate in person, or AAAAI is not able to hold the event, each exhibitor is solely responsible for canceling all hotel reservations and travel arrangements. In addition, the exhibitor is responsible for contacting the Phoenix Convention Center and any vendors with whom they contracted services, including Freeman, to cancel all services and make any further arrangements as necessary (such as the return shipment of materials/exhibit booth). The exhibitor is responsible for all such fees related to their cancellation.

### Continuing Medical Education (CME) Activities

All activities offering CME credit occurring at or in conjunction with the Annual Meeting must be provided directly or jointly by the AAAAI, and planned and executed in accordance with the ACCME's guidelines for accredited CME activities, including the Standards for Commercial Support. Therefore:

- Exhibitors defined as commercial interests by the ACCME are prohibited from offering or distributing CME activities or access to CME activities.
- Exhibitors not defined as commercial interests by the ACCME may offer or distribute CME activities or access to CME activities, provided those activities are listed on the exhibit application and approved by AAAAI.

### Deposits and Payments

A minimum deposit of 50% of the booth rental fee is due with the completed application. Exhibitors who request an invoice at the time of application will receive an email immediately after submitting their application with an invoice attached. A deposit must be received by October 20, 2021, in order to be included in priority space assignment.

Full payment is due by January 5, 2022. If full payment is not received by this date, space may be released back into the general inventory and the exhibiting company may be prohibited from registering staff and making housing reservations. Applications received after January 5, 2022, require full payment of the booth rental fee at the time of submission. Space assignment will not be made without the appropriate deposit/payment. Exhibitors will be required to contact AAAAI to make subsequent payments on the balance due. AAAAI does not automatically charge subsequent payments for booth space.

Booths will not be allowed to exhibit if the full payment has not been received by AAAAI prior to move-in.

### Disclosure

It is the policy of AAAAI that any exhibitor whose booth space, exhibit display, or exhibit materials are provided through an educational grant from another organization prominently disclose that information to all delegates visiting or viewing that booth.



## Exhibit Rules and Regulations, continued

### Distribution of Advertising Material

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, press rooms, or public areas of the convention center or co-headquarter hotels.

### Drawings/Prizes/Raffles, Etc.

Prize contests, awards, drawings, raffles, or lotteries of any kind held at any time or place within the 2022 Annual Meeting properties are not permitted. Attendees may not be registered for drawings, raffles, or lotteries, which might be conducted after the Annual Meeting. Gaming devices of any kind are not allowed in the exhibit hall.

### Educational/Non-Profit Organizations

Organizations may apply for complimentary exhibit space, if they meet the following criteria: they are a non-profit organization as defined by maintaining 501(c) tax status; are national in scope; their overall mission is educational in nature; and their mission would appeal to the AAAAI membership and further the AAAAI strategic goals. Applications for complimentary space must include a copy of the IRS letter of determination verifying their 501(c) tax status, and should include any documentation that demonstrates compliance with the criteria listed above. Even when an application meets the basic criteria above, AAAAI reserves the right to deny any request for complimentary exhibit space. Email AAAAI at [annualmeeting@aaaai.org](mailto:annualmeeting@aaaai.org) for complete instructions on submitting an application for complimentary exhibit space.

### Electrical Regulations

All equipment must comply with federal, state, and local electrical codes. All exhibitor equipment must be UL-approved. Exhibitors should contact Freeman with any special requirements.

### Emergency Preparedness

Exhibitors are responsible for reviewing and being compliant with the 2022 Annual Meeting Emergency Preparedness Plan, as well as sharing with all staff who will be on site in Phoenix. The plan will be available 10 days prior to the Meeting.

### Exhibit Directory

Information submitted on the exhibit application, including organization name, address, city, state, zip code, phone number, website, product/service listing, and product/service description will be printed in the 2022 Annual Meeting Final Program. Company name, city, state, and product/service description will also be listed in the mobile app. Any changes to information must be submitted by Wednesday, January 5, 2022 at 5:00 pm CST.

### Exhibit No-Shows

A company that reserves booth space and fails to inform AAAAI in writing of its plans not to attend automatically forfeits 100% of the total cost of the exhibit space assigned; may not be invited to participate in future AAAAI exhibitions; and forfeits all priority points earned over

the past five years. Exhibiting companies will be considered a no-show if the booth space is unoccupied by 8:00 pm on Friday, February 25, 2022.

### Exhibitor Personnel

Exhibitors must staff their exhibit booth during the scheduled hours of the exhibit hall. Exhibit personnel, as well as registered EAC staff, will be allowed in the exhibit hall at 7:45 am on Saturday, February 26 and 8:45 am on Sunday and Monday, February 27 & 28. Exhibitors and registered EAC staff may remain in the exhibit hall up to one hour after the exhibits close each day.

Exhibitors vacating their booth before the closing of the show any day or prior to the final close of the show may incur a loss of priority points and/or be denied exhibit space at future AAAAI exhibitions.

No exhibitors, including vendors/contractors, may solicit attendees or other exhibitors from outside of their booth or elsewhere at the Annual Meeting. Exhibit personnel may not enter another exhibitor's booth space without obtaining permission. At no time, may anyone enter an unstaffed booth of another exhibitor.

### Facility Regulations

Exhibitors are responsible to abide by all facility policies, procedures, rules, regulations, and guidelines, including, but not limited, to those listed below:

Animals are not permitted, with the exception of service animals or animals approved in writing by AAAAI and the facility.

Cell phones may not be used while operating equipment or heavy machinery.

Children under 18 years old are only permitted in the exhibit hall on show days during open show hours.

Drones are not permitted.

Lasers and x-ray equipment will require written permission from the facility.

Each exhibitor is responsible for handling and disposal of any and all medical and bio-hazard waste. Pre-approval is required.

Exhibitors may not nail, staple, tack, or otherwise affix anything to the ceiling, walls, painted surfaces, fire sprinklers, columns, or windows.

All exhibit, display, construction, decorative material, and drape must be flame retardant. Please have the material's fire resistive documentation available for immediate presentation to the Fire Marshall upon request from move-in to move-out.

All vehicles must be approved by both the facility and AAAAI. All facility requirements regarding move-in, move-out, and placement of vehicle during the event must be followed.

A complete list of facility requirements can be found in the Operational Policies and Procedures document at the bottom of the Phoenix Convention Center's website at <https://www.phoenixconventioncenter.com/plan>.



## Exhibit Rules and Regulations, continued

The Director of the Phoenix Convention Center reserves the right to alter and/or amend these Operational Policies and Procedures at any time and shall have the sole authority to make decisions concerning any issues not addressed therein.

### FDA Regulations

Exhibitors must abide by all applicable Food and Drug Administration (FDA) regulations, including but not limited to any and/or all approval requirements. Exhibitors are reminded that the FDA generally prohibits the advertising or other promotion of investigational or unapproved drugs and devices. The FDA also forbids the commercial promotion of approved drugs or devices for unapproved uses. Unapproved devices may be displayed only if they are the subject of an effective investigational device exemption (IDE) or if they are the subject of a pending 510(k) pre-market notification application. Any investigational product that is displayed or graphically depicted within the exhibit must (a) contain no claims of safety or effectiveness, (b) contain no comparative claims to other marketed products, and (c) be accompanied by a sign clearly and prominently stating that the device is limited by federal law to investigational use and is not approved by the FDA for commercial distribution in the United States.

Exhibitors may not sell, commercialize, or take orders or names with respect to an investigational drug or device, or a device that is the subject of a pending 510(k) application, unless limited to research or investigational use. These restrictions are not intended to limit the full exchange of scientific information regarding an investigational drug or device. If the FDA or a court of competent jurisdiction determines that a company's exhibit at the Annual Meeting is in violation of any FDA regulations, including but not limited to the promotional restrictions and rules described above, the company may be subject to sanctions, including but not limited to exclusion from exhibiting at subsequent AAAAI exhibitions.

Concerns or questions regarding compliance with FDA regulations should be addressed to the FDA as follows:

FDA  
CDER Division of Drug Information  
10001 New Hampshire Avenue  
Hillandale Building, 4th Floor  
Silver Spring, MD 20993  
Phone: (855) 543-3784 / (301) 796-3400  
Email: [druginfo@fda.hhs.gov](mailto:druginfo@fda.hhs.gov)

FDA Office of Compliance Center for Devices and Radiological Health  
HFZ-300 2094  
Gaither Road  
Rockville, MD 20850  
Phone: (301) 594-4692  
[www.fda.gov](http://www.fda.gov)

### Fire & Safety Regulations

Exhibitors must comply with all federal, state, and local fire and building codes that apply to the facility.

### Floor Load Restrictions

The exhibit floor load limit is 350 lbs/sq ft.

### Food and Beverage

Exhibitors may distribute food and beverage items from their booth space upon AAAAI approval. Items must be ordered through the catering department at the convention center. Outside food and beverage vendors are prohibited. A catering order form will be included in the Exhibitor Service Manual. Nuts and alcoholic beverages are prohibited.

### Function Space Requests

AAAAI may be willing to approve and release meeting space for use by exhibiting companies, universities, and/or non-profit organizations that have members, personnel, or other affiliated individuals attending the 2022 Annual Meeting. Appropriate functions may include: advisory board meetings, committee meetings, focus groups, staff meetings, or social events. Private social events proposed in conflict with any official Annual Meeting session or activity will not be allowed. Forms will not be accepted after February 11, 2022.

To reserve function space within the 2022 Annual Meeting hotel block, groups must first fill out a function space form to be approved by AAAAI. Following approval, groups may contact the hotels directly to reserve function space, if space was unable to be assigned by AAAAI.

Any requests for function space from an exhibitor who subsequently cancels their exhibit booth will be forfeited.

Exhibitors defined as commercial interests by the ACCME can host private social events. Companies interested in hosting an invite-only event, for a limited number of Annual Meeting delegates, should complete the function space request form. Companies interested in hosting a social event that is open to all Annual Meeting delegates should contact the AAAAI Executive Office for more information on the sponsorship fees associated with this type of event. Exhibitors not defined as commercial interests by the ACCME may host private social events, either invite only or open to all Annual Meeting delegates, by completing the function space request form.

Events held off-site (not at the co-headquarter hotels or the convention center) are considered unapproved and as such, the sponsoring company/exhibitor may be denied exhibit booth space at future AAAAI events.

By approving your application, AAAAI does not endorse or sanction your function, and no such relationship should be inferred by you or implied to the participants.

### Giveaways

Giveaways and product samples approved by AAAAI may be distributed from your exhibit booth. Requests for items other than product samples or educational materials must be submitted to AAAAI with a sample by February 11, 2022. Samples will not be returned. Written notification will be sent upon AAAAI approval of the items. In accordance with AMA



## Exhibit Rules and Regulations, continued

ethical guidelines, giveaways must be available to all delegates, be of minimal value, provide a benefit to patients, or be used during the conference or in the professional activities of the delegate.

### Health and Wellness Protocols

The health and safety of all participants at the 2022 Annual Meeting is a top priority for the AAAAI. AAAAI will continue to monitor the continually evolving situation of COVID-19 including guidance from the Centers for Disease Control and will make adjustments accordingly. All exhibit staff are required to abide by all health and safety directives, protocols, requirements, and guidelines of the AAAAI, Phoenix Convention Center and all participating facilities. AAAAI will provide these guidelines as soon as practical. AAAAI reserves the right to amend the guidelines at any time before or during the Meeting.

In addition to those protocols, it is recommended that each exhibitor considers a health and wellness plan while designing their exhibit booth to create a safe environment for their employees and attendees, which may include extra space for social distancing, designating traffic flow patterns and increasing the frequency of booth cleanings.

### Insurance

The Exhibitor acknowledges and agrees that the American Academy of Allergy, Asthma & Immunology, the Phoenix Convention Center and Freeman do 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, workers compensation and cyber insurance covering any potential losses by the Exhibitor.

### Labor Regulations

Exhibitors are required to conform to all local labor regulations. Labor can be ordered through Freeman. More information will be included in the Exhibitor Service Manual.

### 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 purchasing the pre-registration mailing list and sending product information or invitations in advance to Annual Meeting registrants. As delegates continue to register up until and including on site, a later request date for a mailing list will result in more names included. Mailing list request forms must be submitted no later than February 11, 2022. Phone numbers and email addresses will not be included in the purchased information. Please note that AAAAI cannot be responsible for bad addresses.

### Market Research

Companies that perform market research will only be assigned exhibit booth space if research is being conducted for an approved Annual Meeting exhibitor and if space is available. All surveys are required to be conducted within the confines of the booth space. A list of exhibitors

for which market research is being conducted must be submitted in writing to AAAAI prior to applying for booth space.

### Marketing Free Zones

AAAAI has created a marketing free zone around the immediate vicinity of the convention center and the co-headquarter hotels. Exhibitors are prohibited from all street marketing activities in this area which include: segways, street teams, decals, or literature distribution. AAAAI also restricts exhibitors from conducting these marketing activities on the property of official hotels.

A map of the marketing free zone may be found in the Exhibitor Service Manual.

### Music Licensing

Each exhibitor using music in conjunction with its exhibit is responsible for maintaining compliance with the appropriate music licensing organizations.

### Penalties

As a condition for exhibiting, each exhibitor agrees to observe all rules and regulations. Violators will forfeit priority points for each rule or regulation violated.

First violation: The exhibitor will not accrue priority points for its participation for the year.

Second violation: The exhibitor will lose half of its accrued priority points.

Third violation: The exhibitor will not be eligible to exhibit at future AAAAI events.

These are merely examples. AAAAI reserves the right to impose additional penalties.

### Photography/Videotaping

The designated official photographer of the 2022 Annual Meeting is Karras Photography and an order form will be included in the Exhibitor Service Manual. Except for services ordered through the official photographer, all outside vendors hired by exhibitors to videotape or photograph their exhibit booth, activities, personnel, etc. must submit a written request to AAAAI no later than February 11, 2022. These vendors will only be allowed into the hall during show hours. All other videotaping and photographing within the exhibit hall is prohibited. AAAAI may take photographs at any time and may use them in any media for AAAAI purposes.

### Press

Exhibitors who wish to issue press releases or media alerts related to abstracts being presented as part of the 2022 Annual Meeting must abide by the AAAAI's press release and embargo media policy, which can be read in full at [annualmeeting.aaaai.org/faculty/abstract-press-release-and-embargo-policy](https://annualmeeting.aaaai.org/faculty/abstract-press-release-and-embargo-policy). Most importantly, any press releases, media alerts, or related materials describing the abstract results and findings must be embargoed until February 1, 2022, which is the date the abstracts will be published in an online supplements to *The Journal*





## Exhibit Rules and Regulations, continued

of *Allergy and Clinical Immunology (JACI)*. As of that date, abstract findings and results can freely be promoted, and any press releases, media alerts, or related materials describing the abstracts findings and results can be issued.

Any press releases, media alerts, or related materials do not need to be reviewed by the AAAAI, but please be aware that they must not indicate AAAAI endorsement or use the AAAAI logo. If you have any questions about the AAAAI Annual Meeting abstract press release and embargo policy, please email Megan Brown at [mbrown@aaaai.org](mailto:mbrown@aaaai.org).

If an exhibitor fails to comply with these regulations, AAAAI reserves the right to remove the exhibitor from the exhibit hall, or deny participation in future AAAAI exhibitions. Exhibitors will not be granted access to the Press Room or the Press Conference Room at the Annual Meeting. Exhibitors cannot post press releases in the press room. Non-AAAAI news briefing or other media events are prohibited in meeting areas, including hotels, during the Annual Meeting.

### Priority Points

Priority booth assignment is based on the total number of priority points accrued. Companies receive 2 points for every 100 sq ft of space rented in 2017-2020 (for 2020, booth space reserved as of 02/21/20 will determine points). Companies receive points for their 2021 exhibit booth according to virtual booth size (Premium booths earn 10 points, Deluxe booths earn 3 points, and Standard booths earn 1 point). In addition, companies earn 10 bonus points for exhibiting at all of the last five AAAAI Annual Meetings regardless of the amount of space rented each year. Furthermore, companies earn 1 point for every \$10,000 in sponsorships paid to the AAAAI and for every \$10,000 in donations made to the AAAAI Foundation between August 1, 2020 and July 31, 2021. Exhibit applications must be received by October 20, 2021, in order to be considered for priority booth assignment. Non-profit companies receiving complementary booth space do not accrue priority points.

### Product/Service Descriptions

Product or service descriptions are a required part of the application process. This description will appear with the company name, city, and state in the Final Program and the mobile app. All descriptions should be in sentence form, typed, and no longer than 50 words. Descriptions longer than this will be edited for length. Descriptions for the Final Program will be accepted until January 5, 2022 at 5:00 pm CST.

### Restriction of Exhibits

AAAAI reserves the right to restrict or prohibit exhibits that are deemed unacceptable for any reason. This may include people, items, conduct, printed materials, or anything that may be objectionable to the exhibition. If such restriction occurs, AAAAI will not be liable for any refunds, rentals, or exhibit expenses. The decision of the AAAAI regarding exhibit applications is final.

### Safe Environment Policy

AAAAI is committed to providing a safe, productive, and welcoming environment for all meeting participants and staff. All participants,

including, but not limited to, attendees, speakers, volunteers, exhibitors, staff, service providers, and others are expected to abide by this Safe Environment Policy. This policy applies to all AAAAI meeting-related events, both in person and virtual, including those sponsored by organizations other than AAAAI but held in conjunction with AAAAI events, in public or private facilities or platforms.

#### Expected Behavior

- Be considerate, respectful, and collaborative.
- Refrain from demeaning, discriminating or harassing behavior and speech (both verbal and written).
- Alert event organizers if you notice any behavior that is not aligned with this Safe Environment Policy.

#### Unacceptable Behavior

- Harassment, intimidation or discrimination in any form.
- Physical or verbal abuse of any attendee, speaker, volunteer, exhibitor, staff member, service provider, or other meeting guest.
  - Examples include, but are not limited to, verbal and written comments related to gender, sexual orientation, disability, physical appearance, body size, race, religion, national origin, inappropriate use of nudity and/or sexual images in public spaces or in presentations, or threatening or stalking any attendee, speaker, volunteer, exhibitor, staff member, service provider or other meeting guest.
- Disruption of presentations at sessions, in the exhibit hall, or at other events organized by AAAAI at the meeting venue, hotels, other AAAAI-contracted facilities and in the virtual environment.
- Wearing clothing that is not suitable for a professional work environment, that is inappropriate or otherwise potentially offensive while participating in a live event, video chat or presentation.
- Showcasing or promoting any illegal substance or activity in conversation, chat, photo, video, or text.
- Presentations, postings and messages should not contain promotional materials, special offers, job offers, product announcements, or solicitation for services, unless their presence is pre-approved expressly for that purpose (such as in the exhibit hall). AAAAI reserves the right to remove any unapproved messages and potentially ban sources of those solicitations.
- Photographing, video or audio recording of slides, oral or poster presentations without presenter/author's permission.
- Sharing your ID Badge or virtual login credentials with other individuals.
- Participants should not copy or take screen shots of Q&A or any chat room activity that takes place in the virtual space.

#### Responsible Drinking

At most AAAAI networking events both alcoholic and non-alcoholic beverages are served. AAAAI expects participants at our events to

# Exhibitor Prospectus



## Exhibit Rules and Regulations, continued

drink responsibly. AAAAI, staff and Meeting host event staff have the right to deny service to participants for any reason, and may require a participant to leave the event.

AAAAI has zero-tolerance for any form of discrimination or harassment, including but not limited to sexual harassment by participants or our staff at our meetings. If you experience harassment or hear of any incidents of unacceptable behavior, AAAAI asks that you inform either Kay Whalen, MBA, CAE, Executive Director Emeritus, [kwhalen@aaaai.org](mailto:kwhalen@aaaai.org) or (414) 272-6071, Rebecca Brandt, CAE, Executive Director, [rbrandt@aaaai.org](mailto:rbrandt@aaaai.org) or another staff member.

AAAAI reserves the right to take any action deemed necessary and appropriate, including immediate removal from the meeting without warning or refund, in response to any incident of unacceptable behavior, and AAAAI reserves the right to prohibit attendance at any future in person or virtual meeting.

### Security

AAAAI will provide 24-hour security in the exhibit hall. Neither the security company, AAAAI, Freeman, nor the Convention Center is responsible for any loss or damage to exhibitor property.

### Selling of Products and Services

Sales and order taking are permitted in the exhibit hall provided all transactions are conducted within the professional nature of the meeting. AAAAI reserves the right to restrict sales activities that it deems inappropriate or unprofessional. Exhibitors are only allowed to demonstrate and sell products/services as listed on the exhibit application; additional products will require AAAAI's approval prior to being demonstrated or sold.

It is the responsibility of the exhibitor to have all licenses, permits, and/or registrations required by the venue, city or municipality, and/or state. The exhibitor is solely responsible for compliance with all applicable tax laws.

Exhibitors may be required to have a Transaction Privilege Tax (TPT) License and should contact the Arizona Department of Revenue at [asktaxpolicy@azdor.gov](mailto:asktaxpolicy@azdor.gov) or (602) 255-3381 to ensure compliance with all requirements. More information on TPT Licenses is available at [www.azdor.gov](http://www.azdor.gov) and <https://azdor.gov/reports-statistics-and-legal-research>. Exhibitors may apply for the license at [www.aztaxes.gov](http://www.aztaxes.gov).

AAAAI reserves the right to interpret and make final decisions regarding all rules and regulations.

## Advertising Opportunities

### Advertise with Impact

The special Annual Meeting edition of Impact, the AAAAI's quarterly digital membership magazine, is delegates' trusted resource for the latest Annual Meeting news and updates. This digital magazine will be emailed to all AAAAI members prior to the Annual Meeting. Multiple placements are available.

Contact our Communications Team at (414) 272-6071 or [media@aaaai.org](mailto:media@aaaai.org) for more information and to request a rate card.

### Smoking

Smoking is prohibited at the 2022 Annual Meeting.

### Subletting Space

Subletting of exhibit space is prohibited. Sharing of exhibit space is not permitted unless it is within divisions of the same company and approved by AAAAI.

### Virtual Exhibits

The 2022 AAAAI Annual Meeting will allow guests to participate virtually, as well as in person. To ensure our exhibitors are able to engage with all attendees, each exhibitor will receive a complimentary virtual exhibit listing in the mobile app as well as in the virtual platform.

The mobile app will be preloaded with the Exhibitor Directory information as provided on the exhibit application. Additionally, exhibitors are able to upload a logo and unlimited PDF documents. If an exhibitor would like to upload any videos, they must email them to [annualmeeting@aaaai.org](mailto:annualmeeting@aaaai.org) by Friday, February 11, 2022.

Features in the virtual platform vary based upon the exhibit booth size reserved (30'x30' or larger booths will receive a Premium virtual exhibit; 20'x20' and 20'x30' booths will receive a Deluxe virtual exhibit; all other booth sizes will receive a Standard virtual exhibit). Features of the virtual exhibit listings include logo, expanded company description (up to 500 words), videos, handouts, staff profiles and Calendly access (not available to Standard virtual exhibits; exhibitors must create their own Calendly accounts and are responsible for any associated charges); quantities allowed vary by listing type. The virtual platform will allow exhibitors to view/download reports which include basic metrics on views/downloads as well as full contact information of the individuals who visited their virtual exhibit. All virtual exhibits will remain viewable until December 31, 2022. Exhibitors are responsible for building their own virtual exhibit listing.

Further instructions will be provided for both options when access is available for uploading items; estimated access date is December 1, 2021. We are working to finalize these details with the vendor, so please note that these details are subject to change. If you have any questions in the meantime, please contact us at [annualmeeting@aaaai.org](mailto:annualmeeting@aaaai.org).

# Exhibitor Prospectus



AAA AI American Academy of  
Allergy Asthma & Immunology  
ANNUAL MEETING  
PHOENIX, AZ · FEBRUARY 25–28, 2022

## 2020 AAAAI Annual Meeting Exhibitors

AbbVie BSG/Medical	DBV Technologies	Lil Mixins, LLC	Propeller Health
Accredo	Diplomat Specialty Infusion Group	Lincoln Diagnostics, Inc.	PulmOne Advanced Medical Devices
Adako USA	EAACI	Macis Teams Inc.	Pulmonology Advisor
ADMA Biologics	eClinicalWorks	Mead Johnson Nutrition	Purina
Advanced InfusionCare	Edge Pharmaceuticals	Medi Lazer	Purina Institute
Advocacy & Awareness for Immune Disorders Association (AAIDA)	Elsevier	Medical College of Wisconsin	Rabbit Air
Aimmune Therapeutics	EMED Technologies Corporation	Mediknox	Racksys LLC
Ajinomoto Cambrooke	EMK MEDICAL SERVICES	Meditrix	RB
ALK-Abelló, Inc.	Food Allergy & Anaphylaxis Connection Team (FAACT)	Methapharm	Red Maple Trials Inc.
Allakos	Food Allergy Research & Education	MGC Diagnostics	Regeneron and Sanofi Genzyme
Allergists for Israel	Food Equality Initiative, Inc.	Micro Direct, Inc.	Retractable Technologies
Allergy & Asthma Network	Gene by Gene	MIR-Medical International Research	Rosch Visionary Systems, Inc.
Allergy and Asthma Proceedings	Genentech - Novartis	Mission: Allergy, Inc.	Sandoz
Allergy Partners	Global Food Therapy, LLC	ModuleMD	Sanofi Consumer Healthcare (Formerly Chatterm, Inc)
AllergyEHR a division of Meditab Software	Grifols USA, LLC.	Molekule	SCIREQ Inc.
AllianceRx Walgreens Prime	GSK	Morgan Scientific, Inc.	SelectWisely, LLC
American Board of Allergy and Immunology	GSK Consumer Healthcare	NASPGHAN Foundation	Smart Practice
American Partnership for Eosinophilic Disorders	Health Monitor Network	National Allergy/ACP	Specialty Pharmacy Nursing Network, Inc.
Amerimmune LLC	Helen of Troy	National Heart, Lung, and Blood Institute	Stallergenes Greer
ARS Pharmaceuticals, Inc.	Hitachi Chemical Diagnostics	National Jewish Health	Takeda
Association of PAs in Allergy, Asthma & Immunology	HollisterStier Allergy	NeilMed Pharmaceuticals	Taylor & Francis
Asthma and Allergy Foundation of America	Horizon Therapeutics	Novartis Pharmaceuticals	Teva Pharmaceuticals
AstraZeneca	Hyper IgM Foundation	Novartis Pharmaceuticals Corporation	The Emmes Company, LLC
AstraZeneca / AMGEN	Immune Deficiency Foundation	Nutricia North America	The Mastocytosis Society, Inc.
BioCryst Pharmaceuticals, Inc.	Immune Epitope Database and Analysis Resource	Octapharma	Thermo Fisher Scientific, Phadia AB
Blueprint Medicines	Indoor Biotechnologies, Inc.	Officite	Thorasys Thoracic Medical Systems Inc.
Code Ana/The Teal Schoolhouse and The Allison Rose Foundation	International Eosinophil Society, Inc.	Optim LLC	Ursatec GmbH
Covis Pharma	International FPIES Association (I-FPIES)	Optinose	US Hereditary Angioedema Association
CSL Behring	Invitae	Optum Infusion Pharmacy, formerly BriovaRx Infusion Services	Viracor Eurofins
CuraScript SD	KabaFusion	Panatrex, Inc.	Vitalograph, Inc.
CVS Specialty	kaléo	PEPperPRINT	Weave
	Latitude Food Allergy Care	Pfizer	WebMD + Vitals.com
	Leadiant Biosciences, Inc.	Pharming Healthcare Inc	World Allergy Organization (WAO)
			XLEAR, INC.

## 2021 AAAAI Virtual Annual Meeting Exhibitors

AbbVie BSG/Medical	Clinical Immunology Society	Analysis Resource	Pfizer
Accredo	CSL Behring	Immune Deficiency Foundation	Phadia AB, Thermo Fisher Scientific
ADMA Biologics	CuraScript SD	Incyte Corporation	Pharming Healthcare Inc.
Aimmune Therapeutics	DBV Technologies	International Eosinophil Society, Inc.	Purina Pro Plan LiveClear
Ajinomoto Cambrooke	EAACI	International FPIES Association (I-FPIES)	Rabbit Air
ALK-Abelló, Inc.	Edge Pharma Allergy	Johnson & Johnson	RB/Mead Johnson Nutrition
Allergy & Asthma Network	Elsevier	Lilly USA, LLC	Regeneron and Sanofi Genzyme
AllergyEHR a division of Meditab Software, Inc.	EMED Technologies Corporation	Lincoln Diagnostics, Inc.	Regeneron Pharmaceuticals
American Board of Allergy and Immunology	Food Allergy & Anaphylaxis Connection Team (FAACT)	Med Learning Group	SmartPractice
American Partnership for Eosinophilic Disorders	Food Allergy Research & Education	Merck & Co.	Stallergenes Greer
Amgen and AstraZeneca	Fresenius Kabi USA LLC	Micro Direct, Inc.	Takeda
Asthma and Allergy Foundation of America (AAFA)	Genentech - Novartis	ModuleMD	Teva Pharmaceuticals
AstraZeneca	Grifols USA, LLC	MotherToBaby Pregnancy Studies	The Mast Cell Disease Society, Inc.
BioCryst Pharmaceuticals, Inc.	GSK - Respiratory	NASPGHAN Foundation	US Hereditary Angioedema Association
Blueprint Medicines	Helen of Troy	Novartis Pharmaceuticals	Viracor Eurofins
Bristol Myers Squibb	HollisterStier Allergy	Novartis Pharmaceuticals Corporation (Ilaris)	Vitalograph
	Horizon Therapeutics	Nutricia North America	World Allergy Organization (WAO)
	IEDB - Immune Epitope Database and	Optinose	X4 Pharmaceuticals



## annualmeeting.aaaai.org

### Dates to Remember

**October 20, 2021**

Application deadline for priority booth assignment  
Right of first refusal deadline for sponsorships

**November 10, 2021**

Exhibitor registration and housing opens

**December 1, 2021**

Booth assignments emailed  
Exhibitor Service Manual available online

**January 5, 2022**

Balance of exhibit booth fees due  
Last day to obtain partial refund of cancelled exhibit space  
Print deadline for exhibit descriptions in the Final Program  
Print deadline for private social functions in the Final Program

**January 14, 2022**

Exhibit floorplans and elevation drawings due  
Exhibitor Appointed Contractor (EAC) forms due  
Insurance forms due to the AAAAI  
Exhibitor Housing Deadline

**January 21, 2022**

Exhibitor housing cancellation deadline

**February 4, 2022**

Deadline for exhibit booth applications

**February 11, 2022**

Deadline for giveaway requests  
Deadline for mailing list requests  
Deadline for function space requests  
Deadline for photography/videography requests

**February 18, 2022**

Exhibitor badge registration deadline



American Academy of Allergy, Asthma & Immunology (AAAAI)

Attn: Meetings Team

555 East Wells Street, Suite 1100

Milwaukee, WI 53202-3823

Phone: (414) 272-6071

Fax: (414) 272-6070

Email: [annualmeeting@aaaai.org](mailto:annualmeeting@aaaai.org)