

# Sponsorship Overview



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

VIRTUAL ANNUAL MEETING

FEBRUARY 26–MARCH 1, 2021

*Incorporating New and Emerging Therapies Into  
Allergy/Immunology Practice and Research*

[annualmeeting.aaaai.org](https://annualmeeting.aaaai.org)

#AAAAI21

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## Guidelines For Support

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

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 December 2, 2020, to confirm their interest in supporting the same programs for the 2021 Virtual 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 Virtual Annual Meeting. Satellite sessions, or those planned without the input or invitation of AAAAI, are not permitted before, during or after the Virtual Annual Meeting.

### Working with Third Party Vendors

A corporate partner may wish to designate an advertising firm, medical education 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, 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 AAAAI. The request should include the following:

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

## Advertising Opportunities

### Advertise with Impact

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

This digital magazine is a great value and venue for product placement because it is available to all delegates digitally.

Extend the reach of your Virtual Annual Meeting visibility by securing space in this publication. Do it today as prime page location sells fast! Contact our Communications Team at (414) 272-6071 or [media@aaaai.org](mailto:media@aaaai.org) to take advantage of advertising in the AAAAI's digital membership magazine.

## Educational Grant Opportunities

### Certified CME Grant 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 Virtual 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 Virtual Annual Meeting.

Support for educational sessions will be used to cover program costs, such as speaker honorarium/travel expenses and audio/visual equipment rental.

Commercial interests that provide educational grants are subject to the reporting requirements of the CMS Open Payments Program.

### Recognition

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

- AAAAI Virtual Annual Meeting website
- Final Program
- Virtual registration bag insert

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.

Educational grants will be sought for several elements of the 2021 AAAAI Virtual Annual Meeting, including but not limited to:

- Advanced Practice Course
- Allied Health Program
- Seminars
- Workshops

## Sponsorship/Branding Opportunities

To view all of the support opportunities available at the 2021 AAAAI Virtual Annual Meeting, including Non-CME Educational Program sponsorships, please visit our online support opportunities website at <https://annualmeeting.aaaai.org/exhibitor/sponsorship-prospectus>

All graphics for sponsorship/branding opportunities are due no later than February 12, 2021, unless otherwise specified on the website. Any graphics not received by this date may be subject to a 10% late fee.