Sponsorship Prospectus

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

VIRTUAL ANNUAL MEETING
FEBRUARY 26–MARCH 1, 2021

annualmeeting.aaaaai.org  #AAAAI21
Virtual Platform Guidelines

- All graphics in this presentation are templates only; the AAAAI virtual environment will not be finalized until early February 2021.

- AAAAI will do all it can to ensure the options provided in this document do not change; however, due to the timeline of building a virtual environment, all graphics are subject to change until the AAAAI Virtual Annual Meeting environment has been finalized.

- All graphics will remain in the virtual environment through February 25, 2022. Clickable URLs embedded will continue to function through that date.

- Any sponsor wishing to have their graphic removed after the live event dates have concluded must notify AAAAI of their request prior to February 19, 2021. After that date, requests may be delayed or may not be possible.

- Metrics will be available on any graphics which include a clickable URL (click-through count only). Metrics will be provided for live event dates only and shared with sponsor by March 15, 2021.

- For Non-CME Educational Programs hosted in the sponsor’s choice of platform, metrics will be provided (click-through count only).

- For locations with rotating banners, banner “1” is always shown to attendees upon entering that virtual space.

- All rotating banners will be displayed for 9 seconds; this time cannot be adjusted.

- All graphics are due by February 12, 2021. Any graphics not received by this date may be subject to a 10% late fee.

- After receipt of a graphic, sponsors will be provided screen shots for verification purposes.
Right of First Refusal

The AAAAI adheres to a right of first refusal process for organizations who have supported sponsorships the previous year. This means that the previous year's supporters are given the option of confirming support of a similar sponsorship opportunity before sponsorship of that opportunity can be offered to another organization.

Previous sponsors have until Wednesday, December 2, 2020 at 5:00 pm CST to submit their request/application to hold their 2020 Annual Meeting sponsorship.

After the right of first refusal deadline has passed, any available sponsorship opportunities will be offered on a first-come, first-served basis.

To reserve a sponsorship, please contact Rachel McCormick, Sponsorship Manager
(414) 272-6071
rmccormick@aaaai.org
**Virtual Lobby**

**Banners A1 & A2**
- Pixels: 200 wide x 160 high
- Acceptable File Formats: .jpg, .png
- Size: Up to 1 MB
- Banners are clickable and will direct attendees to either an external or internal URL (such as an exhibit booth)
- Banner A1 is always shown first when an attendee enters the lobby
- Banner A1 – 9 seconds per viewing
- Banner A2 – 9 seconds per viewing

**Banner A1** - $50,000
**Banner A2** - $15,000

SOLD

*All graphic placement is approximate only. Lobby rendering is a template only.*
Virtual Lobby

Banners B1 & B2
- Pixels: 200 wide x 160 high
- Acceptable File Formats: .jpg, .png
- Size: Up to 1 MB
- Banners are clickable and will direct attendees to either an external or internal URL (such as an exhibit booth)
- Banner B1 is always shown first when an attendee enters the lobby
- Banner B1 – 9 seconds per viewing
- Banner B2 – 9 seconds per viewing

Banner B1 - $50,000
Banner B2 - $15,000

SOLD

All graphic placement is approximate only. Lobby rendering is a template only.
Virtual Lobby

Meterboards C1 & C2
- Pixels: 80 wide x 160 high
- Acceptable File Formats: .jpg, .png
- Size: Up to 1 MB
- Meterboards are clickable and will direct attendees to either an external or internal URL (such as an exhibit booth)
- Meterboard C1 is always shown first when an attendee enters the lobby
- Meterboard C1 – 9 seconds per viewing
- Meterboard C2 – 9 seconds per viewing

SOLD

All graphic placement is approximate only. Lobby rendering is a template only.
Exhibit Hall Lobby Banners S1 & S2

- Pixels: 200 wide x 270 high
- Acceptable File Formats: .jpg, .png
- Size: Up to 1 MB
- Banners are clickable and will direct attendees to either an external or internal URL (such as an exhibit booth)
- Banner S1 is always shown first when an attendee enters the lobby
- Banner S1 – 9 seconds per viewing
- Banner S2 – 9 seconds per viewing

All graphic placement is approximate only. Exhibit hall rendering is a template only, including individual exhibit hall names/categories.
Exhibit Hall Lobby Video T

- Pixels: 468 wide x 260 high
- Acceptable File formats: .avi, .flv, .mov, .mp4, .wmv
- Size: Videos are recommended to be under 10 MB, but can be accepted up to 250 MB
- NOTE: A banner image can be substituted for the video, if preferred (468 x 260 px, .jpg/.png, up to 1 MB, image would be clickable and could redirect to an internal or external URL)

All graphic placement is approximate only. Exhibit hall rendering is a template only, including individual exhibit hall names/categories.
Exhibit Hall Lobby

Banner U1 - $20,000
Banner U2 - $6,000

ON HOLD

Exhibit Hall Lobby Banners U1 & U2

- Pixels: 200 wide x 270 high
- Acceptable File Formats: .jpg, .png
- Size: Up to 1 MB
- Banners are clickable and will direct attendees to either an external or internal URL (such as an exhibit booth)
- Banner U1 is always shown first when an attendee enters the lobby
- Banner U1 – 9 seconds per viewing
- Banner U2 – 9 seconds per viewing

New Opportunity

Premium (A-Z)
Deluxe (A-Z)
Standard (A-J)
Standard (K-Z)
Patient Advocacy & Non-Profit Organizations

All graphic placement is approximate only. Exhibit hall rendering is a template only, including individual exhibit hall names/categories.
Exhibit Hall Banners D1 & D2

- Pixels: 200 wide x 270 high
- Acceptable File Formats: .jpg, .png
- Size: Up to 1 MB
- Banners are clickable and will direct attendees to either an external or internal URL (such as an exhibit booth)
- Banner D1 is always shown first when an attendee enters the lobby
- Banner D1 – 9 seconds per viewing
- Banner D2 – 9 seconds per viewing

All graphic placement is approximate only. Exhibit hall rendering is a template only.
Exhibit Hall 1

**Video E**
- Pixels: 468 wide x 260 high
- Acceptable File formats: .avi, .flv, .mov, .mp4, .wmv
- Size: Videos are recommended to be under 10 MB, but can be accepted up to 250 MB
- NOTE: A banner image can be substituted for the video, if preferred (468 x 260 px, .jpg/.png, up to 1 MB, image would be clickable and could redirect to an internal or external URL)

**Video E - $30,000**

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*All graphic placement is approximate only. Exhibit hall rendering is a template only.*
Exhibit Hall Banners F1 & F2

- Pixels: 200 wide x 270 high
- Acceptable File Formats: .jpg, .png
- Size: Up to 1 MB
- Banners are clickable and will direct attendees to either an external or internal URL (such as an exhibit booth)
- Banner F1 is always shown first when an attendee enters the lobby
- Banner F1 – 9 seconds per viewing
- Banner F2 – 9 seconds per viewing

All graphic placement is approximate only. Exhibit hall rendering is a template only.
Exhibit Hall 2

Exhibit Hall Banners G1 & G2

- Pixels: 200 wide x 270 high
- Acceptable File Formats: .jpg, .png
- Size: Up to 1 MB
- Banners are clickable and will direct attendees to either an external or internal URL (such as an exhibit booth)
- Banner G1 is always shown first when an attendee enters the lobby
- Banner G1 – 9 seconds per viewing
- Banner G2 – 9 seconds per viewing

All graphic placement is approximate only. Exhibit hall rendering is a template only.
Exhibit Hall 2

**Video H**

- Pixels: 468 wide x 260 high
- Acceptable File formats: .avi, .flv, .mov, .mp4, .wmv
- Size: Videos are recommended to be under 10 MB, but can be accepted up to 250 MB
- NOTE: A banner image can be substituted for the video, if preferred (468 x 260 px, .jpg/.png, up to 1 MB, image would be clickable and could redirect to an internal or external URL)

All graphic placement is approximate only. Exhibit hall rendering is a template only.
Exhibit Hall 2

Exhibit Hall Banners I1 & I2

- Pixels: 200 wide x 270 high
- Acceptable File Formats: .jpg, .png
- Size: Up to 1 MB
- Banners are clickable and will direct attendees to either an external or internal URL (such as an exhibit booth)
- Banner I1 is always shown first when an attendee enters the lobby
- Banner I1 – 9 seconds per viewing
- Banner I2 – 9 seconds per viewing

All graphic placement is approximate only. Exhibit hall rendering is a template only.
Exhibit Hall Banners J1 & J2
- Pixels: 200 wide x 270 high
- Acceptable File Formats: .jpg, .png
- Size: Up to 1 MB
- Banners are clickable and will direct attendees to either an external or internal URL (such as an exhibit booth)
- Banner J1 is always shown first when an attendee enters the lobby
- Banner J1 – 9 seconds per viewing
- Banner J2 – 9 seconds per viewing

All graphic placement is approximate only. Exhibit hall rendering is a template only.
Exhibit Hall 3

Video K
- Pixels: 468 wide x 260 high
- Acceptable File formats: .avi, .flv, .mov, .mp4, .wmv
- Size: Videos are recommended to be under 10 MB, but can be accepted up to 250 MB
- NOTE: A banner image can be substituted for the video, if preferred (468 x 260 px, .jpg/.png, up to 1 MB, image would be clickable and could redirect to an internal or external URL)

All graphic placement is approximate only. Exhibit hall rendering is a template only.
Exhibit Hall 3

Exhibit Hall Banners L1 & L2
- Pixels: 200 wide x 270 high
- Acceptable File Formats: .jpg, .png
- Size: Up to 1 MB
- Banners are clickable and will direct attendees to either an external or internal URL (such as an exhibit booth)
- Banner L1 is always shown first when an attendee enters the lobby
- Banner L1 – 9 seconds per viewing
- Banner L2 – 9 seconds per viewing

All graphic placement is approximate only. Exhibit hall rendering is a template only.
Exhibit Hall 4

Exhibit Hall Banners M1 & M2
- Pixels: 200 wide x 270 high
- Acceptable File Formats: .jpg, .png
- Size: Up to 1 MB
- Banners are clickable and will direct attendees to either an external or internal URL (such as an exhibit booth)
- Banner M1 is always shown first when an attendee enters the lobby
- Banner M1 – 9 seconds per viewing
- Banner M2 – 9 seconds per viewing

All graphic placement is approximate only. Exhibit hall rendering is a template only.
Exhibit Hall 4

Video N
- Pixels: 468 wide x 260 high
- Acceptable File formats: .avi, .flv, .mov, .mp4, .wmv
- Size: Videos are recommended to be under 10 MB, but can be accepted up to 250 MB
- NOTE: A banner image can be substituted for the video, if preferred (468 x 260 px, .jpg/.png, up to 1 MB, image would be clickable and could redirect to an internal or external URL)

ON HOLD
Exhibit Hall 4

Exhibit Hall Banners O1 & O2

- Pixels: 200 wide x 270 high
- Acceptable File Formats: .jpg, .png
- Size: Up to 1 MB
- Banners are clickable and will direct attendees to either an external or internal URL (such as an exhibit booth)
- Banner O1 is always shown first when an attendee enters the lobby
- Banner O1 – 9 seconds per viewing
- Banner O2 – 9 seconds per viewing

All graphic placement is approximate only. Exhibit hall rendering is a template only.
Exhibit Hall 5

Exhibit Hall Banners P1 & P2

- Pixels: 200 wide x 270 high
- Acceptable File Formats: .jpg, .png
- Size: Up to 1 MB
- Banners are clickable and will direct attendees to either an external or internal URL (such as an exhibit booth)
- Banner P1 is always shown first when an attendee enters the lobby
- Banner P1 – 9 seconds per viewing
- Banner P2 – 9 seconds per viewing

All graphic placement is approximate only. Exhibit hall rendering is a template only.
**Exhibit Hall 5**

**Video Q**
- Pixels: 468 wide x 260 high
- Acceptable File formats: .avi, .flv, .mov, .mp4, .wmv
- Size: Videos are recommended to be under 10 MB, but can be accepted up to 250 MB
- NOTE: A banner image can be substituted for the video, if preferred (468 x 260 px, .jpg/.png, up to 1 MB, image would be clickable and could redirect to an internal/external URL)

*ON HOLD*
Exhibit Hall 5

Exhibit Hall Banners R1 & R2

- Pixels: 200 wide x 270 high
- Acceptable File Formats: .jpg, .png
- Size: Up to 1 MB
- Banners are clickable and will direct attendees to either an external or internal URL (such as an exhibit booth)
- Banner R1 is always shown first when an attendee enters the lobby
- Banner R1 – 9 seconds per viewing
- Banner R2 – 9 seconds per viewing

All graphic placement is approximate only. Exhibit hall rendering is a template only.
Allied Health Networking Lounge

$25,000

Formerly Allied Health Wine & Cheese Reception

ON HOLD

• Banners are clickable and will direct attendees to either an external or internal URL (such as an exhibit booth).
• Banners can rotate; each banner will show 9 seconds; maximum of 15 banners in each location; when an attendee enters, graphics default back to the first banner in each location.
• Pixels: 180 wide x 150 high.
• Acceptable File Formats: .gif, .jpg, .png, .swf.
• Size: Up to 1 MB.
• Can include up to (4) tabs in main window to be used for sponsor’s choice of group chat, social media, surveys, blogs & message boards.
• Group chats, blogs and message boards all look similar with the message posted by an individual displayed next to their name, all shown chronologically. A social media tab can link to an external site or display social media feed by pulling content in (only Twitter feed can be pulled in; text only; no graphics). A survey will display all questions on one screen with a submit button at the bottom (unlimited questions possible, but recommend no more than 5).

All graphic placement is approximate only. Lounge rendering is a template only.
Fellows-in-Training (FIT) Networking Lounge

$25,000

Formerly FIT Reception

- Banners are clickable and will direct attendees to either an external or internal URL (such as an exhibit booth)
- Banners can rotate; each banner will show 9 seconds; maximum of 15 banners in each location; when an attendee enters, graphics default back to the first banner in each location
- Pixels: 180 wide x 150 high
- Acceptable File Formats: .gif, .jpg, .png, .swf
- Size: Up to 1 MB
- Can include up to (4) tabs in main window to be used for sponsor’s choice of group chat, social media, surveys, blogs & message boards.
- Group chats, blogs and message boards all look similar with the message posted by an individual displayed next to their name, all shown chronologically. A social media tab can link to an external site or display social media feed by pulling content in (only Twitter feed can be pulled in; text only; no graphics). A survey will display all questions on one screen with a submit button at the bottom (unlimited questions possible, but recommend no more than 5).

All graphic placement is approximate only. Lounge rendering is a template only.
New Allergist/Immunologist Assembly (NAIA) Networking Lounge

$25,000

Formerly NAIA Reception

SOLD

- Banners are clickable and will direct attendees to either an external or internal URL (such as an exhibit booth)
- Banners can rotate; each banner will show 9 seconds; maximum of 15 banners in each location; when an attendee enters, graphics default back to the first banner in each location
- Pixels: 180 wide x 150 high
- Acceptable File Formats: .gif, .jpg, .png, .swf
- Size: Up to 1 MB
- Can include up to (4) tabs in main window to be used for sponsor’s choice of group chat, social media, surveys, blogs & message boards.
- Group chats, blogs and message boards all look similar with the message posted by an individual displayed next to their name, all shown chronologically. A social media tab can link to an external site or display social media feed by pulling content in (only Twitter feed can be pulled in; text only; no graphics). A survey will display all questions on one screen with a submit button at the bottom (unlimited questions possible, but recommend no more than 5).

All graphic placement is approximate only. Lounge rendering is a template only.
Networking Lounges

$25,000 / each

- Sponsor can select a topic to feature in the lounge (such as company, product, disease state, etc.) and name the lounge as such, if desired. Lounge names do not have a character limit and are able to include special characters.
- Banners are clickable and will direct attendees to either an external or internal URL (such as an exhibit booth).
- Banners can rotate; each banner will show 9 seconds; maximum of 15 banners in each location; when an attendee enters, graphics default back to the first banner in each location.
- Pixels: 180 wide x 150 high
- Acceptable File Formats: .gif, .jpg, .png, .swf
- Size: Up to 1 MB
- Can include up to (4) tabs in main window to be used for sponsor’s choice of group chat, social media, surveys, blogs & message boards.
- Group chats, blogs and message boards all look similar with the message posted by an individual displayed next to their name, all shown chronologically. A social media tab can link to an external site or display social media feed by pulling content in (only Twitter feed can be pulled in; text only; no graphics). A survey will display all questions on one screen with a submit button at the bottom (unlimited questions possible, but recommend no more than 5).

All graphic placement is approximate only. Lounge rendering is a template only.
Support wellness for the Virtual Annual Meeting delegates by sponsoring one of these wellness sessions.

Especially important during virtual meetings, short breaks help boost mental clarity and provide an opportunity for individuals to recharge.

There are a total of (5) wellness sessions that will be offered. Each sponsor will be recognized with a static slide at the beginning and end of their sponsored session (displayed 10 seconds at both beginning and end). Each session will have only 1 sponsor, on a first-come, first-served basis.

Session topics are still being finalized, but are anticipated to be similar to:
- Easy Yoga Stretches for Your Shoulders & Neck
- Easy Yoga Stretches Focusing on Posture
- Easy Yoga Stretches for Your Hips & Lower Back
- Meditation for Beginners
- Meditation for Stress Release

Attendees are able to participate in each of these on-demand sessions as often as they want, through the platform closing date of February 2022. Sponsor graphics remain part of these sessions until the platform closes.
Non-CME Educational Programs provide an opportunity for commercial organizations to present information about their products, services or therapeutic areas to delegates attending the 2021 AAAAI Virtual Annual Meeting. The material presented may be promotional and may concentrate on a specific product.

Non-CME Educational Programs are up to two hours in length, scheduled either in the morning or the evening, may be live or pre-recorded, and are open to all Virtual Annual Meeting attendees on a first-come, first-served basis.

Please complete the application linked [here](#) and submit it to the AAAAI Executive Office via email.

The AAAAI adheres to a right of first refusal process for organizations who have supported Non-CME Educational Programs the previous year. This means that the previous year's supporters are given the option of confirming support of a Non-CME Educational Program at the 2021 AAAAI Virtual Annual Meeting before sponsorship of that function can be offered to another organization. Previous sponsors have until Wednesday, December 2, 2020 at 5:00 pm CST to submit their application to hold a slot from the 2020 Annual Meeting. Each sponsor will be asked to rank their top 5 choices of day/time on their application. After the right of first refusal deadline has passed, any available slots will be offered on a first-come, first-served basis to the waitlist of Non-CME Educational Programs. AAAAI reserves the right to confirm final placement of all Non-CME Educational Programs.

This sponsorship includes (see application for complete details and deadlines):
- Promotion of the program in the Virtual Annual Meeting print and online Final Program (100 words or less) and in the virtual platform
- One-time use of the Virtual Annual Meeting pre-registration list
- One advertising insert in the Virtual Annual Meeting virtual registration bags
- One advertising insert in the mailed Virtual Annual Meeting registration bags (bags will have sponsor logo)

Virtual or live events over the dates of the 2021 AAAAI Virtual Annual Meeting not previously approved by the AAAAI will be subject to penalties and loss of priority points.
Don’t miss your chance to reach your target audience through the 2021 AAAAI Virtual Annual Meeting Registration Bag. This sole sponsorship includes a reusable tote bag with your one-color logo on one side which will be mailed to the first 3,000 domestic AAAAI-member attendees. Registration bags may include additional useful items for Virtual Annual Meeting attendees such as a facemask, bottle of hand sanitizer, meal/coffee gift card, notepad, pen, along with inserts from AAAAI Patient Advocacy Organizations and sponsored Non-CME Educational Programs.

**Registration Bags**  
$60,000

SOLD

A great opportunity to share your message with all of the 2021 AAAAI Virtual Annual Meeting attendees!

In 2019, 81% of delegates used the online registration system. With sole sponsorship, your company will receive a static banner advertisement prominently featured on the main registration page. This sponsorship also includes a banner advertisement on the 2021 Virtual Annual Meeting homepage.

Registration is expected to open the first week in December; don’t miss this opportunity!

Suggested deadline is November 18, 2020 to maximize exposure to all Virtual Annual Meeting attendees.

**Virtual Annual Meeting Registration Site**  
$50,000

SOLD
Virtual Registration Bag Insert
$10,000

Place your customized advertising piece in our virtual registration bags that will reach more than 5,000 delegates. Our virtual registration bags will be available online for attendees to access over the meeting dates and through June 15, 2021. These digital inserts can promote your product, organization, exhibit booth or Non-CME Educational Program.

Virtual registration bag inserts:
• Must be PDF files (may be linkable; no file size limitation)
• Recommended size is 8.5” wide x 11” high or smaller

File name for online posting purposes must be provided with insert (no character limit).

AAAAI will provide metrics (number of total views) to sponsor by March 15, 2021. We recommend embedding campaign tracking-style parameters in your URL so click-throughs may be tracked in your own analytics system.

Virtual registration bag inserts are due to AAAAI by February 12, 2021.

Multiple sponsorships available.
All domestic Virtual Annual Meeting delegates will receive a copy of the Final Program in the mail prior to the live event date. As the supporter of this publication, the sole sponsor has the opportunity to advertise on the back cover and up to (4) interior pages of the publication.

The Final Program will also be uploaded to the Virtual Annual Meeting website approximately 2 weeks prior to the meeting and available for viewing in the virtual environment.

- Deadline to confirm sponsorship: December 18, 2020
- Deadline for graphic submission: January 13, 2021

<table>
<thead>
<tr>
<th>Final Program</th>
<th>$60,000</th>
</tr>
</thead>
<tbody>
<tr>
<td>ON HOLD</td>
<td></td>
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</tbody>
</table>

The Digital Exhibitor Directory offers prominent placement for branding your company or product information with the full back cover graphic.

This digital guide offers a full alphabetical listing of all exhibitors for attendees to reference as well as a secondary list of exhibitors by product/service type. The Digital Exhibitor Directory will be emailed to attendees prior to the meeting, available on the Virtual Annual Meeting website for reference over the live dates, and in the virtual environment (in all exhibit halls as well as the main lobby) where attendees may access it through February 2022.

<table>
<thead>
<tr>
<th>Digital Exhibitor Directory</th>
<th>$15,000</th>
</tr>
</thead>
<tbody>
<tr>
<td>ON HOLD</td>
<td></td>
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</tbody>
</table>

The special Virtual Annual Meeting edition of *Impact*, the AAAAI's quarterly digital membership magazine, is delegates' trusted resource for the latest Virtual Annual Meeting news and updates. This digital magazine will be emailed to all AAAAI members prior to the Virtual Annual Meeting as well as available in the virtual environment for all attendees to access through February 2022. Multiple placements are available. View our rate card.

Contact our Communications Team at (414) 272-6071 or media@aaaai.org for more information.
Take advantage of this opportunity to expand your marketing reach with additional exposure for your virtual exhibit booth, Non-CME Educational Program or product/organization by having AAAAI post your Tweet from our Twitter handle. The anticipated audience is both AAAAI’s followers, Virtual Annual Meeting attendees and everyone following our Virtual Annual Meeting (#AAAAI21), which is estimated between 12,000-15,000 people.

A limited number of sponsored Tweets will be offered each day on a first-come, first-served basis. Content is subject to review/adjustment by AAAAI. Sponsor may submit a preferred time for the Tweet to be posted and AAAAI will honor as close to that time as possible.

Message details:
• Text can be up to 268 characters, including spaces.
• Twitter can support JPEG, GIF and PNG file formats. Recommended size is 1MB, but can be a maximum of 5MB.
• The ideal image size and aspect ratio are 1200 pixels wide by 675 pixels high, 16:9 respectively. Twitter may resize the graphic which may cutoff part of it, however, the full graphic is still visible by clicking on the image.
• Maximum of 1 image per post.
• AAAAI is not able to provide a preview of the message, as Twitter does not offer this capability.

AAAAI will provide the following metrics, plus any additional available metrics, to the sponsor by March 15, 2021:
• Number of impressions (times people saw this Tweet on Twitter).
• Number of total engagements (times people interacted with this Tweet).
• Number of likes.
• Number of re-Tweets.

Content including all graphics is due on February 12, 2021.
The AAAAI Foundation’s GAIN (Grow Allergy & Immunology Now) Campaign raises $250,000 annually in gifts from leaders in the Allergy/Immunology specialty. The GAIN Campaign is a major focus of the AAAAI Foundation’s fundraising throughout each calendar year.

Our existing endowed fund allows the funding of just two awards annually – the money raised through GAIN funds a third and sometimes a fourth award. The concentrated, year-long effort to raise GAIN funds provides a highly visible exposure for a Matching Grant sponsor and, of course, will positively impact and serve to launch the career path of a young investigator while ultimately improving care for our patients.

The sponsor will be acknowledged throughout the year as the provider of a matching grant that effectively doubles the gift of an individual donor. We know that matching incentives can increase individual giving by up to 40%; this matching grant will inspire existing donors to be more generous, and first-time donors to take the leap into making a gift. Most importantly, sponsoring the 2021 GAIN Campaign Matching Grant will be making a significant and lasting contribution to research in our specialty. Every dollar raised for the GAIN Campaign goes directly to provide funding for research by young investigators.

**AAAAI Foundation GAIN Campaign Matching Grant Sponsorship $150,000**

**ON HOLD**
Join us as a sponsor of the first Virtual Awards Ceremony during the 2021 AAAAI Virtual Annual Meeting. As a collaboration between the AAAAI and AAAAI Foundation, an hour-long virtual event features the presentation of the Foundation’s Faculty Development Awards to early-career investigators, as well as honoring awardees.

The AAAAI Foundation is the philanthropic arm of the AAAAI, with the mission of funding research that leads to the prevention and cure of asthma and allergic and immunologic disease. The Foundation grants three Faculty Development Awards each year to young investigators in our field; these $240,000 awards are paid over three years. Since 1993, the Foundation has awarded more than $7 million in major awards. Our investigators have gone on to make major advancements in the field, and have generated $71 million in additional research funding after the AAAAI Foundation provided initial support. The annual Benefit event is a fundraiser for the Foundation; all proceeds go directly to support research in our field.

As event sponsor, you will receive significant recognition through website and print advertising, as well as at the AAAAI Foundation booth. A complete proposal is available upon request.
Sponsorship of the 2021 Virtual Run/Walk will support a prominent and high energy fundraising event for the American Academy of Allergy, Asthma & Immunology’s Foundation. Event registration will open at the 2021 AAAAI Virtual Annual Meeting, with a full month virtual run/walk in March 2021.

The sponsor of the Virtual Run/Walk will receive significant recognition through website and print advertising, as well as at the AAAAI Foundation booth. A complete proposal is available upon request.

The AAAAI Foundation’s Lectureship Series honors individuals who have made significant contributions to the field of Allergy/Immunology through their careers in patient care, research and/or academic medicine. The 2021 AAAAI Virtual Annual Meeting will feature the presentation of 19 Named Lectureships at Plenary Sessions.

The sponsor of this Lectureship Series will be making a significant and lasting contribution to research in our field. Speakers are not compensated for their lectures, and no travel fees are reimbursed. Every dollar raised for the Lectureship Series goes directly to the AAAAI Foundation’s endowment, and provides funding for research by early-career investigators.
To reserve a sponsorship, please contact
Rachel McCormick, Sponsorship Manager
(414) 272-6071
rmccormick@aaaai.org