Sponsorship Prospectus

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

American Academy of Allergy Asthma & Immunology

VIRTUAL ANNUAL MEETING
FEBRUARY 26–MARCH 1, 2021

annualmeeting.aaaai.org  #AAAAl21
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 (number of clicks 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

ON HOLD

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

ON HOLD

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

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

**ON HOLD**
Exhibit Hall 1

**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

*ON HOLD*
**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)

*ON HOLD*
Exhibit Hall 1

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**

- **Banner G1** - $20,000
- **Banner G2** - $6,000

**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)

ON HOLD

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

ON HOLD

All graphic placement is approximate only. Exhibit hall rendering is a template only.
Exhibit Hall Banners J1 & J2

- Banner J1 - $20,000
- Banner J2 - $6,000

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)

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All graphic placement is approximate only. Exhibit hall rendering is a template only.
Exhibit Hall Banners L1 & L2

- **Banner L1** - $20,000
- **Banner L2** - $6,000

**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

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*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)

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All graphic placement is approximate only. Exhibit hall rendering is a template only.
Exhibit Hall Banners O1 & O2

Pixel dimensions: 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 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)

ON HOLD

All graphic placement is approximate only. Exhibit hall rendering is a template only.
Exhibit Hall Banners R1 & R2

- **Banner R1** - $20,000
- **Banner R2** - $6,000

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.
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).
Fellows-in-Training (FIT) Networking Lounge

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).

Formerly FIT Reception

$25,000

ON HOLD

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

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

$25,000

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).

Formerly NAIA Reception

All graphic placement is approximate only. Lounge rendering is a template only.
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 on-line Final Program (100 words or less) & 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

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 all domestic 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

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. Graphic specs are TBD.

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.
All 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

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.

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.

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

**AAAII 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.

**AAAAI Foundation Virtual Run/Walk**
$175,000

**AAAAI Foundation Lectureship Series**
$150,000

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