

Non-CME Educational Program Application

Sponsorship Right of First Refusal Deadline: December 2, 2020



AAAAI American Academy of Allergy Asthma & Immunology
VIRTUAL ANNUAL MEETING
FEBRUARY 26–MARCH 1, 2021

1. Privacy and Data Protection Policy

The American Academy of Allergy, Asthma & Immunology (AAAAI) takes your privacy seriously. AAAAI will only use your personal information to administer your Non-CME Educational Program at the 2021 AAAAI Virtual Annual Meeting (“the Meeting”), to provide services that you have requested from AAAAI and otherwise as you may expressly consent. A complete copy of AAAAI’s Privacy and Data Protection Policy, the terms of which are incorporated herein, can be found at <https://www.aaaai.org/global/disclaimer>.

By providing consent, you are allowing AAAAI to process your personal data. AAAAI will collect and store information you provide in the Non-CME Educational Program Application for the purposes of reserving a program at the Meeting, to assist with administrative and planning, and to allow the compilation and analysis of statistics relevant to AAAAI.

The information you provide in the Non-CME Educational Program Application and information provided at any other time during the Meeting, including without limitation any feedback obtained during the Meeting, will be used by AAAAI to offer, provide and continue to improve its Meeting and other services. With your permission, the AAAAI will disclose information that is collected in the Non-CME Educational Program Application such as your name, organization, address, telephone number, and email address for marketing purposes. The AAAAI will also use your email address to communicate important information regarding this event and for marketing purposes for future events.

AAAAI will not otherwise, without your consent, use or disclose your personal information for any purpose unless it would reasonably be expected that such a purpose is related to the offer, provision and improvement of the Meeting or where such purpose is permitted or required by law.

Do you agree to receive emails from AAAAI for future exhibit and sponsorship opportunities at in-person and virtual meetings?*

Yes No

You can revoke this consent at any time by updating your preferences at <http://aaaai.execinc.com/edibo/Profile> or by emailing AAAAI at annualmeeting@aaaai.org.

I understand that it is my right to withhold consent to the above privacy and data protection policy, or to withdraw my previous consent at any time. I further understand that without my consent, it is not possible to process my 2021 Virtual Annual Meeting Non-CME Educational Program Application. Please contact the AAAAI Executive Office at (414) 272-6071 if you have any further questions about how this will affect your Virtual Annual Meeting Non-CME Educational Program Application.

I have read the privacy statement for the 2021 AAAAI Virtual Annual Meeting and agree to the terms as outlined above.*

I Agree

2. Contact Information

Sponsoring Company

Contact Name

Medical Communications Company

Contact Name

Address

City

State

Zip/Postal Code

Phone

Email

Product/Disease State/Therapeutic Area

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3. Non-CME Educational Program Procedures

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 evening, and open to all Virtual Annual Meeting attendees on a first-come, first-served basis.

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 this 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.

Non-CME Educational Programs may be live or pre-recorded. Please rank your top 5 day/time choices below.
All times are Eastern.

Friday, February 26, 2021

_____ Morning – 7:00 am to 8:45 am (2 slots available)
_____ Evening – 7:00 pm to 9:00 pm (4 slots available)

Sunday, February 28, 2021

_____ Morning – 8:00 am to 10:00 am (2 slots available)
_____ Evening – 7:30 pm to 9:30 pm (4 slots available)

Saturday, February 27, 2021

_____ Morning – 8:00 am to 10:00 am (2 slots available)
_____ Evening – 7:30 pm to 9:30 pm (4 slots available)

Monday, March 1, 2021

_____ Morning – 8:00 am to 10:00 am (2 slots available)
_____ Evening – 5:15 pm to 7:15 pm (4 slots available)

The \$80,000 (exhibitor) or \$90,000 (non-exhibitor) payment to AAAAI includes:

- An assigned Non-CME Educational Program slot during the 2021 AAAAI Virtual Annual Meeting.
- Promotion of the program in the Virtual Annual Meeting print and online Final Program and in the virtual platform (January 13 deadline; description to be 100 words or less).
- One-time use of the Virtual Annual Meeting pre-registration list (mailing to be approved by AAAAI; email addresses are not included; list includes only those who have opted in to receive information from industry).
- One advertising insert in the Virtual Annual Meeting virtual registration bags (insert to be approved by AAAAI by January 20).

4. Additional Opportunity to Promote Your Non-CME Educational Program

Ad space available in AAAAI *Impact*, AAAAI's quarterly digital membership publication posted on our website in February. This special Virtual Annual Meeting edition of *Impact* 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.

5. Important Deadlines

December 2, 2020	Right of First Refusal Decision Due
January 13, 2021	100-Word Program Description Due
January 20, 2021	Virtual Registration Bag Insert Proof Due
February 12, 2021	Program URL Due

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6. Payment Information

Check - payable to *American Academy of Allergy, Asthma & Immunology (an invoice may be requested)*

American Express Discover MasterCard Visa

Amount to Charge: \$ _____

*Card Number

*Expiration Date

*Card Holder Name

*Billing Address

*Zip/Postal Code

*Card Holder Signature

7. Non-CME Educational Program Guidelines

- Sponsor is independently responsible for arranging payment of the necessary production, audio/visual, pre-registration, logistics, and other requirements for this virtual event.
- Sponsor is required to provide the URL for their Non-CME Educational Program to AAAAI no later than February 12, 2021, to be added to their session description in AAAAI's virtual platform.
- Should sponsor request to use the AAAAI's virtual platform vendor as the production company for their event, an additional charge of \$10,000 will apply to cover the platform usage and staffing. Registration for Non-CME Educational Programs is not possible through AAAAI's virtual platform vendor. Attendees must be registered for the AAAAI Virtual Annual Meeting to attend the Non-CME Educational Program if the session is produced by AAAAI's virtual platform vendor. Post-event reports will be provided, including contact information (names, addresses & emails) for all program attendees for sessions produced by AAAAI's platform vendor.
- Live or recorded Non-CME Educational programs may later be offered as enduring or on-demand with CME, as long as it is clearly stated that the program presented during the 2021 AAAAI Virtual Annual Meeting was non-CME.
- Non-CME Educational Programs will remain in AAAAI's virtual platform until February 2022 unless otherwise notified. If any changes are needed to the Non-CME Educational Program after the live/pre-recorded event concludes, sponsor must notify AAAAI by February 17, 2021. All changes must be complete no later than March 5, 2021. No changes can be made after that date.
- Please do not use AAAAI logos in any of your print or digital materials.
- AAAAI does not endorse or sanction the information presented in Non-CME Educational Programs, and no such relationship should be inferred by you or implied to your participants.
- 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.

I understand and agree to these guidelines.

Authorized Signature: _____ Date: _____

Print Name: _____

Please return this application to:

American Academy of Allergy, Asthma & Immunology (AAAAI)
Attn: Rachel McCormick
555 East Wells Street, Suite 1100 • Milwaukee, WI 53202-3823
Phone: (414) 272-6071 • Fax: (414) 272-6070
Email: rmccormick@aaaai.org