

Non-CME Educational Program Application

Sponsorship Right of First Refusal Deadline: October 23, 2019



AAAAI American Academy of Allergy Asthma & Immunology
ANNUAL MEETING
PHILADELPHIA, PA · MARCH 13-16, 2020

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 2020 AAAAI 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 purposes, 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 and fax numbers, 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 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.

NOTE: AAAAI is photographing this Meeting. These photographs, along with your name, may be used in AAAAI publications or on the AAAAI or AAAAI Annual Meeting websites. If you do not want your photo used, please inform the staff photographer at the time the photograph is taken.

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 2020 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 Annual Meeting Non-CME Educational Program Application.

I have read the privacy statement for the 2020 AAAAI 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 Guidelines:

Non-CME Educational Programs provide an opportunity for commercial organizations to present information about their products, services or therapeutic areas to delegates attending the 2020 AAAAI 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 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 supporter is given the option of confirming support of the same day/time for a Non-CME Educational Program at next year's Annual Meeting before sponsorship of that function can be offered to another organization. Previous sponsors have until Wednesday, October 23, 2019 at 5:00 pm CST to submit their application to hold their day/time from the 2019 Annual Meeting. After the right of first refusal deadline has passed, any available day/time slots will be offered on a first-come, first-served basis to the waitlist of Non-CME Educational Programs. Any requests from the previous year's supporters to change the day/time of their program will be considered after the right of first refusal deadline has passed (i.e., programs that request a change in day/time are not eligible for right of first refusal and will be slotted only if placement is available). AAAAI reserves the right to confirm final placement of all Non-CME Educational Programs.

The \$90,000 (exhibitor) or \$100,000 (non-exhibitor) payment to AAAAI includes:

- Function space at the Annual Meeting headquarters hotel
(limited to 300 participants set banquet rounds; event room, date and time to be determined.)

Property:

Philadelphia Marriott Downtown, 1201 Market Street, Philadelphia, PA 19107

Dates:

Thursday, March 12; Friday, March 13; Saturday, March 14; Sunday, March 15; Monday, March 16

(please circle first choice)

Times:

6:30 to 8:30 pm (all evenings except Monday); 8:30 to 10:30 pm (Friday, Saturday, Sunday); 6:00 to 8:00 am (Friday, Saturday, Sunday, Monday)

(please circle first choice)

- One podium and microphone, LCD projector and screen and sound system (sponsor may use own AV company, however no discounts or refund are available for doing so)
- Two temporary staff personnel to serve as ushers (ushers to arrive one hour before the start of the program; additional temporary staff may be added and billed at \$120/person)
- Two lead retrieval scanners (to be delivered to and picked up at the ballroom; additional scanners may be added and billed at \$165/scanner)
- Promotion of the program in the Annual Meeting mobile app and the print and online Final Program (**January 10** deadline; description to be 100 words or less)
- Sponsor may place one sign identifying the sponsor and session in front of the ballroom and one sign placed near Annual Meeting registration in the Convention Center on the event day
- One-time use of the 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 Annual Meeting registration bags (insert to be approved by AAAAI by **January 22**; 6,000 inserts due to mail house by **January 29**); Annual Meeting print/mail house may be used to print inserts
- AAAAI will provide Informational Staff in concourse areas before the start of all Non-CME Educational Programs to direct attendees to these events in a timely manner.

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4. Additional Opportunities to Promote Your Non-CME Educational Program:

- Hotel room door drop sponsorship available for an additional \$10,000/night (insert to be approved by AAAAI by **January 22**; 3,400 inserts due to mail house by **January 29**); Annual Meeting print/mail house may be used to print inserts
- Ad space available in AAAAI *Impact*, AAAAI's quarterly membership publication mailed to all AAAAI members in early February and available in the Convention Center (please request rate card for more information)

5. Important Deadlines:

October 23, 2019	Right of First Refusal Decision Due
January 10, 2020	100-Word Program Description Due
January 22, 2020	Registration Bag Insert Proof Due Hotel Room Door Drop Proof Due (optional sponsorship opportunity)
January 29, 2020	6,000 Registration Bag Inserts Due to Mail House 3,400 Hotel Room Door Drop Inserts Due to Mail House (optional sponsorship opportunity)

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

Please note that AAAAI considers this to be a direct bill function. Sponsor is independently responsible for arranging payment of the necessary set-up, audio/visual, catering and other requirements for the function.

Personnel are prohibited from handing out promotional program invitations to Annual Meeting attendees in and around the Convention Center and Annual Meeting hotels. Promotional materials may be handed out from your exhibit booth. Please do not use AAAAI logos in any of your print 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. Off-site events not previously approved by 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

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