



# Non-CME Educational Program Application

Sponsorship Right of First Refusal Deadline: October 20, 2021



**AAAAI** American Academy of  
Allergy Asthma & Immunology  
**ANNUAL MEETING**  
PHOENIX, AZ · FEBRUARY 25–28, 2022

## 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 2022 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 2020 Annual Meeting 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 20, 2021 at 5:00 pm CST to submit their application to hold their day/time from the 2020 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 2020 Annual Meeting 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 co-headquarters hotel (Sheraton Phoenix Downtown, 340 North Third Street, Phoenix, AZ 85004) **(Maximum of 300 participants set as banquet rounds of 10. Please note that capacities may need to be adjusted in accordance with all health and safety requirements in place at the time of the program. Event room, date and time to be determined.)**

### Dates:

Thursday, February 24;      Friday, February 25;      Saturday, February 26;      Sunday, February 27;      Monday, February 28  
**(please select first choice)**

### Times:

6:00 to 8:00 am (Saturday, Sunday, Monday);      6:30 to 8:30 pm (all evenings except Monday);  
6:45 to 8:45 am (Friday)      8:30 to 10:30 pm (Friday, Saturday, Sunday);  
**(please select 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 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 the event space along with basic usage training and picked up at the end of the program; 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 5** deadline; description to be 100 words or less)
- Sponsor may place one sign identifying the sponsor and session in front of the event space 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; sponsor must sign AAAAI's Data Processing Agreement to be eligible to receive the list)
- One advertising insert in the Annual Meeting registration bags (insert to be approved by AAAAI by **January 12**; 5,000 inserts due to mail house by **January 19**); Annual Meeting print/mail house may be used to print inserts. Please contact AAAAI for information.
- 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 12**; 2,000 inserts due to mail house by **January 19**); Annual Meeting print/mail house may be used to print inserts. Please contact AAAAI for information.
- Ad space available in AAAAI *Impact*, AAAAI's quarterly digital membership publication emailed to all AAAAI members prior to the start of the meeting. Please request a rate card for more information.

## 5. Important Deadlines:

October 20, 2021	Right of First Refusal Decision Due
January 5, 2022	100-Word Program Description Due
January 12, 2022	Registration Bag Insert Proof Due Hotel Room Door Drop Proof Due (optional sponsorship opportunity)
January 19, 2022	5,000 Registration Bag Inserts Due to Mail House 2,000 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](mailto:rmccormick@aaaai.org)

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