

Product Theater Application

1. Privacy and Data Protection Notice

The American Academy of Allergy, Asthma & Immunology (AAAAI) takes your privacy seriously. AAAAI will only use your personal information to administer your Product Theater at the 2023 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 Legal and Privacy Notices, the terms of which are incorporated herein, can be found at <https://www.aaaai.org/Global/Legal-and-Privacy-Notices>.

By providing consent, you are allowing AAAAI to process your personal data. AAAAI will collect and store information you provide in the Product Theater Application for the purposes of reserving a product theater 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 Product Theater 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. The AAAAI will also use your email address to communicate important information regarding this event and, if you consent, 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.

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 Notice, or to withdraw my previous consent at any time. I further understand that without my consent, it is not possible to process my Annual Meeting Product Theater 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 Product Theater Application.

I have read the Privacy and Data Protection Notice for the 2023 AAAAI Annual Meeting and agree to the terms as outlined above.*

I Agree

Should you choose not to provide consent for AAAAI to process your personal data, you are forgoing your right to reserve a Product Theater.

2. Contact Information:

Sponsoring Company _____ Contact Name _____

Medical Education Company _____ Contact Name _____

Address _____

City _____ State _____ Zip/Postal Code _____

Phone _____ Email _____

Product/Disease State/Therapeutic Area _____

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3. Product Theater Guidelines:

Product Theaters, unopposed to each other, provide an opportunity for commercial organizations to present information about their products, services or therapeutic areas to delegates attending the 2023 AAAAI Annual Meeting. The material presented may be promotional and may concentrate on a specific product. Product Theaters are up to 30 minutes in length (to include Q&A if part of your presentation), scheduled in the Exhibit Hall and constructed of pipe and drape with carpet, and open to all Annual Meeting attendees on a first-come, first-served basis. Doors will be open 30 minutes prior to the start time to allow for badge scanning and for attendees to pick up food and find a seat. You will be allowed 15 minutes to vacate the theater. The AAAAI reserves the right to confirm final placement of all Product Theaters.

The \$50,000 payment to AAAAI includes:

- Product Theater space in the Annual Meeting Exhibit Hall (Henry B. Gonzalez Convention Center, 900 East Market Street, San Antonio, TX 78205)
(Maximum of 50 participants set classroom style, 2 attendees per 6' table. 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.)

Dates and Times (to be approved and finalized by AAAAI):

Friday, February 24	Saturday, February 25	Sunday, February 26
11:30 am to 12:00 pm	10:00 am to 10:30 am	10:00 am to 10:30 am
1:00 pm to 1:30 pm	12:00 pm to 12:30 pm	12:00 pm to 12:30 pm
3:30 pm to 4:00 pm	1:30 pm to 2:00 pm	1:30 pm to 2:00 pm

- Podium with wireless handheld microphone, wireless lavalier microphone, laptop with internet connection, wireless mouse, two 70" monitors on stands, one on each side of the stage, sound system, and dedicated Freeman AV technician. Additional mics may be added and billed at \$300/each.
- Boxed meals and beverages or snacks and refreshments (F&B dependent on time of program) for 50 attendees provided and determined by AAAAI. Tables will be provided for catering.
- One lead retrieval scanner to be delivered to the theater along with basic usage training and picked up at the end of the program. One registration table and two chairs will be provided. Additional scanners may be added and billed at \$165/each.
- Promotion of the program in the Annual Meeting mobile app and the print and online Final Program (**December 21** deadline; program description to be 100 words or less and may also include the approved title, faculty, learning objectives, date, time (CST), etc.)
- Sponsor may place one sign identifying the program and sponsor at the theater entrance 30 minutes prior to the start time. Signs and handouts distributed from your exhibit booth are allowed.
- 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; list will be sent on your choice of **February 2** or **February 9**)

4. Additional Opportunities to Promote Your Product Theater:

- Place your recorded Product Theater on the AAAAI Annual Meeting Virtual Platform after the meeting concludes for an added \$25,000 sponsorship fee. Recording and recording fee is the responsibility of the sponsor. Additional information available upon request.
- Hotel Room Door Drop sponsorships are available for an additional \$10,000/night (insert to be approved by AAAAI by **January 11**; 3,000 inserts due to mail house by **January 18**).
- Sponsored Twitter Posts are available for \$5,000 each and are an excellent way to promote your Product Theater by having the AAAAI post your Tweet from our Twitter handle. Please contact AAAAI for more 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 contact media@aaaai.org for a rate card and placement options.

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5. Important Deadlines:

December 21, 2022 100-Word Program Description Due
January 11, 2023 Hotel Room Door Drop Proof Due (optional sponsorship opportunity)
January 18, 2023 3,000 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

Personnel are prohibited from handing out or placing 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 Product Theaters, 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:

Rachel McCormick, Sponsorship Manager
American Academy of Allergy, Asthma & Immunology (AAAAI)
rmccormick@aaaai.org • (414) 272-6071