



### 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 2024 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. Members of the AAAAI Presidential Line are not allowed to accept speaker/moderator invitations.

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 2023 Annual Meeting supporter is given the option of confirming support of the same day/time for a Non-CME Educational Program at the 2024 Annual Meeting before sponsorship of that function can be offered to another organization. Previous sponsors have until Wednesday, October 11, 2023 at 5:00 pm CDT to submit their application to hold their day/time from the 2023 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 2023 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 payment to AAAAI includes:

- Function space at the Annual Meeting co-headquarters hotel (Marriott Marquis Washington, DC, 901 Massachusetts Avenue, NW, Washington, DC 20001)  
**(Maximum of 200 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 approved and finalized by AAAAI.)**

#### Dates:

Friday, February 23, 2024      Saturday, February 24, 2024      Sunday, February 25, 2024

#### Times:

6:00 to 8:00 am      6:30 to 8:30 pm      8:30 to 10:30 pm

- One podium and microphone, two LCD projectors with screens, and sound system (sponsor may use own additional AV company, however no discounts or refund are available for doing so) **The AAAAI will designate the front of the room where the screens/projectors will be placed. Any reset of this layout may result in an additional \$5,000 fee.**
- 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 (**December 20** deadline; program description to be 100 words or less and may also include the approved title, faculty, learning objectives, date, time, etc. )
- 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; 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 **February 1** or **February 8** upon request)
- One advertising insert in the Annual Meeting registration bags (insert to be approved by AAAAI by **January 10**; 5,000 inserts due to mail house by **January 17**)
- 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.
- You may place your recorded Non-CME Educational Program on the AAAAI Annual Meeting Virtual Platform after the meeting concludes. Recording and associated fees are the responsibility of the sponsor. Program must link out to the platform of your choosing.

# Non-CME Educational Program Application

Sponsorship Right of First Refusal Deadline: October 11, 2023

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

- Hotel Room Door Drop sponsorships are available for an additional \$10,000/night (insert to be approved by AAAAI by **January 10**; 5,000 inserts due to mail house by **January 17**).
- Sponsored Twitter Posts are available for \$5,000 each and are an excellent way to promote your program 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](mailto:media@aaaai.org) for a rate card and placement options.

## 5. Important Deadlines:

October 11, 2023	Right of First Refusal Deadline
December 20, 2023	100-Word Program Description Due
January 10, 2024	Registration Bag Insert Proof Due Hotel Room Door Drop Proof Due (optional sponsorship opportunity)
January 17, 2024	5,000 Registration Bag Inserts Due to Mail House 5,000 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 no later than January 31, 2024.

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. If including the meeting name, please refer to it as the 2024 AAAAI Annual Meeting.

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:

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