



### 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 2024 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 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. All personnel must have AAAAI Annual Meeting Exhibitor or Delegate badges to enter the Exhibit Hall. 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 Product Theaters 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 Product Theater 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 Product Theaters. 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). The AAAAI reserves the right to confirm final placement of all Product Theaters.

#### The \$60,000 payment to AAAAI includes:

Product Theater space in the Annual Meeting Exhibit Hall (Walter E. Washington Convention Center, 801 Mt. Vernon Place, NW, Washington, DC 20001)

**Maximum of 100 participants set with a combination of classroom and theater seating. Stage with three barstools. 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. Date and time to be approved and finalized by AAAAI.**

#### Dates and Times:

Friday, February 23, 2024	Saturday, February 24, 2024	Sunday, February 25, 2024
10:00 am to 10:30 am	10:00 am to 10:30 am	10:00 am to 10:30 am
11:30 am to 12:00 pm	12:00 pm to 12:30 pm	12:00 pm to 12:30 pm
1:00 pm to 1:30 pm	1:30 pm to 2:00 pm	1:30 pm to 2:00 pm
3:30 pm to 4:00 pm		

- Two large screens with projectors, podium, confidence monitor, speaker timer, two wireless handheld microphones, two wireless lavalier microphones, laptop with internet connection, wireless slide advancer, sound system, digital session sign at entrance displaying product theater details, and dedicated Freeman AV technician.
- Boxed meals and beverages or snacks and refreshments (F&B dependent on time of program) for 100 attendees provided and determined by AAAAI. Tables will be provided for catering.
- Two temporary staff personnel to serve as ushers to arrive 30 minutes before the start of the program.
- 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.
- One registration table and two chairs will be provided.
- 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 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 1** or **February 8**)
- 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**)

# Product Theater Application

Sponsorship Right of First Refusal Deadline: October 11, 2023

## 4. Additional Opportunities to Promote Your Product Theater:

- 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 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](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 \_\_\_\_\_

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 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](mailto:rmccormick@aaaai.org) • (414) 272-6071