

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 2027 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 Annual Meetings?*

Yes No

Do you agree to receive emails from AAAAI for other in-person and online education programs?*

Yes No

You may adjust these selections at any time by updating your preferences at <http://aaaai.execinc.com/edibo/Profile>.

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.

Use of the AAAAI logo is strictly prohibited, including on social media; however, the event name of 2027 AAAAI Annual Meeting and the Annual Meeting logo may be used in promotional materials by sponsors provided it does not indicate that AAAAI endorses or sanctions the activity.

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 Product Theater Application. Please contact AAAAI at (414) 272-6071 if you have any further questions about how this will affect your Product Theater Application.

I have read the Privacy and Data Protection Notice for the 2027 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		

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 2027 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 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 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 2026 AAAAI Annual Meeting supporter is given the option of confirming support of the same day/time for a Product Theater at the 2027 AAAAI Annual Meeting before sponsorship of that function can be offered to another organization. Previous sponsors have until Friday, September 25, 2026 at 5:00 pm CT to submit their application to hold their day/time from the 2026 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 2026 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 \$90,000 payment to AAAAI includes:

Product Theater space in the Annual Meeting Exhibit Hall - New Orleans Ernest N. Morial Convention Center, 900 Convention Center Blvd., New Orleans, LA 70130

Maximum of 150 participants set with a combination of classroom and theater seating.

Capacity will be strictly enforced due to fire marshal regulations.

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 19, 2027	Saturday, February 20, 2027	Sunday, February 21, 2027
9:30 to 10:00 am	10:00 to 10:30 am	10:00 to 10:30 am
11:00 to 11:30 am	12:00 to 12:30 pm	12:00 to 12:30 pm
12:15 to 12:45 pm	1:30 to 2:00 pm	1:30 to 2:00 pm
3:00 to 3:30 pm		

- Two large screens, 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.
- A stage with three bar stools will be provided.
- Boxed meals and beverages or snacks and refreshments (F&B dependent on time of program) for 150 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 Program (**December 16** deadline; program description to be 100 words or less which may include the approved title, faculty, learning objectives, date, time, etc.) **Submitted program descriptions may be edited by AAAAI for consistency and to align with the AAAAI Style Guide. This may include, but is not limited to, faculty name and credential formatting, capitalization, time, spacing, commas, use of bold and italic fonts, etc. AAAAI will not change the context of the content provided.**
- 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 have their contact information shared with industry; sponsor must sign AAAAI's Data Processing Agreement to be eligible to receive the list; list will be sent on **January 27**.)
- One advertising insert in the Annual Meeting Registration Bags (insert to be approved by AAAAI by **January 6**; 5,500 inserts due to mail house by **January 13**.)

4. Additional Opportunities to Promote Your Product Theater:

- AAAAI Ignite Industry Hub recorded content uploads of Product Theaters are available for \$25,000 each. Recording and associated fees are the responsibility of the sponsor. Please contact AAAAI for more information.
- Hotel Room Door Drop sponsorships are available for an additional \$10,000/night (insert to be approved by AAAAI by **January 6**; 5,500 inserts due to mail house by **January 13**).
- Sponsored X Posts are available for \$5,000 each and are an excellent way to promote your Product Theater by having the AAAAI post your message from the AAAAI handle. Please contact AAAAI for more information.
- Ad space is available in AAAAI *Impact*, AAAAI's quarterly digital membership publication emailed to all Annual Meeting registrants and AAAAI members prior to the start of the meeting. Please contact media@aaaai.org for a rate card and placement options.

5. Important Deadlines:

September 25, 2026	Right of First Refusal Deadline
December 16, 2026	100-Word Program Description Due
January 6, 2027	Registration Bag Insert Proof Due Hotel Room Door Drop Proof Due (optional sponsorship opportunity)
January 13, 2027	5,500 Registration Bag Inserts Due to Mail House 5,500 Hotel Room Door Drop Inserts Due to Mail House (optional sponsorship opportunity)

Missing the January 13 deadline may result in an additional \$5,000 fee each if Registration Bags and/or Hotel Room Door Drop Bags need to be stuffed on site.

6. Payment Information:

Check - payable to American Academy of Allergy, Asthma & Immunology

ACH - bank details available upon request

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 2027 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 • (414) 272-6071