



Introducing AAAAI Ignite!
Personalizing Learning Experiences for AAAAI Members
<https://ignite.aaaai.org>

AAAAI Ignite Industry Hub
A New Engagement Opportunity for Industry-Produced
Non-CME Educational Content

Launched in April 2026

- AAAAI Ignite, the American Academy of Allergy, Asthma and Immunology's new personalized education platform, offers an on-demand, short-form, centralized educational content library aimed at healthcare professionals in the allergy, asthma and immunology field. All recorded AAAAI Annual Meeting content is available in the platform as well as additional educational content throughout the year (currently more than 700 recordings). AAAAI Ignite was introduced as a member benefit and is available to non-members by subscription.
- AAAAI Ignite's custom algorithm uses the same personalization technology as on-demand streaming services to tailor what each user sees on their homepage and in recommendation emails. Users may set preferences and select topics of interest to personalize their experience.
- AAAAI Ignite's Industry Hub, located as a separate tab on the top of the homepage, offers structured, year-round engagement for more than 7,000 AAAAI members plus non-member healthcare professional subscribers with on-demand, industry-produced, non-CME education.
- AAAAI Ignite's Industry Hub houses and supports video and audio formats as well as PDFs, which may be used as standalone content (scientific posters, publications, guidelines) or as accompanying materials for video and audio content. Content is arranged by "carousels" or media rows by company.
- AAAAI members and subscribers will be reminded in emails to view the content in AAAAI Ignite's Industry Hub.
- AAAAI Ignite Industry Hub engagement metrics (views, engagement time, etc.) are available.

In 2026, AAAAI is offering industry partners the opportunity to have content uploaded to the platform and remain through December 31, 2027.

In 2027, renewable and new content uploads will remain in the platform for 12 months from the time of upload.

AAAAI Ignite Annual Content Fees:

- **\$50,000** – One (1) non-CME content upload to include company logo
- **\$25,000** – Each additional content upload
- **\$25,000** – AAAAI Annual Meeting Non-CME Educational Program or Product Theater

Contact

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