



Cultivating Your Practice

AAAAI PRACTICE MANAGEMENT WORKSHOP

Minneapolis, MN • July 28-30, 2023

Sponsorship & Exhibit Opportunities

The American Academy of Allergy, Asthma & Immunology (AAAAI) is pleased to invite you to participate in the 2023 AAAAI Practice Management Workshop, a unique annual event that focuses *exclusively* on the business side of medicine.

Applications for exhibit booths and sponsorships are due to the AAAAI Executive Office by **June 16, 2023**. Payment in full is requested at the time of application.

For any questions and to confirm opportunities, please contact:

Sarah Neder
Meetings Manager
American Academy of Allergy, Asthma & Immunology (AAAAI)
555 East Wells Street, Suite 1100
Milwaukee, WI 53202-3823
Phone: (414) 272-6071
Email: sneder@aaaai.org

Invitation to Participate

The American Academy of Allergy, Asthma & Immunology (AAAAI) invites you to participate in the 2023 Practice Management Workshop at the Hyatt Regency Minneapolis in Minneapolis, MN, July 28-30, 2023. This unique weekend event focuses *exclusively* on the business side of medicine.

Attendees include 200-250 allergist/immunologists, A/I fellows-In-training, and A/I office managers and administrators, with many offices bringing teams of physicians and administrators. About two-thirds of attendees are physicians.

Supporters have the opportunity to exhibit, host a Non-CME Program, and/or sponsor a specific element of the Workshop.

Exhibitor Information

The Practice Management Workshop features table top exhibits only. The following is included with your exhibit booth:

1. One 6 to 8 foot draped and skirted table
2. Two chairs
3. Complimentary exhibitor badges
4. Electrical outlet or power strip connection
5. Complimentary WiFi connectivity in exhibit area for up to 2 devices
6. Two-time use of the AAAAI Practice Management Workshop registration list of attendees who have consented to having their information shared (AAAAI Data Processing Agreement must be signed; mailing to be approved by AAAAI and sent by sponsor/agency; email addresses will not be included) available June 23, 2023 and August 4, 2023
7. Listing on the AAAAI's Practice Management Workshop website
8. Exclusive access to 200-250 allergist/immunologists, fellows-in-training, and A/I office managers and administrators

In addition to the items outlined above, you may purchase high boy tables for additional fees (see supporter application for pricing).

Booth space is assigned on a first-come, first-served basis and limited to the first 15 paid exhibitor applications received.

Exhibit Hours

Exhibits will be open Friday afternoon and during meals and programming breaks on Saturday. To encourage attendee traffic, coffee breaks, a dessert reception, and a wine and cheese reception will be set up in the exhibit hall.

Friday, July 28

3:30 – 4:00 pm (coffee break)

Saturday, July 29

9:30 – 10:00 am (coffee break)

12:00 – 1:00 pm (dessert reception)

2:30 – 3:00 pm (coffee break)

4:30 – 5:30 pm (wine and cheese reception)

Set up: Friday, July 28, 8:00 am – 12:00 pm

Tear down: Saturday, July 29, 5:30 – 7:00 pm

Booth Rental Fees

\$1,500 per booth – Deadline: June 16, 2023

\$1,000 if sponsoring a Non-CME Program

Registration Packet Inserts

Exhibitors have the option to purchase an advertising insert for the registration packets for \$300. Maximum of one insert per exhibitor. Insert must be submitted for review and approval by AAAAI no later than June 16, 2023. Once approved by AAAAI in writing, inserts should be printed and shipped to the AAAAI office no later than July 7, 2023. Questions about this opportunity should be directed to Lauri Sweetman, Program Manager in the AAAAI Division of Practice and Policy at (414) 272-6071 or lsweetman@aaaai.org.

2023 AAAAI Practice Management Workshop – Exhibit and Sponsorship Opportunities

Exhibitor Badges and Exclusions

Exhibitor badges must be worn at all times while at the Practice Management Workshop. Exhibitors are not allowed into any education sessions under any circumstances.

Facility Regulations

Nothing may be attached to any stationary wall, floor, window or ceiling with nails, staples, tape, or any other substance in order to prevent damage to the fixtures and furnishings. Distribution of gummed stickers or labels is strictly prohibited. Balloons, confetti, glitter, and fog machines are strictly prohibited.

Any signs and banners are limited to your exhibit area and must be professionally made. Handmade signs are not permitted.

Exhibitors must comply with all federal, state and local fire and building codes that apply to the facility. All equipment must comply with federal, state and local electrical codes. All exhibitor equipment must be UL-approved.

Promotional Activity and Distribution of Advertising

Promotional activities, such as demonstrations, may not interfere with normal traffic flow nor infringe on neighboring exhibits. Promotional activities will not be permitted outside of the exhibitor's assigned space. Canvassing or distribution of advertising material by an exhibitor is strictly prohibited outside of the exhibit hall or in any part of the meeting rooms, or public areas of the hotel.

On-site Security/Storage

The exhibit hall located in the Boundary Waters Complex will be locked Friday night. AAAAI is not responsible for lost or stolen items left in the exhibit hall. Upon conclusion of the wine and cheese reception on Saturday evening, exhibitors must pack up their equipment/materials.

Shipping

Any package being shipped to the Hyatt Regency Minneapolis must have prepaid shipping. The hotel will not accept packages earlier than two (2) days prior to the program without a fee. Fees are as follows:

Storage for:	Price
1 – 2 Days	Complimentary
3 – 5 Days	\$50 flat fee
6 – 10 Days	\$75 flat fee

The hotel is not responsible or liable for the delivery conditions and security of the packages. Any package being shipped out of the hotel must be prepaid, addressed, labeled and dropped off at the FedEx Office business center or scheduled for pickup.

All packages and boxes sent to the hotel must be marked as follows:

Hyatt Regency Minneapolis

Attn: Guest's Name / Organization / Booth #
AAAAI 2023 Practice Management Workshop
July 28, 2023

Number of Boxes (i.e. box 1 of 1, box 1 of 2, etc)
1300 Nicollet Mall
Minneapolis, MN 55403

Once you and your boxes have arrived at the hotel, you can arrange for pickup or delivery by doing the following:

- Send a text to (612) 669-3721 with your name, company name and booth number.
- An Event Setup Services team member will collect the proper form of payment (a credit card or charging to your guest room are easiest).
- Boxes/Packages will be delivered upon receipt of payment and when a member of your exhibiting party is present at the booth.

2023 AAAAI Practice Management Workshop – Exhibit and Sponsorship Opportunities

Please have the tracking numbers available to help expedite the delivery process. You will be charged according to the following scale:

Number of Packages	Cost
5 boxes or less	\$5.00/box
6 – 10 boxes	\$50.00 flat fee
11 – 20 boxes	\$100.00 flat fee
21 – 30 boxes	\$250.00 flat fee
31 – 50 boxes	\$500 flat fee
Pallet	\$275/each
Rolling Cargo Case	\$100/each

*See Hotel shipping instructions

Non-CME Programs

Non-CME Programs provide an opportunity for commercial organizations to present information about their products, services or therapeutic areas to delegates attending the Workshop. The material presented may be promotional and may concentrate on a specific product. Non-CME Programs are up to two hours in length and open to all workshop attendees. *Only two spots are available with a maximum capacity of 65 guests.*

Non-CME Programs include:

1. Function space at the AAAAI Practice Management Workshop hotel
2. One sign identifying the sponsor and session placed in front of the function room area (*sponsor may choose to provide sign*)
3. Basic audiovisual equipment to include screen, LCD projector and podium microphone
4. Listing of the event on the daily program board displayed near registration
5. Two-time use of the AAAAI Practice Management Workshop registration list of attendees who have consented to having their information shared (AAAI Data Processing Agreement must be signed; mailing to be approved by AAAAI and sent by sponsor/agency; email addresses will not be included) available June 23, 2023 and August 4, 2023

6. Listing of the program within the supporter/exhibitor descriptions posted on the AAAAI website
7. Mention of the program (*identified as a Non-CME Program sponsored by the company*) in one pre-workshop email sent by AAAAI to registered attendees
8. One advertising insert in the AAAAI Practice Management Workshop registration packets (*insert must be approved by AAAAI no later than June 16, 2023; 250 inserts due to AAAAI offices by July 7, 2023*)

Date/time: Friday, July 28, 6:30 – 8:30 pm

Cost: \$15,000 – full payment due at time of application

Non-CME Programs are on hold for Right of First Refusal sponsors until March 31, 2023.

Sponsor is responsible for all meal, expanded audiovisual equipment and other costs associated with the program and will work directly with the hotel on catering and program details. No lead retrieval will be provided by AAAAI.

Additional Sponsorships

Conference Space WiFi -- \$8,000

Showcase your company or product by naming the SSID and password for the meeting space WiFi used by all attendees during the Workshop.

Hotel Room Keycards – \$3,000

Showcase your company or product logo on the guestroom keycards given to attendees. Sponsor is responsible for design, production and costs associated with producing the keycards and will work directly with the hotel for distribution.

2023 AAAAI Practice Management Workshop – Exhibit and Sponsorship Opportunities

Coffee Breaks – \$5,000

Sponsor a coffee break for delegates in the Exhibit Hall. Sponsor will be showcased during one coffee break on either Friday afternoon, Saturday morning, Saturday afternoon or Sunday morning. AAAAI will provide (1) sign onsite at the coffee station. The AAAAI will allow branded coffee cups, napkins and sleeves (to be provided by the sponsor).

Wine & Cheese Reception – \$10,000

All Practice Management Workshop attendees are invited to join us at this networking event held in the Exhibit Hall. Supporter will be recognized with (1) double-sided meter board; AAAAI will provide necessary information to supporter to include in graphic design for meter board. Supporter may supply branded napkins (at own expense). AAAAI will coordinate the food/beverage needs for the event with the venue.

General Information

Hotel Rooms

A block of rooms is available at Hyatt Regency Minneapolis for attendees and supporters. Group

rates are \$159 single/double. Please reference the AAAAI Practice Management Workshop by July 6, 2023 to obtain the special group room rate. You can also book online at the following website:

<https://www.hyatt.com/en-US/group-booking/MSPRM/G-AAAL>

Cancellations

Cancellation of your exhibit booth or sponsorship must be submitted in writing, via email or on company letterhead, to the AAAAI executive office. A full refund will be issued for cancellations prior to or on June 23, 2023. No refunds will be issued for cancellations after June 23, 2023.

Hotel reservations must be cancelled directly with the Hyatt Regency Minneapolis no later than July 24, 2023. Reservations can be cancelled by calling the hotel directly at (612) 370-1234.

Questions

Questions about exhibit and sponsorship opportunities should be directed to Sarah Neder, AAAAI Meetings Manager at (414) 272-6071 or sneder@aaaai.org.

Important Dates/Deadlines

June 16, 2023

- Deadline to reserve booth space and sponsorships
- Deadline for AAAAI to receive the registration packet insert proof

June 23, 2023

- Pre-Practice Management Workshop attendee mailing list sent to exhibitors and Non-CME Program sponsors
- Deadline to cancel booth space reservation with full refund

July 6, 2023

- Hotel cut-off date (deadline to book discounted sleeping rooms)

July 7, 2023

- Deadline for all registration packet inserts to arrive at the AAAAI office

July 18, 2023

- Earliest date that hotel can accept packages

July 29, 2022 at 7:00pm

- Deadline to pick-up your equipment and materials from the exhibit hall

August 4, 2023

- Post-Practice Management Workshop attendee mailing list sent to exhibitors and Non-CME Program sponsors

AAAAI Practice Management Workshop Supporter Application

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 supported activities at the 2023 AAAAI Practice Management Workshop ("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 this Application for the purposes of reserving a supported activity at the AAAAI Practice Management Workshop, to assist with administrative and planning purposes, and to allow the compilation and analysis of statistics relevant to AAAAI.

The information you provide in this 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 info@aaaai.org.

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 Supporter Application for the 2023 AAAAI Practice Management Workshop. Please contact the AAAAI Executive Office at (414) 272-6071 if you have any further questions.

I have read the Privacy and Data Protection Notice for the 2023 AAAAI Practice Management Workshop and agree to the terms as outlined above.

☐ I Agree

I understand that the AAAAI 2023 Practice Management Workshop participant mailing list will only be provided upon completion of a Data Processing Agreement. This agreement will be sent to me after my support has been confirmed. The AAAAI 2023 Practice Management Workshop participant mailing list is for two-time use only. The list will consist of only attendees that have consented to have their information shared. The list may not be duplicated in any fashion or saved. AAAAI cannot verify the validity of these addresses, as they are provided by the individual.

☐ I Agree

Authorized Signature: _____ Date: _____

Print Name/Title: _____

AAAAI Practice Management Workshop Supporter Application

Application Deadline: June 16, 2023

Contact Information

Company Name: _____

Contact Person: _____ Title: _____

Address: _____

City: _____ State: _____ Zip Code: _____

Telephone: _____ Email: _____

Non-CME Program

Applications will be accepted and assigned on a first-come, first-served basis:

☐ Friday, July 28, 6:30 – 8:30 pm (2 slots available)

Proposed topic/therapeutic area: _____

Payment Information

- | | |
|---|----------|
| • Non-CME Program (\$15,000) | \$ _____ |
| • Tabletop exhibit (\$1,500/\$1,000 with Non-CME Program) | \$ _____ |
| • High boy table for exhibit (\$50 each) # _____ | \$ _____ |
| • Registration Packet Advertising Insert (\$300) | \$ _____ |
| • Hotel Room Keycards (\$3,000) | \$ _____ |
| • Coffee Break Sponsorship (\$5,000) | \$ _____ |
| • Wine & Cheese Reception (\$10,000) | \$ _____ |
| • Conference Space WiFi (\$8,000) | \$ _____ |
| • TOTAL AMOUNT DUE: | \$ _____ |

Please complete the information below to pay by **credit card**:

☐ American Express ☐ MasterCard ☐ VISA Amount to Charge: \$ _____

Card Number: _____ Exp. Date: _____

Card Holder Name: _____

Card Billing Address: _____

Card Holder Signature: _____

☐ **Check** - payable to American Academy of Allergy, Asthma & Immunology (an invoice may be requested)

Please return this application and payment to:

Sarah Neder, Meetings Manager
American Academy of Allergy, Asthma & Immunology (AAAAI)
555 East Wells Street, Suite 1100
Milwaukee, WI 53202

Phone: (414) 272-6071

Email: sneder@aaaai.org