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## Sponsorship & Exhibit Opportunities

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The American Academy of Allergy, Asthma & Immunology (AAAAI) is pleased to invite you to participate in the 2025 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 office by **June 6, 2025**. Payment in full is requested at the time of application.

**For any questions and to confirm opportunities, please contact:**

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Meetings Manager  
American Academy of Allergy, Asthma & Immunology (AAAAI)  
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## Invitation to Participate

The American Academy of Allergy, Asthma & Immunology (AAAAI) invites you to participate in the 2025 AAAAI Practice Management Workshop at the DoubleTree by Hilton Nashville Downtown in Nashville, TN, July 18 – 20, 2025. This unique weekend event focuses *exclusively* on the business side of medicine.

Attendees include 100-150 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. To secure your exhibit space and sponsorship opportunities, please visit our website:

<https://aaaai.execinc.com/edibo/PMW25ExhibitorApp>

## 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. One-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 July 1, 2025.
7. Exclusive access to 100-150 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 an additional fee (see supporter application for pricing).

Booth space is assigned on a first-come, first-served basis and limited to the first 20 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 18 – 1:00 pm – 4:30pm**

4:00 – 4:30 pm (coffee break, high traffic)

#### **Saturday, July 19 – 8:00 am – 5:30 pm**

9:30 – 10:00 am (coffee break, high traffic)

11:30 am – 1:00 pm (dessert reception, high traffic)

2:30 – 3:00 pm (coffee break, high traffic)

4:30 – 5:30 pm (wine and cheese reception, dedicated exhibit time)

Set up: Friday, July 18, 8:00 am – 1:00 pm

Tear down: Saturday, July 19, 5:30 – 7:30 pm

### Booth Rental Fees

\$1,600 per booth – Deadline: June 6, 2025

\$1,100 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 May 30, 2025. Once approved by AAAAI in writing, inserts should be printed and shipped to the AAAAI office no later than June 11, 2025. 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](mailto:lsweetman@aaaai.org).

### 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.

## 2025 AAAAI Practice Management Workshop – Exhibit and Sponsorship Opportunities

### 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 North & Executive Foyer will not be locked Friday night, but will have a roaming security guard. AAAAI recommends that no valuables are left unsecured overnight. 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 DoubleTree by Hilton Nashville Downtown must have prepaid shipping. All boxes shipped to the hotel must arrive no more than 7 days ahead of the program. The hotel is not responsible or liable for the delivery conditions and security of the packages.

When you arrive onsite, please visit the registration desk to collect your package(s) from AAAAI staff.

Any package being shipped out of the hotel must be prepaid, addressed and labeled. Exhibitors will be responsible for calling UPS/FedEx to schedule a pick up for the desired date and time. Please provide the address below as the pickup location. All packages will be pick up by hotel staff at 7:45pm and bring them to the dock for pick up.

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

DoubleTree by Hilton Nashville Downtown  
Attn: Kailin Fazekas  
Onsite Contact Name/AAAAI PMW/July 18, 2025  
315 4<sup>th</sup> Ave N  
Nashville TN, 37219

### Non-CME Program

The Non-CME Program provides 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. The Non-CME Program is up to two hours in length and open to all workshop attendees. *Only one spot is 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. One-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

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sponsor/agency; email addresses will not be included) available July 1, 2025.

6. 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
7. One advertising insert in the AAAAI Practice Management Workshop registration packets (*insert must be approved by AAAAI no later than May 30, 2025; 200 inserts due to AAAAI offices by June 11, 2025*)

**Date/time: Friday, July 18, 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, 2025.*

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. AAAAI will provide name and contact information of hotel's keycard producer only.

#### **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, or Saturday afternoon. 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 at their expense).

#### **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 DoubleTree by Hilton Nashville Downtown for attendees and supporters. Group rates are \$269 single/double. Please reference the AAAAI Practice Management Workshop by June 27, 2025 to obtain the special group room rate. You can also book online at the following website:

<https://www.hilton.com/en/attend-my-event/bnadudt-91p-c7072eb3-bba7-4ab1-ab25-11638468cfea/>

#### **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 11, 2025. No refunds will be issued for cancellations after June 11, 2025.

Hotel reservations must be cancelled directly with the DoubleTree by Hilton Nashville Downtown no later than July 11, 2025. Reservations can be cancelled by calling the hotel directly at (615) 244-8200. Should AAAAI not be able to hold the event, each exhibitor is solely responsible for canceling all hotel reservations and travel arrangements.

The AAAAI may cancel the meeting for any reason or change the content to virtual only, in its sole discretion. Should the in-person portion of the meeting be cancelled, all exhibit booth fees will be refunded in full. All sponsorship items, with the exception of any Non-CME program and Registration Packet Inserts, will be refunded in full.

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The Non-CME program will have the option to be held within the virtual platform, or may request a refund. Registration Inserts will be emailed to all attendees and posted on the LMS site if the meeting is cancelled more than 30 days out from the scheduled start date. If the meeting is cancelled within 30 days of the scheduled start date, all Registration Packet Inserts will be mailed to attendees.

### **Questions**

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

## ***Important Dates/Deadlines***

### **March 31, 2025**

- Right of First Refusal Deadline for Non-CME Program

### **May 30, 2025**

- Deadline for AAAAI to receive the registration packet insert proof

### **June 6, 2025**

- Deadline to reserve booth space and sponsorships
  - Full Payment Due

### **June 11, 2025**

- Deadline to cancel booth space reservation with full refund
- Deadline for all registration packet inserts to arrive at the AAAAI office

### **June 27, 2025**

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