



Sponsorship & Exhibit Opportunities

The American Academy of Allergy, Asthma & Immunology (AAAAI) is pleased to invite you to participate in the 2024 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 **May 31, 2024**. 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 2024 AAAAI Practice Management Workshop at the Hilton Denver City Center in Denver, CO, July 12 – 14, 2024. This unique weekend event focuses *exclusively* on the business side of medicine.

Attendees include 150-200 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/PMW24ExhibitorApp>

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 June 12, 2024 or July 19, 2024
7. Exclusive access to 150-200 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 12 – 1:00 pm – 4:30pm

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

Saturday, July 13 – 8:00 am – 6:15 pm

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

12:00 – 1:00 pm (dessert reception, high traffic)

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

5:15 – 6:15 pm (wine and cheese reception, dedicated exhibit time)

Set up: Friday, July 12, 8:00 am – 1:00 pm

Tear down: Saturday, July 13, 6:30 – 7:30 pm

Booth Rental Fees

\$1,600 per booth – Deadline: May 31, 2024

\$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 31, 2024. Once approved by AAAAI in writing, inserts should be printed and shipped to the AAAAI office no later than June 14, 2024. 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.

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.

21 – 30 lbs	\$40/per
-------------	----------

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 Denver Ballroom 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 Hilton Denver City Center must have prepaid shipping. Fees are as follows for inbound, storage and outbound packages:

Size	Price
1 – 10 lbs	\$15/per
11 – 20 lbs	\$30/per

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 with the hotel banquet staff for deliver to The UPS Store on Monday morning.

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

The UPS Store
 Attn: Guest’s Name / AAAAI Practice Management Workshop
 1701 California Street
 Denver, CO 80202

Once you and your boxes have arrived at the hotel, you can arrange for pickup or delivery by visiting or calling The UPS Store (303) 312-5419. Please have the tracking numbers available to help expedite the pick up/delivery process. You will be charged according to package size (see previous table).

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

2024 AAAAI Practice Management Workshop – Exhibit and Sponsorship Opportunities

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 12, 2024, or July 19, 2024

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 31, 2024; 250 inserts due to AAAAI offices by June 14, 2024*)

Date/time: Friday, July 12, 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 29, 2024.

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 Hilton Denver City Center for attendees and supporters. Group rates are \$199 single/double. Please reference the AAAAI Practice Management Workshop by June 21, 2024 to obtain the special group room rate. You can also book online at the following website:

<https://book.passkey.com/e/50685942>

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 12, 2024. No refunds will be issued for cancellations after June 12, 2024.

Hotel reservations must be cancelled directly with the Hilton Denver City Center no later than July 8, 2024. Reservations can be cancelled by calling the hotel directly at (303) 297-1300. 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. 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.

Important Dates/Deadlines

March 29, 2024

- Right of First Refusal Deadline for Non-CME Program

May 31, 2024

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

June 12, 2024

- Deadline to cancel booth space reservation with full refund
- Hotel cut-off date (deadline to book discounted sleeping rooms)

June 14, 2024

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