



Sponsorship & Virtual Vendor Directory Opportunities

The American Academy of Allergy, Asthma & Immunology (AAAAI) is pleased to invite you to participate in the 2021 AAAAI Virtual Practice Management Workshop, a unique annual event that focuses *exclusively* on the business side of medicine.

Attendees include allergist/immunologists, A/I fellows-In-training (FITs), allied health professionals, and A/I office managers and administrators. Approximately two-thirds of attendees are physicians. Average attendance for this event is 200-250; virtual programming could reach up to 350.

Please review the various sponsorship and promotional opportunities outlined below and complete and return the application form to the AAAAI Executive Office by **June 15, 2021**.

For any questions and to confirm sponsorships, please contact:

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

AAAAI Virtual Practice Management Workshop Non-CME Educational Programs

\$20,000 each (up to 4 available)

- Friday, July 23, 2021 – 7:30 pm to 8:30 pm CDT (2 slots available)
- Saturday, July 24, 2021 – 8:00 am to 9:00 am CDT (2 slots available)

Non-CME Educational Programs provide an opportunity for commercial organizations to present information about their products, services or therapeutic areas to delegates attending the 2021 AAAAI Virtual Practice Management Workshop. The material presented may be promotional and may concentrate on a specific product.

Non-CME Educational Programs will be:

- Sold on a first-come, first-served basis.
- Live or pre-recorded.
- Linked out from the Virtual Practice Management Workshop landing page within the AAAAI website to the sponsor's chosen platform. Metrics will not be available. Please consider creating a pre-registration page for attendees to complete before viewing your program. Program link due to AAAAI by **June 30, 2021**.
- Available to all Virtual Practice Management Workshop attendees until **June 1, 2022**. Participants do not need to be registered for the Virtual Practice Management Workshop to view your program. Anticipated attendance for a Non-CME Educational Program is 50-60 participants.

Non-CME Educational Program sponsorship includes:

- One advertising insert in the AAAAI Virtual Practice Management Workshop Sponsorship & Virtual Vendor Directory (maximum size 8.5 x 11 inches, PDF format only).
- One advertising insert in the mailed AAAAI Virtual Practice Management Workshop Registration Bag (bag may have sponsor logo).
 - Insert must be pre-approved by AAAAI.
 - Maximum size 8.5 x 11 inches and weigh up to 4 oz. each.
 - Inserts must come assembled as one piece if containing separate PI or ISI.
 - 300 copies of insert due to mail house by **June 30, 2021**.
- One-time use of the AAAAI Virtual Practice Management Workshop pre-registration list
 - Mailing to be approved by AAAAI.
 - Email addresses are not included.
 - List includes only those who have opted in to receive information from industry.
 - All companies will be required to sign a Data Processing Agreement prior to receiving the list.
- Mention of the Non-CME Educational Program and sponsorship recognition in the printed and virtual schedule and in one pre-event and one post-event AAAAI email sent to registered attendees.
- Title, sponsorship recognition, and 100-word program description due to AAAAI by **June 15, 2021**.

AAAAI Virtual Practice Management Workshop Mailed Registration Bags

\$10,000

Don't miss your chance to reach your target audience through the 2021 AAAAI Virtual Practice Management Workshop Registration Bag. This sponsorship, sold on a first-come, first-served basis, includes a reusable tote bag with your four-color logo on one side, and will be mailed to all domestic attendees registered by **June 30, 2021**. Registration bags will include inserts from sponsored Non-CME Educational Programs and Virtual Vendor Directory participants. Logo due to AAAAI by **June 15, 2021**.

AAAAI Virtual Practice Management Workshop Sponsorship & Virtual Vendor Directory

Although we will not have an exhibit hall at the AAAAI Virtual Practice Management Workshop, we will provide a Sponsorship & Virtual Vendor Directory in PDF format for all meeting attendees. This Directory will be available on the Virtual Practice Management Workshop landing page within the AAAAI website, and will be available until **June 1, 2022**. The directory will be mentioned in one pre-event and one post-event AAAAI email sent to registered attendees. Two display options are available:

Display Ad - \$500

- Maximum size 8.5 x 11 inches, four-color ad (PDF file only).
- May be brand specific and hyperlink.
- Display ads will be arranged by type of service in alphabetical order and will follow the Non-CME Educational Program ads.
- Ad due to AAAAI by **July 9, 2021**.

Classified Ad (see example below) - \$250

- Company logo (JPG file only).
 - Company name, address, phone number and website address (hyperlinked).
 - Maximum 100-word description of company/product/service.
 - Classified ads will be arranged by type of service in alphabetical order and will follow the Display ads.
 - Ad information due to AAAAI by **July 9, 2021**.
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American Academy of Allergy, Asthma & Immunology
555 East Wells Street, Suite 1100
Milwaukee, WI 53202
(414) 272-6071
www.aaaai.org

The American Academy of Allergy, Asthma & Immunology (AAAAI) is the most prominent membership organization of more than 7,000 allergists / immunologists (in the United States, Canada and 72 other countries) and patients' trusted resource for allergies, asthma and immune deficiency disorders. This membership includes allergist / immunologists, other medical specialists, allied health and related healthcare professionals—all with a special interest in the research and treatment of allergic and immunologic diseases.

Mailed Registration Bag Advertising Insert - \$500

Virtual Vendor Directory participants can add one advertising insert in the mailed Virtual Practice Management Workshop Registration Bag (bag may have sponsor logo)

- Design must be pre-approved by AAAAI.
- Maximum size 8.5 x 11 inches and weigh up to 4 oz. each.
- Inserts must come assembled as one piece if containing separate PI or ISI.
- 300 copies of insert due to mail house by **June 30, 2021**.
- Purchase available to participants in the Virtual Vendor Directory and included for Non-CME Educational Program sponsors.

AAAAI Virtual Practice Management Workshop Supporter Agreement

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 2021 AAAAI Virtual 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 Privacy and Data Protection Notice the terms of which are incorporated herein, can be found at <https://www.aaaai.org/global/disclaimer>.

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 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 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 2021 AAAAI Virtual Practice Management Workshop. Please contact the AAAAI Executive Office at (414) 272-6071 if you have any further questions.

I have read the privacy statement for the 2021 AAAAI Virtual Practice Management Workshop and agree to the terms as outlined above.

I Agree

Authorized Signature: _____ **Date:** _____

Print Name/Title: _____

AAAAI Virtual Practice Management Workshop Supporter Application

Application Deadline: June 15, 2021

Contact Information

Company Name: _____

Contact Person: _____ Title: _____

Address: _____

City: _____ State: _____ Zip Code: _____

Telephone: _____ Email: _____

Non-CME Educational Program

Please rank your day/time choices below. Applications will be accepted and assigned on a first-come, first-served basis:

- Friday, July 23, 2021 – 7:30 pm to 8:30 pm CDT (2 slots available)
- Saturday, July 24, 2021 – 8:00 am to 9:00 am CDT (2 slots available)

Payment Information

- Non-CME Educational Program (\$20,000) \$ _____
- Sponsorship & Virtual Vendor Directory Display Ad (\$500) \$ _____
- Sponsorship & Virtual Vendor Directory Classified Ad (\$250) \$ _____
- Mailed Registration Bag Advertising Insert (\$500) \$ _____

- 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:

Rachel McCormick, Sponsorship Manager
American Academy of Allergy, Asthma & Immunology (AAAAI)F
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Milwaukee, WI 53202-3823
Phone: (414) 272-6071
Email: rmccormick@aaaai.org