

2020 AAAAI Practice  
Management Workshop



# Exhibitor Prospectus

Innovate.  
*Collaborate.*  
Capitalize.

*Practical solutions for your practice challenges.*

July 17-19 | Washington, DC

## **Invitation to Participate**

The American Academy of Allergy, Asthma & Immunology (AAAAI) invites you to participate in the 2020 Practice Management Workshop in Washington, DC, July 17 – 19, 2020. 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.

## **Exhibit Booths**

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

1. One 6 or 8 foot draped and skirted table
2. Two chairs
3. Complimentary exhibitor badges
4. Electrical outlet or power strip connection
5. Complimentary Wi-Fi connectivity in exhibit area for up to 2 devices
6. Two sets of attendee contact mailing information provided and June 22, 2020 and July 27, 2020 (no email addresses will be provided)
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 serve basis and limited to the first 15 paid exhibitor applications received.

## **Exhibitor Information**

### **Exhibit Hours**

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

Set up: Friday, July 17, 9:00 am – 1:00 pm

### Exhibit hours:

**Friday, July 17, 3:00 – 6:00 pm**

3:00 – 3:45 pm (break)

**Saturday, July 18, 10:00 am – 6:00 pm**

10:00 – 10:30 am (coffee break)

12:00 – 1:30 pm (dessert reception)

3:00 – 3:30 pm (coffee break)

5:00 – 6:00 pm (wine and cheese reception)

### Tear down and move out:

Saturday, July 18, 6:00 - 9:00 pm

### **Booth Rental Fees**

\$1,500 per booth – Deadline: June 10, 2020

### **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 not 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 hung in the hotel 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.

### Registration Packet Inserts

Exhibitors have the option to purchase an advertising insert for the registration packets for \$300. Maximum of 1 insert per exhibitor. No product specific inserts will be allowed. Insert must be submitted for review and approval by AAAAI no later than June 10, 2020. Once approved by AAAAI in writing, inserts should be printed and shipped to the AAAAI office no later than June 30, 2020. 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).

### 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 Regency/Columbia Foyers 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 Washington on Capitol Hill must be prepaid. The Hyatt Regency Washington on Capitol Hill will not accept packages earlier than three (3) days prior to the program. 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:  
Hold for Guest: (Guest Name) (Guest Cell Number)  
c/o FedEx Office at Hyatt Regency Washington on Capitol Hill  
400 New Jersey Avenue NW  
Washington, DC 20001  
AAAAI Practice Management Workshop  
Box \_\_\_ of \_\_\_

Once your boxes have arrived at the hotel, you can arrange for pickup or delivery through FedEx Office. You will be charged according to the following scale:

Weight	Package Pickup or Drop Off by Guest	Package Pickup or Delivery by FedEx Office
Flat Envelopes	No Charge	\$5.00
0.0 – 0.1 lbs.	\$2.00	\$5.00
1.1 – 10 lbs.	\$10.00	\$15.00
10.1 – 20 lbs.	\$15.00	\$20.00
20.1 – 30 lbs.	\$20.00	\$30.00
30.1 – 40 lbs.	\$25.00	\$40.00
40.1 – 50 lbs.	\$25.00	\$50.00
50.1 – 60 lbs.	\$25.00	\$50.00
Over 60 lbs.	\$25.00	\$70.00
Pallets/Crates*	\$0.75 / lb. (\$150 Min)	\$0.75 / lb. (\$150 Min)

\*See Hotel shipping instructions

Packages will be available for pickup inside of the FedEx Office business center (receiving fee will apply). Pallets, crates, display cases and other heavier items may be scheduled for delivery.

Delivery or pickup can be arranged by contacting the FedEx Office business center:  
Phone: 202-347-3547  
Email: [usa5049@fedex.com](mailto:usa5049@fedex.com)

## 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 two hours in length, scheduled on Friday evening only, and open to all workshop attendees (maximum capacity of 65 guests). **Only two non-CME Program opportunities are available on a first-come, first-serve basis.** 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. Listing of the event on the daily program board displayed near registration

4. Two-time use of the AAAAI Practice Management Workshop registration list (mailing to be approved by AAAAI and sent by sponsor) available June 22, 2020 and July 27, 2020
5. Listing of program within the supporter/ exhibitor descriptions posted on the AAAAI website
6. Mention of the program (*identified as a non-CME Program sponsored by the company*) in one pre-workshop email sent to registered attendees by AAAAI
7. One advertising insert in the AAAAI Practice Management Workshop registration packets (*insert must be approved by AAAAI no later than June 10, 2020; 250 inserts due to AAAAI offices by June 30, 2020*).

Discounted pricing is offered for sponsors who would like to support the workshop by exhibiting and offering a Non-CME Program:

Deadline	Booth	Non-CME Program	Total
June 10, 2020	\$1,000	\$10,000	\$11,000

Full payment is due with the completed application and supporter agreement.

## ***Sponsorship Opportunities***

In addition to exhibit space and non-CME programming opportunities, there are several sponsorship opportunities available for the Practice Management Workshop. Please review the menu of choices below and contact the AAAAI Meetings Manager if you have any questions or to discuss these or other opportunities. Sponsors will be recognized with appropriate signage on-site in addition to the workshop website.

### **Conference Space Wi-Fi -- \$7,500**

Showcase your company logo on the launch page for the meeting Wi-Fi utilized by all meeting attendees during the course of the workshop.

### **Hotel Room Keycards – \$2,500**

Showcase your company logo on the guestroom keycards given to attendees. The supporter will coordinate and pay for the production of the keycards and will work directly with the hotel for distribution.

## ***General Information***

### **Hotel Rooms**

A block of rooms is available at Hyatt Regency Washington on Capitol Hill for attendees and supporters. Group rates are \$169 single/double. Reservations can be made online starting February 3, 2020. Please reference the AAAAI Practice Management Workshop by June 26, 2020 to obtain the special group room rate.

### **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 24, 2020. No refunds will be issued for cancellations after June 24, 2020.

Hotel reservations must be cancelled directly with the Hyatt Regency Capitol Hill no later than June 26, 2020. Reservations can be cancelled by calling the hotel directly at 202-737-1234.

### **Questions**

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

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

### **June 10, 2020**

- Deadline to reserve booth space and sponsorships
- Deadline to provide registration packet insert graphics for inclusion in the registration packets to AAAAI

### **June 22, 2020**

- First AAAAI attendee list sent to exhibitors and non-CME Program supporters

### **June 24, 2020**

- Deadline to cancel booth space reservation with full refund

### **June 26, 2020**

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

### **June 30, 2020**

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

### **July 14, 2020**

- Earliest date that hotel can accept packages

### **July 18, 2020**

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

### **July 27, 2019**

- Second AAAAI attendee list sent to non-CME supporters



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**Supporter Application**

Please complete the following application, along with the Supporter Agreement and Payment Authorization Form by June 10, 2020. Applications will be accepted and assigned on a first-come, first-served basis.

Company Name: \_\_\_\_\_

Contact Person: \_\_\_\_\_ Title: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip Code: \_\_\_\_\_

Telephone: \_\_\_\_\_ Fax: \_\_\_\_\_

Email: \_\_\_\_\_ Website: \_\_\_\_\_

**Exhibit**

We would like to exhibit (\$1,500)

We would like to add a highboy table to our booth (\$50) Yes  # \_\_\_ x \$50 No

We would like to add a printed piece to the registration bag (\$300) Yes  No

We would like to add a company sign (plain black font with white background) (Complimentary) Yes  No

**Company Listing:**

Please provide a short description of your company and the products/services that you will be showcasing. Please limit the description to 50 words or less. The AAAAI reserves the right to edit all submitted copy. *(Please print or type clearly)*

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

**Non-CME Program**

Non-CME Programs are direct bill functions, and all charges associated with this event are the responsibility of the supporter. Non CME program sponsors are required to work directly with the hotel on the coordination and arrangement of the necessary set-up, audio/visual, catering and other requirements for the function.

We would like to host a non-CME program (\$10,000)

**The AAAAI does not endorse nor sanction non-CME Programs, and no such relationship should be inferred by you or implied to your participants.**

**Sponsorships**

We would like to sponsor the conference Wi-Fi (\$7,500)

We would like to sponsor hotel room keycards for workshop attendees (\$2,500)

**Application must accompany Supporter Agreement and Payment Authorization**



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***Supporter Agreement***

Organization: \_\_\_\_\_

**This is your invoice and contract. No additional invoice will be issued. Please keep a copy for your records.**

The AAAAI is hereby authorized to reserve an exhibit space/non-CME program/sponsorship opportunity as outlined in the above application(s) for the company listed above for the 2020 Practice Management Workshop to be held July 17 – 19, 2020 at Hyatt Regency Washington on Capitol Hill. We understand that the assigned space will be rented at the rate(s) quoted above. We understand further that all spaces must be paid for in full on or before June 10, 2020. If assigned space is not paid for in full by the specified date, it may be reassigned to another company without notification at the discretion of the AAAAI. The participating company agrees to abide by all rules and regulations governing support set forth above, which is made part of this contract by reference and fully incorporated herein.

We further agree to abide by the shipping and facility regulations of the venue and understand that exhibitors and sponsors are prohibited from participating in or observing any of the educational sessions. We understand the set-up and break-down schedule as it is outlined in the prospectus.

**Hold Harmless Clause:** The participating company assumes the entire responsibility and hereby agrees to protect, indemnify, defend and save the American Academy of Allergy, Asthma & Immunology, Hyatt Regency Washington on Capitol Hill and their employees and agents to hold harmless against all claims, losses and damages to persons or property, governmental charges or fines and attorney’s fees arising out of or caused by the participating company’s installation, removal, maintenance, occupancy or use of the premises or part thereof, excluding any such liability caused by the sole negligence of American Academy of Allergy, Asthma & Immunology, Hyatt Regency Washington on Capitol Hill, its employees and agents.

In addition, the participating company acknowledges that the American Academy of Allergy, Asthma & Immunology and Hyatt Regency Washington on Capitol Hill do not maintain insurance covering the participating company’s property and that it is the sole responsibility of the company to obtain business interruption and property damage insurance covering such losses by the participating company.

**Cancellation:**

Cancellation of your participation/support 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 24, 2020. No refunds will be issued for cancellations after June 24, 2020.

**Authorized Signature:** \_\_\_\_\_ **Date:** \_\_\_\_\_

**Print Name/Title:** \_\_\_\_\_

***Please return Supporter Application, Supporter Agreement, and Payment Authorization Form to:***

Nicole Brinkley, AAAAI Meetings Manager  
American Academy of Allergy, Asthma & Immunology  
555 East Wells Street, Suite 1100  
Milwaukee, WI 53202-3823  
Phone: (414) 272-6071  
Fax: (414) 272-6070  
Email: nbrinkley@aaaai.org



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***Payment Authorization Form***

Organization: \_\_\_\_\_

Full payment is due with the completed application and contract.

Exhibit Space Fee (\$1,500): \$ \_\_\_\_\_  
Highboy Table(s) Fee (\$50 each): \$ \_\_\_\_\_  
Registration Bag Insert Fee (\$300): \$ \_\_\_\_\_  
Non-CME Program Fee (\$10,000): \$ \_\_\_\_\_  
Booth/Non-CME Program Combo Fee (\$11,000): \$ \_\_\_\_\_  
Hotel Key Card Sponsorship Fee (\$2,500): \$ \_\_\_\_\_  
Conference Wi-Fi Sponsorship Fee (\$7,500): \$ \_\_\_\_\_  
  
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: \_\_\_\_\_

**Please find our check enclosed with this form. [ ]**

***Please make checks payable to:***

American Academy of Allergy, Asthma & Immunology  
555 E Wells Street, Suite 1100  
Milwaukee, WI 53202