

13TH ANNUAL ALLERGY, ASTHMA &  
IMMUNOLOGY CME HYBRID CONFERENCE  
2021 EXHIBITOR PROSPECTUS



*Our conference is your opportunity to  
meet the PAs & NPs in Allergy.*

**2021**  
**ANNUAL**  
**CME CONFERENCE**

*Clearwater Beach, FL  
Sheraton Sand Key Resort  
August 6-8th, 2021*

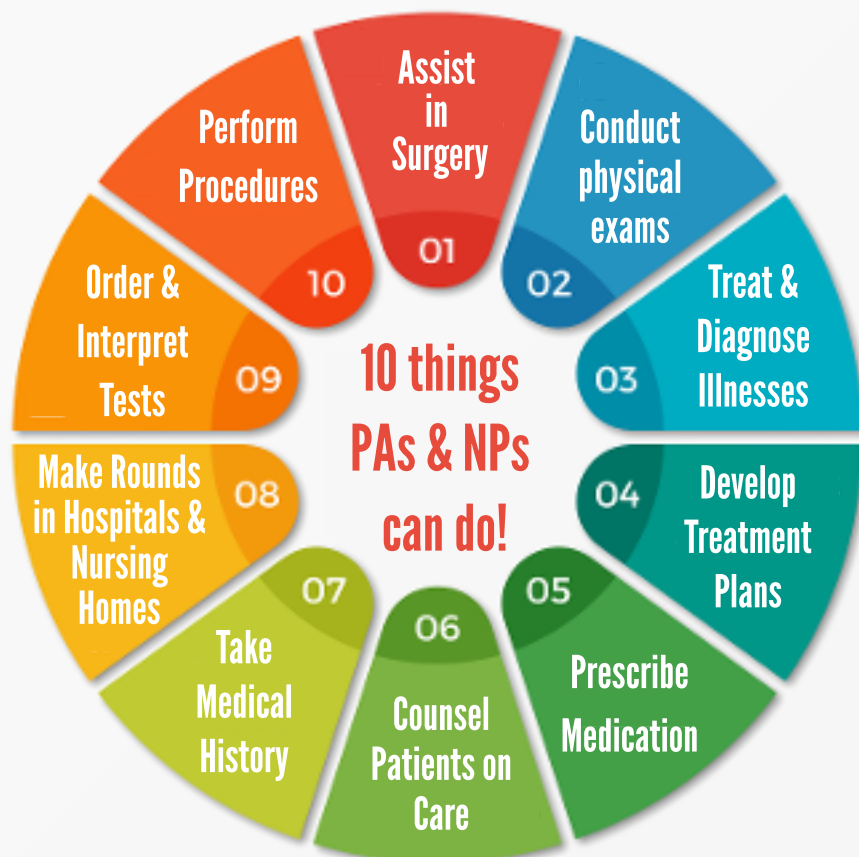
# THE CONFERENCE

The 2021 AAI Annual CME Conference offers exciting and productive opportunities to showcase your products and services to the most influential decision-makers in the allergy, asthma and ENT arena. Spend quality face-to-face time with current customers and meet prospective ones. AAI provides the perfect venue to launch new products and gain real visibility. 2020 was a different year for all events around the country that we feel confident our annual meeting for 2021 is the ideal opportunity for attendees to spend quality time with exhibitors. We go the extra mile to ensure attendees come into the exhibit hall by providing breakfasts, breaks, and lunches in or around the exhibitor areas each day, as well as engage attendees with raffles and other incentives to ensure that you have the best opportunity to connect. For even more visibility, check out AAI sponsorship opportunities or product theaters.

## WHO ATTENDS



With our 2020 symposium taking a different style of a virtual conference, AAI still had a great turn out of 100 attendees. The year prior, our conference brought in such a success, with over 150 attendees. AAI anticipates a higher volume of for 2021.



## PA / NP FACTS

PAs have more than 400 MILLION patient interactions per year.

95.7% of NPs prescribe medications, & those in full-time practice write an average of 20 prescriptions per day.

131,000 PAs currently reside and work in the U.S. 36% in hospitals; 5.9% in urgent care; 53.3% in outpatient office or clinic; 4.3% other.

The majority of NPs (57.4%) see three or more patients per day.

## ADDITIONAL SPONSORSHIP OPPORTUNITIES

### MOBILE APP SPONSORSHIP ADD-ONS

- **Rotating Home Page Images-** One slot on a 4-5 sponsor rotating images on home page of mobile app. : **\$1,000**
- **Session Banner Ad** - Place your logo under a specific session on the mobile app. : **\$1,000**
- **Social Wall** - Place your logo on the social wall of the mobile app. : **\$1,000**
- **Lead Retrieval for Scannable Badges:** **\$199**

### ANCILLARY PRE OR POST ADVISORY MEETING SPACE ONLY

**\$5,500**

**(Based on availability)**

Ancillary meeting space at headquarters hotel on Wednesday, Thursday and Sunday for internal meetings, advisory boards, market research and/or speaker training. Meeting space and sleeping rooms only based on availability. Must choose a logistics agency option below, which is an added cost.

**\$5,000:** Work with APA-AAI preferred logistics agency\*\*\*

**\$10,000:** Work with another outside agency\*\*\*

\*\*\* Sponsorship fee include access to space in headquarters hotel, F/B and AV discounts, advanced preregistration lists and basic management services working closely with agency and you.

### EXHIBIT ADD - ONS

**Insert in attendee bag-** Flyer insert into attendee bags : **\$250**

**One time email blast to attendees:** **\$500**

**Hotel Room Door Drop:** **\$750**

# EXHIBITOR INFORMATION

Dedicated hall hours are set aside, with no outside classes or meetings scheduled. Product Theater breakfasts, lunches, and dinners will be served with traffic-driving programs and giveaways promoting attendee engagement.

**Conference Dates: August 6 - 8th, 2021**

**Exhibit Dates: August 6 - 8th, 2021**

## EXHIBIT HALL TIMES

**Exhibitor Registration & Move-In:**

**Friday, Aug. 6th:** 7:00 am - 10:00 am

**Exhibit Area Open:**

**Friday, Aug 6th:** 10am - 3pm

Breakfast & Refreshment Breaks

**Saturday, Aug. 7th:** 10am - 3pm

Breakfast & Refreshment Breaks

**Sunday, Aug. 9th:** 10am

**Tear Down:**

## LOCATION

Sheraton Sand Key Resort  
1160 Gulf Bluff Blvd. - Clearwater Beach, FL 33767  
tel. 727-595-1611

**EXHIBITORS FEES: \$1,250**

## EXHIBIT SPACE

All exhibits are one(1) 6-foot skirted traditional tabletop exhibits. One complimentary exhibit hall pass. Recognition as an exhibitor on AAI website & mobile app.

## EXHIBITOR BONUS

Attendee list - Pre-conference attendee email blast - Better exhibit hall location. (First come first serve)

## SPONSORSHIP OPPORTUNITIES

### PLATINUM SPONSOR - \$40,000

- Wi-fi Sponsor for all attendees with logo on log-in page
- Hotel key sponsor
- Welcome Reception:
  - brief presentation and/or demo
  - demo table for discussion and product information
  - logo on screen
  - open bar for participants for one hour (food not included)
- Premium placement signage recognition as Platinum Sponsor
- Face Masks
- Flyer insert in attendee bags
- Premier recognition on AAPA-AAI website & mobile app
- Premium exhibit space
- Attendee contact list
- Logo door decal

### GOLD SPONSOR - \$15,500

- Napkins and coasters at breaks with company logo
- Phone & laptop recharging table sponsor with company logo on signage
- Signage recognition as Gold Sponsor
- Flyer insert in attendee bags
- Recognition on AAPA-AAI website & mobile app
- Premium exhibit space
- Attendee contact list

### SILVER SPONSOR - \$10,500

- Signage recognition as Silver Sponsor
- Flyer insert in attendee bags
- Recognition on AAPA-AAI website
- Premium exhibit space
- Attendee contact list

### MOBILE SPONSOR - \$2,500

- Signage recognition w/instructions at registration
- Recognition as Mobile App Sponsor on the website/app
- All instructions will be emailed to attendees with logo included in email.

## PRODUCT THEATERS & ADDITIONAL SPONSORSHIP OPPORTUNITIES

Product theaters are 50 minute sessions that provide the sponsor with a live marketing opportunity. Product theaters may be scheduled at any of our breakfast or lunch times. These product theaters are promotional and usually concentrate on a specific product or medication. No CME credit is provided for these sessions. Please provide your topic or title of lecture on the registration form.

### BREAKFAST PRODUCT THEATER

~~FRIDAY/SATURDAY \$6,500 SUNDAY \$5,250\*~~

- logo displayed on-screen pre & post presentation
- audio-visual equipment included
- post-conference attendee mailing list
- recognition on AAPA-AAI website

\*food costs not included. Includes AV.

### LUNCH PRODUCT THEATER

~~FRIDAY/SATURDAY \$7,950\* SUNDAY \$6,500~~

- logo displayed on-screen pre & post presentation
- audio-visual equipment included
- post-conference attendee mailing list
- recognition on AAPA-AAI website

\*food costs not included. Includes AV.

### DINNER PRODUCT THEATER

**\$6,250\***  
**(Friday 8:00pm - 9:00pm)**

- logo displayed onscreen pre & post presentation
- post-conference attendee mailing list
- recognition on AAPA-AAI website and mobile app
- food costs are included
- \*Include AV
- \*marketing is included and attendee list

## SPONSORSHIP OPPORTUNITIES

### EVENING RECEPTIONS

**\$2,000\***

**(Friday or Saturday 7pm - 8pm)**

Receptions will immediately follow the general session in the general session room for one hour. Your company will be able to do a short presentation and mingle with attendees. \*Food and beverage is not included in this pricing. Audio Visual is not included.

### PODCAST BOOTH SPONSOR - \$25,000

- 10 x 10 booth with exhibit table
- Name on Podcast Booth
- Rights to place podcast on Sponsor's website
- Sponsor recognition on release of podcast at the beginning of each podcast
- Anticipate 12 podcasts from the recordings

### VIRTUAL COMMERCIAL SPONSOR - \$1,000

- Five minute time slot to promote product.
- Commercial will run once.
- First come, first server for time slot.
- Recognition on mobile app, and website sponsor page

# American Academy of Physician Assistants in Allergy, Asthma & Immunology



## 13th Annual CME HYBRID Conference

August 6-8th, 2021

Exhibit Dates: Aug. 6-8th

Clearwater Beach, FL Sheraton Sand Key Resort

## Exhibitor/Sponsorship Application & Contract

### Contact Information

Company

Phone

Contact Name/Title

Email

Address

### Exhibit & Sponsorship Opportunities

#### Exhibit Opportunities:

- one six-foot table \$1,250
- additional exhibitor badge \$250
- two six-foot tables \$2,300
- three six-foot tables \$3,250
- Add Ons:**
- Hotel Room Door Drop \$750
- Lead Retrieval w/Scannable Badges \$199
- One Page Flyer in Bags \$250

\_\_\_ VISA \_\_\_ MasterCard \_\_\_ American Express

\_\_\_ Discover \_\_\_ Check (payable to AAPA-AAI)

Product Theater Title or Topic: \_\_\_\_\_

Card #

Name as it appears on card

Expiration Date

Security Code

Authorized Signature

#### Product Theaters: \*food costs are not included in fee

- Friday Breakfast \$6,500\*
- Friday Lunch ~~—\$7,950\*~~
- Friday Dinner ~~—\$6,250\*~~
- Friday Reception ~~—\$2,000\*~~
- Saturday Breakfast ~~—\$6,500\*~~
- Saturday Lunch ~~—\$7,950\*~~
- Saturday Dinner \$6,250\*
- Saturday Reception \$2,000\*
- Sunday Breakfast ~~—\$5,250\*~~
- Sunday Lunch ~~—\$6,500\*~~

By signing this contract we (the sponsor) agree to support the opportunity or opportunities listed above. Furthermore, a signature on this application indicates an understanding and agreement to comply with all policies, rules, regulations, terms and conditions of AAPA-AAI. This contract is binding once signed.

\_\_\_ I have read and understood this agreement, and serve as an authorized agent for the applicant.

#### Premium Sponsorship:

- Platinum \$40,000
- Gold \$15,500
- Silver ~~—\$10,500~~
- Podcast Booth \$25,000
- Mobile App Sponsor \$3,000
- Virtual Commercial Sponsor \$1,000
- Ancillary Meeting for Conference \$5,500\*
- Preferred Logistics agency \$5,000\*\*
- Outside Logistics agency \$10,000\*\*

Signature

Date

**AAPA-AAI Tax ID: 74-3017139**

\*based on availability, \*\* Contracted through a third party

**Total:** \_\_\_\_\_

#### Disclaimer:

Exhibitor assumes responsibility and agrees to indemnify and defend AAPA-AAI and Sheraton Sand Key Resort and their respective employees and agents against any claims or expenses arising out of the use of the exhibition premises. The Exhibitor understands that neither AAPA-AAI and Sheraton Sand Key Resort insurance covers the Exhibitor's property and it is the sole responsibility of the Exhibitor to obtain such insurance.



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## Exhibitor Terms & Conditions

If, after the contract is entered into, the American Academy of Physician Assistants in Allergy, Asthma & Immunology ("AAPA-AAI") fails or is unable to provide an Exhibitor with the opportunity to exhibit at the AAPA-AAI Show, due to fire, strikes, authority of the law, act of God or any other cause or reason, and the Exhibitor is not responsible for such failure, the Exhibitor's sole and exclusive remedy shall be the return of all monies that it has paid in the connection with the Application/Contract. In such case, AAPA-AAI shall bear no further liability or responsibility under such agreement.

EXHIBITOR AGREES TO BE RESPONSIBLE FOR HIS/HER OWN PROPERTY. EXHIBITOR SHALL RELEASE AND HOLD HARMLESS AND INDEMNIFY AAPA-AAI FROM ANY AND ALL CLAIMS, OBLIGATIONS, LIABILITIES, CAUSES OF ACTION, LAWSUITS, DAMAGES, AND ASSESSMENTS, INCLUDING LEGAL FEES, THAT RESULT FROM AN ALLEGATION OF NEGLIGENCE ON THE PART OF THE EXHIBITOR OR AAPA-AAI OR THIRD PARTIES IN THE USE OF THE EXHIBIT SPACE OR ACTIVITIES IN CONNECTION WITH THE USE OF EXHIBIT SPACE.

**Acceptance of Application:** Acceptance of this application as an agreement between the Exhibitor and AAPA-AAI will occur only when an official confirmation packet has been sent by AAPA-AAI via email. It is understood that disapproval of an Exhibitor, per the terms outlined in the Exhibitor Regulations, will result in termination of the agreement without penalty to either party.

**Exhibitor Regulations Agreement:** The undersigned acknowledges and agrees to the Exhibitor Regulations as published by AAPA-AAI (available upon request) which are considered to be part of this agreement between the Exhibitor and the AAPA-AAI.

**Cancellation Policy:** The undersigned acknowledges understanding of AAPA-AAI Exhibitor Cancellation Schedule: 60 or more days prior to the conference - full refund. 30-60 days prior to the conference - 50% refund. 30 days or less prior to the conference - no refund.

**Warranty of Authority:** The Exhibitor and person signing this application on its behalf represent and warrant that the undersigned person is a duly authorized and appointed agent of the Exhibitor and is fully empowered to bind the Exhibitor to all provisions contained in this agreement.

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Title

Date

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Signature

Company

Please return these forms with payment to:

**Moniquee Mohr**

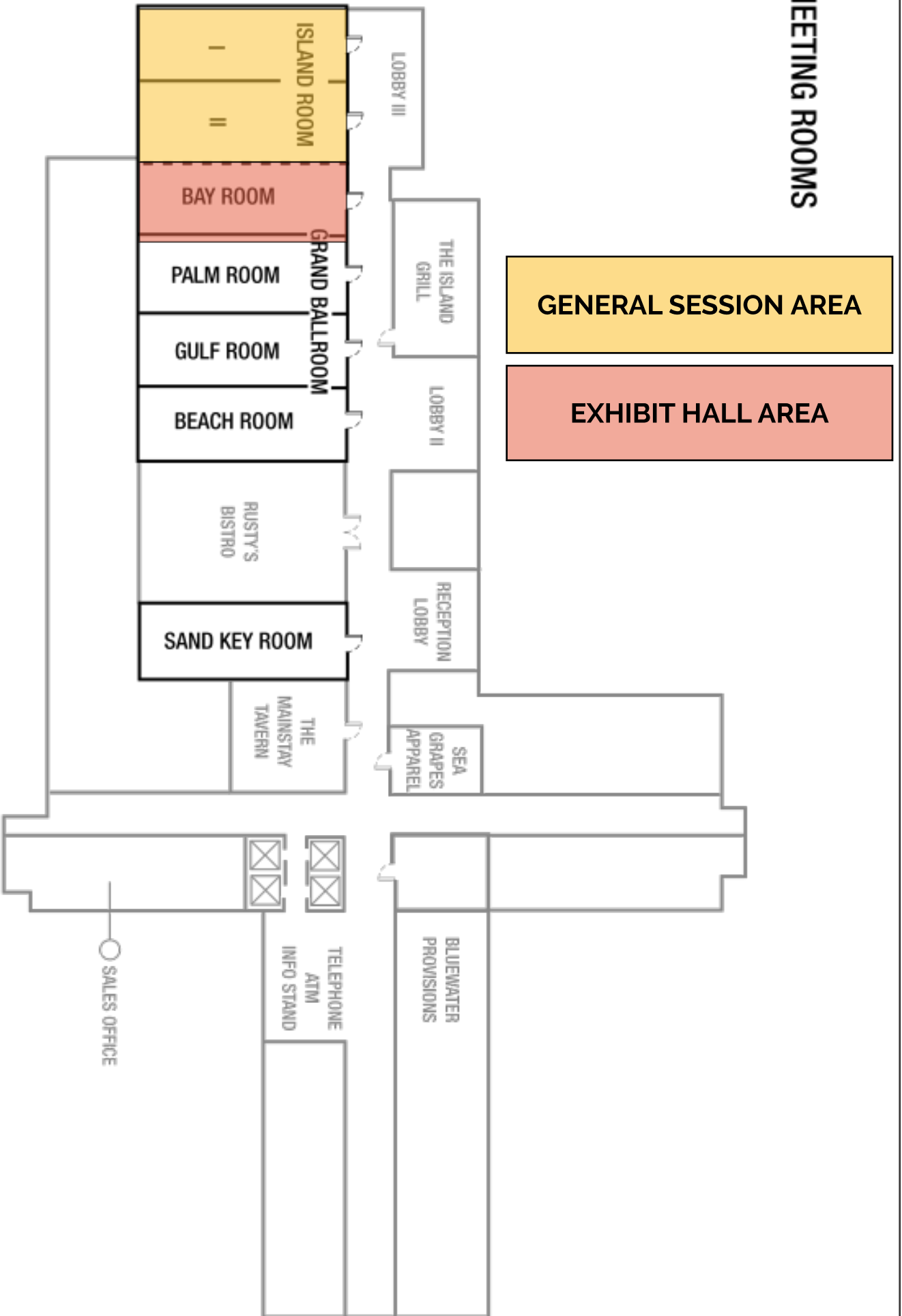
P. O. Box 90434

San Antonio, Texas 78209

**monique@aapaaai.org**

P: 210-722-7622 F: 210-568-6375

**MEETING ROOMS**



**GENERAL SESSION AREA**

**EXHIBIT HALL AREA**

○ SALES OFFICE

TELEPHONE  
ATM  
INFO STAND

BLUEWATER  
PROVISIONS

SEA  
GRAPES  
APPAREL

RECEPTION  
LOBBY

LOBBY II

THE ISLAND  
GRILL

LOBBY III

ISLAND ROOM

BAY ROOM

PALM ROOM

GULF ROOM

BEACH ROOM

RUSTY'S  
BISTRO

SAND KEY ROOM

THE  
MAINSTAY  
TAVERN

GRAND BALLROOM