

2021 Sponsorship Opportunities

Get noticed. Build your brand. Position your company as a power-player in the industry.

Who Are We?

The American Academy of Audiology (the Academy) is the world's largest professional organization of, by, and for audiologists. Representing the interests of approximately 14,000 audiologists, the Academy is dedicated to providing quality hearing care services through professional development, education, research, and increased public awareness of hearing and balance disorders.

The Academy has a symbiotic relationship with four affiliated organizations:

- The American Academy of Audiology Foundation's (AAAF) mission is to promote philanthropy in support of research, education, and public awareness in audiology and hearing sciences.
- The Student Academy of Audiology (SAA) is an organization of, by, and for student audiologists. The SAA is a direct connection between students and their future professional home and discipline.
- The American Board of Audiology (ABA) is a certification organization dedicated to enhancing audiological services available to the public by working with expert practitioners across the globe to create universally recognized standards in professional audiology practice.
- The Accreditation Commission for Audiology Education (ACAE) is dedicated to recognizing, reinforcing, and promoting high quality performance in AuD educational programs through a rigorous verification process.

Known collectively as the Academy Enterprise, the Academy and its affiliates have a symbiotic relationship that advances the profession of audiology through leadership, advocacy, education, public awareness, and the support of research.

Why Become a Sponsor?

Your customers aren't just looking for great products and services. They're looking for solutions. They're looking for a person and a company they can trust.

Sponsorship is a critical, differentiating part of a well-thought-out media and marketing plan. Through sponsorships, you can increase your company's visibility and prestige, shape the image of your company, and impress upon the Academy's membership your commitment to their professional success, their patients, and the advancement of the audiology field.

Sponsorships allow you strategic placement and prominence at every turn so your investment turns into business success. They allow you to get noticed — and get results. They allow you to build your brand while engaging in the Academy, enhance the Academy's initiatives, and build rapport with members.

Position your company as an industry leader, a credible resource, and a partner. Break the industry sales barrier.

**When it comes to
decision making...**

**20% of decisions are based
on rationale, but 80% are
based on emotion.**

The Academy's annual conference — AAA 2021 Virtual — will take place virtually anywhere.

AAA 2021 Virtual will provide attendees a full experience of education, information, and connection — all from any location in a virtual environment. Attendees will be able to explore technology, products, and services in a robust virtual exhibit hall; partake in fun gaming opportunities that will encourage meaningful participation; join innovative high-quality educational sessions and earn CEUs; participate in interactive demos and Q&A gatherings with presenters; and engage in community discussions. In 2021, it is through AAA 2021 Virtual that sponsors and exhibitors will be able to reach the Academy's membership and connect with current and potential customers. Position your company as a power player. Be a sponsor. Build your brand. Build your business.

AAA 2021 VIRTUAL Sponsorship and Exhibitor Packages	Presenting Sponsor Exclusive \$65,000 	Premier Sponsor 4 available \$35,000 	Classic Sponsor 8 available \$12,500 	Exhibitor multiple available \$3,000
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Sponsorship Benefits				
Industry Education Deliver educational content and position your company as an industry leader. You determine the topic, you identify the speakers, and you develop the content. It's your education, your way.	Presenting Sponsor	Premier Sponsors	Classic Sponsors	Exhibitors
1-Hour Symposium <i>Symposium will take place unopposed on opening day. Session may be conducted live or simulated live (with real-time Q&A). Audience polling available if session is live. After the session, the content will be available on demand. Attendees earn CEUs.</i>	✓			
30-Minute Spotlight Session <i>Two concurrent available on Day 2 and two concurrent available on Day 3. Time slots are available first come, first served. Session may be conducted live or simulated live (with real-time Q&A). After the session, the content will be available on demand. Attendees earn CEUs.</i>		✓		
15-Minute Thought Leadership Session <i>Four available on Day 1, two available on Day 2, and two available on Day 3. Time slots are available first come, first served. Session is pre-recorded and then becomes available on demand. Attendees earn CEUs for every two 15-minute sessions they attend.</i>			✓	




Academy Education Align your company's brand with the Academy's top-notch education and show your commitment to the attendees and to advancing the field of audiology.	Presenting Sponsor	Premier Sponsors	Classic Sponsors	Exhibitors
Live Opening Session and Keynote Address <i>Verbal recognition followed by a 30-second sponsor video within the session.</i>	✓			
Live Closing Session and Keynote Address <i>Logo placement on sponsor slide shown during the session.</i>	✓ Plus verbal recognition	✓	✓	
Academy Educational Session Sponsorship <i>Branding on page during the session and a digital chair drop.</i>	✓ 3 sessions	✓ 2 sessions		
Rotating Banner Advertisement <i>Ads rotate for up to 15 minutes before the beginning of the Academy's one-hour sessions.</i>	✓	✓		
Networking	Presenting Sponsor	Premier Sponsors	Classic Sponsors	Exhibitors
Company-Sponsored Lounge <i>Use this dedicated lounge space to host attendee chats, hold focus groups on various topics, provide entertainment, or conduct other types of activities with attendees.</i>	✓			
Recognition in the Virtual Conference Space	Presenting Sponsor	Premier Sponsors	Classic Sponsors	Exhibitors
Verbal Recognition by Academy President <i>Incorporated into the Welcome Video that automatically plays.</i>	✓			
Pop-Up Messages <i>Sponsor provides copy for the pop-up message that appears on attendees' screens during the conference.</i>	✓ 3 messages (1 each day)	✓ 1 message (day 1 or 2)		
Advertisement in the Lobby with Direct Link to Booth <i>Remains visible in the lobby at all times.</i>	✓			
Logo Placement on a Banner in the Lobby <i>Remains visible in the lobby at all times.</i>	✓	✓	✓	
Rotating Advertisement in the Exhibit Halls <i>Each exhibit hall will have two ad spaces; all sponsors' ads will rotate.</i>	✓	✓	✓	
Branding in the Academy Lounge <i>Logo placement in the lounge.</i>	✓	✓	✓	

Gamification	Presenting Sponsor	Premier Sponsors	Classic Sponsors	Exhibitors
Gamification Leader Board <i>Logo placement and recognition as Presenting Sponsor.</i>	✓			
Audiology Virtual Trivia Game <i>Sponsor provides company-specific question. Attendees earn points.</i>	✓ 2 questions	✓ 1 question		
Audiology Virtual Badge Hunt <i>Sponsor creates a company-specific badge with up to 4 tasks within the sponsor's booth that attendees must complete to earn the badge. Sponsor may conduct a raffle drawing among attendees who earn the badge.</i>	✓	✓		
Sponsored E-mails and Social Media	Presenting Sponsor	Premier Sponsors	Classic Sponsors	Exhibitors
In-Event Blast E-mail <i>Sponsor provides content. Blast e-mail is sent to all attendees who did not opt out.</i>	✓			
Pre-Event Blast E-mail <i>Sponsor provides content. Blast e-mail is sent to all pre-registered attendees who did not opt out. Sponsored blast e-mails are sold a la carte for \$3,000 each; a total of 8 blast e-mails are available.</i>	✓ Included (\$3,000 value)	Add on for \$2,000	Add on for \$2,500	
Pre-Event Facebook Posts <i>Sponsor provides image, copy, and URL address for the hyperlink.</i>	✓ 5 posts	✓ 3 posts	✓ 1 post	
Academy Marketing	Presenting Sponsor	Premier Sponsors	Classic Sponsors	Exhibitors
Pre-Conference Printed Promotional Piece <i>Logo recognition by sponsorship level. Commitment must be finalized by November 10, 2020, to be included.</i>	✓	✓	✓	
Advertisement on AAA 2021 Virtual Website <i>Ad appears on every page. Additional website advertising may be purchased.</i>	✓ Included (\$3,600 value)			
Recognition on AAA 2021 Virtual Website <i>Logo and live link by sponsorship level on the home page and the sponsor page.</i>	✓ Plus logo as Presenting Sponsor in the header	✓	✓	

AAA 2021 Virtual E-newsletter <i>Recognition by sponsorship level in each issue. The Academy will send at least 7 monthly issues prior to the conference.</i>	 Logo as Presenting Sponsor in the header and logo and live link in the footer	 Logo and live link	 Name and live link	
Beyond the Conference Stay top of mind throughout the year.	Presenting Sponsor	Premier Sponsors	Classic Sponsors	Exhibitors
Industry Solutions Webinar on eAudiology <i>Be a thought leader. This 1-hour webinar is your platform for providing education to Academy members after the conference. You determine the topic, identify the speakers, and develop the content. The Academy will launch and promote the webinar between June and December 2021, and the session will remain available on demand for up to 18 months. Attendees earn CEUs. Industry Solutions Webinar Sponsorships are available a la carte during the year for \$2,500 each.</i>	 Included (\$2,500 value)	Add on for \$1,850	Add on for \$2,100	
American Academy of Audiology Website <i>Logo recognition by sponsorship level on the Sponsor Page of the Academy website through December 2021.</i>				
Audiology Today Magazine <i>Logo recognition by sponsorship level on the Academy Sponsor Page in each issue through December 2021.</i>				
Audiology Weekly E-newsletter <i>Recognition by sponsorship level in each weekly e-newsletter through December 2021.</i>				

AAA 2021 Virtual Booth	Presenting Sponsor	Premier Sponsors	Classic Sponsors	Exhibitors
Branded Booth <i>As an exhibitor, you have the opportunity to customize your color scheme, background image, and scrolling marquee message.</i>	 Booth will be labeled as Presenting Sponsor	 Booth will be labeled as Premier Sponsor	 Booth will be labeled as Classic Sponsor	
Welcome & Product/Services Video <i>Captivate your audience with a video message to welcome visitors to your booth and creatively introduce your company and product or service solutions. Video automatically plays when attendees enter your booth.</i>				
Live Chat Functionality <i>Converse with attendees, just as you would in person. Includes a record of all booth chats.</i>				

<p>Lead Retrieval and Booth Data <i>Access your visitor list any time and strategically connect with interested prospects! Review booth traffic statistics and observe how long attendees stay in your booth.</i></p>	✓	✓	✓	✓
<p>Company Resource Center: Use the tabs to... <i>◆ Share useful files or resources for attendees to download into their virtual briefcases. ◆ Showcase demos, case studies, webinars, or any other creative videos to highlight your product or service offerings! ◆ Bring a captive audience to your company's web site, surveys, or another URL of your choice. ◆ Encourage social sharing to your social media accounts and create a custom survey to gauge your visitors' interests and needs.</i></p>	✓ 10 tabs	✓ 8 tabs	✓ 6 tabs	✓ 4 tabs
<p>Gamification - Badge Hunt <i>The AAA 2021 Virtual Badge Hunt will include badges designed to encourage attendees to visit the exhibit hall and engage with exhibitors. Exhibitors are welcome to contribute raffle prizes to encourage attendee participation and will be recognized for any contributions.</i></p>	✓	✓	✓	✓
<p>Dedicated Exhibit Hall Time in Meeting Schedule (booth must be staffed) <i>Attendees can also peruse the expo hall at their leisure! Booth staff not required.</i></p>	✓	✓	✓	✓
<p>Conference Attendee List <i>Attendee list will include mailing addresses of those who don't opt out of receiving mail. Strategically connect with attendees to share your expertise and products/services offerings!</i></p>	✓	✓	✓	✓
<p>Listing on the AAA 2021 Virtual Website <i>Exhibitor name links to company website.</i></p>	✓	✓	✓	✓
<p>Listing in Pre-Conference Printed Promotional Piece <i>This will be mailed to all Academy members. Commitment must be finalized by November 10, 2020, to be included.</i></p>	✓	✓	✓	✓
<p>30-Day Post-Meeting Access to Virtual Exhibit Hall for Attendees <i>Booths are unstaffed, but attendees can watch videos, download resources, and follow external links.</i></p>	✓	✓	✓	✓
<p>Complimentary Full-Conference Registrations <i>Registrations may be redeemed by company employees or shared with attendees. CEUs provided.</i></p>	✓ 3 registrations	✓ 2 registrations	✓ 1 registration	✓ 1 registration
<p>Priority Points Program <i>Gain points to move up on the Priority Points List for booth location selection at AAA 2022 + HearTECH Expo. Exhibitors will also earn history points.</i></p>	✓ 12 booth points	✓ 8 booth points	✓ 4 booth points	✓ 2 booth points

AAA 2021 Virtual À La Carte Sponsorship Opportunities	Sponsorship Fee
<p>Symposium Sponsorship <i>This is your chance to present a 30-minute session during the conference. You determine the topic, identify the speaker(s), and develop the content. Attendees earn CEUs. After the session, the symposium will be available on demand on the Intrado platform so that conference attendees will not have to choose between your symposium and the other conference sessions. After the conference, the symposium will be available on demand on the Academy's eAudiology platform for up to 18 months, expanding viewership beyond the conference attendees.</i></p> <p><i>The Academy will promote all of the sponsored symposia as part of the conference program and through a pre-conference blast e-mail dedicated to promoting the symposia. The abstract submission is due December 22, 2020.</i></p>	<p>\$15,000 each</p> <p>LIMITED QUANTITY AVAILABLE</p>
<p>Coffee Break (Day 2, morning) <i>At some point, we all need a pick-me-up. Treat the first 500 people who register for the conference to a \$10 Starbucks e-gift card. At the scheduled time of the break, the Academy will send the 500 attendees a blast e-mail that provides the e-gift card code, recognizes your company, and links to your website.</i></p>	<p>\$8,000</p> 
<p>Retail Therapy Break (Day 2, afternoon) <i>When the going gets tough, the tough take a retail therapy break! Treat the second 500 people who register for the conference to a \$10 Amazon e-gift card. At the time of the scheduled break, the Academy will send the 500 attendees a blast e-mail that provides the e-gift card code, recognizes your company, and links to your website.</i></p>	<p>\$8,000</p> 
<p>Create-Your-Own Break (Day 3, morning) <i>Get creative! Get noticed! Provide attendees with up to 30 minutes of entertainment. Examples include a mixology class, a cooking demonstration, or a standup comedian. This break may be live or pre-recorded. Sponsor is responsible for securing the entertainment and covering the cost.</i></p>	<p>\$5,000</p>
<p>Pre-Event Blast E-mails to Preregistered Attendees (eight available) <i>Sponsor provides content. Blast e-mail is sent to all pre-registered attendees who did not opt out.</i></p>	<p>\$3,000 each</p> 



**More à la carte
sponsorship opportunities
may be added soon.**

Repetition is key.

It takes multiple exposures to a single marketing message for a consumer to be motivated to act.



Reach your target audience throughout the year!

The following opportunities are available outside of AAA 2021 Virtual.

Year-Round Academy Sponsorships

Blast E-mail to Academy Members

Twenty (20) Available (two per month)
\$7,500 each

Current Blast E-mail Sponsorship Availability Fiscal Year 2020–2021	Oct. '20	Nov. '20	Dec. '20	Jan. '21	Early Feb. '21
	one left	two	two	two	one left
	May '21	Jun. '21	Jul. '21	Aug. '21	Sep. '21
	two	two	two	two	two

Reach out to the Academy's membership via e-mail. As a sponsor you have the opportunity to provide one image (high-resolution PNG file; 600 pixels wide; up to 500 pixels tall); copy that does not exceed 225 words including any titles, headings, or references; one logo (high-resolution PNG file); one URL address for a hyperlink; and the subject line for the e-mail. Once approved by the Academy, the content will be inserted into the Academy's blast email template, which adds credibility to your message. No more than two e-mails per month will be permitted, and e-mails will only be sent during the months indicated in the availability chart above. The e-mail will be sent to all Academy members who did not opt out of receiving communications.

Blast E-mail to SAA Members

Ten (10) Available (one per month)
\$1,375 each

Current Blast E-mail Sponsorship Availability Fiscal Year 2020–2021	Oct. '20	Nov. '20	Dec. '20	Jan. '21	Early Feb. '21
	one	one	one	one	one
	May '21	Jun. '21	Jul. '21	Aug. '21	Sep. '21
	one	one	one	one	one

Captivate the Student Academy of Audiology (SAA) members through a sponsored e-mail. As the sponsor, you provide the content, which will be inserted into the SAA's official blast email template, adding credibility to your message. The content may include one logo, one image (maximum width 600 pixels; may contain copy), one URL address for a hyperlink, copy that does not exceed 200 words, and the subject line for the e-mail. No more than one e-mail per month will be permitted in the months indicated in the availability chart above. The e-mail will be sent to all SAA members who did not opt out of receiving communications.

Industry Solutions Webinar on eAudiology

Multiple Available

\$2,500 per webinar

Be a thought leader. This is your opportunity to reach the Academy members outside of AAA 2021 Virtual and provide valuable education to them. As an Industry Solutions Webinar Sponsor, you determine the topic, identify the speaker(s), and develop the content. The one-hour webinar, which will be free to all members, will be available on demand on the Academy's online educational platform, eAudiology. The webinar will be featured on the eAudiology home page for at least two weeks after launch, and the webinar will be accessible for up to 18 months, as long as the content remains relevant. Your company will receive recognition in the webinar's promotions, which will include a dedicated blast e-mail to the membership, mention in Audiology Weekly e-newsletters, and social media posts. Plus, approximately six weeks after launch, you will receive a mailing list of registrants; the list will include e-mail addresses for those individuals who indicate that they want to receive more information.

Industry Updates Webinar on eAudiology

Multiple Available

\$1,000 per webinar

Your 30-minute Industry Updates Webinar will be part of the Industry Updates Webinar Series, which the Academy will launch and promote in July 2021. All contributed Industry Updates in the series will be available for free, on demand for up to 18 months. As a sponsor, you determine the topic, identify the speaker(s), and develop the content. The content may be company and product specific and may be used for technical training purposes. The sponsor is responsible for providing a 30-minute video according to the Academy's specifications as well as five (5) attendee assessment questions by April 20, 2021. Viewers may earn CEUs for each webinar they attend.

New Graduate Membership Grant

Multiple Available

\$21,000

In an effort to help new graduates become members of the Academy and ensure that audiologists are engaged in the audiology community into the future, the Academy would like to offer complimentary membership in the Academy to new graduates in their first year out of training. Students in their 4th year externships will be solicited to complete an application that requires a detailed description of what complimentary membership in the Academy would mean to them. An Academy committee will review all applications and select 75 awardees who would be granted complimentary membership as New Graduate Members for one (1) year*.

Grant providers will be recognized in the membership section of the Academy's Website as well as in promotions designed to recruit New Graduate members. Companies will receive recognition in the communications soliciting applicants and in the acceptance letters. Companies will also receive logo recognition in a testimonial advertisement that will run in *Audiology Today*.

* Each \$21,000 USD grant would provide 75 New Graduate memberships, and the complimentary memberships would be available in the 2022 calendar year. This is not an exclusive opportunity, as multiple grants are available for industry support. This educational grant is at cost and will be included in the Academy Corporate Partnership Program.

Year-Round Advertising Opportunities

The Academy's members have over 564,000 opportunities every month to recommend your products to more than 36 million Americans who suffer from hearing loss.

Don't let a good opportunity pass you by. From print advertising in *Audiology Today* to online outlets such as www.AAAConference.org, the AAA 2021 Virtual e-newsletter, www.audiology.org, *Audiology Weekly* e-newsletter, and more, we can design a strategic advertising plan that will help you reach the Academy's members.

Questions or comments? Contact Eric Gershowitz at egershowitz@mci-group.com or 410-584-1938.

Accreditation Commission for Audiology Education (ACAE) Support

The mission of ACAE is to serve the public by establishing, maintaining, and applying standards to ensure the academic quality and continuous improvement of audiology education, reflecting the evolving practice of audiology. The purpose of ACAE accreditation is to recognize, reinforce and promote high quality performance in AuD educational programs through a rigorous verification process.

Grants for Academic Programs Seeking ACAE Accreditation

\$5,000 per program At Cost

This sponsorship supports a program seeking ACAE accreditation because it recognizes that ACAE is the gold standard of audiology education. This grant would assist in the comprehensive application fee. The fee offsets the academic program's costs associated with the Letter of Intent, academic training on the web-based system, professional consultation throughout the accreditation process, and the site visit. Supporters will be listed on communication marketing pieces for this project as well as on the ACAE website and program materials.

American Academy of Audiology Foundation (AAAF) Support

The American Academy of Audiology (AAA) Foundation's mission supports education, research, and public awareness in audiology and hearing sciences. Its many programs and initiatives impact audiologists, audiology doctoral students, consumers, and those with hearing loss and balance disorders. The AAA Foundation is a 501(c)(3) nonprofit organization.

AAAF Research

Research Grants in Hearing and Balance

\$2,500-\$10,000 At Cost

The AAAF annually funds and awards research grants to young and new researchers through the Academy's Research Grants in Hearing and Balance Program. Categories include: New Investigator Research Grants, Student Investigator Research Grants, Student Summer Research Fellowships, Hearing Aids, Clinical Protocols, and Patient Outcomes Student Research Grant. Supporters receive acknowledgement on the Foundation website and in promotions and communications related to the grant.

Research in Audiology Education Grant

\$12,000 At Cost

The Academy's leadership has determined that there is a need for improving our understanding of the effectiveness of Audiology educational practices and seeks to offer a new investigator research grant in audiology education. Compared to other doctoring professions, such as dentistry, pharmacy, or physical therapy, there is a paucity of research related to education in our profession. As we have come to expect evidence to support clinical decision-making, it is equally important that we have evidence for audiology educational decision-making. Areas of research endeavor that would support the development of the science of audiology education would be multi-faceted. Questions that might be addressed, for example, may include: examination of the efficacy of problem-based learning; examination of the outcomes of the use of standardized patients in performance assessment; or the comparison of the outcomes of distance-based versus face-to-face formats for course delivery. Grant providers will be recognized in promotions and communications related to this program.

AAAF Education

AAA Foundation Named Scholarship Program

\$15,000 or higher Plus Overhead

Partner with the AAA Foundation to create your own named scholarship program. The program would provide funding for qualified AuD, PhD, and AuD/PhD students to use toward tuition, books, or room and board. The minimum amount accepted is \$15,000, which may be dispersed in one scholarship cycle or over the course of up to five (5) years. Examples include: one \$15,000 scholarship; three \$5,000 scholarships dispersed in one year; one \$5,000 scholarship each year for 3 years; or one \$3,000 scholarship each year for 5 years. The donor is required to select one of the following programs and pay the associated annual overhead fee:

Basic Named Scholarship Program

Overhead Fee for Development and Implementation – \$3,000 annually for the duration of the program

- Includes promotion on the Foundation and SAA websites and recognition on the specific scholarship application.
- Includes program marketing in a blast e-mail, on social media, in the Audiology Weekly e-newsletter, and in Audiology Today magazine. *These promotions would promote all current scholarship programs.*

Enhanced Named Scholarship Program

Overhead Fee for Development and Implementation – \$4,000 annually for the duration of the program

- Includes promotion on the Foundation and SAA websites and recognition on the specific scholarship application.
- Includes program marketing via a dedicated blast e-mail, social media posts, a direct link in the Audiology Weekly e-newsletter, a dedicated ad in Audiology Today magazine, and a video message from the Foundation Chair posted online.

**Be a sponsor.
Build your brand.
Build your business.**

Contact the Academy

Dina Santucci

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