










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

**AAA 2021 Virtual**, April 14–16, 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. It is through **AAA 2021 Virtual** that exhibitors will be able to reach the Academy’s membership and connect with current and potential customers.

| AAA 2021 Virtual Booth – \$3,000   | Benefits  |
|--|---|
| <p><b>Branded Booth</b><br/> <i>As an exhibitor, you have the opportunity to customize your color scheme, background image, and scrolling marquee message.</i></p>   |    |
| <p><b>Welcome &amp; Product/Services Video</b><br/> <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></p>   |   |
| <p><b>Live Chat Functionality</b><br/> <i>Converse with attendees, just as you would in person. Includes a record of all booth chats.</i></p>  |  |
| <p><b>Lead Retrieval and Booth Data</b><br/> <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><b>Company Resource Center with Four Tabs. Use the four tabs to...</b><br/> <ul style="list-style-type: none"> <li>◆ Share useful files or resources for attendees to download into their virtual briefcases.</li> <li>◆ Showcase demos, case studies, webinars, or any other creative videos to highlight your product or service offerings!</li> <li>◆ Bring a captive audience to your company's web site, surveys, or URL of your choice.</li> <li>◆ Encourage social sharing to your social media accounts and create a custom survey to gauge your visitors' interests and needs.</li> </ul> </p> |  |
| <p><b>Gamification - Badge Hunt</b><br/> <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><b>Dedicated Exhibit Hall Time in Meeting Schedule (booth must be staffed)</b><br/> <i>Attendees can also peruse the expo hall at their leisure! Booth staff not required.</i></p>  |  |

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| <p><b>Conference Attendee List</b><br/> 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!</p> | ✓ |
| <p><b>Listing on the AAA 2021 Virtual Website</b><br/> Exhibitor name links to company website.</p>  | ✓ |
| <p><b>Listing in Pre-Conference Printed Promotional Piece</b><br/> This will be mailed to all Academy members. Commitment must be finalized by November 10, 2020, to be included.</p>  | ✓ |
| <p><b>Post-Meeting Access to Virtual Exhibit Hall for Attendees</b><br/> Booths are unstaffed, but attendees can watch videos, download resources, and follow external links.</p>  | ✓ |
| <p><b>One Complimentary Full-Conference Registration</b><br/> Registration may be redeemed by a company employee or shared with an attendee. CEUs provided.</p>  | ✓ |
| <p><b>Priority Points Program</b><br/> Gain two booth points to move up on the Priority Points List for booth location selection at AAA 2022 + HearTECH Expo. Exhibitors will also earn history points.</p>                          | ✓ |

**Be an exhibitor. Build your brand. Build your business.**

Exhibit booths are \$3,000 each and are available on a first-come, first-served basis.

## Contact the Academy

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