

Corporate Partnership Program

Get noticed. Position your company as a power-player in the audiology community. Partner with the Academy.

Strategically partnering with The American Academy of Audiology (The Academy) and its affiliated organizations including the American Academy of Audiology Foundation (AAAF), the Student Academy of Audiology (SAA), the American Board of Audiology (ABA), and/or the Accreditation Commission for Audiology Education (ACAE) will not only help focus your company's marketing, but it will allow your company to contribute to something bigger. Partnering means reinforcing your company's position as an industry leader while engaging in the Academy and supporting its mission and goals, enhancing industry initiatives and educational opportunities, and improving member benefits.

HOW IT WORKS

The Academy offers three partnership levels — **Platinum, Gold, and Silver** — that elevate and promote organizations that make a minimum annual contribution to the Academy and its affiliates.

This partnership program is designed to help your company **GET NOTICED**. Partners will receive will receive the valuable logo recognition and partner benefits, Academy communications, and partner discounts. In addition, partners are required to select at least one of the required partnership options below.

Logo Recognition & Partner Benefits

Partners receive significant recognition and exposure across several platforms and various opportunities and benefits that are available only to partners. Additional recognition for support of the AAA Foundation and participation in the Loyalty Media Program still apply where applicable.

Academy Communications

Facilitates involvement in the Academy by keeping your company representatives informed. Partners receive the Academy's weekly e-newsletter, access to *Journal of American Academy of Audiology*, printed copies of *Audiology Today*, and the Academy's regular advocacy-related communications.

Partner Discounts**

Partners receive substantial discounts on certain Academy support opportunities. When discounted participation is available, these support opportunities are yours at the following discounts: **Platinum Partners 15% | Gold Partners 10% | Silver Partners 5%**

Required Partnership Options

A portion of the annual contribution is applied toward specific required components that not only elevate your company's status in the industry but also assist the Academy in fulfilling its mission. Each partner is required to select at least one of the following options:

- **AAA Unrestricted Educational Grant** — directly supports the AAA, the Academy's annual conference and exposition, and the Academy's goal of providing members and other health care professionals continuing education opportunities.
- **AAA Exhibition Space** — provides an opportunity to showcase your company's products and engage attendees in face-to-face discussions about your company's technological advances. This is your chance to impress and excite them about what's new in the field.
- **AAA Industry Symposium Sponsorship** — puts your company in the limelight and provides unique educational content for attendees.

* The full minimum annual contribution will help fund domestic activities. Most international initiatives are executed at cost, and the Academy does not receive a contribution to ongoing operations. The Academy Board of Directors will review specific cases for consideration.

** Discounts do not apply to Sponsorship Opportunities that are priced and listed "at cost" or to advertising rates.

As a Platinum Partner, and with an annual investment in the Academy of **\$150,000 or more**, your company will benefit from the greatest exposure, benefits, and discounts on brand-building opportunities.

➤ Logo Placement & Platinum Partner Benefits

- **Academy Website**
Logo recognition as a Platinum Partner on the Academy's homepage and a hyperlink on a sub-page to your company's Website.
- **Audiology Weekly**
Logo recognition as a Platinum Partner in each weekly edition of the Academy's e-newsletter.
- **Audiology Today**
Logo recognition as a Platinum Partner in the Academy News section of each edition of the Academy's bimonthly magazine, *Audiology Today*.
- **AAA – Advance Direct Mail Piece**
Logo recognition as a Platinum Partner in the advance direct mail piece, a full-color marketing piece containing program information and distributed prior to the conference.
- **AAA – Conference Guide**
Logo recognition as a Platinum Partner in the Conference Guide, the meeting attendees' must-have amenity. The Conference Guide is distributed in all meeting bags and provides vital session information, room assignments, as well as an exhibitor map and exhibitor listing in which partners are highlighted.
- **AAA – Acknowledgment on Signage**
Logo recognition as a Platinum Partner on signage throughout the convention center.
- **AAA – Walk-In Slide Presentation Acknowledgment**
Logo recognition as a Platinum Partner on walk-in slide presentation prior to the start of the General Assembly and in most educational session rooms.
- **AAA – Recognition at the General Assembly**
As a Platinum Partner, your company will be recognized at the AAA General Assembly.
- **AAA – Novel Technologies Session**
As a Platinum Partner, your company will have the opportunity to participate in a specially formatted session during AAA designed to engage attendees in discussions about your company's novel technologies and products. This is an excellent opportunity to showcase your company in an informal educational setting.
- **AAA – Product Showcase**
As a Platinum Partner, your company will have the opportunity to display one (1) product in a display case in the Product Showcase, which is located in the AAA Theater inside the Exhibit Hall.
- **AAA – Complimentary Meeting Room**
As a Platinum Partner, your company will receive complimentary access to a meeting room at a headquarters hotel during AAA. The meeting space may be used for client meetings, networking events, or internal company meetings. Space is available on a first-come, first-served basis. Audiovisual equipment, food and beverage, and special room set ups may be ordered for an additional cost.
- **AAA – One (1) Complimentary PRE-Conference Registrant Mailing List**
As a Platinum Partner, your company will receive one (1) complimentary list containing pre-registered attendee mailing addresses (phone numbers or email addresses are not included). Mailing list rules apply; the list may be used one time only, and it is sent through a third-party mail house. Materials must be approved by the Academy prior to receiving the mailing list.
- **AAA – Hotel Room Block**
As a Platinum Partner, your company will have the opportunity to choose a hotel room block at AAA.

- **AAA – Exhibition Priority Points Program Bonus**
As a Platinum Partner, your company will receive 15 priority points toward the AAA Exhibition Priority Points Program.
- **AAA – Ribbon Recognition**
As a Platinum Partner, your company’s representatives who attend AAA will receive “Platinum Partner” ribbons to wear along with their conference name badges to identify themselves as partners at this prestigious level.
- **One (1) Complimentary Academy Membership Mailing List**
As a Platinum Partner, your company will receive one (1) complimentary Academy membership list containing mailing addresses (phone numbers or email addresses are not included). Mailing list rules apply; the list may be used one time only. Materials must be pre-approved by the Academy.
- **Meeting with Academy Leadership**
As a Platinum Partner, your company will be invited to attend three events during the year. During these events, you will have the opportunity to meet with Academy leadership to provide feedback, hear updates about the Academy, offer insights on the field of audiology, and discuss how partnering together will help your company and the Academy achieve common goals.
 - Two (2) invitations to attend the American Academy of Audiology Board of Directors Planning Meeting in Reston, Virginia, in October. This is the inaugural meeting for all newly elected Board members.
 - Three (3) invitations to attend the President’s Reception at AAA.
 - Two (2) invitations to attend the Industry Breakfast at AAA, where your company’s representatives will discuss various topics with Academy leadership and provide feedback to the Academy.

➤ **Academy Communications**

Platinum Partners will have the opportunity to name three (3) company representatives as the recipients of the Academy’s weekly e-newsletter, *Audiology Weekly*; access to the *Journal of the American Academy of Audiology*; printed copies of *Audiology Today*; and regular advocacy communications from the Academy. These communications will facilitate involvement in the Academy by keeping your company’s key representatives abreast of the Academy’s activities and positions on various issues.

➤ **Required Partnership Options — Engage with the Academy at AAA**

A portion of the annual contribution is applied toward specific required components that not only elevate your company’s status in the industry but also assist the Academy in fulfilling its mission. As a Platinum Partner, choose at least one of the following options to include in your company’s strategic partnership package.

- **AAA Unrestricted Educational Grant – \$15,000 or more**

Educational grants are used to support activities that enhance the AAA educational program and provide the Academy with the continued opportunity to bring the latest advancements in audiology to attendees. The Academy will provide attendees with full disclosure of all educational grants; disclosure will appear in the marketing materials, promotional blast e-mails, and on signage at the meeting. Your company will be recognized as a Platinum Partner in the disclosure.

OR

- **AAA Exhibition Space – \$60,000 or more**

The exhibit hall features more than 180 exhibitors showcasing the latest technology in hearing care and providing hands-on demonstrations of new products and services. As a Platinum Partner, the American Academy of Audiology asks that you engage with the Academy in a minimum booth commitment of at least \$60,000.

OR

- **AAA Industry Symposium Sponsorship – \$20,000 or more**

As an Industry Symposium Sponsor, your company would have the opportunity to get noticed, further build its brand, and enhance the educational experience of up to 200 AAA attendees before the official start of the conference. Your company would identify the topic, select the speakers, and develop the content. The symposium session would be listed in a blast e-mail sent to pre-registered attendees, in the Conference Guide, on a flyer that the Academy distributes at the conference, and on signage at the conference (the e-mail, Conference Guide, flyer, and signage will promote *all* symposia sessions). Food and beverage may be provided to the symposium attendees at the sponsor’s discretion and cost. The sponsor is

responsible for all audiovisual expenses. CEUs are available through the Academy's regular approval process for an additional fee; sponsorship does not guarantee CEU approval.

➤ **Partner Discount on Additional Opportunities — 15%**

As a Platinum Partner, your company can build a strategic marketing plan that includes various sponsorship opportunities at the list rates less 15% (opportunities listed "at cost" are excluded).

GOLD PARTNER

As a Gold Partner, and with an annual investment in the Academy of \$80,000 or more, your company will benefit from widespread exposure, valuable benefits, and discounts on brand-building opportunities.

➤ **Logo Placement & Gold Partner Benefits**

- **Academy Website**
Logo recognition as a Gold Partner on the Academy's partner page and a link to your company's Website.
- **Audiology Weekly**
Name recognition as a Gold Partner in each weekly edition of the Academy's e-newsletter.
- **Audiology Today**
Logo recognition as a Gold Partner in the Academy News section of each edition of the Academy's bimonthly magazine, *Audiology Today*.
- **AAA – Advance Direct Mail Piece**
Logo recognition as a Gold Partner in the advance direct mail piece, a full-color marketing piece containing program information and distributed prior to the conference.
- **AAA – Conference Guide**
Logo recognition as a Gold Partner in the Conference Guide, the meeting attendees' must-have amenity. The Conference Guide is distributed in all meeting bags and provides vital session information, room assignments, as well as an exhibitor map and exhibitor listing in which partners are highlighted.
- **AAA – Acknowledgment on Signage**
Logo recognition as a Gold Partner on signage throughout the convention center.
- **AAA – Walk-In Slide Presentation Acknowledgment**
Logo recognition as a Gold Partner on walk-in slide presentation prior to the start of the General Assembly and in most educational session rooms.
- **AAA – Novel Technologies Session**
As a Gold Partner, your company will have the opportunity to participate in a specially formatted session during AAA designed to engage attendees in discussions about your company's novel technologies and products. This is an excellent opportunity to showcase your company in an informal educational setting.
- **AAA – Hotel Room Block**
As a Gold Partner, your company will have the opportunity to choose a hotel room block at AAA.
- **AAA – Exhibition Priority Points Program Bonus**
As a Gold Partner, your company will receive 10 priority points toward the AAA Exhibition Priority Points Program.
- **AAA – Ribbon Recognition**
As a Gold Partner, your company's representatives who attend AAA will receive "Gold Partner" ribbons to wear along with their conference name badges to identify themselves as partners at this prestigious level.

- **Meet with Academy Leadership**

As a Gold Partner, your company will be invited to attend two events during the year. During these events, you will have the opportunity to meet with Academy leadership to provide feedback, hear updates about the Academy, offer insights on the field of audiology, and discuss how partnering together will help your company and the Academy achieve common goals.

- Two (2) invitations to attend the President's Reception at AAA.
- Two (2) invitations to attend the Industry Breakfast at AAA, where your company's representatives will discuss various topics with Academy leadership and provide feedback to the Academy.

- **Academy Communications**

Gold Partners will have the opportunity to name two (2) company representatives as the recipients of the Academy's weekly e-newsletter, *Audiology Weekly*; access to the *Journal of the American Academy of Audiology*; printed copies of *Audiology Today*; and regular advocacy communications from the Academy. These communications will facilitate involvement in the Academy by keeping your company's key representatives abreast of the Academy's activities and positions on various issues.

- **Required Partnership Options — Engage with the Academy at AAA**

A portion of the annual contribution is applied toward specific required components that not only elevate your company's status in the industry but also assist the Academy in fulfilling its mission. As a Gold Partner, choose at least one of the following options to include in your company's strategic partnership package.

- **AAA Educational Grant – \$10,000 or more**

Educational grants are used to support activities that enhance the AAA educational program and provide the Academy with the continued opportunity to bring the latest advancements in audiology to attendees. The Academy will provide attendees with full disclosure of all educational grants; disclosure will appear in the marketing materials, promotional blast e-mails, and on signage at the meeting. Your company will be recognized as a Gold Partner in the disclosure.

OR

- **AAA Exhibition Space – \$35,000 or more**

The exhibit hall features more than 180 exhibitors showcasing the latest technology in hearing care and providing hands-on demonstrations of new products and services. As a Gold Partner, the American Academy of Audiology asks that you engage with the Academy in a minimum booth commitment of at least \$35,000.

OR

- **AAA Industry Symposium Sponsorship – \$20,000 or more**

As an Industry Symposium Sponsor, your company would have the opportunity to get noticed, further build its brand, and enhance the educational experience of up to 200 AAA attendees before the official start of the conference. Your company would identify the topic, select the speakers, and develop the content. The symposium session would be listed in a blast e-mail sent to pre-registered attendees, in the Conference Guide, on a flyer that the Academy distributes at the conference, and on signage at the conference (the e-mail, Conference Guide, flyer, and signage will promote *all* symposia sessions).

Food and beverage may be provided to the symposium attendees at the sponsor's discretion and cost. The sponsor is responsible for all audiovisual expenses. CEUs are available through the Academy's regular approval process for an additional fee; sponsorship does not guarantee CEU approval.

- **Partner Discount on Additional Opportunities — 10%**

As a Gold Partner, your company can build a strategic marketing plan that includes various sponsorship opportunities at the list rates less 10% (opportunities listed "at cost" are excluded).

As a Silver Partner, and with an annual investment in the Academy of **\$35,000 or more**, your company will benefit from the valuable exposure, benefits, and affiliation with the Academy.

➤ Logo Placement & Silver Partner Benefits

- **Academy Website**
Logo recognition as a Silver Partner on the Academy's partner page.
- **Audiology Today**
Logo recognition as a Silver Partner in the Academy News section of each edition of the Academy's bimonthly magazine, *Audiology Today*.
- **AAA – Advance Direct Mail Piece**
Logo recognition as a Silver Partner in the advance direct mail piece, a full-color marketing piece containing program information and distributed prior to the conference.
- **AAA – Conference Guide**
Logo recognition as a Silver Partner in the Conference Guide, the meeting attendees' must-have amenity. The Conference Guide is distributed in all meeting bags and provides vital session information, room assignments, as well as an exhibitor map and exhibitor listing in which partners are highlighted.
- **AAA – Acknowledgment on Signage**
Logo recognition as a Silver Partner on signage throughout the convention center.
- **AAA – Walk-In Slide Presentation Acknowledgment**
Logo recognition as a Silver Partner on walk-in slide presentation prior to the start of the General Assembly and in most educational session rooms.
- **AAA – Hotel Room Block**
As a Silver Partner, your company will have the opportunity to choose a hotel room block at AAA.
- **AAA – Exhibition Priority Points Program Bonus**
As a Silver Partner, your company will receive 5 priority points toward the AAA Exhibition Priority Points Program.
- **AAA – Ribbon Recognition**
As a Silver Partner, your company's representatives who attend AAA will receive "Silver Partner" ribbons to wear along with their conference name badges to identify themselves as partners at this prestigious level.
- **Meet with Academy Leadership**
As a Silver Partner, your company will receive an invitation for one (1) company representative to attend the Industry Breakfast at AAA. During the breakfast, your representative will have the opportunity to meet with Academy leadership to discuss various topics, offer insights on the field of audiology, provide feedback, and discuss how partnering together will help your company and the Academy achieve common goals.

➤ Academy Communications

Silver Partners will have the opportunity to name one (1) company representative as the recipient of the Academy's weekly e-newsletter, *Audiology Weekly*; access to the *Journal of the American Academy of Audiology*; a printed copy of *Audiology Today*; and regular advocacy communications from the Academy. These communications will facilitate involvement in the Academy by keeping your company's key representative abreast of the Academy's activities and positions on various issues.

➤ **Required Partnership Options — Engage with the Academy at AAA**

A portion of the annual contribution is applied toward specific required components that not only elevate your company's status in the industry but also assist the Academy in fulfilling its mission. As a Silver Partner, choose at least one of the following options to include in your company's strategic partnership package.

- **AAA Unrestricted Educational Grant – \$7,500 or more**

Educational grants are used to support activities that enhance the AAA educational program and provide the Academy with the continued opportunity to bring the latest advancements in audiology to attendees. The Academy will provide attendees with full disclosure of all educational grants; disclosure will appear in the marketing materials, promotional blast e-mails, and on signage at the meeting. Your company will be recognized as a Silver Partner in the disclosure.

OR

- **AAA Exhibition Space – \$8,600 or more**

The exhibit hall features more than 180 exhibitors showcasing the latest technology in hearing care and providing hands-on demonstrations of new products and services. As a Silver Partner, the American Academy of Audiology asks that you engage with the Academy in a minimum booth commitment of at least \$8,600.

OR

- **AAA Industry Symposium Sponsorship – \$10,000 or more**

As an Industry Symposium Sponsor, your company would have the opportunity to get noticed, further build your brand, and enhance the educational experience of up to 100 AAA attendees (the option to use a larger space that accommodates up to 200 attendees is available for \$20,000 or more). Your company would identify the topic, select the speakers, and develop the content. The symposium session would be listed in a blast e-mail sent to pre-registered attendees, in the Conference Guide, on a flyer that the Academy distributes at the conference, and on signage at the conference (the blast e-mail, Conference Guide, flyer, and signage will promote *all* symposia sessions).

Food and beverage may be provided to the symposium attendees at the sponsor's discretion and cost. The sponsor is responsible for all audiovisual expenses. CEUs are available through the Academy's regular approval process for an additional fee; sponsorship does not guarantee CEU approval.

➤ **Partner Discount on Additional Opportunities — 5%**

As a Silver Partner, your company can build a strategic marketing plan that includes various sponsorship opportunities at the list rates less 5% (opportunities listed "at cost" are excluded).

Become a Partner. Build your brand. Build your business.

Contact the Academy

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