

2019 Sponsorship Opportunities

Get noticed. 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. The active membership of more than 12,000 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 known 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?

When it comes to decision making, 20% of decisions are based on rationale, but 80% are based on emotion. 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. Of all the media you can use, sponsorship is the most personal — it's the most sensory. 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 overall success of the audiology field.

Conference sponsorships, special event sponsorships, program sponsorships, and educational grants — these opportunities allow you strategic placement and prominence at every turn so your investment turns into business success. Sponsorships help you create sensory experiences for the Academy's members. They allow you to get noticed — and get results.

Looking for more? The Academy offers a Corporate Partnership Program as well. Strategically partnering with the Academy not only helps focus your marketing, but it also allows you to contribute to something *bigger*. Partnering means building your brand while engaging in the Academy, enhancing the Academy's initiatives, improving membership benefits, and building rapport with members. Position your company as an industry leader, a credible resource, and a partner. Break the industry sales barrier.

AAA 2019 Educational Grants and Sponsorship Opportunities

The Academy's annual conference and exposition — **AAA** — is the world's largest gathering of audiologists. It is designed to engage audiologists in a comprehensive exploration of the most current developments in the field of audiology. Participants will have the opportunity to attend four days of educational sessions, explore the latest in hearing technology, and network with colleagues from around the world. **AAA 2019** will take place March 27–30 in Columbus, Ohio.

AAA 2019 Unrestricted Educational Grants

Multiple Available

Amounts Vary (At Cost)

Unrestricted educational grants are used to support activities that enhance the educational program and/or extend its reach beyond the time and setting of the meeting. Educational grants provide the Academy the continued opportunity to bring the latest advancements in audiology to attendees. In addition to helping advance the field of audiology, grant providers will receive recognition in the Conference Guide, on signage at the meeting, and in promotional materials and communications.

AAA 2019 Industry Symposium Sponsorship

Two (2) Available on Wednesday Afternoon; Two (2) available on Thursday Evening

\$20,000

Get noticed and enhance your company exposure at the meeting by hosting an Industry Symposium. Choose the topic, identify the speakers, develop the content — and set your company apart from the others. This is your opportunity to train conference attendees on the ins and outs of your products and services. The sessions and their sponsors will be listed in a blast e-mail sent to pre-registered attendees, in the onsite Conference Guide, on a flyer that the Academy distributes to attendees at the conference, and on signage at the conference. Sponsors are encouraged to further promote their session to boost attendance, and the Academy offers opportunities that lend themselves to these types of promotions. Sponsors are required to obtain Academy approval on all promotional activities *outside* of their sponsorship agreements.

Symposia sessions will be offered on Wednesday afternoon and Thursday evening during AAA 2019. 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. The two available rooms on Wednesday afternoon will accommodate up to 200 attendees* in a theater-style room set, and the two available rooms on Thursday evening will accommodate up to 200 attendees at crescent rounds (for easier food/beverage consumption, as it's recommended that the sponsor provide food/beverage). CEUs are available through the Academy's regular approval process for an additional fee; sponsorship does not guarantee CEU approval.

* The Academy also offers the opportunity to sponsor an Industry Symposium in a smaller space that would accommodate up to 100 attendees. The sponsorship fee is \$10,000 at cost.

AAA 2019 Audiology Career Enhancement (ACE) Symposium Sponsorship

Exclusive Opportunity

\$40,000 At Cost

or

Two Co-Sponsorships Available

\$25,000 each At Cost

NEW!

SOLD

At AAA 2019, the Academy is launching the Audiology Career Enhancement (ACE) Symposium: Critical Skills for Every Professional. On Wednesday, the full-day ACE Symposium, for which there will be an attendee fee, will focus on key issues relevant to all stages of an audiology career, but the program will especially be geared toward early- and mid-career professionals. *Possible* topics include: Negotiation Skills and Strategies for Career Success; Crucial Conversations/Conflict Management; Interpersonal Skills related to Building Networks/Teams/Collaborations; Balancing Best Practices with Business Realities; and Change Management. The sponsor(s) will be recognized on all marketing and communications for this event and will have 5 minutes at the beginning of the conference to address the audience.

AAA 2019 Product Theater Presentation Sponsorship

Multiple available on a first-come, first-served basis

Company must be an exhibitor to participate.

\$2,750 At Cost

Get noticed and be front and center to tell attendees about your company and its technologies. Located in the Exhibit Hall and in the AAA Theater, the Product Theater presentations give attendees the opportunity to learn about industry technologies from the industry's leaders — and allow attendees to earn CEUs during lunch. Sponsors will be listed in the official Conference Guide, in the online conference planner, and on signage outside the Product Theater. Your company will have the option to distribute company literature or giveaway items to attendees at your presentation.

Presentations must adhere to CEU guidelines. Acceptance of the sponsorship will be conditional upon CEU approval. Standard AV will be provided; additional AV may be added at the sponsor's expense and must be ordered through the Academy. Sponsoring companies must be exhibitors to participate.

AAA 2019 Product Showcase Sponsorship

Limited quantity available on a first-come, first-served basis

Company must be a Product Theater Presentation sponsor and an exhibitor to participate.

\$250

Located in the AAA Theater (inside the Exhibit Hall), the Product Showcase is your opportunity to display the product(s) discussed in the Product Theater Presentation. Your company's product will be exhibited in a display case, and each display will be given a small announcement sign (no logos). The display case is 12"L x 18"W x 12"H and will sit on a stage. Please limit one product per display case. If your product does not fit in the standard display case, a custom case may be built for an additional fee. All Product Showcase Sponsors must also be Product Theater Presentation sponsors and exhibitors.

AAA 2019 Industry Updates Sponsorship

Multiple available on a first-come, first-served basis. Company must be an exhibitor to participate.

\$750 per 30-minute session At Cost

Industry Updates are designed to provide attendees with information focused on product training and/or demonstration to include new or updated software, diagnostic or instrumentation, new hearing aid products and/or features, etc. Product names may appear in the abstract and presentation.

One session topic may be repeated one time for an additional fee of \$750. Please limit two (2) submissions per lead author. Presentation must adhere to CEU guidelines. Acceptance of the presentation will be conditional upon CEU approval. Standard AV is provided and sessions can accommodate 50 attendees. Company must be an exhibitor to participate.

AAA 2019 Featured Session Sponsorship

Multiple Available

\$7,500 At Cost

Partner with the Academy to bring quality education to the audiology community. Featured sessions are a great way to reach the audiology community through dynamic speakers on various topics. Sponsors will receive recognition online and in the Conference Guide where the session is listed and on signage positioned by the session room door. As a Featured Session Sponsor, your company will also have the opportunity to verbally introduce the speaker(s) and distribute company literature to the session attendees. The specific Featured Session may be selected from a list provided by the Academy once the conference programming is finalized.

AAA 2019 Learning Module Sponsorship

Multiple Available

\$2,500 At Cost

Reach the AAA 2019 attendees and provide them with education on various topics. Your company will select the specific Learning Module from a list provided by the Academy once the conference programming is finalized. Sponsors will receive recognition online, in the Conference Guide, and on signage positioned by the session room door. Your company will also have the opportunity to verbally introduce the speaker(s) at the beginning of the session.

AAA 2019 Registration Packet Insert (Pre-Conference)

Exclusive Opportunity

\$12,000

Reach the pre-registered attendees before they arrive at AAA 2019. Your marketing piece (a 3 5/8" x 8 1/2" folded insert) will be mailed to attendees along with the conference badges. The materials must be pre-approved by the Academy and received by January 30, 2019, for inclusion in the registration packets. *2018 sponsor has first right of refusal.*

AAA 2019 E-mail Blast to Attendees (Pre-Conference or Post-Conference)

Eight (8) Available

Company must be a sponsor to participate.

\$3,000

Send your customized message to AAA 2019 attendees via e-mail. Your company provides the content and the message, and the Academy develops the e-mail blast using its template designed for the conference. The AAA 2019 logo and branding will add to your company's credibility. Eight sponsored e-mail blasts are available. Industry updates and meeting room rentals not included.

AAA 2019 Hotel Room Key Cards

Exclusive Opportunity

\$22,000



This exclusive opportunity will put your message in the attendees' hands! With your company's logo and print-ready design on the hotel room key cards, attendees will be reminded of your company *each time* they enter their rooms during the meeting. The hotel room key cards will be distributed to guests at hotels where the Academy has room blocks. The sponsor is responsible for providing print-ready artwork and for covering any additional hotel fees. *2018 sponsor has first right of refusal.*

AAA Conference Tote Bags

Exclusive Opportunity

\$17,500



Put your company brand front and center. Each attendee will receive a AAA 2020 Conference Tote Bag at the conference registration desk. Your company's logo (one color) will be featured prominently on one side of the bag, and the official AAA 2020 logo will appear on the other. *Not available for 2019. Plan ahead and secure this exclusive opportunity for 2020!*

AAA 2019 Conference Tote Bag Insert

Multiple Available

\$5,000

Make sure all AAA 2019 attendees receive your company's promotional literature by distributing it in the conference tote bags! Inserts must be no larger than 8 1/2" x 11". The Academy must approve all inserts in advance and reserves the right to decline any literature/publications. The sponsor is responsible for sending 5,000 copies of the insert to the conference.

AAA 2019 Lanyards

Exclusive Opportunity for General Conference Lanyards

\$12,500

Capture the attention of thousands as attendees wear your company's logo around their necks and are seen throughout the Academy's annual conference and exposition. With registration, each attendee (exhibitors not included) will receive a lanyard with your company logo prominently featured. This opportunity is for general conference lanyards; the Academy reserves the right to secure sponsorship support for specialty lanyards. Sponsorship is first-come, first-served.

AAA 2019 Pens

Multiple Available

\$5,000

Put your company name at the fingertips of the conference attendees. Your company logo (one color) will be printed on every pen and inserted into the Conference Tote Bags. The pen will also feature the Academy logo. The Academy reserves the right to secure sponsorship support for additional pens, and the Academy will provide attendees with each of the sponsored pens.

AAA 2019 Mobile App Push Notifications

Three Available

\$12,000



Stand out from the crowd! Send the AAA 2019 attendees information about your company along with a real-time announcement. It's a great way to reach the full attendee community and drive them to your company's booth and/or other sponsored conference event. Only three sponsored push notifications are available, and the Academy will determine the exact timing that the messages will be sent out, taking the sponsors' timing requests into consideration.

AAA 2019 Mobile App Banner Sponsorship

Exclusive Opportunity

\$12,000

Keep your company top of mind and make sure AAA 2019 attendees see your message. Your company's banner will appear home page of the AAA 2019 Mobile App, and the banner will remain visible even as users scroll down. Users will also be able to click on the banner to go directly to your company's website. The sponsor is responsible for providing the web-ready art.

AAA 2019 Mobile App Rotating Banner Sponsorship

Three Available

\$5,000

Reach AAA 2019 attendees while they're navigating the Mobile App, a useful tool that provides attendees with valuable conference-related information and helps them manage their time during the event. Located on the Mobile App home page, your banner would also include a hyperlink to your company's website. Three sponsorships are available, and the single banner will rotate and feature a different sponsor each time a user accesses or refreshes the home page.

AAA 2019 Exhibit Hall Aisle Sponsorship

One per aisle available on a first-come, first-served basis

Company must be an exhibitor to participate.

\$7,500

Want more of a visual presence? Guide attendees directly to your booth by sponsoring your aisle! This sponsorship includes five (5) carpet leads (see description below) and a double-sided sign that will hang from the aisle anchor sign. The sponsor is responsible for providing print-ready artwork for the carpet leads and the sign. The Academy determines the strategic placement of the carpet leads. The aisle anchor sign is an exclusive opportunity per aisle; one other exhibitor may place carpet leads in the sponsored aisle.

AAA 2019 Exhibit Hall Carpet Leads

Multiple Available

Company must be an exhibitor to participate.

\$750 each

Use this opportunity to drive traffic to your booth! These directional carpet decals are shaped like footprints and can include your company's logo, booth number, and other copy that will get you noticed. The carpet leads will be supplied by the Academy, and the sponsor is responsible for providing print-ready art. The Academy determines the strategic placement of the carpet leads.

AAA 2019 Exhibit Hall Relaxation Station

Two Available (Thursday or Friday)
Company must be an exhibitor to participate.
\$8,500 At Cost

NEW!

Thursday - SOLD
Friday - Available

AAA 2019 attendees will be invited to relax and recharge in this Exhibit Hall Relaxation Station. Lounge chairs and tables with built-in charging stations for smartphones, tablets and laptops make this the ideal place to connect with attendees. Sponsors will be recognized on signage inside the lounge area, on eight (8) special pillows for the lounge chairs, and in the AAA 2019 Conference Guide. The sponsor has the opportunity to distribute company literature or a giveaway item and provide additional hospitality such as coffee service or other refreshments at the sponsor's discretion and cost. The sponsor will receive one (1) complimentary exhibitor badge in order to staff the Relaxation Station — and drive traffic to the sponsor's booth. Sponsorship will be for one day only (Thursday or Friday). The Academy determines the placement of the lounge and cannot guarantee placement adjacent to the sponsor's booth. The AAA Attendee Lounge and other rest areas will be available to attendees inside the Exhibit Hall.

Relaxation Station Sponsorship Add-On

Massage Therapy | **\$2,750** At Cost

A little pampering goes a long way. When they're tired and need a break, attendees will enjoy getting back massages from two licensed massage therapists and electric foot massages while relaxing, networking, and recharging their devices. The sponsor may provide branded shirts for the therapists to wear.

Ask the Academy
for creative
promotional ideas!

AAA 2019 Lunch Break Sponsorship

Exclusive Opportunity
Company must be an exhibitor to participate.
\$7,500

NEW!

When hunger strikes, your company will come to the rescue. AAA 2019 attendees will receive lunch tickets that can be redeemed inside the Exhibit Hall, and your company's logo (one color) will be printed on the lunch tickets for both days. Plus, provide attendees with a place to eat and relax; your company's logo and booth number will appear on signage on approximately 40 lunch tables inside the Exhibit Hall.

AAA 2019 Wall Clings & Banners

Five Available
Sizes and position vary
\$7,500

NEW!

Audiologists will know your company name and company logo. They will see your commitment to the field of audiology when they see this **large** wall cling or banner. Grab the attendees' attention and drive them to your company's booth or to another event that your company is sponsoring. Or, if your company is not an exhibitor, use this wall cling or banner to create a visual presence, promote your company's products, and drive attendees your website. Your company's wall cling or banner will be positioned in the conference's main traffic area inside the convention center. The sponsor is responsible for providing print-ready artwork.

Five locations (a map is available for selection), each with a different size, are available on a first-come, first-served basis:

- A) 218"W x 180"H | B) 190"W x 96"H | C) 200"W x 72"H | D) 325"W x 180"H | E) 300"W x 180"H

AAA 2019 Wall (Beam) Cling

Exclusive Opportunity
\$3,500

NEW!

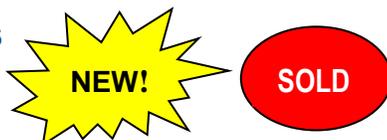
SOLD

Grab the attendees' attention and drive them to your company's booth or to another event that your company is sponsoring. Or, if your company is not exhibiting, use this beam cling to promote your company's products and drive attendees your website. Your company's beam cling — an adhesive banner — will be placed directly on a beam in the convention center (position F on the convention center map) that attendees will see from Academy Central and as they're walking through the main traffic area toward the connector to the Hyatt. The beam cling will be 329"W x 42"H, and the sponsor is responsible for providing print-ready artwork.

AAA 2019 Escalator Runners

Exclusive Opportunity

\$4,000



Put your brand in front of the attendees as they're moving up and down the escalators. Located near Academy Central, these escalators (position G on the convention center map) will transport attendees to the bus loop, to the Hyatt, to other hotels — and to Starbucks. This sponsorship includes two (2) parallel runners that are 18"W x 504"H. The sponsor is responsible for providing print-ready artwork.

AAA 2019 Meter Boards

Multiple Available

\$1,500

Grab attendees' attention with a one-sided, meter-wide graphic panel positioned in high-traffic areas. The sponsor provides print-ready art file(s), and the Academy provides the signage. The Academy will determine meter board placement. This opportunity is limited to five (5) meter boards per company.

AAA 2019 Convention Center Meeting Space

Limited quantity available on a first-come, first-served basis.

Exhibitor Fee: \$1,000 per day, per meeting room – At Cost

Non-Exhibitor Fee: \$2,500 per day, per meeting room – At Cost

Use this opportunity to hold business meetings or host networking opportunities in conjunction with AAA 2019 — the world's largest gathering of audiologists. Convention Center meeting rooms will be available before the conference begins through the end of the conference on Saturday. The sponsor is responsible for covering all costs associated with audiovisual equipment and labor and food and beverage. Educational sessions for attendees are not permitted to take place in these meeting rooms, and meeting rooms will not be listed in the program guide. Exhibit Hall booth space is not required to purchase this meeting room space; however, exhibitors receive a discounted rental rate. Space is limited and is available on a first-come, first-served basis.

AAA 2019 Hotel Meeting Space

Multiple available on a first-come, first-served basis.

Exhibitor Fee: \$500 per day, per meeting room – At Cost

Non-Exhibitor Fee: \$750 per day, per meeting room – At Cost

Use this opportunity to hold client meetings, conduct internal business meetings, and offer team-building events in conjunction with AAA 2019 — the world's largest gathering of audiologists. Meeting room space will be available at hotels where the Academy has a room block*. Sponsors are responsible for covering all costs associated with audiovisual equipment and labor, food and beverage, and special room set-up. Educational sessions for attendees will not be permitted to take place in these meeting rooms, and meeting rooms will not be listed in the program guide. Exhibit Hall booth space is not required to purchase this meeting room space; however, exhibitors receive a discounted rental rate. Space is limited and available on a first-come, first-served basis.

* Companies desiring to hold internal or external meetings in conjunction with AAA 2019 must obtain pre-approval from the Academy. If your company wishes to rent meeting space in a hotel where the Academy does not have a room block, pre-approval is still required, and the Academy cannot guarantee that the hotel will not charge its own meeting space rental fee.

AAA 2019 Exhibit Hall Passes for 25

Multiple Available

\$1,250

Invite 25 guests to attend the exposition and to visit your company's booth. Passes provide access to the Exhibit Hall and Celebrate Audiology. Guest passes do not include lunch tickets or grant access to educational sessions, which require an additional fee. Passes cannot be exchanged between exhibitor categories or attendee categories. Credits or refunds will not be issued for unused passes. PASSES OFFER NO CASH VALUE and cannot be used to reduce any existing educational or exhibitor category or registration fee/type.

AAA 2019 General Assembly

Exclusive Opportunity

\$15,000

SOLD

Sponsoring the Keynote Speaker during General Assembly will provide your organization with maximum visibility as nearly every attendee attends the General Assembly. This exclusive sponsorship includes the opportunity to place your literature on all the seats for attendees to read while they are waiting for the General Assembly to begin. Your company logo will be on signage at the General Assembly, and your company's advertisement will be printed in the General Assembly Program Book. Your company will receive logo or name recognition on any other communications for this event.

AAA 2019 Keynote Speaker James Kane has worked with every major industry, while advising and training organizations ranging from Global 1000 giants to small, regional companies, non-profits, and professional associations. As one of the most quoted and profiled authorities on loyalty in the traditional mainstream media, Kane has been profiled and quoted in The New York Times, The Wall Street Journal, Business Week, TIME Magazine, the BBC, and numerous other global and industry publications. By combining the latest research in neurology, anthropology, and behavioral psychology with 100,000 years of human evolution, Kane is creating an entirely new understanding of what it means to be loyal, how and why it exists, and what organizations and individuals need to do to achieve it.

NEW!

General Assembly Sponsorship Add-On Wall Cling | \$5,000

As attendees head to the General Assembly, your company won't be missed. This large wall cling (adhesive banner) will be 692"W x 62"H and positioned prominently to attract attention.

AAA 2019 Celebrate Audiology

Exclusive Opportunity

\$13,000

SOLD

This highly anticipated reception on Wednesday evening inside the Exhibit Hall is the official kick-off of the conference — and your prime opportunity to get noticed. In addition to being recognized on all promotions for Celebrate Audiology, your company's logo will appear on signage and on the appetizer napkins at the food stations and bars. Your company will have the opportunity to name a special drink that will be offered at the bars, and the Academy will help drive traffic toward your company's booth by placing a bar in the general area of your booth. As an added benefit, your booth will be prominently marked on the exhibit hall floor map in the Conference Guide. *2018 sponsor has first right of refusal.*

AAA 2019 HearCareers Employment Center

Exclusive Opportunity

\$15,000

Multiple Available

or

\$7,500 each

HearCareers is a year-round resource for jobs and externships in audiology. The AAA 2019 HearCareers Employment Center is where employees can go to find jobs, interview for jobs, and get professional photos of themselves. The center will include a welcome/check-in desk, a job board, rooms where interviews will be conducted, and the set-up for the professional photography. Sponsors will receive logo recognition on a banner or panel at the welcome/check-in desk, name recognition in the AAA 2019 conference guide, social media plugs, and in the Audiology Weekly e-newsletter. The sponsor may also provide company literature to be displayed in the employment center.

HearCareers Professional Portraits Sponsorship

Exclusive Opportunity

\$5,500

Every young professional needs a professional photo for their networking and business opportunities. At the HearCareers Employment Center, a professional photographer will be available for a designated 2-hour period on Thursday and Friday to offer 14-minute time slots for attendees to get professional headshots. The sponsor will receive recognition in the conference guide, on signage at AAA 2019, and in marketing communications for this activity. The sponsor also has the option to distribute a giveaway item to participants.

AAA 2019 Honors & Awards Banquet

Exclusive Opportunity

\$7,500 At Cost

SOLD

Be a part of the Academy and AAAF's annual tradition of celebrating audiology luminaries and others who impact the profession through research and philanthropy. During the banquet, your company will receive public recognition from the committee chair. Your company logo will appear on Honors and Awards Banquet signage, in the official program, and on the menu and banquet napkins, and your company will receive recognition in promotions for the banquet. Your company will also have the opportunity to name a special drink that will be offered at the bar. Additionally, your company will receive four (4) complimentary tickets to the banquet. This ticketed event supports the AAA Foundation.

AAA Foundation (AAAF) Happy Hour Benefit

Exclusive Opportunity

\$6,500 At Cost

SOLD

The AAA Foundation's Happy Hour Benefit is a networking opportunity for AAA 2019 attendees, and it's your opportunity to impress thought leaders in the audiology community. The sponsor receives recognition in all promotional materials for the Benefit, in the AAA 2019 Conference Guide, on the Foundation's website, and in the Foundation's Annual Report. The sponsor will also be featured on the event napkins and tabletop signs.

AAA 2019 President's Reception

Exclusive Opportunity

\$6,000

SOLD

Put your brand in front of the thought leaders in audiology by supporting the President's Reception. The President's Reception is an exclusive invitation-only event, where your company's support will be publicly acknowledged by the Academy's current President during the welcome remarks. Your company will receive logo recognition on invitations and on signage at the event as well two (2) invitations to the reception. Plus, your company will have the opportunity to name a special drink that will be offered at the bar.

AAA 2019 International Reception

Exclusive Opportunity

\$4,500

Open to all attendees, this reception is a chance to get acquainted with the Academy leadership, the International Committee members, and attendees from around the world. As the official sponsor, you will have the opportunity to meet and network with attendees. Your company logo will be prominently displayed on signage and on the reception napkins, and your company will receive public recognition at the reception by the International Committee chair. You will also be able to provide company/product literature to each guest. *2018 sponsor has first right of refusal.*

ABA Certificant Open House Mixer

Exclusive Opportunity

\$3,500 At Cost

Build your brand recognition with some of the most committed audiologists in the profession! During the ABA Certificant Open House Mixer, ABA certifiants are honored with a reception for having taken that extra step to voluntarily become Board Certified in Audiology®, certified in Pediatric Audiology (PASC), or certified in Cochlear Implants (CISC). Limited to ABA certifiants, their guests and five of your staff, you will have an exclusive opportunity to interact with the opinion leaders of audiology. Additional benefits include a display table at the reception and well as recognition on the ABA and AAA websites, in the onsite program, and in the *Audiology Today* ABA column and advertisement. To provide attendees with added hospitality, the sponsor may choose to provide open bar service at the sponsor's discretion and cost.

AAA 2019 State Fair

Exclusive Opportunity

Company must be an exhibitor to participate.

\$5,000

Held inside the Exhibit Hall, the State Fair is an opportunity for AAA 2019 attendees to network with their local state academies. The sponsor will receive recognition on promotional materials for this event, in the Conference Guide, and on signage at the fair. Your company must be an exhibitor to take advantage of this opportunity.

AAA 2019 PhD Fair

Exclusive Opportunity

Company must be an exhibitor to participate.

\$3,500

Held inside the Exhibit Hall, the PhD Fair is an opportunity for AAA 2019 attendees who are interested in earning a PhD to speak with representatives from the various PhD academic programs. The sponsor will receive recognition on promotional materials for this event and on signage at the fair. Your company must be an exhibitor to take advantage of this opportunity.

AAA 2019 Clinical Education Forum

Multiple Available

\$5,000 At Cost

Hosted by the Accreditation Commission for Audiology Education (ACAE) and the Council of Academic Programs in Communication Sciences and Disorders (CAPCSD) on Saturday morning during AAA 2019, the fourth annual Clinical Education Forum is an important opportunity to discuss the future of clinical education of students. Participants in this four-hour forum engage in discussion about current issues and the identification of strategies for an improved model for clinical education. Clinical Education Forum Sponsor will be recognized on all promotional materials for this program and will be recognized in the AAA 2019 Conference Guide.

AAA 2019 ABA Speed UpDating

Exclusive Opportunity

\$2,500 At Cost

We've all heard of Speed Dating. Now, the ABA has its version — *Speed UpDating*. Sometimes all an audiologist needs is a few minutes of a mentor's time to tap into his/her reservoir of expertise and knowledge. During ABA's Speed UpDating, audiologists with less than five years of experience will meet for a casual lunch and get the chance to participate in three 30-minute facilitated roundtable discussions. Each table will accommodate 1 mentor and 9 audiologists, and a different topic will be discussed at each table. At the end of each 30-minute session, the audiologists will move to another table/topic of their choice. A sample of roundtable topics will include Clinical Fee Structures, Insurance, Billing and Coding, Hearing Instrument Fitting, Audiology in a Large Practice, Pediatrics, and many more.

AAA 2019 FITT (Fellows-in-Training Travel) Grants

Multiple Available

\$12,000 At Cost

This program offers twenty (20) audiology graduate students funding to attend AAA 2019. Selected students will receive a stipend for transportation and/or lodging expenses. Supporters receive recognition on communication materials for the program.

AAA Foundation (AAAF) Members Assistance Program (MAP)

Multiple Available

\$1,000 At Cost

The Foundation's Member Assistance Program (MAP) began in 2005 as an effort to support Gulf Coast audiologists who wished to attend the conference but had suffered financial hardship due to Hurricanes Katrina and Rita. Expanded into an annual initiative, MAP will provide AAA 2019 travel stipends and convention travel support to audiologists experiencing financial hardship for personal, health, or other reasons. Supporters will be listed on marketing and communication materials for MAP.

AAA 2019 Student Academy of Audiology (SAA) Sponsorship Opportunities

With more than 2,000 members, the Student Academy of Audiology (SAA) is the national student division of the American Academy of Audiology (AAA) that serves as a collective voice for students and advances the rights, interests, and welfare of students pursuing careers in audiology. The SAA introduces students to lifelong involvement in activities that promote and advance the profession of audiology and provides services, information, education, representation, and advocacy for both the profession and consumers of audiology services. The student population is an important segment of the audiology community, and student attendance at the AAA conference has been steadily increasing over the years. In 2016, the AAA conference attracted **799** students, and the 2017 and 2018 conferences drew **936** students and **1,251** students, respectively.

➤ **SAA Conference**

Exclusive Opportunity

\$22,500 At Cost

or

Two Co-Sponsorships Available

\$10,000 each At Cost

SOLD

Held on Saturday, the SAA Conference prepares students for their externships and future clinical practice. Give them something to read — the sponsor has the option to place literature (or a small giveaway) on the session chairs.

*If the Exclusive Sponsorship opportunity is selected, the sponsor will have an opportunity to address the SAA Conference attendees in the opening remarks for 2-3 minutes.

Exclusive (or Co-Sponsor 1) Opportunity: Morning Coffee and Afternoon Break Sponsor: Help jump-start the day and keep them going in the afternoon with an extra boost! Students will enjoy coffee and tea in the morning and cookies in the afternoon. Sponsor will receive logo recognition on signage during the breaks.

Exclusive (or Co-Sponsor2) Opportunity: Lunch Sponsor: Treat SAA Conference participants to lunch and get heightened exposure. Sponsor will receive logo recognition during lunch.

➤ **SAA Mix-N-Mingle Reception**

Exclusive Opportunity

\$10,000 At Cost

SOLD

Held on Wednesday evening, the SAA Mix-N-Mingle Reception is specifically for students. Sponsorship of this event is a great opportunity to engage student members — individuals who will soon be starting their careers in audiology — and bring greater visibility to your company. The sponsor will be recognized in all promotional materials for this event and will have the opportunity to place company literature in the room. Up to ten (10) sponsor representatives may attend the event.

➤ **SAA Central**

Exclusive Opportunity

\$8,500 At Cost

SAA Central is the place to be seen! Couches and general seating make this a welcoming place for students to linger. Student chapters display posters, pick up materials at the SAA Information Booth, sign-in for the Exhibit Hall Student Scavenger Hunt, and enjoy socializing with fellow students. Put your company materials on the tables and your logo on the welcome signs at this popular gathering place. The sponsor will also receive recognition on communication materials.

➤ **SAA Leadership Series (Program Structure and Content TBD)**

Exclusive Opportunity

\$7,500 At Cost

SOLD

Leadership is an area of professional development few audiology students have access to during their formal education experience, making students eager for opportunities to learn and apply the skills needed to round out the business and practice management side of their careers. Position your company as a partner and build your brand with students before they begin their careers as audiologists.

➤ **SAA Conference Scholarships**

Multiple Available

\$1,000 At Cost

The American Academy of Audiology Foundation (AAAF) and the Student Academy of Audiology (SAA) offer full time audiology graduate students funding to support their participation in the SAA Conference held in conjunction with AAA 2019. These \$1,000 scholarships cover the registration fee for 10 students to attend. Supporters receive name recognition on all pre-conference communication materials, such as the applications, the announcements, and social media posts.

AAA 2019 Academy Research Conference (ARC) Sponsorship Opportunities

Each year, the Academy continues its commitment to bringing the latest research to audiologists through its Academy Research Conference (ARC), held on Wednesday during the AAA conference. In 2019, the theme of the conference will be **amplification**. Attendees pay a registration fee to participate.

➤ **ARC 2019 (Amplification) Lunch Sponsorship**

Exclusive Opportunity

\$7,500 At Cost

SOLD

Treat ARC participants to lunch and receive heightened exposure. The sponsor will receive recognition on signage during the sponsored lunch and will have the opportunity to distribute promotional materials. The sponsor will also receive two (2) complimentary ARC registrations.

➤ **ARC 2019 (Amplification) Morning Coffee Sponsorship**

Exclusive Opportunity

\$2,500 At Cost

Help attendees kick-start their day of education at the Academy Research Conference with coffee! Your company will be acknowledged on signage at the coffee break, and you may distribute additional promotional materials to the attendees. Your company will receive two (2) complimentary ARC registrations.

➤ **ARC 2019 (Amplification) Student Scholarships**

Multiple available

\$1,000 At Cost

ARC Student Scholarships are offered as a component of the American Academy of Audiology Foundation (AAAF) educational initiatives. Each sponsor's underwriting gift of \$1,000 provides support for ten (10) students who are interested in attending this research-based conference. Supporters receive recognition in the scholarship announcements and on site during the conference.

American Academy of Audiology Sponsorships

Industry Solutions on eAudiology

\$1,500 per seminar At Cost

This eAudiology offering is a web seminar focused on industry-based content. This is your opportunity to have a virtual audience with audiology members. The one-hour web seminar will be free to all members and will be recorded and offered on-demand for a maximum of 18 months. The web seminar will be featured on the eAudiology home page for at least 2 weeks after launch. Supporters will receive recognition on all promotional materials for the web seminar and a mailing list of attendees who are interested in receiving more information. A live webinar option can be included for an additional fee of \$500.

E-mail to Membership

Ten Available

\$7,500 At Cost

Current Blast E-mail Sponsorship Availability Fiscal Year 2018–2019	Oct. '18 SOLD	Nov. '18	Dec. '18	Jan. '19	Apr. '19 SOLD
	May '19	Jun. '19	Jul. '19	Aug. '19	Sep. '19 SOLD

Reach out to the Academy's membership via e-mail. Sponsors will send HTML-ready content that may contain one image or logo, one hyperlink, and copy that does not exceed 200 words. 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 one e-mail per month will be permitted, and e-mails to membership will not be permitted in the two months leading up to the AAA 2019 conference.

Mail to Membership

\$5,000 At Cost

Reach out to the Academy's membership by sending something they can touch and feel. The sponsor is responsible for providing the material to be mailed, which must be pre-approved by the Academy, and for sending the material to a third-party mail house. The Academy will prepare and send a mailing list containing mailing addresses only (no phone or email addresses) to the third-party mail house; the mailing list may be used one time only for the approved material.

New Graduate Membership Grant

Multiple Available

\$21,000 At Cost

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 2019 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.

Public Awareness Week

Multiple Opportunities

\$10,000

The American Academy of Audiology is launching Public Awareness Week in Fall 2018 to promote audiology to the public and across the healthcare community. The Academy will launch new resources and FAQ sheets about hearing and balance health with an emphasis on the important message, "Get your hearing checked." Supporters of the week would receive recognition in all communications about the initiative, including a stand-alone email to membership, advertising, social media posts, and press releases.

American Academy of Audiology Foundation (AAAF)

The Foundation is recognized by the Internal Revenue Service as a 501(c)(3) nonprofit organization. The Foundation's programs and initiatives impact audiologists, audiology doctoral students, consumers, and those with hearing impairments and balance disorders. Its portfolio of research grants, educational humanitarian, and public awareness scholarships, lectureships and more strive to broaden the knowledge base and understanding of the impact hearing loss and balance problems have on an individual. The Foundation's mission areas of public awareness, research, and education attempts to address these issues across the spectrum through improved understanding of normal hearing and balance processes to determination of effective treatment of deficits when they occur.

AAAF RESEARCH

Research Grants in Hearing and Balance

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

The AAAF annually funds 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 AAAF website and communications related to the grant.

Research in Audiology Education Grant

\$12,000 At Cost

Academy 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, comparison of the outcomes of distance-based vs. face-to-face formats for course delivery. Grant providers will be recognized on communications promoting this program.

AAAF EDUCATION

AAA Foundation Scholarship Program

\$1,000 - \$5,000 At Cost

Partner with the AAA Foundation to create your own named scholarship. This scholarship program provides funding for qualified AuD, PhD, and AuD/PhD students. Your name or company name will be listed on information related to this scholarship.

Student Academy of Audiology (SAA)

The Student Academy of Audiology (SAA), the national student division of the American Academy of Audiology (AAA), serves as a collective voice for students and advances the rights, interests, and welfare of students pursuing careers in audiology. The SAA introduces students to lifelong involvement in activities that promote and advance the profession of audiology and provides services, information, education, representation, and advocacy for both the profession and consumers of audiology services. The SAA has more than 2,000 members, consisting of students enrolled in AuD, PhD, or other accredited audiology doctoral programs for a first professional degree in audiology as well as undergraduate/post-baccalaureate students interested in audiology.

Student Academy of Audiology Grassroots Advocacy Grant

Multiple Available

\$10,000 At Cost

Grassroots is an important part of the American Academy of Audiology's advocacy initiatives and the Student Academy of Audiology recognizes the importance of getting students involved at an early stage. By funding this grant, you will assist a total of five SAA Chapters in educating political thought leaders on the importance of audiology and the hearing healthcare community at the local and national levels. Three SAA Chapters will receive travel support to visit their local political offices and two additional SAA Chapters will receive funding for travel support to visit the national political office. Funds will be awarded to deserving SAA Chapters through a peer-reviewed application process. Supporter will receive recognition on all communications pertaining to this grant. Sponsorship includes recognition to all of our National Day at Your State Capital Day communications which run from January-June. Sponsor will receive recognition in educational/training materials.

Accreditation Commission for Audiology Education (ACAE)

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.

Clinical Education Forum at AAA 2019

\$5,000 At Cost

Hosted by ACAE and the Council of Academic Programs in Communication Sciences and Disorders (CAPCSD) on Saturday morning during AAA 2019, the fourth annual Clinical Education Forum is an important opportunity to discuss the future of clinical education of students. Participants in this forum engage in discussion about current issues and the identification of strategies for an improved model for clinical education. Clinical Education Forum Sponsor will be recognized on all promotional materials for this program and will be recognized in the AAA 2019 Conference Guide.

Specialty Conference Sponsorships

Audiologists continue to seek skill-enhancing education and the most up-to-date information the industry has to offer. The Academy's Specialty Conferences will take place across the nation and focus on various topics that are the hottest topics in audiology.

Hawaii Specialty Conference Sponsorship

Eight (8) Available

\$3,750

**It's not too early to plan for 2020 ...
Reserve your company's spot today!**

Scheduled for January 9–11, 2020, in Waikoloa, Hawaii, the 2020 Specialty Conference will offer three days of unparalleled learning experiences that will keep audiologists at the forefront of audiology practice management. Attendees will uncover solutions and gain a sunny perspective on efficient practice operations. Sponsorship includes:

- Table Top Booth – one booth includes a 6' draped table and 2 chairs.
- Two (2) exhibitor registrations (Additional registrations can be purchased at \$175 per registration.)
- Recognition in pre/post conference materials, on the website, and at the conference.
- Attendee Mailing List
- Tote Bag Insert – Inserts must be no larger than 8 1/2" x 11". The Academy must pre-approve all inserts, and the sponsor is responsible for sending copies of the insert to the conference.
- Specialty Conference Sponsor Ribbon for the Name Badges

Sponsored Pre-Conference in Conjunction with the Specialty Meeting

Exclusive Opportunity

\$12,000

Position your company as a thought leader by providing valuable education during a half-day conference prior to the Specialty Conference in Hawaii. Choose the topic, identify the speakers, develop the content — and set your company apart from the others. This half-day pre-conference will be offered outside Specialty Meeting educational time.

The Pre-Conference and its sponsor will be recognized in the onsite Conference Guide, in a blast e-mail sent to the pre-registered attendees, and on signage at the meeting. The sponsor is encouraged to promote the pre-conference to boost attendance, and the sponsor is required to obtain Academy approval on all promotional activities outside of their sponsorship agreements.

The academy does not provide pre-conference attendees with food and beverage. Food and beverage may be provided at the sponsor's discretion and cost. The sponsor is responsible for covering all costs associated with audiovisual equipment and labor. CEUs are available through the regular American Academy of Audiology CEU approval process for an additional fee; sponsorship does not guarantee CEU approval.

Specialty Conference Industry Symposium Sponsorship

Multiple Available, Space is Limited

\$3,500

Position your company as a thought leader by providing valuable education during an Industry Symposium. Choose the topic, identify the speakers, develop the content — and set your company apart from the others. Industry symposia sessions will be no more than one hour in length and offered on Friday or Saturday morning outside the specialty meeting's educational time.

The symposia sessions and their sponsors will be listed in the onsite Conference Guide, in a blast e-mail sent to the pre-registered attendees, and on signage at the meeting. Sponsors are encouraged to promote their session to boost attendance; sponsors are required to obtain Academy approval on all promotional activities outside of their sponsorship agreements.

The academy does not provide meeting attendees with breakfast, but coffee service will be provided in the Exhibit Hall. Additional food and beverage may be provided to the symposium attendees at the sponsor's discretion and cost. The sponsor is responsible for covering all costs associated with audiovisual equipment and labor. CEUs are available through the regular American Academy of Audiology CEU approval process for an additional fee; sponsorship does not guarantee CEU approval.

Specialty Conference Refreshment Break

Exclusive Opportunity

\$1,750

Every attendee appreciates an afternoon snack! Attendees will know who to thank during the afternoon break because your company logo will be featured on napkins and signage during the break. Your company name will also be listed in the program.

Specialty Conference Reusable Attendee Bag

Exclusive Opportunity

\$750

Place your brand in attendees' hands by sponsoring the eco tote bag. Your company logo will be listed on the reusable attendee bags, guaranteeing attendees recognize you during the conference and back home during their daily activities!

Specialty Conference Note pads

Exclusive Opportunity

\$500

Stay top-of-mind while attendees are taking notes during the meeting. Your company logo will be placed prominently at the top of the notepad binding, so attendees will see your brand every time they use their note pad. The 4 note pads will be distributed to all attendees in the conference tote bags.

Specialty Conference Lanyards

Exclusive Opportunity

\$500

Capture the attention of attendees as they wear your company's logo around their necks. Each attendee will receive a lanyard with your company logo prominently featured during registration. Sponsorship is first-come, first-served.

Specialty Conference Pens

Exclusive Opportunity

\$500

Put your company name at the fingertips of every meeting attendee! Your company logo will be printed (one-color) on every pen, which will also feature the Academy logo.

Specialty Conference — Conference Guide Advertisement

Back Cover Ad: \$1,250 At Cost | Half-Page Ad: \$500 At Cost

This full-color conference guide is attendees' must-have amenity onsite. The in-demand publication provides vital session information, a map of the exhibit hall, and a list of the Specialty Meeting Sponsors. Your advertisement will reinforce your company's message and help attendees know where to find you during the meeting.

Specialty Conference Student Scholarships

Exclusive Opportunity

\$6,000 At Cost

Give students a much needed "leg up" by supporting their attendance at the Specialty Meeting. Five students would receive registration and a \$750 travel stipend to attend this meeting. The sponsor will be recognized on the scholarship application, the acceptance letter, and all marketing communications for this scholarship.