

2020 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 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.

2020 Practice Management Specialty Conference Sponsorship Opportunities

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. Scheduled for **January 9–11, 2020, in Waikoloa, Hawaii**, the 2020 Practice Management Specialty Meeting 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.

2020 Specialty Meeting Exhibit Sponsorship

Eight (8) Available

\$3,750

Three
SOLD

Five
available

This 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- and 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 Meeting Sponsor Ribbon for the Name Badges

2020 Specialty Meeting Opening Reception & The Great Debate Sponsorship

Exclusive Opportunity

\$5,000

SOLD

Get noticed at the official Practice Management Specialty Meeting kick-off event. On Thursday evening, attendees will enjoy wine at a special networking reception and then attend the first educational session — The Great Debate: Hearing Aids Should Be a Paid Benefit for Medicare Beneficiaries. As the sponsor of the Opening Reception & The Great Debate, your company will receive recognition on signage at the event, on the Website, and in printed and electronic pre-conference promotions. Your company will also have the opportunity to address the audience for 1–2 minutes at the beginning of The Great Debate and distribute company literature or a giveaway to the attendees.

2020 Specialty Meeting Industry Symposium Sponsorship

Exclusive Opportunity

\$3,500

SOLD

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. The Industry Symposium will be no more than one hour in length and offered on Saturday morning outside the specialty meeting's educational time.

The sponsor 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.

A continental breakfast will be provided to attendees in the Exhibit Hall prior to the Industry Symposium, but 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.

2020 Specialty Meeting 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.

2020 Specialty Meeting Reusable Attendee Bag

Exclusive Opportunity

\$750

SOLD

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!

2020 Specialty Meeting 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 note pads will be distributed to all attendees in the conference tote bags.

2020 Specialty Meeting 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.

2020 Specialty Meeting 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.

2020 Specialty Meeting — 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.

2020 Specialty Meeting 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.

AAA 2020 + HearTECH Expo Educational Grants and Sponsorship Opportunities

The Academy's annual conference and exposition — **AAA + HearTECH Expo** — 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 2020 + HearTECH Expo will take place **April 1–4 in New Orleans, Louisiana.**

AAA 2020 + HearTECH Expo: Education

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.

Industry Symposium Sponsorship

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

\$20,000 each

Wednesday
available Thursday
SOLD

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 2020. 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.

Audiology Career Enhancement (ACE) Learning Lab Sponsorship

Exclusive Opportunity

\$7,500 At Cost

NEW! **SOLD**

In 2020, the Academy is hosting a 3.5-hour Audiology Career Enhancement (ACE) Learning Lab to continue the momentum that began at AAA 2019 at the successful, all-day ACE Symposium. This Learning Lab, 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 2 minutes at the beginning of the conference to address the audience.

General Assembly Sponsorship

Exclusive Opportunity

\$15,000

SOLD

Sponsoring the General Assembly, which includes the keynote address, 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 in the Conference Guide and in any other printed or electronic promotions for this event.

HearTECH Expo Thought Leadership Package (Lead Innovator Sponsorship)

Six (6) Available on a first-come, first-served basis.

\$7,500 each At Cost



See
Supplement
for Details

One **SOLD** Five available

Featured Session Sponsorship

Five (5) Available

\$7,500 At Cost

Two **SOLD**

Three available

Partner with the Academy to bring quality education to the audiology community. Featured Sessions at AAA 2020 allow you 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 outside of the session room. The specific Featured Session may be selected from a list provided by the Academy once the conference programming is finalized.

Clinical Education Forum Sponsorship

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 2020, the fifth 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 2020 Conference Guide.

Industry Updates Session 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. Industry Updates will be held in classrooms inside the HearTECH Expo, and each session can accommodate 50 attendees.

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. The Academy determines the exact date and time of the session. Company must be an exhibitor to participate.

AAA 2020 + HearTECH Expo: Pre- and Post-Conference Marketing

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

Eight (8) Available Pre-Conference; Three (3) Available Post-Conference
Company must be a sponsor to participate.

\$3,000

one **SOLD** seven available

Send your customized message to AAA 2020 + HearTECH Expo 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 2020 + HearTECH Expo logo and branding will catch the attendees' attention and add to your company's credibility. The sponsor may provide a logo, an image (up to 600 pixels wide), up to 200 words of copy, a URL address for a hyperlink, and the blast e-mail's subject line. Eight pre-conference e-mail blast sponsorships and three post-conference e-mail blast sponsorships are available. Promotions for activities held in private meeting rooms will not be included. Blast e-mails will be sent to attendees who do not opt out of receiving messages.

Attendee Survey (Post-Conference)

Exclusive Opportunity

\$5,000

NEW!

Stay top of mind with attendees even after the conference. As the Attendee Survey Sponsor, your company will receive recognition in the blast e-mail cover page for the post-conference survey that is sent to AAA 2020 + HearTECH Expo attendees. Your company's logo will also be on the electronic survey itself. Plus, your company will have the opportunity to provide 2–3 questions to be included in the survey (the questions must be approved by the Academy), and the data for those questions will be provided to your company. Typically, approximately 30% of attendees complete the post-conference survey.

AAA 2020 + HearTECH Expo: Giveaways

Hotel Key Cards

Exclusive Opportunity available on a first-come, first-served basis

\$26,000

NEW!

SOLD

Put your message in the attendees' hands! With your custom design on the hotel room key cards, attendees will be reminded on your company each time they enter their rooms during the event. The hotel room key cards will be distributed to guests staying at hotels where the Academy has room blocks. The sponsor is responsible for providing print-ready artwork.

Conference Tote Bags

Exclusive Opportunity available on a first-come, first-served basis

\$15,000

NEW!

SOLD

Put your company brand front and center. Each attendee will receive a AAA 2020 + HearTECH Expo 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 + HearTECH Expo logo will appear on the other. **This sponsorship also includes a complimentary Conference Tote Bag Insert Sponsorship (see below!), which has a \$5,000 value.**

Lanyards

Exclusive Opportunity available on a first-come, first-served basis

\$12,500

SOLD

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 any specialty meeting lanyards. Sponsorship must be secured by January 10, 2020.

Tote Bag Insert

Multiple Available

\$5,000

Make sure all AAA 2020 + HearTECH Expo 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 4,500 copies of the insert to the Academy headquarters by February 28, 2020.

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 AAA 2020 + HearTECH Expo Tote Bags. The pen will also feature the Academy logo. The Academy reserves the right to secure sponsorship support for additional pens; the Academy will provide attendees with each of the sponsored pens.

AAA 2020 + HearTECH Expo: Onsite TECH Sponsorships

WiFi

Exclusive Opportunity available on a first-come, first-served basis

\$15,000



No one wants to use their own data. Be a hero and provide complimentary WiFi in the convention center to AAA 2020 + HearTECH Expo attendees. As the sponsor, your company's name (or another word of your choosing) will be the network name, and you will be able to create the password. The sponsor will also receive recognition in the Conference Guide, on signage inside the Exhibit Hall, and anywhere else the Academy promotes the complimentary WiFi.

Mobile App Push Notification

Three Available

\$12,000



one
SOLD

two
available

Stand out from the crowd! Send the AAA 2020 + HearTECH Expo 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.

Mobile App Banner

Exclusive Opportunity

\$12,000

Keep your company top of mind and make sure AAA 2020 + HearTECH Expo attendees see your message. Your company's banner will appear on the home page of the Mobile App, and the banner will remain visible even as users scroll down. Users will 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.

Mobile App Rotating Banner

Three Available

\$5,000

Reach AAA 2020 + HearTECH Expo 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's ad each time a user accesses or refreshes the home page.

Park Benches

Exclusive Opportunity — 10 benches
\$7,500

OR

Two Available — 5 benches
\$4,000 each



Give the attendees a place to rest! The convention center's main concourse does not have any seating, so this is your opportunity to gain valuable exposure while providing attendees with a much-needed amenity. The back rest of each wooden, park-style bench will showcase your company's advertisement, and the benches will be strategically placed outside the Exhibit Hall and near Academy Registration and Academy Central. The sponsor is responsible for providing print-ready artwork that is 48" W x 13" H.

Large-Scale Banners

Multiple Available
 Sizes, positions, and prices vary (see map)



Position B2 **SOLD**
 Position D **SOLD**

- **Position A: Wall Banner (86' W x 15' H)** — \$16,000, One available [Alternative Size 43' W x 15' H — \$10,000]
- **Position B1, B2, B3, B4: Wall Banner (30' W x 21' H)** — \$9,000 each, Four available [Alt. 15' W x 21' H — \$5,000]
- **Position C: Wall Banner (25' W x 15' H)** — \$6,500, One available [Alternative Size 12.5' W x 15' H — \$3,750]
- **Position D: Wall Banner (22' W x 10' H)** — \$5,000, One available
- **Double-Sided Overhead Banners (10' W x 8' H)** — \$2,500 each, Ten available

A picture is worth 1,000 words. These large-scale banner ads will be displayed in the convention center's main concourse, steps away from Exhibit Hall and near Academy Registration and Academy Central. 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. The sponsor is responsible for providing print-ready artwork.

Escalator Runners

Two Available (one by Academy Central and one by Academy Registration)
\$4,000 each

SOLD

Put your brand and your message in front of the attendees as they're moving up and down the escalators. These escalators, located by Academy Central and Academy Registration, will transport attendees to the AAA 2020 educational sessions. This sponsorship includes two (2) parallel runners that are each 11.75" W x 852" H. The sponsor is responsible for providing print-ready artwork.

Main Concourse Column Clings

Multiple Available
\$1,250 each



two **SOLD** more available

Put your brand in front of the attendees as they're walking through the convention center's main concourse on their way to the Exhibit Hall, Academy Registration, Academy Central, and to the educational sessions. This sponsorship includes two (2) column clings that are each 36" W x 87" H; both clings will be on the same column so that the artwork is visible from all positions around the column. The sponsor is responsible for providing print-ready artwork.

Exhibit Hall Column Clings

Multiple Available
\$1,250 each



Put your brand in front of the attendees and direct them to your booth as they're walking through the Exhibit Hall. This sponsorship includes two (2) column clings that are 4' W x 8' H, and both clings will be on the same column so that the artwork is visible from all positions around the column. The sponsor is responsible for providing print-ready artwork.

Meter Boards

Multiple Available

\$1,500 each

two **SOLD** more available

Grab attendees' attention with a double-sided, meter-wide graphic panel positioned in high-traffic areas. The sponsor provides 37.75" W x 66" H print-ready art file(s), and the Academy provides the signage. The Academy will determine the final, strategic meter board placement. This opportunity is limited to five (5) meter boards per company.

HearTECH Expo Aisle Sign Dangler

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

Company must be an exhibitor to participate.

\$3,000 each

Want an increased visual presence inside the HearTECH Expo? Guide attendees directly to your company's aisle and booth by sponsoring a sign that will hang from the suspended aisle number sign! The sponsor is responsible for providing the 4' W x 3' H print-ready artwork. Pair this with the Carpet Decals so attendees will be sure to find your booth.

HearTECH Expo Carpet Decals

Multiple Available

Company must be an exhibitor to participate.

\$400 each or \$1,000 for three

Use this opportunity to drive traffic to your booth! These carpet decals can be placed to lead attendees right to your booth. The carpet decals will be supplied by the Academy, and the sponsor is responsible for providing print-ready art. Each decal is 2' W x 2' H. With input from the sponsor, the Academy determines the final strategic placement of the carpet leads. Pair these with an Aisle Sign Dangler so attendees will be sure to find your booth.

AAA 2020 + HearTECH Expo: Experiential Activities

Professional Portraits Center

Exclusive Opportunity

\$8,500

NEW!

Every young professional needs a professional photo for his or her networking and business opportunities. Inside the HearTECH Expo, in a designated booth space, a professional photographer will capture portraits (headshots) of the attendees for three hours on both Thursday (12:00–3:00) and Friday (9:00–12:00). The sponsor will receive recognition in any electronic or printed marketing communications for this activity, on signage at AAA 2020 + HearTECH Expo, and in the Conference Guide. The sponsor also has the option to distribute company collateral or a giveaway item to participants at the Professional Portraits Center.

Celebrate Audiology

Exclusive Opportunity

\$13,000

SOLD

This highly anticipated reception on Wednesday evening inside the HearTECH Expo 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.

**New
Option**

New in 2020 — At the sponsor's cost, the Celebrate Audiology Sponsor may choose to supplement the Academy's entertainment and activities inside the Exhibit Hall during Celebrate Audiology. Ideas include widely known musicians and various types of shows. If the sponsor opts not to cover the cost of entertainment/activities, then the Academy reserves the right to seek additional sponsorship specifically for added entertainment and activities. Both sponsors would then be recognized in Celebrate Audiology promotions.

HearTECH Expo Relaxation Station

Two Available (Thursday or Friday)

Company must be an exhibitor to participate.

\$9,000 At Cost

AAA 2020 + HearTECH Expo attendees will be invited to relax and recharge in this 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 2020 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 food and beverage at the sponsor's discretion and cost. The sponsor will receive one (1) complimentary exhibitor badge in order to staff the Relaxation Station — and be present to drive traffic to the sponsor's booth. Sponsorship will be for one day only (Thursday or Friday). The Academy determines the placement of the Relaxation Station and cannot guarantee placement adjacent to the sponsor's booth. The Attendee Lounge and other rest areas will be available to attendees inside the Exhibit Hall.

Relaxation Station Sponsorship Add-On Massage Therapy | **\$4,500 Per Day** At Cost

A little pampering goes a long way. When they're tired and need a break, attendees will enjoy getting back massages from 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!

HearTECH Expo Thought Leadership Package (formerly Lead Innovator Sponsorship)

Six (6) Available on a first-come, first-served basis.

\$7,500 each At Cost

NEW!

See
Supplement
for Details

HearTECH Expo Innovative Tech Tour Sponsorship

Multiple Available

\$3,750 each At Cost

NEW!

In support of the focus on innovations and technology, the 2020 HearTECH Expo will also feature a new **Innovative Tech Tour**. Designed to further enable exhibitors to **increase brand awareness and drive traffic to their booths**, the Innovative Tech Tour will incentivize attendees to visit individual exhibitors to learn more about their latest technologies, product offerings, and services. Attendees will earn a raffle ticket for each booth they visit on the tour and then visit the Raffle Prize Runway where they can submit their tickets for the prize(s) of their choosing.

As an Innovative Tech Tour Sponsor, your company will be identified as an Innovative Tech Tour Sponsor on the HearTECH Expo floorplan and will receive recognition on the AAA 2020 + HearTECH Expo website (including a link to your company's website), in special pre-show Innovative Tech Tour promotions, in the printed Conference Guide, on signage, and in AAA 2020 pre-session slides. A special Innovative Tech Tour floor decal will be positioned near entrance to your booth, and your company's representatives will receive "Innovative Tech Tour" ribbons for their name badges. As a sponsor, your company will also have the opportunity to contribute a raffle prize to the "Raffle Prize Runway," where attendees will drop their earned raffle tickets into the entry boxes for the prizes of their choice. Your company will receive recognition for the donation.

HearTECH Expo Sensory Activity

Multiple Available

\$3,500–\$8,500 each At Cost



The HearTECH Expo will be a destination in its own right — the *place to be* in 2020. Attendees won't want to miss the opportunity to participate in short, fun activities that will pull them into the exhibit hall and give them a reason to stay. As the sponsor of an activity, you'll have a captive audience as they wait their turn to participate. This is your chance to talk with attendees, build a rapport, provide company collateral or a giveaway, and direct them to your company's booth. Your company will also receive recognition in the printed and electronic promotions for the activity, in the Conference Guide, and on signage at the event.

Sensory Activity Options

These sponsorships allow for additional recognition and sponsor activation.

Mixology Class

SOLD

Caricature Artist

available

Photo Booth

available

Palm Reader

available



Student Academy of Audiology (SAA) Humanitarian Activity

Two Available

\$5,000 each At Cost



SOLD

In 2019, the SAA successfully hosted “Paint for the Profession” inside the exhibit hall. All conference attendees were invited to stop by and spend a few minutes painting an audiology-themed mural that was donated to a hospital for display after the conference. In 2020, the SAA will host another humanitarian activity (TBD) inside the HearTECH Expo and is seeking support. The sponsor(s) will be recognized in SAA-specific communications, promotional communications for the activity, on site at the event, and in the Conference Guide.

State Fair

Exclusive Opportunity

Company must be an exhibitor to participate.

\$5,000

Held inside the HearTECH Expo, the State Fair is an opportunity for attendees to network with their local state academies. The sponsor will receive recognition on any electronic or printed promotional materials for this event, in the Conference Guide, and on signage at the State Fair. Your company must be an exhibitor to take advantage of this opportunity.

HearTECH Expo-Only Passes for 25

Multiple Available

\$2,500 At Cost

Invite 25 guests to attend the HearTECH Expo and visit your company's booth. Passes provide access to the HearTECH Expo and activities within the exhibit hall, such as Celebrate Audiology. These expo-only passes do not include CEUs for the educational sessions offered inside the exhibit hall, nor do these passes grant access to the AAA 2020 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.

AAA 2020 Honors & Awards Banquet

Exclusive Opportunity

\$7,500 At Cost

SOLD

Be a part of the Academy'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.

Academy of Audiology Foundation (AAF) Happy Hour Benefit

Exclusive Opportunity

\$6,500 At Cost

SOLD

The AAA Foundation's Happy Hour Benefit is your opportunity to impress leaders and influential individuals in the audiology community. Attendees will have the opportunity to network with colleagues and friends, enjoy hors d'oeuvres, and participate in a Silent Designer Handbag Auction. The Happy Hour Benefit is a ticketed event. The sponsor will receive recognition in any electronic or printed promotional materials for the Happy Hour Benefit, in the Conference Guide, and on the Foundation's website. The sponsor's logo will also be featured on the event napkins and tabletop signs.

President's Reception

Exclusive Opportunity

\$6,000 At Cost

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.

International Reception

Exclusive Opportunity

\$3,500 At Cost

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. Attendees will enjoy light dessert and will receive one drink ticket to be used at the bar. 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. Your company will also be able to distribute company collateral at the reception.

FITT (Fellows-in-Training Travel) Grants

Multiple Available

\$12,000 At Cost

SOLD

This program offers twenty (20) audiology graduate students funding to attend AAA 2020 + HearTECH Expo. Selected students will receive a \$500 stipend for transportation and/or lodging expenses. Supporters receive recognition on communication materials for the program.

AAA 2020 + HearTECH Expo Meeting Space

Convention Center Meeting Space

Very limited quantity available on a first-come, first-served basis.

Exhibitor Fee: \$1,250 per day, per meeting room – At Cost

Non-Exhibitor Fee: \$2,750 per day, per meeting room – At Cost

Use this opportunity to hold business meetings or host networking opportunities in conjunction with AAA 2020 + HearTECH Expo — 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.

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 2020 + HearTECH Expo — 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 2020 + HearTECH Expo 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 2020 + HearTECH Expo: Student Academy of Audiology (SAA)

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. As future leaders of the field, the student population is an important segment of the audiology community.

SAA Conference

Exclusive Opportunity

\$22,500 At Cost

SOLD

To be held at 10:00 a.m.–4:00 p.m. on Wednesday in conjunction with the AAA conference, the SAA Conference will prepare students for their externships and future clinical practice. As the SAA Conference Sponsor, your company will have the opportunity to address the SAA Conference attendees for 15 minutes at the beginning of the conference and distribute company collateral to the attendees. In addition, the sponsor will be recognized in any promotions for the SAA Conference, in the AAA 2020 + HearTECH Expo Conference Guide, and on signage at the SAA Conference.

SAA Mix-N-Mingle Reception

Exclusive Opportunity

\$10,000 At Cost

SOLD

Held at 4:00–5:00 p.m. on Wednesday evening (immediately following the SAA Conference), the SAA Mix-N-Mingle Reception is specifically for students and offers them a chance to network. 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 reception sponsor will be recognized in all promotional materials for the SAA Min-N-Mingle, in the AAA 2020 + HearTECH Expo Conference Guide, and on signage at the event. The sponsor will also have the opportunity to distribute company literature or a giveaway item to attendees. Additionally, the SAA is currently discussing the possibility of adding an interactive component to the reception, and as the sponsor, your ideas would be welcomed. Up to ten (10) sponsor representatives may attend the event.

SAA Central

Exclusive Opportunity

\$8,500 At Cost

SOLD

SAA Central is the place to be seen! Comfortable seating makes this a welcoming place for students to linger. Student chapters display posters, pick up materials at the SAA Information Booth, sign-in for the HearTECH Expo 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 and in the 2020 Conference Guide.

SAA Leadership Series

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. The SAA Leadership Series will consist of three sessions during AAA 2020 that are designed specifically for students. The sponsor will be recognized online where the SAA Leadership Series is mentioned, in the Conference Guide, and on signage at each session. The sponsor will also have the opportunity to distribute company collateral at each session and introduce the SAA Leadership Series Task Force members who will kick off each session.

SAA Board of Directors Meeting

Exclusive Opportunity

\$7,500 At Cost

SOLD

During AAA 2020 + HearTECH Expo, the SAA Board of Directors will hold its annual face-to-face meeting, and both outgoing Board members and incoming Board members are requested to attend. As the SAA Board of Directors Sponsor, your company will have the opportunity to speak with the Board members for one (1) hour, and you can use this time to provide the students with valuable education, conduct a focus group, etc. The sponsor will also receive recognition on communications to the SAA Board about the meeting, recognition on signage and any printed materials at the SAA Board Meeting, and the opportunity to distribute company literature and/or a giveaway item to the attendees.

SAA Humanitarian Activity

Exclusive Opportunity

\$5,000 At Cost

NEW! **SOLD**

In 2019, the SAA successfully hosted “Paint for the Profession” inside the exhibit hall. All conference attendees were invited to stop by and spend a few minutes painting an audiology-themed mural that was donated to a hospital for display after the conference. At the 2020 HearTECH Expo, the SAA will host another humanitarian activity (TBD) and is seeking support. The activity may or may not be directly related to audiology, but it will benefit the surrounding community. The sponsor will be recognized in SAA-specific communications, promotional communications for the activity, on site at the event, and in the Conference Guide.

Each year, the Academy continues its commitment to bringing the latest research to audiologists through its Academy Research Conference (ARC), held all day on Wednesday during the annual conference. Attendees pay a registration fee to participate. In 2020, the ARC theme will be **Auditory Neuropathy Spectrum Disorder**.

Auditory Neuropathy Spectrum Disorder (ANSD) is a unique condition that occurs in individuals with normal cochlear outer hair cell function and disordered afferent neural activity at the level of inner hair cell synapses, the auditory nerve, and/or brainstem. While the incidence rate is unknown, ANSD can affect individuals across the lifespan. Scientists do not fully understand the pathogenic mechanisms that underlie this condition, which can make diagnosis and management a difficult clinical challenge. With conference chair Linda Hood, PhD, the 2020 ARC will present the latest translational research as it relates to examination of the etiology of ANSD, evaluation, and management.

ARC 2020 Lunch Sponsorship

Exclusive Opportunity

\$7,500 At Cost

SOLD

Treat ARC participants to lunch and receive valuable exposure. The sponsor will receive recognition in promotional communications for ARC, in the AAA 2020 + HearTECH Expo Conference Guide, and on signage during the sponsored lunch. The sponsor will have the opportunity to distribute promotional materials to the ARC participants and will receive two (2) complimentary ARC registrations.

ARC 2020 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 will have the opportunity to distribute promotional materials to the ARC participants. The sponsor will also receive one (1) complimentary ARC registration.

American Academy of Audiology Sponsorships



Blast E-mail to Membership

Ten Available

\$7,500 At Cost

Current Blast E-mail Sponsorship Availability Fiscal Year 2019–2020	Oct. '19	Nov. '19	Dec. '19	Jan. '20	Apr. '20
	May '20	Jun. '20	Jul. '20	Aug. '20	Sep. '20

Reach out to the Academy’s membership via e-mail. Sponsors will send HTML-ready content that may contain one logo, one image (maximum width 600 pixels), one URL address for a hyperlink, copy that does not exceed 200 words, 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 one e-mail per month will be permitted, and e-mails to membership will not be permitted in the two months (February and March) leading up to the AAA 2020 + HearTECH Expo.

Direct 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.

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.

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.

American Academy of Audiology Foundation (AAAF) Support Opportunities

The AAA 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

\$10,000 or higher 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) Support

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) 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.

Clinical Education Forum at AAA 2020 + HearTECH Expo

\$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 2020 + HearTECH Expo, the fifth 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 Conference Guide.