



2022 Corporate Partnership Program

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

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

HOW IT WORKS

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

This partnership program is designed to help your company **GET NOTICED**. Partners will receive will receive the valuable logo recognition and partner benefits throughout the year, Academy communications, and partner discounts. In addition, partners are required to select at least one of the required partnership options below. The 2022 Corporate Partnership Program runs January 1, 2022, through December 31, 2022.

Logo Recognition & Partner Benefits

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

Academy Communications

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

Partner Discounts*

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

Required Partnership Options

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

- **AAA 2022 + HearTECH Expo Booth Space** — provides an opportunity to showcase your company's products and services and engage attendees in face-to-face discussions about your company's offerings. This is your chance to impress and excite them about what's new in the field.
- **AAA 2022 + HearTECH Expo HearTECH Hub Sponsorship** — provides an opportunity to provide valuable education, showcase your company's products and services, and engage attendees in face-to-face discussions. Be seen as a leader!
- **AAA 2022 + HearTECH Expo Industry Symposium Sponsorship** — puts your company in the limelight and provides unique educational content for attendees.
- **AAA 2022 + HearTECH Expo Unrestricted Educational Grant** — directly supports the AAA, the Academy's annual conference and exposition, and the Academy's goal of providing members and other health care professionals continuing education opportunities.

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

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

➤ Logo Placement & Platinum Partner Benefits

- **Academy Website**
Logo recognition as a Platinum Partner on the Academy's homepage and a hyperlink on a sub-page to your company's Website.
- **Audiology Weekly**
Logo recognition as a Platinum Partner in each weekly edition of the Academy's e-newsletter, *Audiology Weekly*.
- **Audiology Today**
Logo recognition as a Platinum Partner in the Academy News section of each edition of the Academy's bimonthly magazine, *Audiology Today*.
- **AAA 2022 + HearTECH Expo – Advance Direct Mail Piece**
Logo recognition as a Platinum Partner in the advance direct mail piece, a full-color marketing piece containing program information and distributed prior to the conference.
- **AAA 2022 + HearTECH Expo – Conference Guide**
Logo recognition as a Platinum Partner in the printed Conference Guide, the meeting attendees' must-have amenity. The Conference Guide is distributed in all meeting bags and provides vital session information, room assignments, as well as an exhibitor map and exhibitor listing in which partners are highlighted.
- **AAA 2022 + HearTECH Expo – Acknowledgment on Signage**
Logo recognition as a Platinum Partner on signage in the convention center.
- **AAA 2022 + HearTECH Expo – Pre-Session Slide Presentation Acknowledgment**
Logo recognition as a Platinum Partner on pre-session slide presentation prior to the start of the General Assembly and in most educational session rooms.
- **AAA 2022 + HearTECH Expo – Recognition at the General Assembly**
As a Platinum Partner, your company will be verbally and visually recognized during the General Assembly, and a representative from your company will be presented with a commemorative plaque.
- **AAA 2022 + HearTECH Expo – Complimentary Industry Updates Sponsorships**
As a Platinum Partner, your company will receive three (3) complimentary Industry Updates Sponsorships. Industry Updates are sessions 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. Additional Industry Updates Sponsorships may be purchased.
- **AAA 2022 + HearTECH Expo – Complimentary Hotel Meeting Room**
As a Platinum Partner, your company will receive complimentary access to a meeting room at the headquarters hotel during the event. The meeting space may be used for client meetings, networking events, or internal company meetings. Space is available on a first-come, first-served basis. Audiovisual equipment, food and beverage, and special room set ups may be ordered for an additional cost.
- **AAA 2022 + HearTECH Expo – Complimentary Post-Conference Registrant Mailing List**
As a Platinum Partner, your company will receive a complimentary list containing attendee mailing addresses (phone numbers or email addresses are not included) for attendees who do not opt out of receiving mail. Mailing list rules apply; the list may be used one time only, and materials must be approved by the Academy.
- **AAA 2022 + HearTECH Expo – Hotel Room Block**
As a Platinum Partner, your company will have the opportunity to choose a hotel room block.
- **AAA 2022 + HearTECH Expo – Ribbon Recognition**
As a Platinum Partner, your company's representatives who attend the event will receive "Platinum Partner" ribbons to wear along with their conference name badges to identify themselves as partners at this prestigious level.

- **One (1) Complimentary Academy Membership Mailing List**
As a Platinum Partner, your company will receive one (1) complimentary Academy membership list containing mailing addresses (phone numbers or email addresses are not included) for members who have not opted out of receiving mail. Mailing list rules apply; the list may be used one time only, and materials must be pre-approved by the Academy.
- **HearTECH Expo – Exhibition Benefits for 2023**
As a Platinum Partner, your company will receive 25 bonus points toward the 2023 HearTECH Expo Priority Points Program, and the island booth fee of \$500 will be waived.
- **Meeting with Academy Leadership**
As a Platinum Partner, your company will be invited to attend three events during the year. During these events, you will have the opportunity to meet with Academy leadership to provide feedback, hear updates about the Academy, offer insights on the field of audiology, and discuss how partnering together will help your company and the Academy achieve common goals.
 - Two (2) invitations to attend a portion of the American Academy of Audiology Board of Directors Planning Meeting in Reston, Virginia, in October 2022. This is the inaugural meeting for all newly elected Board members. Due to the ongoing COVID-19 pandemic, this meeting may occur virtually if necessary.
 - Three (3) invitations to attend the President’s Reception at AAA 2022 + HearTECH Expo.
 - Two (2) invitations to attend the Industry Breakfast at AAA 2022 + HearTECH Expo, where your company’s representatives will discuss various topics with Academy leadership and provide feedback to the Academy.

➤ **Academy Communications**

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

➤ **Required Partnership Options — Engage with the Academy at AAA 2022 + HearTECH Expo**

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

- **AAA 2022 + HearTECH Expo Booth Space – 30x30**

The expo features exhibitors showcasing the latest technology in hearing care and providing hands-on demonstrations of new products and services. As a Platinum Partner, the American Academy of Audiology asks that you engage with the Academy by reserving at least one 30x30 booth.

OR

- **AAA 2022 + HearTECH Expo Industry Symposium Sponsorship – \$20,000**

As an Industry Symposium Sponsor, your company would have the opportunity to get noticed, further build its brand, and enhance the educational experience of up to 200–300 attendees. Your company would determine the topic, identify the speakers, and develop the content. The symposium session would be promoted in a blast e-mail sent to pre-registered attendees, on social media, in the Conference Guide, on a flyer that the Academy distributes at the conference, and on signage at the conference (the e-mail, Conference Guide, flyer, and signage will promote *all* symposia sessions). Food and beverage may be provided to the symposium attendees at the sponsor’s discretion and cost. The sponsor is responsible for all audiovisual expenses. CEUs are available through the Academy’s regular approval process.

OR

- **AAA 2022 + HearTECH Expo HearTECH Hub Sponsorship – \$20,000**

As a HearTECH Hub Sponsor, your company would be front and center in the expo hall. Your company would determine the topic, identify the speakers, and develop the content for a 30-minute session as well as participate in a 60-minute panel discussion, both to take place on the HearTECH Hub stage. Your company’s representatives would be able to engage with attendees in face-to-face discussions at your branded counter and in the comfortable seating areas inside the HearTECH Hub, and your company’s products would be showcased in display cases. Plus, your company would receive a

complimentary HearTECH Tour Sponsorship, a complimentary Tote Bag Insert Sponsorship, and a complimentary Industry Update Session Sponsorship. And, to top it off, your company would receive outstanding exposure in the Academy's many HearTECH Hub promotions as well as onsite in the HearTECH Hub.

OR

- **AAA 2022 + HearTECH Expo Unrestricted Educational Grant – \$15,000 or more**

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

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

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

**GOLD
PARTNER**

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

➤ **Logo Placement & Gold Partner Benefits**

- **Academy Website**
Logo recognition as a Gold Partner on the Academy's partner page and a link to your company's Website.
- **Audiology Weekly**
Name recognition as a Gold Partner in each weekly edition of the Academy's e-newsletter, Audiology Weekly.
- **Audiology Today**
Logo recognition as a Gold Partner in the Academy News section of each edition of the Academy's bimonthly magazine, *Audiology Today*.
- **AAA 2022 + HearTECH Expo – Advance Direct Mail Piece**
Logo recognition as a Gold Partner in the advance direct mail piece, a full-color marketing piece containing program information and distributed prior to the conference.
- **AAA 2022 + HearTECH Expo – Conference Guide**
Logo recognition as a Gold Partner in the printed Conference Guide, the meeting attendees' must-have amenity. The Conference Guide is distributed in all meeting bags and provides vital session information, room assignments, as well as an exhibitor map and exhibitor listing in which partners are highlighted.
- **AAA 2022 + HearTECH Expo – Acknowledgment on Signage**
Logo recognition as a Gold Partner on signage in the convention center.
- **AAA 2022 + HearTECH Expo – Pre-Session Slide Presentation Acknowledgment**
Logo recognition as a Gold Partner on pre-session slide presentation prior to the start of the General Assembly and in most educational session rooms.
- **AAA 2022 + HearTECH Expo – Complimentary Industry Updates Sponsorship**
As a Gold Partner, your company will receive one (1) complimentary Industry Updates Sponsorship. Industry Updates are sessions 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. Additional Industry Updates Sponsorships may be purchased.
- **AAA 2022 + HearTECH Expo – Hotel Room Block**
As a Gold Partner, your company will have the opportunity to choose a hotel room block for the event.

- **AAA 2022 + HearTECH Expo – Ribbon Recognition**
As a Gold Partner, your company’s representatives who attend the event will receive “Gold Partner” ribbons to wear along with their conference name badges to identify themselves as partners at this prestigious level.
- **HearTECH Expo – Exhibition Benefits for 2023**
As a Gold Partner, your company will receive 15 bonus points toward the 2023 HearTECH Expo Priority Points Program, and the island booth fee of \$500 will be waived.
- **Meet with Academy Leadership**
As a Gold Partner, your company will be invited to attend two events during the year. During these events, you will have the opportunity to meet with Academy leadership to provide feedback, hear updates about the Academy, offer insights on the field of audiology, and discuss how partnering together will help your company and the Academy achieve common goals.
 - Two (2) invitations to attend the President’s Reception at AAA 2022 + HearTECH Expo.
 - Two (2) invitations to attend the Industry Breakfast at AAA 2022 + HearTECH Expo, where your company’s representatives will discuss various topics with Academy leadership and provide feedback to the Academy.

➤ **Academy Communications**

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

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

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

- **AAA 2022 + HearTECH Expo Booth Space –20x30**

The expo features exhibitors showcasing the latest technology in hearing care and providing hands-on demonstrations of new products and services. As a Gold Partner, the American Academy of Audiology asks that you engage with the Academy by reserving at least one 20x30 booth or larger.

OR

- **AAA 2022 + HearTECH Expo Industry Symposium Sponsorship – \$20,000**

As an Industry Symposium Sponsor, your company would have the opportunity to get noticed, further build its brand, and enhance the educational experience of up to 200–300 attendees. Your company would determine the topic, identify the speakers, and develop the content. The symposium session would be promoted in a blast e-mail sent to pre-registered attendees, on social media, in the Conference Guide, on a flyer that the Academy distributes at the conference, and on signage at the conference (the e-mail, Conference Guide, flyer, and signage will promote *all* symposia sessions). Food and beverage may be provided to the symposium attendees at the sponsor’s discretion and cost. The sponsor is responsible for all audiovisual expenses. CEUs are available through the Academy’s regular approval process.

OR

- **AAA 2022 + HearTECH Expo HearTECH Hub Sponsorship – \$20,000**

As a HearTECH Hub Sponsor, your company would be front and center in the expo hall. Your company would determine the topic, identify the speakers, and develop the content for a 30-minute session as well as participate in a 60-minute panel discussion, both to take place on the HearTECH Hub stage. Your company’s representatives would be able to engage with attendees in face-to-face discussions at your branded counter and in the comfortable seating areas inside the HearTECH Hub, and your company’s products would be showcased in display cases. Plus, your company would receive a complimentary HearTECH Tour Sponsorship, a complimentary Tote Bag Insert Sponsorship, and a complimentary Industry Update Session Sponsorship. And, to top it off, your company would receive outstanding exposure in the Academy’s many HearTECH Hub promotions as well as onsite in the HearTECH Hub.

OR

- **AAA 2022 + HearTECH Expo Educational Grant – \$10,000 or more**

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

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

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

**SILVER
PARTNER**

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

➤ **Logo Placement & Silver Partner Benefits**

- **Academy Website**
Logo recognition as a Silver Partner on the Academy’s partner page.
- **Audiology Today**
Logo recognition as a Silver Partner in the Academy News section of each edition of the Academy’s bimonthly magazine, *Audiology Today*.
- **AAA 2022 + HearTECH Expo – Advance Direct Mail Piece**
Logo recognition as a Silver Partner in the advance direct mail piece, a full-color marketing piece containing program information and distributed prior to the conference.
- **AAA 2022 + HearTECH Expo – Conference Guide**
Logo recognition as a Silver Partner in the printed Conference Guide, the meeting attendees’ must-have amenity. The Conference Guide is distributed in all meeting bags and provides vital session information, room assignments, as well as an exhibitor map and exhibitor listing in which partners are highlighted.
- **AAA 2022 + HearTECH Expo – Acknowledgment on Signage**
Logo recognition as a Silver Partner on signage in the convention center.
- **AAA 2022 + HearTECH Expo – Pre-Session Slide Presentation Acknowledgment**
Logo recognition as a Silver Partner on pre-session slide presentation prior to the start of the General Assembly and in most educational session rooms.
- **AAA 2022 + HearTECH Expo – Hotel Room Block**
As a Silver Partner, your company will have the opportunity to choose a hotel room block at the event.
- **AAA 2022 + HearTECH Expo – Ribbon Recognition**
As a Silver Partner, your company’s representatives who attend AAA will receive “Silver Partner” ribbons to wear along with their conference name badges to identify themselves as partners at this prestigious level.
- **HearTECH Expo – Exhibition Benefits for 2023**
As a Silver Partner, your company will receive 5 bonus points toward the 2023 AAA Exhibition Priority Points Program, and the island booth fee of \$500 will be waived.
- **Meet with Academy Leadership**
As a Silver Partner, your company will receive an invitation for one (1) company representative to attend the Industry Breakfast at AAA 2022 + HearTECH Expo. During the breakfast, your representative will have the opportunity to meet with Academy leadership to discuss various topics, offer insights on the field of audiology, provide feedback, and discuss how partnering together will help your company and the Academy achieve common goals.

➤ **Academy Communications**

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

➤ **Required Partnership Options — Engage with the Academy at AAA 2022 + HearTECH Expo**

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

- **AAA 2022 + HearTECH Expo Booth Space – 10x20**

The expo features exhibitors showcasing the latest technology in hearing care and providing hands-on demonstrations of new products and services. As a Silver Partner, the American Academy of Audiology asks that you engage with the Academy by reserving at least one 10x20 booth or larger.

OR

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

As an Industry Symposium Sponsor, your company would have the opportunity to get noticed, further build its brand, and enhance the educational experience of up to 200 attendees. Your company would determine the topic, identify the speakers, and develop the content. The symposium session would be promoted in a blast e-mail sent to pre-registered attendees, on social media, in the Conference Guide, on a flyer that the Academy distributes at the conference, and on signage at the conference (the e-mail, Conference Guide, flyer, and signage will promote *all* symposia sessions). Food and beverage may be provided to the symposium attendees at the sponsor's discretion and cost. The sponsor is responsible for all audiovisual expenses. CEUs are available through the Academy's regular approval process.

* Silver Partners may choose to offer a smaller symposium for up to 100 attendees; the sponsorship fee is \$10,000.

OR

- **AAA 2022 + HearTECH Expo HearTECH Hub Sponsorship – \$20,000**

As a HearTECH Hub Sponsor, your company would be front and center in the expo hall. Your company would determine the topic, identify the speakers, and develop the content for a 30-minute session as well as participate in a 60-minute panel discussion, both to take place on the HearTECH Hub stage. Your company's representatives would be able to engage with attendees in face-to-face discussions at your branded counter and in the comfortable seating areas inside the HearTECH Hub, and your company's products would be showcased in display cases. Plus, your company would receive a complimentary HearTECH Tour Sponsorship, a complimentary Tote Bag Insert Sponsorship, and a complimentary Industry Update Session Sponsorship. And, to top it off, your company would receive outstanding exposure in the Academy's many HearTECH Hub promotions as well as onsite in the HearTECH Hub.

OR

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

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

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

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

Repetition is key.

It makes multiple exposures to a single marketing message for a consumer to act.

Become an Academy Corporate Partner. Make sure your message reaches your target audience enough times throughout the year to make a difference to *your* bottom line.

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

Contact the Academy

Dina Santucci

Senior Director of Business Development

American Academy of Audiology

11480 Commerce Park Dr., Ste. 220

Reston, VA 20191

Direct 703.226.1032 | Fax 703.476.5157

dsantucci@audiology.org | audiology.org