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 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?

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 advancement of the audiology field.

Educational sponsorships, special event sponsorships, technology and visual sponsorships, giveaways, and 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.
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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 2022 + HearTECH Expo will take place March 30–April 2, 2022, in St. Louis, Missouri.

Experiential Expo Hall Activities

HearTECH Hub Package

Six (6) Available
$20,000 At Cost

The Academy understands that its industry partners and exhibitors are looking for opportunities to offer education and resources to Academy members, as well as opportunities to interact more directly with attendees outside of the traditional exhibit booth. At the heart of the HearTECH Expo is the HearTECH Hub — an area where attendees will gather to learn about the latest technology, industry trends, and emerging needs in the industry. Attendees will get a glimpse of what the future may hold for audiology, and it’s an opportunity for companies to display and showcase their products and services, technology, innovation, thought leadership, and overall support of the audiology industry.

The centrally located, 70’ x 70’ HearTECH Hub will have two distinct areas: the HearTECH Hub Theater and the HearTECH Hub Attendee Interaction Zone. Featuring both industry-led and Academy-led educational sessions, the HearTECH Hub Theater will seat approximately 165 attendees and will be semi-enclosed with waist-high side walls extending from a tall corner backdrop. Designed as a lounge, the Attendee Interaction Zone is where HearTECH Hub Sponsors can meet and network with attendees and showcase their latest technology or products.

This sponsorship package includes:

➢ HearTECH Hub Theater — Designated Stage Time
   This is your opportunity to be front and center. Host a 30-minute educational session presented by your company’s CEO or high-level representative, or bring in a high-profile speaker that will be sure to wow the crowds! Your company will determine the topic, identify the speaker(s), and develop the content. CEUs are available through the Academy’s regular submission and approval process, and the abstract submission deadline is Friday, January 7, 2022. The sponsor is responsible for covering the cost associated with its speaker(s).

➢ HearTECH Hub Theater — “Future Forecast” Session
   Where are we headed? What will the audiology industry look like in 10 years? What new products or technology will be available? What will tele-health be like? As a HearTECH Hub Sponsor, your company’s CEO or high-level representative will be invited to sit on the panel for this 60-minute “Future Forecast” discussion where the panelists will offer their thoughts on the future of audiology. CEUs will be awarded to attendees for this unique and thought-provoking session.

➢ HearTECH Hub Interactive Attendee Zone
   As a HearTECH Hub Sponsor, your company will have a “home base” — a branded kiosk so that attendees will be able to easily find you and engage with you inside the HearTECH Hub. You’ll also be able to interact with attendees in the HearTECH Hub’s lounge-style seating areas, and you’ll have four plexiglass display cases that you can use to showcase your company’s products.

➢ HearTECH Hub Graphics
   Your company will be recognized as a HearTECH Hub Sponsor on the HearTECH Hub Theater’s stage wall, on freestanding vertical signage in the HearTECH Hub, and on your company’s kiosk.

➢ Promotional Video
   Create a buzz even before the conference! As a HearTECH Hub Sponsor, your company has the opportunity to provide a 30-second promo clip that will be hosted on the AAA Annual Conference website. Your company is responsible for producing the promo clip and supplying it to the Academy.
Complimentary HearTECH Tour Sponsorship ($3,750 value)

Designed to further enable exhibitors to increase brand awareness and drive traffic to their booths, the HearTECH Tour will incentivize attendees to visit individual exhibitors to learn more about their latest technologies, product offerings, and services. Attendees will receive a raffle ticket for each booth they visit on the tour and then visit the expo’s Raffle Prize Runway where they can submit their tickets for the prize(s) of their choosing. Your company will be identified as a HearTECH Tour Sponsor on the HearTECH Expo floorplan and will receive recognition on the AAA 2022 + HearTECH Expo website (including a link to your company's website), in special pre-show HearTECH Tour promotions, on signage at the expo, in AAA 2022 pre-session slides, and in the printed Conference Guide. A special 2’x2’ HearTECH Tour floor decal will be positioned near the entrance to your booth. As a sponsor, your company will also have the opportunity to contribute a raffle prize to the Raffle Prize Runway; your company will receive recognition for the donation.

Complimentary Tote Bag Insert Sponsorship ($5,000 value)

Make sure all AAA 2022 + 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 the insert in advance and reserves the right to decline any literature/publications. The sponsor is responsible for sending the printed inserts to the Academy headquarters by March 4, 2022.

Complimentary Industry Updates Sponsorship ($850 value)

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. Presentations can be company- or product-specific with product names appearing in the abstract. Industry Updates will be held in classrooms inside the HearTECH Expo (but not in the HearTECH Hub), and each session room will accommodate up to 50 attendees. Standard AV is provided. The Academy determines the exact date and time of the session. The sponsor will be recognized in all Industry Updates promotions.

The session topic may be repeated one time for an additional fee of $850, and additional Industry Updates Sponsorships may be purchased. Please limit two (2) submissions per lead author. Each presentation must adhere to CEU guidelines. Abstracts must be submitted through the online abstract submission portal by November 30, 2021.

Recognition

As a HearTECH Hub Sponsor, your company will benefit by being recognized in special pre-show promotions for the HearTECH Expo and the HearTECH Hub, in the printed Conference Guide, in the session listings in the Online Conference Planner, on signage, and on AAA 2022 pre-session slides.

Expo Hall Passes

Your company will receive four complimentary Expo-Only Passes (no CEUs) so that your company’s representatives will be permitted to enter the expo hall and participate in the HearTECH Hub activities. If your company is not an exhibitor, additional Expo-Only Passes may be purchased for $200 each. If your company is an exhibitor and you need additional expo hall passes beyond your allotment, they are $50 each.

Celebrate Audiology

Exclusive Opportunity

$13,000

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, and your company will be recognized in any promotions for the reception.

Headshots Studio

Exclusive Opportunity

$8,500

Every professional needs a good headshot 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 the promotions for this activity, on signage at AAA 2022 + HearTECH Expo, and in the printed Conference Guide. The sponsor also has the option to distribute company collateral or a giveaway item to participants at the Headshots Studio.
The Selfie Station will be printed photo feat.

At the Selfie Station, attendees will have the chance to relive their childhoods when they play vintage arcade games like Ms. Pac-Man/Galaga, Donkey Kong, and Defender. The Academy Arcade will also be outfitted with highboy tables and stools so that attendees can take a “brain break”, rest their tired feet, and chat with friends and colleagues. The Academy Arcade will be open for the entire show (Wednesday–Friday).

As the Academy Arcade Sponsor, your company will be recognized on signage (which will include enough space for your company’s advertisement – not just your logo) and in all of the promotions for the activity. Plus, you will be able to station company representatives at the arcade to welcome attendees, interact with them, and distribute company literature and a giveaway item to them. This is a chance for your company to be creative and engage the attendees. For example, your company can distribute “tickets” at the Academy Arcade, which attendees could then redeem for something at your company’s booth. You could also hold gaming contests, which will give some talented attendees bragging rights or a special gift from your company. The Academy welcomes innovative sponsorship activation ideas!

Handwriting Lab
Exclusive Opportunity
$3,500

At the Handwriting Lab, attendees will provide handwriting samples for analysis and then learn about their lives and the future as it pertains to love, health, career, and whatever else they may ask. The handwriting analyst (a gifted intuitive) won’t make predictions or give negative readings; instead, the analyst will entertain and amaze the attendees by touching their hearts with the information passed on to them — but at the same time create that spine-tingling feeling that people love about fortune telling. Readings take five minutes, on average. This booth will be open 10:15 a.m.–1:15 p.m. on Thursday.

As the Handwriting Lab Sponsor, your company will be recognized on signage at the Handwriting Lab and in all of the Academy’s promotions for the activity. Plus, you will be able to station company representatives at the Handwriting Lab to welcome attendees, interact with them, and distribute company literature and a giveaway item to them. This is a chance for your company to be creative and engage the attendees. The Academy welcomes innovative sponsorship activation ideas!

Caricature Corner
Exclusive Opportunity
$3,500

At the Caricature Corner, attendees will meet a talented caricature artist who will draw free, old-fashioned, black-and-white caricatures of them while they wait. Attendees will love to take home the memento and display their caricatures in their offices or their homes. The Caricature Corner will be open on Friday from 10:00 a.m.–1:00 p.m.

As the Caricature Corner Sponsor, your company's logo will be pre-printed on the paper used for the caricatures — ensuring that attendees will remember and think of your company long after the event ends. Your company will be recognized on signage at the Caricature Corner and in all of the Academy’s promotions for the activity. Plus, you will be able to station company representatives at the Caricature Corner to welcome attendees, interact with them, and distribute company literature and a giveaway item to them. This is a chance for your company to be creative and engage the attendees. The Academy welcomes innovative sponsorship activation ideas!

Selfie Station
Exclusive Opportunity
$3,500

At the Selfie Station, attendees will have fun striking poses and taking selfies with their friends and colleagues. The station will feature a themed background and fun props to hold. Attendees will receive digital copies of their photos (think social media!) or free printed photos to commemorate their time at AAA 2022+HearTECH Expo. A booth attendant will be present to provide assistance. The Selfie Station will be open on Wednesday from 4:00–7:30 p.m. during the Celebrate Audiology reception. As the Selfie Station
Sponsor, your company will be recognized in the themed background, and you can opt to provide additional, branded props for the attendees to hold in their photos. Your company will also receive recognition on signage and in all of the Academy’s promotions for the activity. Plus, you will be able to station company representatives at the Selfie Station to welcome attendees, interact with them, and distribute company literature and a giveaway item. This is a chance for your company to be creative and create a memorable experience for the attendees. The Academy welcomes innovative sponsorship activation ideas!

**Expo Coffee Station**  
Two Available (Thursday or Friday)  
$5,500 each

Conferences are like marathons; give attendees the fuel they need to last the whole day. Located near your booth in the expo hall, this coffee station will provide complimentary coffee to attendees. The coffee breaks will begin at 10:30 a.m. on Thursday and 9:30 a.m. on Friday, and 42 gallons (enough for roughly 500 people) will be served each morning. As a sponsor, your company will be recognized on signage at the coffee cart (on your selected day), in all promotions for the coffee break, and in the printed Conference Guide. You also have the opportunity to provide branded coffee cups; the sponsor is responsible for producing the cups and shipping them to the Academy headquarters prior to the conference. Exhibit booth required to sponsor.

**HearTECH Tour**  
Multiple Available  
$3,750 each At Cost

Designed to further enable exhibitors to increase brand awareness and drive traffic to their booths, the HearTECH Tour will incentivize attendees to visit individual exhibitors to learn more about their latest technologies, product offerings, and services. Attendees will receive a raffle ticket for each booth they visit on the tour and then visit the expo’s Raffle Prize Runway where they can submit their tickets for the prize(s) of their choosing. Your company will be identified as a HearTECH Tour Sponsor on the HearTECH Expo floorplan and will receive recognition on the AAA 2022 + HearTECH Expo website (including a link to your company’s website), in special pre-show HearTECH Tour promotions, on signage at the expo, in AAA 2022 pre-session slides, and in the printed Conference Guide. A special 2’x2’ HearTECH Tour floor decal will be positioned near the entrance to your booth. As a sponsor, your company will also have the opportunity to contribute a raffle prize to the Raffle Prize Runway; your company will receive recognition for the donation.

**HearTECH Talk in the HearTECH Hub**  
Four (4) Available  
$3,750 each At Cost

Go ahead… steal the limelight. This is your company’s chance to be front and center, *on stage* in the new HearTECH Hub, the expo’s centrally located area for engaging, top-notch education. During this HearTECH Talk, your company will present a 15-minute, TED-style session. Your company will determine the topic, identify the speaker(s), and develop the content. Use this opportunity to build your brand, drive traffic to your expo booth, and invite attendees to attend other sessions and events your company may be offering — all while providing CEUs to attendees. CEUs are available through the Academy’s regular submission and approval process. **Abstracts must be submitted by January 7, 2022, for CEUs to be offered.**

As a HearTECH Talk sponsor, your company and its session will be promoted in the Academy’s HearTECH Hub pre-event and onsite promotions, on the Academy’s website, in the online Conference Planner, and in the printed Conference Guide. You will also receive one complimentary Expo-Only Pass (no CEUs) so that your company’s speaker can enter the expo hall and present the session.

**HearTECH Expo-Only Attendee Passes for 25**  
Multiple Available  
$2,500 per package of 25 At Cost

Invite 25 guests to attend the HearTECH Expo and visit your company’s booth. Passes provide attendee 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 2022 educational sessions, which require an additional fee. Passes cannot be exchanged between exhibitor categories or attendee categories. A set of complimentary registration codes will be issued to you for distribution to attendees; the codes must be redeemed in the attendee registration portal (not in the exhibitor registration portal). This package reflects a $100 discount per Expo-Only Attendee Pass, as passes are typically $200 each. Credits or refunds will not be issued for unused passes.
HearTECH Hub Package
Six (6) Available
$20,000 At Cost
Host a 30-minute session in the HearTECH Hub Theater and contribute to a panel discussion on the future of audiology. See the full sponsorship description above.

HearTECH Talk in the HearTECH Hub
Four (4) Available
$3,750 each At Cost
Go ahead… steal the limelight. This is your company’s chance to be front and center, on stage in the new HearTECH Hub, the expo's centrally located area for engaging, top-notch education. During this HearTECH Talk, your company will present a 15-minute, TED-style session. Your company will determine the topic, identify the speaker(s), and develop the content. Use this opportunity to build your brand, drive traffic to your expo booth, and invite attendees to attend other sessions and events your company may be offering — all while providing CEUs to attendees. CEUs are available through the Academy’s regular submission and approval process. Abstracts must be submitted by January 7, 2022, for CEUs to be offered.

As a HearTECH Talk sponsor, your company and its session will be promoted in the Academy’s HearTECH Hub pre-event and onsite promotions, on the Academy’s website, in the online Conference Planner, and in the printed Conference Guide. You will also receive one complimentary Expo-Only Pass (no CEUs) so that your company’s speaker can enter the expo hall and present the session. If your company is not an exhibitor, additional Expo-Only Passes may be purchased for $200 each. If your company is also an exhibitor and you need additional expo hall passes beyond your allotment, they are $50 each.

Industry Symposium Sponsorship
Two (2) Available on Wednesday Afternoon; Two (2) available on Thursday Evening
$20,000 each
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 demonstrate your company’s leadership in the field and educate 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 sponsorship and 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 2022. The sponsor is responsible for all audiovisual expenses. Food and beverage may be provided to the symposium attendees at the sponsor’s discretion and cost, and offering food and beverage is recommended to boost attendance. Rooms will be set to accommodate approximately 200 attendees at crescent rounds (better for food/beverage) or 300 attendees in theater seating. CEUs are available through the Academy’s regular approval process. Abstracts must be submitted by Friday, January 7, 2022, for CEUs to be offered.

General Assembly Sponsorship
Exclusive Opportunity *
$15,000
Sponsoring the General Assembly will provide your organization with maximum visibility as the majority of attendees attend the session. 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 entrance, and your company’s advertisement will appear in the printed General Assembly program. Your company will receive logo or name recognition on the Academy website, in the online Conference Planner, in the printed Conference Guide, and in any other printed or electronic promotions for the General Assembly.

* The Academy reserves the right to sell a separate sponsorship for the Keynote Address, which takes place during the General Assembly.
Featured Session Sponsorship
Multiple Available
$6,000 each At Cost

Partner with the Academy to bring quality education to the audiology community. Featured Sessions at AAA 2022 allow you to reach the audiology community through dynamic speakers on various topics. Sponsors will receive recognition in the online Conference Planner 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(s) that your company sponsors may be selected from a list provided by the Academy once the conference programming is finalized.

Clinical Education Forum Sponsorship
Exclusive Opportunity
$5,000 At Cost

Organized by the Academy’s Academic Programs Committee in collaboration with the Council of Academic Programs in Communication Sciences and Disorders (CAPCSD) on Saturday morning during AAA 2022, the sixth annual Clinical Education Forum is an important opportunity to discuss the clinical education of audiology students. Participants in this two-hour forum will engage in discussion about current issues and the identification of strategies for an improved model for clinical education. The Clinical Education Forum sponsor will be recognized on all promotional materials for this program and will be recognized in the AAA 2022 Conference Guide. Plus, the sponsor will have the opportunity to speak for one (1) minute at the beginning of the forum.

Industry Updates Session Sponsorship
Multiple available. Company must be an exhibitor or a HearTECH Hub Sponsor to participate.
$850 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. Presentations can be company- or product-specific with product names appearing in the abstract. Industry Updates will be held in classrooms inside the HearTECH Expo, and each session room will accommodate up to 50 attendees. Standard AV is provided. The Academy determines the exact date and time of the session. The sponsor will be recognized in all Industry Updates promotions. Industry Updates sponsors must also be exhibitors or HearTECH Hub Sponsors.

The session topic may be repeated one time for an additional fee of $850, and multiple Industry Updates Session Sponsorships may be purchased. Please limit two (2) submissions per lead author. Each presentation must adhere to CEU guidelines. Abstracts must be submitted through the online abstract submission portal by November 30, 2021.

Fellows-in-Training Travel (FITT) Grants
Multiple Available
$12,000 each At Cost

Build a relationship with current audiology graduate students, who will soon enter the field. Each grant provides twelve (12) audiology graduate students a $750 stipend for transportation and/or lodging expenses to attend AAA 2022 + HearTECH Expo. Students will be required to apply, and the applications will be reviewed by the Student Academy of Audiology Advisory Committee. Grant providers will receive recognition in the program’s promotions and in communications to the winners as well as a mailing list of the grant recipients. Grant providers are encouraged to reach out to the recipients and meet them at the conference.

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.
Attendee Survey (Post-Conference)
Exclusive Opportunity
$4,000

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 will be sent to AAA 2022 + HearTECH Expo attendees. Your company's logo will also be on the electronic survey itself. Plus, your company will have the opportunity to provide two (2) questions to be included in the survey (the questions must be approved by the Academy), and the response data for those questions will be provided to your company. Typically, approximately 30% of attendees complete the post-conference survey.

E-mail Blast to Attendees (Pre-Conference or Post-Conference)
Eight (8) Available Pre-Conference; Three (3) Available Post-Conference
$3,250 each

Send your customized message to AAA 2022 + HearTECH Expo attendees via e-mail. Your company provides the content, and the Academy builds the e-mail blast using its template designed for the conference. The AAA 2022 + HearTECH Expo logo and branding will catch the attendees' attention and add to your company's credibility. As a sponsor you have the opportunity to provide one image (high-resolution PNG file; 600 pixels wide and up to 500 pixels tall); copy that does not exceed 225 words including any titles, headings, or references; one logo (high-resolution PNG file); one URL address for a hyperlink; and the subject line for the e-mail.

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 at the conference will not be included. Blast e-mails will be sent to attendees who do not opt out of receiving messages.

TECH Sponsorships

WiFi
Exclusive Opportunity
$15,000

Be a hero and provide complimentary WiFi in the convention center to AAA 2022 + 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 convention center, and anywhere else the Academy may promote the complimentary WiFi.

Online Conference Planner
Exclusive Opportunity
$10,750

From mid-January through the end of AAA 2022 + HearTECH expo, the Conference Website & Planner is where everyone goes to see detailed information about the event. The site hosts the complete event schedule, which is searchable by event, session type or topic, speaker, day, etc., and provides vital information about the HearTECH Expo and special events. Potential attendees use the Online Conference Planner to determine whether they will attend. Registered attendees use the interactive website to plan how they’ll spend their time at AAA 2022 + HearTECH Expo so they can make the most of every minute.

As the exclusive Online Conference Planner Sponsor, your company’s digital graphic will be featured on the home page, which is where traffic is directed from the conference e-newsletter, digital ads, and the conference website. You will have the opportunity to update your graphic once in mid-February and once in mid-March so that attendees see fresh content as the conference approaches. The sponsor is responsible for providing web-ready art. Image dimensions are 300 pixels wide by 1,200 pixels high; animated GIFs are supported.
Mobile App Push Notification
Three Available
$10,000 each

Stand out from the crowd! Send AAA 2022 + HearTECH Expo attendees information about your company in a real-time announcement. It’s a great way to reach the attendee community and drive them to your company’s booth and/or another 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 Static Banner
Exclusive Opportunity
$10,000

Keep your company top of mind and make sure AAA 2022 + 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 Splash Screens
Two Available
$8,500 Sessions & Events Tab | $7,500 Student Programs Tab

Reach AAA 2022 + 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. Repetition, repetition! Each time an attendee clicks on the “Sessions & Events” tab or the “Student Programs” tab, your company’s advertisement will appear. The sponsor is responsible for providing the web-ready art.

Mobile App Rotating Banner
Two Available
$5,000 each

Grab the attendees’ attention when they use 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 will include a hyperlink to your company’s website. Two sponsorships are available, and the banner will rotate between the two sponsors’ ads each time a user accesses or refreshes the home page. The sponsor is responsible for providing the web-ready art.
Hotel Key Cards
Exclusive Opportunity
$22,000

Put your message in the attendees’ hands! With your custom design on the hotel room key cards, attendees will be reminded of 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 full-color, print-ready artwork.

Portable Device Chargers
Exclusive Opportunity
$22,000

Technology is a wonderful thing — while there is power. When your cell phone battery dies, it’s both inconvenient and unsettling. With these branded portable device chargers, attendees can remain “on the move” throughout the long conference days — and they’ll have your company to thank for it. Plus, this useful keepsake item will remind attendees of your company and its support long after the conference ends. Your company’s one-color logo will appear on the device chargers, which will be displayed near Academy Registration in a branded structure with your company’s logo and imagery. The Academy will supply 2,000 device chargers and will make 800 available on Wednesday, 1,000 available on Thursday, and 200 available on Friday. The device chargers are presented in gift boxes, and they come with a USB output and Micro USB Input (cord included); individuals will need to supply their phones’ specific charging cables to use with the device chargers. Sponsorship must be secured by January 7, 2022.

Conference Tote Bags
Exclusive Opportunity
$15,000

Put your company brand front and center. Each attendee will receive a AAA 2022 + 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 2022 + 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!

Tote Bag Insert
Multiple Available
$5,000 each

Make sure all AAA 2022 + 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 the printed inserts to the Academy headquarters by March 4, 2022.

Lanyards
Exclusive Opportunity
$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.
Tin of Mints
Exclusive Opportunity
$8,000
Give your promotional campaign a breath of fresh air by sponsoring this customized, reusable tin of mints! These small mints will make a big impact on attendees, who are finally able to greet their friends and colleagues in person. As the sponsor, your company’s one-color logo will be prominently featured on the tins, which will be distributed to all attendees via the tote bags.

Hand Sanitizer
Exclusive Opportunity
$8,000
Even before the COVID-19 pandemic, keeping your hands clean at a conference was critical in preventing illness while traveling. Now, it’s even more important. While hand sanitizer stations will be available at the convention center, these individual, travel-size hand sanitizer bottles will allow attendees to keep their hands clean throughout the event — in the session rooms, at meal times, at their hotels, and when they’re enjoying the city of St. Louis. As the sponsor, your company’s full-color logo will be prominently featured on the 1 oz. bottles. This sponsorship provides 5,000 hand sanitizer bottles, which will be distributed to all attendees via the tote bags. Any overage will be available to attendees at strategic conference locations/events, as determined by the Academy.

Pen
Exclusive Opportunity
$5,000
Impress all the note-takers and doodlers! Put your company name at the conference attendees’ fingertips. Your company one-color logo will be printed on every pen, which will be inserted into the AAA 2022 + HearTECH Expo Tote Bags. The pen will also feature the Academy logo.

Highlighter
Exclusive Opportunity
$5,000
Highlight your brand by putting your company’s logo on the official AAA 2022 + HearTECH Expo highlighters. Your company one-color logo will be printed on every highlighter, which will be inserted into the AAA 2022 + HearTECH Expo Tote Bags. Sponsorship must be secured by January 7, 2022.
Shuttle Bus Headrests
Exclusive Opportunity
$10,000

Riders on buses are a captive audience, and this is your company’s chance to get noticed, tell your story, and invite them to your booth or website. Whether you are launching a new product, increasing brand recognition, or just want to ensure your business stays top-of-mind, this sponsorship allows you to broadcast your message directly to attendees in a way that won’t be missed.

As the Shuttle Bus Sponsor, your company’s promotional video will play on a continuous loop on each of the Academy’s buses throughout the conference (Wednesday through Saturday). Plus, your 8” W x 5” H custom, full-color graphic will be printed on the double-sided headrest covers on all of the Academy’s buses. Repetition is key, and attendees will see your message multiple times as they travel to and from the event. The sponsor is responsible for providing the video and the print-ready artwork.

* Three of the Academy’s hotels — the Hilton St. Louis at the Ballpark, the Hyatt Regency St. Louis At the Arch, and the Hilton St. Louis Downtown at the Arch — are farther than a half mile from the Convention Center and will be on the bus loop. The Academy has reserved a total of 1,235 rooms at these three hotels, which equates to 44% of the Academy’s total room block for AAA 2022 + HearTECH Expo.

Interactive Wall
Exclusive Opportunity
$10,000

Get creative and get noticed! Located near Academy Registration, this giant 20’ x 8’ wall will be used by attendees who are armed with chalk markers. As the sponsor, your company decides how to use the wall. Need ideas? Splash a thought-provoking question across the wall for attendees to answer, and offer an exciting prize to the attendee with the best answer as determined by your company’s judges. Or, provide a custom contour image that would be printed on the wall for attendees to color, which is a great stress reliever. At the end of AAA 2022 + HearTECH Expo, make sure to photograph the wall and post it on social media to increase the exposure!

Your company’s logo and/or advertisement may be larger than shown in the example and will be printed in an unreachable area at the top of the wall, which will be seen from a distance in the Convention Center. Plus, you’ll have a literature stand as well as two comfy chairs and a coffee table where you can relax and chat with participants.

Escalator Clings
Exclusive Opportunity
$8,000

Step up your marketing! Make sure your company’s message is in front of the attendees throughout the event. This escalator, located in the Plaza Lobby near Academy Registration and Academy Central, will transport attendees between the HearTECH Expo and sessions on the first floor to the educational sessions on the second floor. The sponsor is responsible for providing print-ready artwork, which will be positioned on the glass walls flanking the stairs between the escalators.
Large-Scale Escalator Overhang Banner
Exclusive Opportunity
$8,000

A picture is worth 1,000 words. 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 banner to create a strong visual presence, promote your company’s products, and drive attendees to your website.

This large banner is 335” W x 102” H and will be displayed on the overhang at the Plaza Lobby escalators, which are located next to Academy Registration and will be heavily used by attendees. The banner’s position on the terracotta-colored wall is indicated by the yellow box. The sponsor is responsible for providing print-ready artwork.

Gallery Floor-Supported Banners
Four Available
$6,500 each

Picture this. Attendees will enter the convention center’s Washington Lobby and travel through the First Floor Gallery to get to Academy Registration, Academy Central, and the Expo Hall entrance. This 20’ W x 10’ H floor-supported banner positioned along the Gallery’s otherwise-sparse-wall is what attendees will notice first — before they even get to the Expo.

Make sure one (or more) of these banners is displaying your company’s graphics and driving attendees straight to your company’s booth (or website). The sponsor is responsible for providing print-ready artwork.
Second Floor Atrium Banners
Six Available
$4,500 each

Attendees won’t miss your message on this large, suspended banner as they walk through the convention center’s second floor atrium to and from their educational sessions. Use one or more of these banners to showcase your company and its products, invite attendees to your booth, or drive traffic to your website.

Each sponsorship includes one (1) double-sided 20’ W x 5’ H banner. The sponsor is responsible for providing print-ready artwork.

Plaza Lobby Column Clings
Exclusive Opportunity
$3,750

Stand out from the crowd by putting your company’s graphics on these prominent columns, located in the Plaza Lobby right next to Academy Registration. Use these columns to attract attention and drive attendees to your booth or to your website.

This sponsorship includes two (2) columns (all four sides), and each side is 24’ W x 13’7” tall. The sponsor is responsible for providing print-ready artwork.
HearTECH Expo Carpet Decals
Multiple Available. Company must be an exhibitor to participate.
$300 each or $750 for three

Like the Wizard of Oz’s yellow brick road, attendees will follow, follow, follow, follow — follow the carpet decals! These square carpet decals can be placed strategically to lead attendees right to your booth. Or, if your company has multiple booths, use these carpet decals to visually connect the spaces. Each decal is 2’ W x 2’ H, and the sponsor is responsible for providing print-ready art. With input from the sponsor, the Academy determines the final strategic placement of the decals.

Special Events

Friday Night Event
Exclusive Opportunity
$15,000 At Cost

It’s all about creating a memorable experience and a lasting impression. Make sure attendees associate your company’s brand with this event — and remember your company for years to come. The Friday Night Event at AAA 2022 + HearTECH Expo provides an exciting opportunity for attendees to socialize while enjoying a unique St. Louis venue. This is your chance to “wow” the attendees, build a rapport with them, and create that lasting impression.

The Friday Night Event will take place at the Anheuser-Busch headquarters, which opened in the 1850s and is the company’s flagship brewery and hub for innovation. Brewing over 30 of brands including beloved favorites, Budweiser and Michelob ULTRA, the brewery is remarkable for its beautiful interior and has been offering tours to the public since the 1890s.

Attendees will be bussed to the Anheuser-Busch headquarters, where they will enjoy a buffet, complete with appetizers, main courses, a side dish, a dessert, and beverages (water, tea, and soda). Each attendee will receive three complimentary tickets for beer. Additional beer, wine, and liquor may be purchased at a cash bar. A DJ will provide entertainment throughout the event, and there will be a special visit from one of the famous Budweiser Clydesdales. Plus, attendees will have the opportunity to take a tour of the brewery! This is a ticketed event for attendees, and the event can accommodate up to 500 people.

As the Friday Night Event Sponsor, your company will have the opportunity to provide a video, which will play on a loop during the bus ride to and from the brewery, located four miles away from the convention center. At the brewery, your company will be recognized on signage and on custom-printed cocktail napkins. You will have the opportunity to provide a giveaway item to each attendee and/or conduct a raffle among the registrants. The DJ will give a “shout out” to your company so that attendees will be sure to know your company is sponsoring the event and that you’re supporting them and the field of audiology. You’ll receive four complimentary tickets to the event so that your company’s ambassadors can network with the attendees and share in the experience. Plus, your company will be recognized in all of the Academy’s promotions for the event. (And, if you have innovative sponsorship activation ideas, let’s explore them!)
Honors & Awards Banquet
Exclusive Opportunity
$8,150 At Cost

Be a part of the Academy’s annual tradition of celebrating audiology luminaries and others who impact the profession through research and philanthropy at this banquet held on Thursday evening during AAA 2022 + HearTECH Expo. Thanks to your generous sponsorship, attendees will receive one complimentary drink ticket to use at the full bar, a plated dinner, and a complimentary wine pour with the meal. As the sponsor, your company will have the opportunity to name the featured cocktail that will be offered at the bar. Your company will receive public recognition from the committee chair during the banquet and logo recognition on signage, in the banquet program, on the printed menu, and on the banquet’s cocktail napkins. Your company will also receive recognition in pre-conference promotions for the banquet and in the printed Conference Guide. Additionally, your company will receive four (4) complimentary tickets to the banquet so that your company’s ambassadors may network with the attendees.

Academy of Audiology Foundation (AAAF) Happy Hour
Exclusive Opportunity
$7,500 At Cost

Happy Hour — it’s the place to be on Wednesday night! Held immediately after the Celebrate Audiology reception, the AAA Foundation’s Happy Hour is your opportunity to impress leaders and influential individuals in the audiology community. Help keep the revelry going for attendees by sponsoring this special event, where attendees will enjoy cocktails and desserts, capture memories at a photo booth, and participate in a live designer handbag auction. As the exclusive sponsor, your company’s logo will be featured on signage and the cocktail napkins at the event, and you’ll be able to name the event’s featured drink. Your company will also receive recognition in any electronic or printed promotional materials for the Happy Hour, in the printed Conference Guide, in the online Conference Planner, and on the Foundation’s website. The Happy Hour is a ticketed event for attendees, and your company will receive four (4) complimentary tickets so that your ambassadors can mix and mingle with the crowd.

President’s Reception
Exclusive Opportunity
$6,500 At Cost

Put your brand in front of the thought leaders in audiology by supporting the President’s Reception. Held on Friday evening, the President’s Reception is an exclusive invitation-only event, where attendees will enjoy an open bar and heavy hors d’oeuvres. 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 electronic 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 held on Thursday night 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. Plus, your company will receive recognition in pre-conference promotions for the reception and in the printed Conference Guide.
Convention Center Meeting Space
Available on a first-come, first-served basis.
Exhibitor Fee: $1,250 per day, per meeting room – At Cost
Non-Exhibitor Fee: $2,500 per day, per meeting room – At Cost

Use this meeting space to hold business meetings or host networking opportunities in conjunction with AAA 2022 + HearTECH Expo. Convention Center meeting rooms will be available starting on Monday before the conference until the end of the conference on Saturday. The Academy is pleased to pass this significantly discounted meeting room rate on to you and offer the space without a food and beverage minimum. 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 printed Conference Guide. Exhibit Hall booth space is not required to purchase meeting room space; however, exhibitors receive a discounted rental rate. Space is available on a first-come, first-served basis.

Training Rooms in the Expo Hall
Available on a first-come, first-served basis.
$1,250 per training room, per two-hour time block – At Cost

NEW!

Invite attendees to train and learn. Use these specially built rooms within the expo hall to offer private product demonstrations and training — steps from your company’s booth. The training rooms are available on Thursday from 3:00–5:00 p.m. and on Friday from 9:00–11:00 a.m. Each room accommodates up to 50 people, and audiovisual equipment is included with the exception of the laptop computer. No room set changes will be permitted. CEUs will not be granted to attendees, and these training rooms will not be listed in the program guide.

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 meeting space to hold client meetings, conduct internal business meetings or staff training, and offer team-building events in conjunction with AAA 2022 + HearTECH Expo. Meeting room space will be available at hotels where the Academy has room blocks*. The Academy is pleased to pass this significantly discounted meeting room rate on to you. Plus, meeting rooms at the Marriott St. Louis Grand (our host hotel) are guaranteed to not require food and beverage minimums. 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 printed Conference Guide. Exhibit Hall booth space is not required to purchase meeting room space; however, exhibitors receive a discounted rental rate. Space is available on a first-come, first-served basis.

* Companies wanting to hold internal or external meetings in conjunction with AAA 2022 + HearTECH Expo must obtain pre-approval from the Academy. If your company wishes to use meeting space in a hotel where the Academy does not have a room block, pre-approval and the Academy’s Hotel Meeting Space fee are still required. The Academy cannot guarantee that the hotel will not charge its own meeting space rental fee and enforce food and beverage minimums.
With approximately 1,200 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

To be held 10:00 a.m.–4:00 p.m. on Wednesday in conjunction with AAA 2022 + HearTECH Expo, 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 fifteen (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 2022 + HearTECH Expo Conference Guide, and on signage at the SAA Conference. The SAA Conference is a ticketed event, and attendees will enjoy a morning coffee break and will receive a boxed lunch.

SAA Mix-N-Mingle Reception
Exclusive Opportunity
$12,500 At Cost

Held at 4:00–5:00 p.m. on Wednesday evening (immediately following the SAA Conference), the SAA Mix-N-Mingle Reception is a special event 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 Mix-N-Mingle, in the AAA 2022 + 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 Student Series
Exclusive Opportunity
$7,500 At Cost

It is no secret that students are eager for additional opportunities to learn and apply skills that are not fully expanded upon during their formal education settings. The SAA Student Series will offer three programming sessions covering topics or themes of interest identified by students, for students. Position your company as a partner to build your brand with students before they begin their careers as audiologists. The sponsor will be recognized online where the SAA Student Series is mentioned, in the printed Conference Guide, and on signage at each session. The sponsor will also have the opportunity to distribute collateral at each session and introduce the speaker in each session.

SAA Board of Directors Meeting
Exclusive Opportunity
$7,500 At Cost

During AAA 2022 + HearTECH Expo, the SAA Board of Directors will hold its annual face-to-face meeting. 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.
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 annual conference. In 2022, the theme will be **Age-Related Hearing and Balance Decline**.

ARC 2022’s program on *Age-Related Hearing & Balance Decline* is a public health topic and addresses an area of auditory science that significantly impacts the clinical care of aging adults. Possible consequences of acquired hearing and balance dysfunction are significant in the aging population. Further focus in this heterogeneous group is needed for improved outcomes, particularly given the increased evidence of association between hearing loss and cognitive decline. Additionally, vestibular loss is a concern for aging individuals as it increases the risk of falls. ARC 2022 will assist clinicians in building a strong knowledge base and will facilitate an extended research network to promote cutting edge care for aging adults. Chaired by Professor Karen P Steel, FMedSci, FRS, the program will feature distinguished panels of speakers to deliver current clinical research on general topics in the morning session and more advanced topics for the afternoon session. Attendees pay a registration fee to participate, and they may choose to participate in Part 1 in the morning, Part 2 in the afternoon, or both.

**ARC 2022 Morning & Afternoon Breaks**

*Exclusive Opportunity*

**$7,500 At Cost**

In the morning, help attendees kick-start their day with coffee, tea, and pastries! In the afternoon, treat the attendees to a sweet snack and beverages. This sponsorship includes both breaks. As the exclusive ARC Break Sponsor, your company will receive recognition in promotional communications for ARC, in the printed Conference Guide, and on signage in the conference room. Plus, you’ll have the opportunity to distribute company literature and promotional items to the ARC participants, and you will receive two (2) complimentary ARC registrations.

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**Repetition is key.**

It takes multiple exposures to a single marketing message for a consumer to be motivated to act.

*Reach your target audience throughout the year!*

The opportunities on the following pages are available during the year, outside of AAA 2022 + HearTECH Expo.
**Academy Sponsorships**

**Blast E-mail to Academy Members**
Ten (10) Available (one per month)
$7,500 each At Cost

Reach out to the Academy’s membership via e-mail. As the sponsor, you submit one image (high-resolution PNG file; 600 pixels wide and up to 500 pixels tall); copy that does not exceed 225 words including any titles, headings, or references; one logo (high-resolution PNG file); one URL address for a hyperlink; and the subject line for the e-mail. We build the email using the Academy’s e-mail template, which adds credibility to your message, and send the message on your behalf. Only one sponsored e-mail per month will be permitted, and e-mails will only be sent during the months indicated in the availability chart above. The e-mail will be sent to all Academy members who did not opt out of receiving communications.

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<tr>
<th>Current Blast E-mail Sponsorship Availability</th>
<th>Oct. ’21</th>
<th>Nov. ’21</th>
<th>Dec. ’21</th>
<th>Jan. ’22</th>
<th>April ’22</th>
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<tr>
<td>Fiscal Year 2021–2022</td>
<td>SOLD</td>
<td>N/A</td>
<td>available</td>
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**Blast E-mail to SAA Members**
Ten (10) Available (one per month)
$1,375 each

Captivate the Student Academy of Audiology (SAA) members through a sponsored e-mail. As the sponsor, you submit one image (high-resolution PNG file; 600 pixels wide and up to 500 pixels tall); copy that does not exceed 225 words including any titles, headings, or references; one logo (high-resolution PNG file); one URL address for a hyperlink; and the subject line for the e-mail. We build the email using the SAA’s official blast e-mail template, which adds credibility to your message, and send the message on your behalf. Only one sponsored e-mail per month will be permitted, and e-mails will only be sent during the months indicated in the availability chart above. The e-mail will be sent to all SAA members who did not opt out of receiving communications.

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**Industry Solutions Webinar on eAudiology**
Multiple Available
$2,500 per webinar At Cost

This is your opportunity to reach the Academy members outside of the annual conference, provide valuable education, and position your company as a thought leader. As an Industry Solutions Webinar Sponsor, you determine the topic, identify the speaker(s), and develop the content. The one-hour webinar, which will be free to all members, will be pre-recorded and available on demand on the Academy’s online educational platform, eAudiology. The webinar will be featured on the eAudiology home page for at least two weeks after launch, and the webinar will be accessible for up to 18 months, as long as the content remains relevant. Your company will receive recognition in the webinar’s promotions, which will include a dedicated blast e-mail to the membership, a link in Audiology Weekly e-newsletters, and social media posts. Plus, approximately six weeks after launch, you will receive a mailing list of registrants; the list will include e-mail addresses for those individuals who indicate that they want to receive more information.

**Fellow Up! Program Sponsorships**
Multiple Available
$20,000 At Cost

In an effort to help new and recent graduates become (and stay) members of the Academy and to ensure that audiologists are engaged in the audiology community into the future, the Academy would like to provide a total of 75 complimentary memberships to individuals who “Fellow Up” into the ranks of the Academy’s new professional members. Specifically, 25 complimentary memberships will be awarded to graduating students who “Fellow Up” and become First-Year Fellow members, 25 complimentary memberships will go to those who “Fellow Up” to become Second-Year Fellows, and 25 complimentary memberships will be given to those who “Fellow Up” to become Third-Year Fellows.

Graduating students and new professionals 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 the 75 awardees. As a Fellow Up! Program Sponsor, your company will be recognized in the membership section of the Academy’s website, in the promotions designed to solicit applicants and to recruit new professional members, and in the acceptance letters. Your company will also receive logo and text recognition in an Audiology Today Online editorial that highlights the program and recognizes the winners.
American Academy of Audiology Foundation (AAA) Support

The American Academy of Audiology (AAA) Foundation’s mission supports education, research, and public awareness in audiology and hearing sciences. Its many programs and initiatives impact audiologists, audiology doctoral students, consumers, and those with hearing loss and balance disorders. The AAA Foundation is a 501(c)(3) nonprofit organization.

AAA Research

Research Grants in Hearing and Balance
$2,500 minimum At Cost

The AAFAF annually funds and awards 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 Foundation website and in promotions and communications related to the grant.

AAA Education

AAA Foundation Named Scholarship Program
$15,000 or higher Plus Overhead

Partner with the AAA Foundation to create your own named scholarship program. The program would provide funding for qualified AuD, PhD, and AuD/PhD students to use toward tuition, books, or room and board. The minimum amount accepted is $15,000, which may be dispersed in one scholarship cycle or over the course of up to five (5) years. Examples include: one $15,000 scholarship; three $5,000 scholarships dispersed in one year; one $5,000 scholarship each year for 3 years; or one $3,000 scholarship each year for 5 years. The donor is required to select one of the following programs and pay the associated annual overhead fee:

Basic Named Scholarship Program
Overhead Fee for Development and Implementation – $3,000 annually for the duration of the program

- Includes promotion on the Foundation and SAA websites and recognition on the specific scholarship application.
- Includes program marketing in a blast e-mail, on social media, in the Audiology Weekly e-newsletter, and in Audiology Today magazine. These promotions would promote all current scholarship programs.

Enhanced Named Scholarship Program
Overhead Fee for Development and Implementation – $4,000 annually for the duration of the program

- Includes promotion on the Foundation and SAA websites and recognition on the specific scholarship application.
- Includes program marketing via a dedicated blast e-mail, social media posts, a direct link in the Audiology Weekly e-newsletter, a dedicated ad in Audiology Today magazine, and a video message from the Foundation Chair posted online and on social media.
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.

Become a sponsor. Build your brand. Build your business.

Contact the Academy

Dina Santucci
Senior Director of Business Development

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Direct 703.226.1032 | dsantucci@audiology.org | audiology.org