

Exhibits/Sponsorship & Promotion Policy

(as of November 2022)

Sponsorship & Promotion refers to all Academy event exhibitor and/or sponsor print, branding, educational and electronic communication.

All AAA+HearTECH Expo promotion via exhibiting and/or sponsorship is subject to approval by the American Academy of Audiology (Academy). The Academy reserves the right to accept only that sponsorship & promotion that meets our standards. These standards include, but are not limited to the following:

1. Products or services eligible for promotion should be relevant and of value to the science and daily practice of audiology and its related disciplines.
2. All devices classified by the U.S. Food and Drug Administration (FDA) as a medical device or product must adhere to the regulations provided by that agency.*
3. If requested by the Academy, all exhibitors/sponsors must show proof of product efficacy for promotional claims made. This may include clinical trial data and/or publications and should be easily accessible via a website or other means.
4. Any promotional content in conflict with the Academy's Code of Ethics and/or any of the Academy's related ethical practice guidelines will not be accepted.
5. Literature or other promotional materials included as part of the sponsor benefits package will be reviewed by the Academy for claims, including sponsored conference and all-member e-blasts.
6. Statements about and illustrations of all products must meet professional standards and must not be deceptive or misleading by either statement or omission, must not disparage others in any way or reflect any unsupported claims.
7. Promoting products and services deemed to be in direct competition with the Academy's or Academy Foundation's products and services ordinarily will not be accepted unless otherwise approved by the Board of Directors.
8. The Academy reserves the right to refuse, reject or cancel any promotion or sponsorship element for any reason at any time without liability, even though previously acknowledged or accepted.
9. The Academy and Foundation will publish the following disclaimer on all publications and exhibit/sponsorship contracts and/or guideline manuals respectively:

"Publication of an article, or advertisement, in any Academy publication does not constitute a guarantee or endorsement of the quality, safety, or effectiveness of any products or services described therein or of any of the representations or claims made by the author(s) or manufacturer(s) with respect to such products or services. The Academy is not responsible for any claims made. The exhibitor/sponsor will be responsible for ensuring all products comply with all applicable federal and state laws, and they must meet applicable FDA regulations and FTC requirements. Adherence to legal and regulatory requirements concerning the promotion of any product or service is the exhibitor's/sponsor's responsibility."

"Promotion at any Academy expo, convention, event publication or meeting does not constitute a guarantee or endorsement of the quality, safety, or effectiveness of any products or services described therein or of any of the representations or claims made by the author(s) or manufacturer(s) with respect to such products or services. The Academy is not responsible for any claims made. The exhibitor/sponsor will be responsible for ensuring all products comply with all applicable federal and state laws, and they must meet applicable FDA regulations and FTC requirements. Adherence to legal and regulatory requirements concerning the promotion of any product or service is the exhibitor's/sponsor's responsibility."

“Any exhibitor-sponsored giveaway must be non-exclusionary without purchase or consideration needed by the attendee and open to all registered attendees of AAA. Promotional and sales activities must take place within the exhibiting company’s booth. The exhibitor will be responsible for ensuring and complying with all applicable laws. Any giveaway provided to attendees must be related to the profession or in keeping with the theme. Companies in violation will be subject to the penalty as listed in the Enforcement of Rules and be applied to Priority Point space selection.”

NOTE: For all of the AAA Conference and HearTECH Expo, formerly AudiologyNOW!, related promotions, including in the Academy's on-site Conference Guide, exhibitors and/or sponsors must also follow the following policies in their printed and online promotions as stated below:

- As of June 2010, AAA YEAR + HearTECH Expo (formerly AudiologyNOW!) is the official name of our conference and should be referenced as “AAA [4 digit YEAR] + HearTECH Expo.
- Exhibitors and/or sponsors may use the AAA [4 digit YEAR] + HearTECH Expo name in their creative and/or the AAA [4 digit YEAR] + HearTECH Expo Exhibitor logo, supplied by the Academy.
- The American Academy of Audiology must be referenced in full name first and then can be thereafter abbreviated as “the Academy”.

*Learn more about [over-the-counter hearing aids](#) or to report any [false claims to the FDA](#).