



2024 Sponsorship and Promotional Opportunities

Raise your visibility. Build your brand. Make an impact.

Position your company as an industry leader by partnering with the American Academy of Audiology—the world’s largest professional organization of, by and for audiologists.

Access and Influence the Audiology Marketplace

Representing the interests of audiologists and future audiologists, the Academy is dedicated to fulfilling its mission: providing quality hearing-care services through professional development, education, research, and increased public awareness of hearing and balance disorders.

The Academy brings you unprecedented impact and reach through the most comprehensive suite of organizations, events, products and publications in the audiology industry.

Connect your brand and show your industry support/commitment to the following suite of Academy properties.

- **AAA+HearTECH Expo** is your chance to engage thousands of Academy member and non-member audiologists all in one place all at one time.
- The **American Academy of Audiology Foundation’s (AAAF)** and their 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 a certification organization dedicated to recognizing, reinforcing, and promoting high quality performance in AuD educational programs through a rigorous verification process.
- **Academy Research Conference** brings the industry’s best and brightest together to address key areas of research like age-related hearing and balance decline.
- **eAudiology** is the audiology industry’s go-to online learning resource for live and on-demand web seminars, AAA+HearTECH Expo conference sessions, and certificate programs.
- The Academy flagship publication, **Audiology Today** is the award-winning, bi-monthly magazine of, by, and for audiologists.

Why Sponsor?

- Drive new leads*, increase sales and market share
- Differentiate yourself with your target market
- Target a new customer group
- Elevate company, product and brand visibility across the audiology profession
- Contribute to better patient outcomes and the advancement of the audiology field
- Support the profession that supports you
- Strengthen existing customer relationships
- Enhance your company image and prestige
- Show the entire audiology community, your commitment to their professional success

*According to a study conducted by the Center for Exhibition Industry Research, (CEIR), sponsorship can increase booth traffic by 104 percent.

Your customers aren't just looking for great products and services. They're looking for solutions. They're looking for a partner they can trust.

Looking to position yourself as an Audiology Industry Leader?

Through strategically aligning with the Academy and its affiliated organizations, you can become an **Academy Corporate Partner** and benefit from the impact of a comprehensive marketing campaign across all Academy entities, while also contributing to the organization that gives back to the Audiology community.

As an Academy Corporate Partner, you will build your brand and position your company with Audiologists worldwide, as an industry leader, trusted advisor and partner through engaging the Academy, enhancing the Academy's initiatives, improving membership benefits, and building rapport with the world's largest professional organization of, by and for audiologists.

Just a few of the benefits of Corporate Partnership include....

- Discounts off select AAA+HearTECH sponsorship
- Complimentary Industry Update Speaking Session
- Complimentary Hotel Meeting Room(s)
- Complimentary Academy Mailing List
- Academy Board Meeting Invitations
- Academy Website Recognition
- Print & Digital-ready Corporate Partner Badge
- Bonus Exhibiting Priority Points to Get Preferred Space Location
- AAA+HearTECH Expo Event-wide Branding and Visibility

Join these industry leaders.....

Gold



Hear better. Live better.

Silver



SOUND LIKE NO OTHER

We invite you to peruse our menu of sponsorship and promotional opportunities and then to reach out to us directly so we can work with you to understand your strategic goals and how we can assist you in your business development plans. We look forward to building a long-term relationship with you and your brand.

Please contact [Glenn Feder](#) with any questions.



AAA 2024+HearTECH Expo Sponsorship Opportunities¹

April 17-20, Georgia World Congress Center

The World's Largest Gathering of Audiologists

The Academy's annual conference and exposition -- AAA+HearTECH Expo -- brings together audiologists, future audiologists, hearing-health professionals, and industry representatives from more than 50 countries together to focus on the most current developments, best practices, education, technology, and research in the field of audiology.

According to a study conducted by the Center for Exhibition Industry Research, [sponsorship can increase booth traffic by 104%](#) —generating more traffic, more leads, and more value for your marketing dollar.

What Attendees Do...



88%
Visit specific exhibitors



69%
Seek out new and/or specific products



88%
Spend 3 to 6 hours in the expo hall

Top Reasons for Attendance



60%
Education



56%
Visit expo hall/ keep up-to-date on latest advancements and innovations



53%
Earn CEUs

¹Some opportunities are still on right-of-first-refusal (ROFR) to 2023 sponsors.

If you have an interest, you will be put on a first-requested list in case they become available for 2024.

2024 offerings snapshot with links to details.
Click "[back to snapshot](#)" to return to this page.

Expo Speaking, Experiential and Traffic-Building Opportunities*

HearTECH Hub Package - \$22,000 **5 SOLD!** (2 on right-of-first refusal-ROFR)
Celebrate Audiology - \$16,500 (ROFR)
Headshot Studio - \$12,000 **SOLD!**
Wine and Cheese Reception - \$9,500 (ROFR)
Recharge Lounge - \$11,000 (ROFR)
Coffee Break Stations - \$6,600 (1 ROFR, 1 Available)
"HearTECH Talk" in the HearTECH Hub - \$4,000 to \$8,000 (ROFR)
Industry Update Sessions - \$1,600
HearTECH Expo Aisle Sign Banners - \$3,000
--NEW-- Main Lobby Window Clings - \$8,000 **Exclusive!** (ROFR)
--NEW-- 46" Digital Monitors(10) - \$6,000 **Exclusive!**
--NEW-- 55" Mobile Monitors - \$2,000
--NEW-- Main Registration/Lobby Signage - \$1,800 (ROFR)
--NEW-- Restroom Graphics - \$200
--NEW-- Hand Sanitizer Station Posters - \$700
--NEW-- Education Session Room Digital Monitors - \$7,000 **Exclusive!**
HearTECH Expo Carpet Decals - \$1,000

Education and Speaking Opportunities

Industry Symposium - \$20,000+ (**1 SOLD**, 1 on ROFR)
Thursday General Session - \$21,000 **SOLD!**
General Session Coffee Station - \$7,000
Clinical Education Forum - \$5,000
Industry Update Sessions* - \$1,600
"HearTECH Talk" in the HearTECH Hub - \$4,000 to \$8,000 (ROFR)
Fellows-in-Training (FITT) Travel Grants - \$6,000 to \$12,000
Unrestricted Educational Grants – Amount varies

Pre- and Post-Conference Promotion

E-mail Blast to AAA Annual Conference Attendees - \$3,600

Digital Promotion

Online conference planner - \$12,000 (ROFR)
Mobile App Static Banner - \$5,000 (Rotating banners for \$2,500 each)
Mobile App Splash Screen – Student Programs Tab (\$3,000) Sessions & Events Tab (\$5,000)
Conference Mobile App Push Notification - \$1,500
--NEW-- 46" Digital Monitors - \$10,000 **Exclusive!**
--NEW-- 55" Mobile Monitors - \$2,000
--NEW-- Education Session Room Digital Monitors - \$7,000 **Exclusive!**

Attendee Giveaways

Conference Tote Bags - \$18,600 **Exclusive!** (ROFR)
Tote Bag Insert - \$3,800
Tote Bag Product Giveaway - \$5,500 (2 on ROFR, 2 available)
Lanyards - \$15,500 **Exclusive!** (ROFR)
Tin of Mints - \$9,500 **Exclusive!**
Travel-Size Hand Sanitizer - \$9,500 **Exclusive!**
Conference Pen - \$8,500 **Exclusive!** (ROFR)
Conference Highlighter - \$8,500 **Exclusive!**

Convention Center Static Branding and Graphics

Escalator Runners- \$9,000 - \$10,000 per set (1 set on ROFR, 1 set available)
HearTECH Expo Aisle Sign Banners - \$3,000
--NEW-- Main Lobby Window Clings - \$8,000 Exclusive! (ROFR)
--NEW-- 46" Digital Monitors - \$10,000 **Exclusive!**
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--NEW-- Education Session Room Digital Monitors - \$5,000 **Exclusive!**
HearTECH Expo Carpet Decals - \$1,000

Social Events

Audiology's Night Out - \$25,000 (ROFR)
 Additional Audiology's Night Out Sponsorship Opportunities - \$5,500
Celebrate Audiology* - \$16,500 (ROFR)
Academy of Audiology Foundation (AAAF) Happy Hour at the AAA Annual Conference - \$7,500 (ROFR)
New Professionals Networking Meet-up: \$3,300 (ROFR)
Diversity, Equity, Inclusion and Belonging Open Dialogue Session: \$3,000

Private Meeting Space

Expo Hall Meeting Suites - \$4,250 to \$8,500
Hotel Meeting Space - \$550 - \$800

Student Academy of Audiology (SAA)

SAA Conference (held the first day of the AAA Annual Conference) - \$23,600 (ROFR)
SAA Mix-N-Mingle Reception at the AAA Annual Conference - \$14,850 (ROFR)
SAA Student Education Series at AAA Annual Conference - \$8,800 (ROFR)
SAA In-Person Board of Directors' Meeting (held at the AAA Annual Conference) - \$8,250 (ROFR)

American Academy of Audiology Foundation (AAAF)

Student Travel Grants - \$1,750+
Research Grants in Hearing and Balance - \$2,500+
Named Scholarship Program - \$15,000+
American Academy of Audiology Foundation Happy Hour at AAA Annual Conference - \$7,500 (ROFR)

Academy Sponsorship (year-long)

E-mail Blast to Academy Members - \$1,700 to \$7,500
Industry Solutions Webinar on eAudiology.org - \$2,500

Opportunities designated with (ROFR) are on right-of-first-refusal to 2023 sponsors.

If you have an interest, you will be put on a first-requested list if/when they become available for 2024.

* Available to HearTECH Expo exhibitors and HearTECH Hub package sponsors only.

AAA 2024+HearTECH Expo Sponsorships

(All conference sponsors will be recognized on the AAA 2024 website – logo to be supplied by sponsoring company in a high-resolution format.)

Expo Speaking, Experiential and Traffic-Building Opportunities

Open to HearTECH Hub Package Sponsors & exhibitors only.

HearTECH Hub Package **5 SOLD!** (2 on ROFR)

\$22,000 each

Join the industry leaders in the heart of the HearTECH Expo is the HearTECH Hub—an area where attendees gather to learn about the latest technology, industry trends, and emerging needs in hearing health. 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 profession.

Sponsorship benefits include:

- Opportunity to host a 30-minute educational session in the Hub—your company will determine the topic, identify the speakers(s), and develop the content. CEUs will be made available to attendees of this session.
- Company representative to participate in our 60-minute “Future Forecast” Q&A discussion in the Hub—your company’s CEO or other high-level representative will offer their thoughts on the future of audiology. CEUs will be made available to attendees of this session.
- Branded kiosk in the lounge section of the Hub—attendees will be able to easily find you and engage with you at a branded kiosk as well as see your products showcased in plexiglass display cases.
- Logo recognition in signage in the Hub and on your company’s kiosk.
- A 30-second company commercial to be hosted on the AAA Annual Conference website.
- Promotional literature in the conference tote bags.
- Industry Update Session—Industry Updates, held in classrooms on the expo floor, are designed to provide attendees with information focused on product training and/or demonstration. CEUs will be made available to attendees of this session and promoted with all other conference education.
- Recognition 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, and on signage.
- Four complimentary expo-only passes (no CEUs). If your company **does not** have exhibit space in the hall in addition to the Hub kiosk, expo-only passes may be purchased for \$300 each. If your company does have an exhibit space in the hall in addition to the Hub kiosk, you can purchase additional tickets at \$50 each.

Celebrate Audiology (ROFR)

Exclusive Opportunity

\$16,500

This signature reception on Wednesday evening inside the HearTECH Expo is the official kick-off of the conference.

Sponsorship benefits include:

- Recognition on all promotions for Celebrate Audiology, on the AAA conference website, in the online planner, the mobile app, and on signage.
- Logo placement on appetizer napkins at the food stations and bars.
- Specialty drink to be offered at the bars to be named by your company.
- Bar placement near your booth.

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Headshot Studio **SOLD!**

Exclusive Opportunity

\$12,000

Highly popular at AAA2022+HearTECH Expo, every professional needs a good headshot for his or her networking and business opportunities. An integral part of HearTECH Expo, located in an attendee networking and seating area near the Industry Updates, a professional photographer will capture portraits (headshots) of the attendees for several hours on Thursday and Friday.

Sponsorship benefits include:

- Recognition in the Headshot Studio promotions, on signage, and in the printed conference guide.
- Opportunity to distribute company collateral or a giveaway item to participants at the Headshots Studio.

Wine and Cheese Reception (ROFR)

Exclusive Opportunity

\$9,500

After a long day of education on Thursday, HearTECH Expo will play host to a Wine and Cheese Reception from 6:00-7:00 pm giving attendees a chance to unwind and visit with you on the show floor.

Sponsorship benefits include:

- Recognition on all promotions for our Wine and Cheese Reception, in the conference guide and on signage.
- Logo placement on appetizer napkins at the food stations and bars.
- Bar placement near your booth.

Recharge Lounge (ROFR)

Exclusive Opportunity

\$11,000

Associate your brand with the “**Recharge Lounge**” a destination for attendees and exhibitors alike to take a break, relax, and connect during show hours. Sponsorship includes recognition in all promotions, in the conference guide and on signage. You may also display informational collateral on tables located in the lounge.

NOTE: *The Academy reserves the right to sell separate sponsorship for cell phone charging towers/areas and refreshment breaks within the Recharge Lounge.*

Coffee Break Station Near Your Booth (1 on ROFR, 1 available)

\$6,600 each

Give attendees the fuel they need to last the whole day. A coffee station will drive traffic into the hall and position your company as one attuned to audiologist's needs, by providing complimentary coffee to attendees.

Sponsorship benefits include:

- Recognition on signage at the coffee station (on your selected day), in all promotions for the coffee break, and in the printed conference guide.
- Logo placement on napkins at the coffee station.
- Coffee station placement near your booth.

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“HearTECH Talk” in the HearTECH Hub (2 on ROFR- 1 available)

\$4,000 - \$8,000 each*

Capitalize on the opportunity to provide thought-provoking education on the HearTECH Hub stage by presenting a HearTECH Talk, a popular-with-attendees, 15-minute TED-style session.

Sponsorship benefits include:

- 15-minute presentation -- Your company will determine the topic, identify the speaker(s), and develop the content. CEUs will be offered to attendees who participate in your session.
- Promotion of your company and its session in the Academy’s HearTECH Hub pre-event and onsite marketing, on the Academy’s website, in the online conference planner, and in the printed conference guide.
- One complimentary expo-only pass (no CEUs). Additional Expo-Only Passes may be purchased for \$50 each

**If you are not a HUB sponsor or do not have exhibit space on the floor, the cost is \$8,000.*

Industry Update Session

\$1,600 per 30-minute session

Extremely popular at AAA2022, Industry Updates, hosted in classrooms built on the HearTECH Expo show floor, 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. Industry Update Sessions are offered during non-compete times on the conference schedule.

- Opportunity to choose your topic, identify the speakers, develop the content, and deliver a compelling session. CEUs will be offered to attendees who participate in your session.
- The sessions and their sponsors will be recognized in all Industry Updates promotions, in the online conference planner, and in the conference guide.
- Sponsor 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 40 attendees. Standard AV is provided.

*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 January 5, 2024.***

HearTECH Expo Aisle Sign Banner

Multiple Available

\$3,000

Add your company logo to the large AAA aisle banner hanging overhead the aisle where your booth resides in HearTECH Expo. It’s a great way to promote your company on large signage and get the attention of attendees visiting the show floor. (24” x 48”)

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HearTECH Expo Carpet/Floor Decals

\$1,000 each

These carpet/floor decals (4'x6" rectangle or 4'x4' arrow) will 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. Decals will include your company logo and booth number.



Escalator Runners (1 set on ROFR, 1 set available)

\$9,000 to \$10,000 each set

Step up your marketing! Make sure your company's message is in front of the attendees throughout the event. These escalators take attendees to and from the Expo Hall and the main entrance to the registration and lobby area. Educational session rooms are also accessed using these escalators.

Sponsorship benefits include:

- Branded sponsor artwork affixed to the stainless steel that runs the length of the escalators. The sponsor is responsible for providing print-ready artwork.

Main Expo Hall A1 & 2 entrance/exit to/from Level 3: 14.5"Wx576"L



Level 3 (top of main expo hall entrance/exit escalators) up to Lobby/Registration area level 4: 14.5"W x 624"L



Main Registration Lobby Window Clings – **NEW!**

Exclusive!

5'W x 6'9"H

\$8,000

These prominently located clings are located above the main entrance to the conference and expo hall, at the registration/lobby area.



Restroom Graphics – **NEW!**

1' x 1'

\$200 each

The ultimate captive audience!



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Hand Sanitizer Station Posters – **NEW!**

Up to 20 available - 12" x 16.5"

\$700 per station

Located throughout the lobby/registration and education session areas, put your brand in front of all attendees and those looking for hand sanitizer.



Education and Speaking Opportunities

Industry Symposium

One (1) on Friday Morning

Two (2) on Thursday Evening **SOLD!** (1 on ROFR)

\$20,000 each

Set your brand apart as a thought leader and enhance your company exposure at the meeting by hosting an Industry Symposium. This is your opportunity to demonstrate your company's experience in the field and educate conference attendees on the ins and outs of your products and services.

Sponsorship benefits include:

- Opportunity to choose your topic, identify the speakers, develop the content, and deliver a compelling session. CEUs will be offered to attendees who participate in your session.
- The sessions and their sponsors will be listed in a blast e-mail sent to pre-registered attendees, in the printed on-site conference guide, on a flyer that the Academy distributes to attendees at the conference, and on signage at the conference.

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 200-300 attendees.

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Thursday Opening General Session* **SOLD!** (Coffee station available)

Exclusive!

\$21,000

Sponsoring Thursday's General Session will provide your organization with maximum visibility as the majority of attendees attend the session (and there are no competing events).

Sponsorship benefits include:

- Opportunity to place literature on all the seats for attendees to read while they are waiting for the General Session to begin.
- Your company's 30-second commercial to be played several times during the General Session walk-in (doors open 30 minutes before the session begins).
- Your company logo on signage at the General Session entrance, 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 Session.
- Verbal recognition of your sponsorship from the main stage.
- Reserved seating near the stage for up to 2 company representatives.

***NOTE: The Academy reserves the right to sell a separate sponsorship for a [coffee station](#) available inside the room. If you are interested in learning more about either sponsorship, please let us know.**

Clinical Education Forum

Exclusive!

\$5,000

Organized by the Academy's Academic Programs Committee on Saturday morning during AAA 2024, the annual Clinical Education Forum is an important opportunity to discuss the clinical education of audiology students. Topic has not yet been determined.

Sponsorship benefits include:

- Recognition on all promotional materials for this program and in the AAA 2024 online conference planner.
- Opportunity to speak for one (1) minute at the beginning of the forum.
- Distribute company literature to attendees at the session.

Industry Update Session

Multiple available.

Open to HearTECH Hub Package Sponsors & AAA2024 exhibitors only.

\$1,600 per 30-minute session

Extremely popular at AAA2023, Industry Updates, hosted in classrooms built on the HearTECH Expo show floor, 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. Industry Update Sessions are offered during non-compete times on the conference schedule.

- Opportunity to choose your topic, identify the speakers, develop the content, and deliver a compelling session. CEUs will be offered to attendees who participate in your session.
- The sessions and their sponsors will be recognized in all Industry Updates promotions, in the online conference planner, and in the conference guide.
- Sponsor 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 40 attendees. Standard AV is provided.

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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 January 5, 2024.

“HearTECH Talk” in the HearTECH Hub (2 on ROFR, 1 available)

\$4,000 - \$8,000 each*

Capitalize on the opportunity to provide thought-provoking education on the HearTECH Hub stage by presenting a HearTECH Talk, a popular-with-attendees, 15-minute TED-style session.

Sponsorship benefits include:

- 15-minute presentation -- Your company will determine the topic, identify the speaker(s), and develop the content. CEUs will be offered to attendees who participate in your session.
- Promotion of your company and its session in the Academy’s HearTECH Hub pre-event and onsite marketing, on the Academy’s website, in the online conference planner, and in the printed conference guide.
- One complimentary expo-only pass (no CEUs) for your speaker. Additional expo-only passes may be purchased for \$50 each

**If you are not a HUB sponsor or do not have exhibit space on the floor, the cost is \$8,000.*

Fellows-in-Training Travel (FITT) Grants

Multiple Available

\$6,000 or \$12,000

Build relationships and promote inclusiveness with current audiology graduate students, who will soon enter the field. Each grant provides six (6) to twelve (12) audiology graduate students free registration and a stipend toward lodging to attend AAA 2024+HearTECH Expo. Students will be required to apply, and the applications will be reviewed by the Student Academy of Audiology Advisory Committee. Efforts will be made to identify underrepresented minority students.

Grant sponsor benefits include:

- Recognition in promotional materials for this program.
- Recognition in communications to the winners.
- 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

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.

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Pre- and Post-Conference Promotion

E-mail Blast to Attendees* (Pre-Conference or Post-Conference) (10 on ROFR)

Eight (8) Pre-Conference; Three (3) Post-Conference

\$3,600 each

Send your customized message to AAA 2024+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 AAA2024+HearTECH Expo logo and branding will catch the attendees' attention and add to your company's credibility.

We will work with you to select the pre- or post-conference date to send the e-mail.

Sponsorship benefits include:

- Opportunity to provide one image (high-resolution PNG file; 600 pixels wide and up to 500 pixels tall); copy not to 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.

**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.*

Digital Promotion

Ten 46" Conference Building Digital Monitors – **NEW!**

Exclusive!

\$10,000

100 second video or static jpeg message to display on one channel on up to 10 monitors throughout the AAA2024 conference meeting space (Hall A)



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55" Mobile Monitors – NEW!

Up to 20 available

\$2,000 each

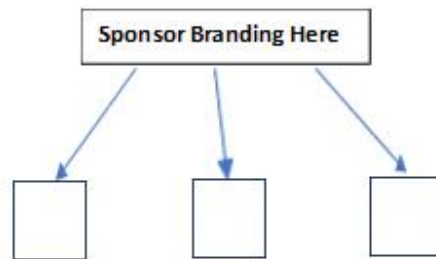
Run your USB plug and play content on a mobile monitor placed in high traffic conference area(s).



Main Registration Lobby Signage (Air Returns) – NEW!

Three, four-sided air return foam core displays at the front entrance (50.5"W x 76.75"H)

\$1,800 each



Hall A Main Entrance
Outside

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Education Session Room Digital 43" Monitors (12)

Exclusive!

\$7,000

Link your company brand with all AAA+HearTECH Expo education sessions! The top portion of each monitor located right outside every session room will feature session information and the bottom banner will scroll every 10 seconds alternating between AAA2024 branding and your company logo/message.



Session information

Scrolling sponsor & conference content

Online Conference Planner (ROFR)

Exclusive!

\$12,250

From mid-January through the end of AAA 2024+HearTECH Expo, the conference website and planner are where **everyone** goes to see detailed information about the event and determines how they will spend their time at the show. 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.

Sponsorship benefits include:

- Your company's digital graphic featured on the home page (which is where traffic is directed from the conference e-newsletter, digital ads, and the conference website).
- 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.
- Logo recognition on the AAA website.

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Mobile App Static Banner

Exclusive!

\$5,000

The AAA Conference mobile app is a useful tool that provides attendees with valuable conference-related information and helps them manage their time during the event. Keep your company top of mind and make sure AAA 2024+HearTECH Expo attendees see your branding each and every time they use the mobile app.

Sponsorship benefits include:

- Your company's banner posted 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.
- Recognition on the AAA website.

*Or you can also choose to partake in our **Mobile App Rotating Banner** sponsorship at \$2,500 each (two available). The banner ad will hyperlink to your company's website and the banner will rotate between two sponsors' ads each time a user accesses or refreshes the home page.*

Mobile App Splash Screens

Two Available

\$5,000 Sessions & Events Tab | \$3,000 Student Programs Tab

Repetition is key to raising brand visibility. A great way to reach AAA 2024+HearTECH Expo attendees while they're navigating the mobile app is through the customized splash screen sponsorship.

Sponsorship benefits include:

- Your company's logo/brand/message on the app each time an attendee clicks on the "Sessions & Events" tab or the "Student Programs" tab.
- Recognition on the AAA website.

Conference Mobile App Push Notification

\$1,500 each

Send AAA 2024+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 conference event that you may choose to sponsor.

Sponsorship benefits include:

- Customized push notification message as provided by the sponsor.
- Recognition on the AAA website.

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Attendee Giveaways

Conference Tote Bags (ROFR)

Exclusive!

\$18,600

Put your company brand front and center throughout the conference. Each attendee will receive a AAA 2024+HearTECH Expo Tote Bag when they check-in at the conference registration desk.

Sponsorship benefits include:

- Your company's logo (one color) on one side of the bag (the official AAA 2024+HearTECH Expo logo will appear on the other).
- Opportunity to include a promotional literature piece in the tote bag.
- Recognition on the AAA website.

Tote Bag Insert

Multiple Available

\$3,800 each

Make sure all AAA 2024+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.

Tote Bag Product Give-away (2 on ROFR, 2 available)

\$5,500 each

Make sure all AAA 2024+HearTECH Expo attendees receive your company's retail product (< \$50 value) by distributing it in the conference tote bags! The Academy must approve all inserts in advance and reserves the right to decline any products. The sponsor is responsible for sending the retail product(s) to the General Contractor advance warehouse.

Lanyards (ROFR)

Exclusive!

\$15,500

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!

\$9,500

Give your promotional campaign a breath of fresh air by sponsoring this customized tin of mints! As the sponsor, your company's one-color logo will be prominently featured on the tins, which will be distributed to all attendees in the conference tote bags.



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Travel-Size Hand Sanitizer

Exclusive!

\$9,500

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. These individual, travel-size hand sanitizer bottles will be distributed in the conference tote bags. As the sponsor, your company's full-color logo will be prominently featured on the 1 oz. bottles.



Conference Pen (ROFR)

Exclusive!

\$8,500

Put your company name at the conference attendees' fingertips by sponsoring a pen that will be inserted into the conference tote bags. The pen or highlighter (whichever you choose) will feature your company's one-color logo as well as the Academy logo.



Conference Highlighter

Exclusive!

\$8,500

Put your company name at the conference attendees' fingertips by sponsoring a highlighter that will be inserted into the conference tote bags. The pen or highlighter (whichever you choose) will feature your company's one-color logo as well as the Academy logo.



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Convention Center Static Branding and Graphics

Grab the attendees' attention and drive brand recognition, booth traffic or remind them of the Academy-sanctioned event that your company is sponsoring. Use a large hanging/overlay graphics banner, wall or floor cling to create a strong visual presence, promote your company's products, and drive attendees to your website.

Escalator Runners (1 set on ROFR, 1 set available)

\$9,000 to \$10,000 each set

Step up your marketing! Make sure your company's message is in front of the attendees throughout the event. These escalators take attendees to and from the Expo Hall and the main entrance to the registration and lobby area. Educational session rooms are also accessed using these escalators.

Sponsorship benefits include:

- Branded sponsor artwork affixed to the stainless steel that runs the length of the escalators. The sponsor is responsible for providing print-ready artwork.

Main Expo Hall A1 & 2 entrance/exit to/from Level 3: 14.5"Wx576"L



Level 3 (top of main expo hall entrance/exit escalators) up to Lobby/Registration area level 4: 14.5"W x 624"L



HearTECH Expo Aisle Sign Banner

Multiple Available

\$3,000

Add your company logo to the large AAA aisle banner hanging overhead the aisle where your booth resides in HearTECH Expo. It's a great way to promote your company on large signage and get the attention of attendees visiting the show floor. (24" x 48")

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HearTECH Expo Carpet/Floor Decals

\$1,000 each

These carpet/floor decals (4'x6" rectangle or 4'x4' arrow) will 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. Decals will include your company logo and booth number.



Main Registration Lobby Window Clings – **NEW!**

Four Available

5'W x 6'9"H

\$1,500 each

These prominently located clings are located above the main entrance to the conference and expo hall, at the registration/lobby area.



Restroom Graphics – **NEW!**

1' x 1'

\$200 each

The ultimate captive audience!



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Hand Sanitizer Station Posters – **NEW!**

Up to 20 available - 12" x 16.5"

\$700 per station

Located throughout the lobby/registration and education session areas, put your brand in front of all attendees and those looking for hand sanitizer.



Social Events

Audiology's Night Out (Friday Night Event) **(ROFR)**

Exclusive Opportunity

\$25,000

Attendees want to network, mingle, and have fun and there is no better time and place than at Audiology's Night Out, the Friday night event at AAA 2024+HearTECH Expo! This event provides an exciting opportunity for attendees to socialize while enjoying an interactive venue that is a must-see for anyone visiting Atlanta.

Location is still being determined.

Sponsorship benefits include:

- Recognition on signage, on custom-printed cocktail napkins, and on plasma TV screens (varying sizes) provided throughout our venue space.
- One custom floor cling with your logo in the venue space recognizing you for your sponsorship.
- You will have the opportunity to provide a giveaway item to each attendee at the event.
- If there is a DJ, sponsor will give a "shout out" and recognize your company as the exclusive sponsor of the event.
- Four complimentary tickets to the event
- Recognition in all of the Academy's promotions for the event.

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Additional sponsorship opportunities are available for the Friday night event at \$5,500 each, which include recognition on signage, a floor cling, one complimentary ticket to the event, and recognition in all of the Academy's promotions for the event. Please contact us for further details.

Academy of Audiology Foundation (AAAF) Happy Hour **SOLD!** **\$7,500**

The AAA Foundation's Happy Hour is your opportunity to demonstrate your support to leaders and influential individuals in the audiology community. The Foundation's flagship event is highly anticipated each year hosting 120-150 attendees. Not only is this event a chance for attendees to network and build connections but it showcases the important work the AAA Foundation is doing to promote philanthropy in support of research, education, public awareness in audiology.

- Your company will receive public recognition from the Foundation chair during the event.
- A representative from your company will receive 5 minutes of podium time to welcome the guests.
- Your company's logo will be featured on signage and the cocktail napkins at the event.
- 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.
- Four (4) complimentary tickets to the event.

New Professionals Networking "Meet-up" (ROFR)

Exclusive Opportunity
\$3,300

New professionals will be invited to attend this all-new networking "meet up" event focused on fostering open dialogue and relationship building amongst new professional audiologists. The room will be set with informal round tables moderated by a past participant of the Academy's Jerger Future Leaders of Audiology Conference. Attendees will be encouraged to ask questions and share their experiences on a variety of topics with one another to develop a sense of community and support at the outset of the conference and beyond. This is a great way to tap into the resources available to you as a conference attendee. We hope to see you there!

Sponsor will get the following benefits:

- Logo recognition online, the conference guide, online conference planner and signage
- Ability to attend the session (1 person)
- Welcome remarks from the sponsor (1-2 minutes max)
- Napkins with company logo at refreshment break included for attendees of the session

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Diversity, Equity, Inclusion and Belonging Open Dialogue Session

Exclusive Opportunity

\$3,000

The Diversity, Equity, Inclusion, and Belonging Committee is providing an opportunity for audiologists to come together to discuss informally current issues and ongoing challenges in fostering a culture of inclusiveness in audiology. The committee invites conference participants to join a variety of discussion tables or to form one that will bring together other participants of similar interests for information and idea exchange. The session will also provide the opportunity to hear more about how to get involved in activities and roles within the Academy to advance DEIB priorities. Additionally, the committee hopes the session will provide an opportunity for networking and establishing connections that will carry beyond the convention.

Sponsor will get the following benefits:

- Logo recognition online, the conference guide, online conference planner and signage
- Ability to attend the session (1 person)
- Welcome remarks from the sponsor (1-2 minutes max)
- Napkins with company logo at refreshment break included for attendees of the session

Private Meeting Space

Expo Hall Meeting Suite

ExpoSuite in addition to booth space: \$4,250

Single ExpoSuite: \$8,500

Hold private meetings on the HearTECH Expo show floor with customers, staff and/or partners in these enclosed 20x20 spaces.

Hotel Meeting Space

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

Exhibitor Fee: \$550 per day, per meeting room

Non-Exhibitor Fee: \$800 per day, per meeting room

Use this meeting space to hold client meetings, conduct internal business meetings or staff training, and offer team-building events in conjunction with AAA 2024+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. Sponsors are responsible for covering all costs associated with audio-visual 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 2024+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.*

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Student Academy of Audiology (SAA)

With approximately 1,200 members, the Student Academy of Audiology (SAA) is the national student division of the American Academy of Audiology (the Academy) 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 (ROFR)

Exclusive Opportunity

\$23,600

To be held on Wednesday in conjunction with AAA 2024+HearTECH Expo, the SAA Conference features content that prepares students for their externships and future clinical practice.

Sponsor benefits include:

- Opportunity to make a 15-minute presentation.
- Distribution of company literature to SAA Conference attendees.
- Logo recognition during lunch break.
- Recognition in SAA Conference promotions, in the online conference planner, on the mobile app and on signage at the event.

SAA Mix-n-Mingle Reception (ROFR)

Exclusive Opportunity

\$14,850

Held Wednesday evening (immediately following the SAA Conference), the SAA Mix-n-Mingle Reception is a special event for all students (the future of audiology) and offers them a chance to network and share learnings.

Sponsorship benefits include:

- Recognition in all promotional materials for the SAA Mix-n-Mingle, in the AAA2024+HearTECH Expo mobile app and online conference planner, and on signage at the event.
- The opportunity to distribute company literature or a giveaway item to attendees.
- Up to five (5) sponsor representatives may attend the event.

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SAA Student Series (ROFR)

Exclusive Opportunity

\$8,800

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, developed by the SAA, will offer three educational 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.

Sponsorship benefits include:

- Recognition online where the SAA Student Series is mentioned, in the conference mobile app, the online conference planner and on signage at each session.
- Opportunity to introduce the speaker at the beginning of each session.
- The opportunity to distribute collateral at each session and introduce the speaker in each session.

If you are interested in developing and offering a session for students that will benefit their education, provide them with the latest research and tools while preparing them for success as an audiologist, we would be happy to work with you on session ideas. Sessions developed and presented by sponsors will be made available on a limited basis and at a cost of \$3,000 per session.

SAA Board of Directors' Meeting (ROFR)

Exclusive Opportunity

\$8,250

During AAA 2024+HearTECH Expo, the SAA Board of Directors will hold its annual face-to-face meeting. As the SAA Board of Directors' Meeting 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.
- Receive recognition on communications to the SAA Board about the meeting, recognition on signage and any printed materials at the SAA Board Meeting.
- Recognition in communications to the SAA Board about the meeting.
- Distribute company literature and/or a giveaway item to the attendees.

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American Academy of Audiology Foundation (AAAF)

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 students, and those with hearing loss and balance disorders. The AAA Foundation is a 501(c)(3) nonprofit organization.

Student Travel Grants

\$1,750 per student

Part of the Foundation's primary mission is to support education. To foster support for future audiologists, the Foundation would like to offer travel grants for students to participate and attend AAA2024+HearTECH Expo. Not only does this provide educational opportunities to students, it also provides a platform for networking and mentorship, meeting industry representatives, and allowing students to have the experience of everything the Academy offers at its annual meeting.

Travel grants also include membership in the Student Academy of Audiology (SAA), which represents the collective voice of audiology students. The SAA is committed to serving students of all backgrounds pursuing careers in audiology including advancing their rights, interests, and welfare. The SAA provides an abundance of resources and a wealth of information for students to get started.

Sponsorship benefits include:

- Recognition on Foundation and SAA websites.
- Recognition of sponsor will be on all application and promotion materials.
- Sponsor will receive recognition on a post-annual meeting news article.

AAAF Research: Research Grants in Hearing and Balance

\$2,500 minimum

As the Academy's Foundation supporting research, the Foundation identifies research priorities areas that reflect the pressing needs to support work within the organization. At this time, the key research objectives will focus on evidence regarding the value of hearing screening (related to the USPSTF recommendation) and evidence about patient safety and direct access to audiology services.

These two topic areas have been identified as *priority* areas of focus but not to limit the award only to one of the areas. There is ongoing consideration for innovation and reflection that other might identify a more emergent priority need for research.

AAAF 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.

Overhead fee for development and implementation of scholarship programs – \$4,000 annually for the duration of the program:

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AAAF Education: AAA Foundation Named Scholarship Program (continued)

- 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.

Academy of Audiology Foundation (AAAF) Happy Hour (ROFR)

Exclusive!

\$7,500

The AAA Foundation's Happy Hour is your opportunity to demonstrate your support to leaders and influential individuals in the audiology community. The Foundation's flagship event is highly anticipated each year hosting 120-150 attendees. Not only is this event a chance for attendees to network and build connections but it showcases the important work the AAA Foundation is doing to promote philanthropy in support of research, education, public awareness in audiology.

Sponsorship benefits include:

- Your company will receive public recognition from the Foundation chair during the event.
- A representative from your company will receive 5 minutes of podium time to welcome the guests.
- Your company's logo will be featured on signage and the cocktail napkins at the event.
- Your company will also receive recognition in any electronic or printed promotional materials for the Happy Hour, in the conference mobile app, in the online conference planner, and on the Foundation's website.
- Four (4) complimentary tickets to the event.

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Year-Long Business Development Opportunities – Keep your brand top of mind by securing additional sponsorship opportunities throughout the year.

Academy Sponsorships

E-mail Blast to Academy Members

Ten (10) Available (one per month)

\$7,500 each

Reach out to the Academy’s membership via e-mail. As the sponsor, we will work with you to build an e-mail using the Academy’s e-mail template with images and language you prepare and submit. Working with the Academy to send out a message through our platform adds credibility to your message.

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 below. The e-mail will be sent to all Academy members who did not opt out of receiving communications.

If you are interested in sending an e-mail to the Student Academy of Audiology (SAA) membership, the above details also apply. There are ten (10) available (one per month) at **\$1,700 each**. Refer to the schedule below for availability. Only one sponsored email per month. The e-mail will be sent to all SAA members who did not opt out of receiving communications.

Current Blast E-mail Sponsorship Availability Fiscal Year 2023–2024	Oct. '23 SOLD	Nov. '23 SAA available	Dec. '23 available	Jan. '24 available	Feb '24 ROFR
	May '24 SOLD	Jun. '24 ROFR	Jul. '24 ROFR	Aug. '24 ROFR	Sep. '24 ROFR

For HearTECH+Expo March/April '24 blast-email opportunities see Pre- and Post-Conference Promotion

Industry Solutions Webinar on eAudiology

Multiple Available

\$2,500 per webinar

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 thirty minute 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.

Sponsorship benefits include:

- 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.
- A mailing list of registrants (6 weeks after launch); the list will include e-mail addresses for those individuals who indicate that they want to receive more information.

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**Support the profession that supports you.
Build your brand. Build your business.**

**Contact the Academy
Glenn Feder**

Senior Director, Sales & Business Development

American Academy of Audiology

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