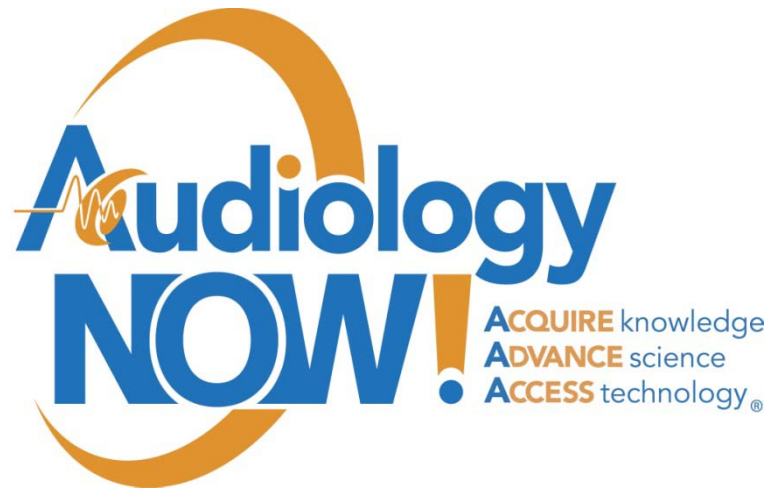


2012 SPONSORSHIP PROGRAM



**March 28-31, 2012
Boston, MA**

Opens July 21, 2011 – 12:00 pm (ET)



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GENERAL INFORMATION

SPONSORSHIP LEVELS AND PRIORITY POINTS

To better accommodate all sponsor levels, the Exhibitor Advisory Panel (EAP) in cooperation with the Academy has set the point distribution for sponsorship allocation. Participation is based on the cumulative total of sponsorships purchased.

SPONSORSHIP LEVELS

DIAMOND		\$60,000 and above	
❖ Ruby	\$52,000 - \$59,999	❖ Gold	\$20,000 - \$27,999
❖ Sapphire	\$44,000 - \$51,999	❖ Silver	\$12,000 - \$19,999
❖ Emerald	\$36,000 - \$43,999	❖ Bronze	\$4,000 - \$11,999
❖ Platinum	\$28,000 - \$35,999	❖ Copper	\$300 - \$3,999

PRIORITY POINTS

\$60,000 and above= 18 points	
\$56,000 - \$59,999 = 15 points	\$24,000 - \$27,999 = 7 points
\$52,000 - \$55,999 = 14 points	\$20,000 - \$23,999 = 6 points
\$48,000 - \$51,999 = 13 points	\$16,000 - \$19,999 = 5 points
\$44,000 - \$47,999 = 12 points	\$12,000 - \$15,999 = 4 points
\$40,000 - \$43,999 = 11 points	\$8,000 - \$11,999 = 3 points
\$36,000 - \$39,999 = 10 points	\$4,000 - \$7,999 = 2 points
\$32,000 - \$35,999 = 9 points	\$500 - \$3,999 = 1 point
\$28,000 - \$31,999 = 8 points	\$300 - \$499 = 1/2 point

SPONSORSHIP PARTICIPATION

Exhibitors can earn priority points by participating in the Academy's sponsorship program. Sponsorship points do NOT accumulate each year, and will only be applied to the subsequent year's points solely for the purpose of space selection. Sponsorships are available to companies who have submitted their 2012 Exhibit Space Contract and booth space deposit.

To meet production deadlines, the closing date to invest in some sponsorship opportunities is January 30, 2012. Academy approval may take 3-5 business days so plan accordingly. Sponsorship artwork required from the exhibitor must be approved by the Academy before production begins. **Ensure your company is recognized in AudiologyNOW! promotions; sign up by October 3, 2011.**

- ❖ Sponsorship pricing may fluctuate year to year to allow for increases in production costs or materials. Current prices are listed in the sponsorship program. The Academy also reserves the right to add or discontinue any sponsorship offering at its discretion. Be sure to check the web site often for updates on existing and new sponsorship offerings (www.audiologynow.org). Not all sponsorships are limited in quantity. Read through each description!
- ❖ To generate increased attendee traffic flow, the Academy reserves the right to use individual sponsorships in its marketing and advertising materials at its discretion. There is no guarantee related to the use of or omission of any particular sponsoring company name or menu item, in part or in whole, and recognition will be solely for the benefit of AudiologyNOW! promotions. The Academy also does not guarantee the use of your company name or /description if you fail to sign up by the listed deadline date.
- ❖ The Academy reserves the right to add its logo, scheduling, and event information to any particular sponsorship item.
- ❖ **First Right of Refusal – Any exhibitor who has first right of refusal on an item, will have until August 22, 2011 to commit to the sponsorship. After August 22, 2011 first right of refusal does not apply and sponsorship opportunities become first-come, first-served.**

NEW

SPONSORSHIP BENEFITS – ALL LEVELS

- ^ Logo on AudiologyNOW! 2012 Sponsor Drawing Card
- ^ Sponsors will be provided with the opportunity to send marketing information via an attendee email list. Email list is good for one (1) time use only. Email will be sent by a third party. Sponsors will NOT receive actual email addresses. Materials must be approved by the Academy prior to email being sent. This opportunity is limited to the first 20 participants in the Sponsorship Program. There is an additional charge to participate, see details under Other Exhibitor Opportunities.
- ^ Listing on the Academy’s official AudiologyNOW! Web site with the logo and link to company web site for those signed up by January 3, 2012.
- ^ Listing on the sponsor recognition page in ProgramNOW! (must sign up by January 3, 2012). This page will list sponsors according to sponsorship level.
- ^ Listing in the 2012 May/June issue of *Audiology Today*, the official member publication of the American Academy of Audiology - circulation of 10,000+. This reference will list all sponsors according to sponsorship level.
- ^ Sponsor Designation Award sign for your booth.
- ^ Signage at the individual event or function sponsored if applicable.
- ^ Sponsorship signage located throughout the convention center.
- ^ Your company logo placed on the Official Sponsor Thank You Banner hung at the center.
- ^ Acknowledgment on the walk-in slide presentation prior to the start of General Assembly and in the educational session rooms.

ADDITIONAL BENEFITS PER LEVEL

	Diamond	Ruby	Sapphire	Emerald	Platinum	Gold	Silver	Bronze	Copper
One (1) complimentary PRE-show mailing list. Contains mailing address information only (no phone or email). Mailing list rules apply – one time use only. Materials must be approved by Academy prior to receiving pre-registered attendee list.	▲	▲	▲	▲	▲				
One (1) complimentary Membership mailing list. Contains mailing address information only (no phone or email). Mailing list rules apply – one time use only. Materials must be approved by Academy prior to receiving membership list. List must be requested by June 1, 2012.	▲	▲	▲	▲	▲				
Two (2) invitations to the President’s Reception.	▲	▲	▲	▲					
Five (5) full-day convention passes for convention/expo.	▲	▲	▲						
Fifty (50) expo only guest passes good for the exposition only.	▲								
Twenty-Five (25) expo only guest passes good for the exposition only.		▲							

NOTE

- ❖ For those sponsorships in which a ticket is provided to attendees, sponsors must sign up by November 30, 2011, to include company name and booth number on ticket.
- ❖ Deposits must be received by the Academy PRIOR to company name being listed in any promotional materials from the Academy.

SPONSORSHIP PRICING DOES NOT COVER THE FULL COST OF MOST ITEMS. THUS, ALL SPONSORSHIP RECOGNITION SIGNAGE PRODUCED BY THE ACADEMY MAY INCLUDE THE FOLLOWING STATEMENT: “AUDIOLOGYNOW!® 2012 IS MADE POSSIBLE THROUGH OUR SPONSORS, EXHIBITORS, REGISTRATION FEES, AND THE SUPPORT OF ATTENDEES LIKE YOU!”

Check out the New Sponsorship Opportunities for AudiologyNOW! 2012

- ❑ ABA Recognition Luncheon
- ❑ Academy Research Conference Wine and Cheese Reception
- ❑ Academy Store Bag Inserts
- ❑ AudiologyNOW! 2012 Registration Poster
- ❑ President's Reception
- ❑ Ribbon Bar
- ❑ SAA/Special Olympics "Healthy Hearing Corner"
- ❑ Static Clings – Walkway over Exhibit Hall
- ❑ You Are Here Directional Signs and Maps

SPONSORSHIP OPPORTUNITIES

Academy Research Conference (ARC) Support

*All ARC sponsors will be listed on the Thank You page of the program and signage at sponsored event.

1. **ACADEMY RESEARCH CONFERENCE (ARC) 2011 - Wine and Cheese Reception**

\$5,000 // Bronze // First-come, first-served

Partner with the Academy to promote translational research at ARC 2012 focusing on Noise-Induced Hearing Loss, chaired by Sharon Kujawa, PhD. Researchers in this critical public health area will present the latest findings during this one-day conference that will help audiologists translate new knowledge into new treatments. ARC takes place on the opening day of AudiologyNOW!. Help attendees relax after a day of education with a wine and cheese reception.

NEW

2. **ACADEMY RESEARCH CONFERENCE (ARC) STUDENT SCHOLARSHIPS**

\$1,000 // Copper // Multiple opportunities available

ARC Student Scholarships are offered as a component of the AAAF educational initiatives. Each sponsor underwriting gift of \$1,000 provides support for students interested in attending this research based conference held on opening day of AudiologyNOW!

Convention Center Support

3. **@UDIOLOGY**

\$7,000 // Bronze // First-come, first-served

In 2010, over 2,400 attendees used @audiology, a kiosk area including Internet access, message center, Itinerary Planner, and links to your Web site; there are always lines to use these computers. Make sure your logo is what they see! Terminals will be set up in a high traffic area. Kiosk will be designed by the Academy.

4. **ASSISTIVE LISTENING DEVICES**

\$ in kind // First right of refusal

What better way to reach attendees than the assistive listening device for every session room? This opportunity will enable those needing assistance to get the most out of the sessions they attend. Every session room will be configured with a radio feed. Your company name will appear at every session room that features the assistive listening devices.

SOLD!

5. **BANNERS**

\$3,750 each // Copper // First-come, first-served // Multiple opportunities

Banners are limited only to number of placements within the convention center (not inside the exhibit hall). Your company logo and message is prominently displayed. All banners will be supplied by the Academy and

sized to fit the hanging area using your artwork. See banner plan for placement locations (available November).

6. **LITTLE EARS CHILD CARE**

\$5,000 // Bronze // First-come, first-served

Attendees are talking and we're listening. Many want to attend but are unable do to child care demands. Let's make AudiologyNOW! more family friendly so more attendees are able to participate! With your help, we'll offer babysitting services in the convention center with KiddieCorp, a vendor specializing in providing child care services for convention attendees. Child care will be available for children from infants (6 months) to age 15. They plan the activities so our attendees can visit the exhibit hall and sessions without worry.

7. **STATIC CLINGS – ENTRANCE PLACEMENT**

\$300 // Copper // First-come, first-served // Multiple opportunities

Put your name in front of thousands of attendees as they enter the convention center or ride the escalators. The 'clings' adhere to windows but don't damage them. Clings are designed and supplied by the Academy. Your company logo will be featured on the cling.

8. **STATIC CLINGS – WALKWAY OVER EXHIBIT HALL**

\$2,000 // Copper // First-come, first-served // LIMITED TO 10 CLINGS

Put your name in front of thousands of attendees as they enter the convention center or ride the escalators. The 'clings' adhere to windows but don't damage them. Clings are designed and supplied by the Academy. Your company logo will be featured on the cling.

NEW

9. **WATER BOTTLES**

\$30,000 // Platinum // First right of refusal

Everyone gets thirsty at convention! Reusable water bottles will be placed throughout the convention center for attendees to pick up. Each bottle will feature your company logo and Academy logo on them.



Exhibit Hall Opportunities

10. **AISLES**

\$10,000 each (aisle) // Bronze // First-come, first-served

Lead attendees to your booth by sponsoring an aisle. This aisle will be carpeted in the same orange carpet as the main aisle. Five (5) carpet leads with your logo and booth number or with "footprints" leading to your booth will be strategically placed in the carpet. Your logo and booth number will be on the aisle anchor sign. All aisle signs are double-sided and Champion will determine size.

11. **ATTENDEE LOUNGE IN THE EXHIBIT HALL**

\$3,000 // Copper // First-come, first-served // Multiple opportunities

Give the attendees a place to rest in the Exhibit Hall. 20x20 lounge areas will be set with couches and coffee tables. Your company will be listed as the sponsor on meter board signage in lounge. Place your literature on the tables for attendees to read as they relax in the lounge.

12. **CARPET LEADS**

\$500 each // Copper // First-come, first-served // Multiple opportunities

These handy directional leads will get you noticed! Carpet Leads will be placed only in the assigned slots as indicated on the floor plan. Carpet Leads will be approximately 2'x2', are cut into the aisle carpet and will be supplied by the Academy. Only black on white copy, and company logo and booth number listed.

13. **COLUMN WRAPS**

\$2,000 per wrap // Copper // First-come, first-served // Multiple opportunities

Get rid of those unsightly columns! Your company logo will be wrapping those unsightly concrete columns located throughout the convention center. Depends on column availability. Column wraps will be designed and supplied by the Academy and sized to fit using your artwork.

14. EXHIBITOR LOUNGE

\$5,000 // Bronze // First-come, first-served

Are other exhibitors your target market? Get your name out to them by sponsoring the exhibitor lounge in the exhibitor Service Center. This is a place for exhibitors to relax away from their booths. Signs with your logo will be placed in lounge. Your literature can be placed on tables in area. Coffee will be provided. Snacks added at sponsor's expense.

15. POSTER SESSIONS

\$5,000 // Bronze // First Right of Refusal

This is an excellent opportunity for your company to be showcased along with the latest in clinical case studies and Audiology research. Your company name will be prominently placed on signage in the poster area as the official Clinical and Research Poster Sponsor. Your sponsorship does not assume liability for the content of the abstracts presented.



Food and Beverage Opportunities

16. AFTERNOON COOKIE BREAK

\$8,000 // Bronze // First-come, first-served // One per day // Price each day

Picture this... Attendees taking a break during afternoon sessions, as they leave the meeting rooms, they approach tables of cookies! Give them the sugar boost they want. Dozens of cookies will be placed outside the meeting rooms. We'll even get creative and put your logo on some of the cookies!

17. COFFEE BEGINNINGS

\$20,000 // Gold // First-come, first-served // One per day // Price each day

What better way to jump-start the day than providing a quick continental style breakfast for attendees. Attendees will enjoy coffee, breakfast breads and fruit when they arrive at the center to get a good start to their day. Breakfast will be setup in a main area (food and placement are TBD).

18. ICE CREAM CARTS

\$3,000 per cart // Copper // First-come, first-served

What A SWEET DEAL! Sponsor an Ice Cream Cart placed strategically in a high traffic area (TBD). Each cart contains approximately 500 ice cream treats (Number of treats provided is determined by price). Sign will include your company logo and booth number. Carts will be placed in the afternoon. Replenishments are available for an extra charge.

19. LUNCH SPONSORSHIP

\$15,000 (per day) // Gold // First-come, first-served

Treat all attendees to lunch and get heightened exposure as the lunch sponsor. Company name and booth number will be added to the daily lunch ticket and hanging banner over lunch area.

Hotel and Transportation Opportunities

20. AIRPORT SHUTTLE

\$8,000 // Bronze // First right of refusal

Help attendees to get to the airport! We will be running a shuttle from the convention center to the airport on Saturday from 11:00am to 6:00pm. For any shuttle that is equipped with a DVD player, sponsor is approved to show a video on any shuttles used for airport transportation. Even better, have a staff person ride the shuttle and hand out literature information as attendees depart the shuttle.

21. ATTENDEE WELCOME PACKAGE

\$800 per hotel per night // Copper // First-come, first-served // Multiple opportunities

Reach thousands of attendees at your choice of any of the official Academy hotels. Gift baskets, turndown service, room drops – be creative in getting your message out. You will also have shared access to the dark channel at your assigned property to show a video 24/7 (the Academy and other sponsors may share use of dark channel to air scheduling or event information). The Academy must approve give-away item and dark channel video. Hotel room key card is not part of this sponsorship and can be sold separately. Exhibitor is

responsible for any/all fees and conditions associated with using the dark channel, creation of the DVD and room drops. Once approved, exhibitor will contact hotel directly to arrange logistics. Exhibitor to select hotel preference(s). See audiologynow.org for complete listing of hotels in the block.

22. HOTEL ROOM KEY CARD

\$14,000 // Silver // First-come, first-served
Be the one exhibiting company to place logo or design on the room keys at official Academy hotels. Your name is visible 24 hours a day during AudiologyNOW! Depending on quantities and production of this item this fee may increase.



23. SHUTTLE SERVICE

\$20,000 // Gold // First-come, first-served
Company name will be placed on all convention shuttles in the form of a large window cling. The Academy will place shuttle schedules in all convention hotels. Shuttle schedule signage will contain sponsor logo. For any shuttle that is equipped with a DVD player, sponsor is approved to show an advertisement on any shuttles used on this route. The Academy reserves the option of supplying material for play in conjunction with sponsor video. Time limits and restrictions may apply. Shuttle wraps/ banners are at the expense of the sponsor. The Academy must approve video/shuttle wraps/banners. 50% of attendees in the housing blocks will be using the shuttles.

Marketing Opportunities

24. ACADEMY STORE BAG INSERTS

\$5,000 // Bronze // First-come, first-served // Limited to three companies
In Chicago, over 1,000 attendees made a purchase at the Academy Store. This year, when they open the bag, let them find your information in addition to their purchases. You provide the flyer; we'll put them in the bags! As an added bonus, you can send us your buck slips as soon as you purchase this sponsorship and we'll include them in the shipping of Academy Store purchases starting when we receive your materials and continuing through AudiologyNOW!. This means you could get an additional 8 months of exposure. Academy must review and approve materials. **Academy reserves the right to decline any materials.*

25. AudiologyNOW! 2012 REGISTRATION POSTER

\$6,000 // Bronze // First-come, first-served *** **EARLY DEADLINE **** Must be signed up by September 20, 2011**

This is THE marketing piece that attendees look for. Poly-bagged with the November/December issue of *Audiology Today*, this poster lists the Learning Labs, Featured Sessions and the schedule of events. Mailed to all Academy members. This is your opportunity to place an ad here! Details on ad requirements: **Production Size:** 6.125" W x 8" H (includes bleed) **Production Size:** 6" W x 8" H **Bleed:** .125" on right side only **Format:** Press Ready PDF

Placement: Back panel of poster when folded **Art Deadline:** 9/20/11 **Mail Date:** Beginning of November. Inserted into *AudiologyToday* magazine - Final art must be submitted at **Production Size.**

NEW

26. ROOM LOCATOR

\$5,000 // Bronze // First right of refusal
A handy foldout survival guide listing every session, event and even a convention center map!. Sponsorship provides for the logo on the guide. The Room Locator will be inserted into the convention bag, which every attendee will receive.

27. SESSION STATION

\$5,000 // Bronze // First-come, first-served
Be the one sponsor that provides attendees the opportunity to have session handouts printed onsite. This computer servicing station will allow attendees to select the session of their choice and print out a handy copy. Exhibitor logo will be placed on the kiosk and welcome screen. A specially designed cover page featuring your logo will print out before each session topic. Session Station will be placed within easy access of the meeting rooms.

28. YOU ARE HERE INTERACTIVE DIRECTIONAL SIGNS

\$5,500 // Bronze // First-come, first-served // Multiple opportunities

These interactive Kiosks will be placed in the exhibit hall and in the convention center. Attendees will use them to find the location of exhibitor booths and educational sessions. Kiosk will have your logo prominently displayed. Each of the Kiosks on the floor has very visible signage and we're offering that as an exclusive offering – one company can take all four stations – or we can offer them individually. Each station will see literally thousands of uses so you can expect great exposure here, just at the moment users are most likely to be looking for you!

29. UPGRADED PRINTED MAP YOU ARE HERE INTERACTIVE DIRECTIONAL SIGNS

\$4,000 // Bronze // First-come, first-served

Each station is also equipped with a thermal (Green!) printer for users to print out maps and company descriptions. Each printout includes space for sponsorship, and we're offering this to one exclusive exhibitor who wants to be featured on literally every map printed from the system. Make sure when attendees are looking for other exhibitors, they still have your company name and booth number in front of them!

Registration Opportunities

30. BAG LITERATURE INSERT

\$3,500 each // Copper // First-come, first-served // Limited to three opportunities: (one insert per company)

There is no better way to guarantee that every attendee receives your information than by having your material inserted into the official convention bag. Inserts must be no larger than 8 1/2" x 11". The Academy must approve ALL inserts in advance. Shipping information is available in the Exhibitor Manual for shipping deadline in order to include your insert item into the convention bag during bag stuffing. **Academy reserves the right to decline any literature/publications.*

31. EXPOCARD

\$15,000 // Silver // First right of refusal

This electronic business card is carried by all attendees and used for lead retrieval, @audiology, and CEU Manager. Sponsor logo will appear on the card.



32. GUEST PASSES

\$1,000 // Copper // No limit

Invite 25 guests to attend the exposition. Passes are good for the access to the Exhibit Hall, General Assembly and Celebrate Audiology. Passes cannot be exchanged between exhibitor categories or attendee categories. Credits or refunds will not be issued for unused passes. Educational sessions are an additional cost. PASSES OFFER NO CASH VALUE and cannot be used to reduce any existing educational or exhibitor category or registration fee/type. 25 guest passes will be provided.

33. REGISTRATION PACKET INSERT

\$7,500 // Bronze // First-come, first-served

Reach the pre-registered attendees before they arrive at AudiologyNOW! You provide the 3 5/8"x 8 1/2" folded insert and all pre-registered attendees receive your information with their badge. Insert must be approved by the Academy. Materials must be received by February 1, 2012, for inclusion in the registration packets.



34. RIBBON BAR

\$7,000 // Bronze // First-come, first-served

You saw it in San Diego and Chicago! The ribbon bar was extremely popular with the attendees! We'll provide the bar and some fun type ribbons. You provide some ribbons with your own creative sayings. Over 4,500 fun ribbons were taken by attendees in Chicago! Make sure your company ribbon is one they put on their badge holder in Boston!

Special Event Opportunities

35. CELEBRATE AUDIOLOGY

\$12,500 // Silver // First right of refusal

Leverage your entertainment dollars and help host the Academy's annual opening night gala! You will play co-host as the attendees enjoy good food and a great networking opportunity. As an official sponsor, you will have the opportunity to meet and network with attendees. Your company logo will be prominently displayed throughout the reception.



36. HONORS and AWARDS BANQUET

\$5,000 // Bronze // First right of refusal

Be a part of the Academy and AAAF's annual celebration of audiology luminaries and others who impact the profession through research and practice. Your company logo will appear on all Honors and Awards Banquet signage, official program, and you will receive recognition at the banquet by the committee chair.



37. INTERNATIONAL RECEPTION

\$5,000 // Bronze // First right of refusal

The International Reception is open to all attendees. This reception is a chance to get acquainted with the Academy leadership and the International Committee members. Signage will be provided. As the official sponsor, you will have the opportunity to meet and network with attendees. You will also be able to provide product literature or a give-away to each guest. Your company logo will be prominently displayed throughout the reception.



38. PRESIDENT'S RECEPTION

\$3,000 //Copper // First-come, first-served // Three opportunities

This shared sponsorship helps us to continue this long-time tradition. The President's Reception is an invitation-only event. Sponsorship includes two invitations to the President's Reception.

NEW

39. STATE LEADERS LUNCHEON

\$5,000 // Bronze // First right of refusal

The State Leaders Luncheon is an annual meeting of state representatives from all 50 states where a seated luncheon will be served. As the official sponsor, you will have the opportunity to meet and network with attendees. You will also be able to provide product literature to each guest.

40. TRIVIA BOWL

\$30,000 //Platinum // First right of refusal

*\$55,000 for Premium Sponsorship// First right of refusal

A tradition of the Academy pits students, students, and practitioners against each other in an entertaining battle of wits and memory. Always well-attended by attendees! Sponsors will receive recognition with a custom-made sponsor banner for the Saturday event, table place cards, as well as a custom-made trophy display – (designed and produced by the Academy).



American Academy of Audiology Foundation (AAAF) Support

41. AAAF HAPPY HOUR AND A HALF

\$5,000 // Bronze // First right of refusal

The Foundation's annual cocktail reception is always an enormous success. Attended by leaders of the profession and industry, this fundraiser is the place to "see and be seen" at AudiologyNOW! Your company will receive special recognition and other fabulous perks as this event's underwriter.

42. AAAF AudiologyNOW! E-MAIL

\$1,000 // Copper // First right of refusal

Have your corporate name and logo on the AudiologyNOW! edition of the Focus on Foundation e-mail distributed to over 10,000 audiologists one time in spring 2011. As the AAAF's underwriter, you'll receive "top billing" and a link to your corporate Web site.

43. AAAF FIRST TIMER ASSISTANCE PROGRAM

\$5,000 // Bronze // First-come, first-served (Three opportunities available)

As part of its educational initiatives, the AAAF wants early-career audiologists to experience the many educational offerings at AudiologyNOW! Be the first to underwrite this program! Your philanthropic partnership will encourage career-long attendance at audiology's premiere educational conference among those who have never attended AudiologyNOW! Anyone who has not previously attended AudiologyNOW! is invited to apply for complimentary registration. This new program will be prominently featured in AudiologyNOW! promotional materials.

44. **AAAF MEMBER ASSISTANCE PROGRAM (MAP)**

\$500 // Copper // Multiple opportunities available

This program began in 2005 in response to the impact of Hurricane Katrina on Gulf Coast audiologists. Now the AAAF annually funds AudiologyNOW! registration and travel stipends for audiologists experiencing financial hardship. For a nominal gift, exhibitors can help us fund this most worthwhile program.

American Board of Audiology (ABA) Support

45. **ABA RECOGNITION LUNCHEON**

\$5,000 // Bronze // First-come, first-served

This event provides an outstanding opportunity to spotlight your company before some of the most committed audiologists in the profession! At this event, the audiology community recognizes and congratulates the year's new Board Certified audiologists. Get in on the ground floor of this new event! A complimentary invitation will be extended to new ABA certificants and one guest each. Sponsor this event and target some of audiology's most dedicated professionals! Additional benefits include logo listed on ABA and AudiologyNOW! web sites, and recognition in *The Sounding Board*, the ABA e-newsletter.

Student Academy of Audiology (SAA) Events

46. **AUDIOLOGY UNPLUGGED**

\$5,000 // Bronze // First-come, first-served

Audiology Unplugged is where the students meet the experts for informal discussion. This is always an extremely popular event so don't miss out on your opportunity to be a part of this experience. Sponsor will be able to send two of their staff to the unplugged experience.

47. **SAA Mix-N-Mingle RECEPTION**

\$10,000 // Bronze // First-come, first-served

The SAA Mix-N-Mingle Reception is held on Wednesday evening prior to Celebrate Audiology. This reception is limited to students (In Chicago, 100 students attended!). You will have the chance to place your literature in the room and send your staff to the event. (Limit to 10 sponsor staff) Opportunity will be provided for you to speak during the welcome for two minutes.

48. **SAA CENTRAL**

\$7,000 // Bronze // First-come, first-served

SAA Central was the place to be seen in Chicago! Couches and general seating made this a welcoming place for students to linger. Student chapters displayed posters (and won prizes!), picked up materials at the SAA Information Booth, signed for the Expo Hall Student Scavenger Hunt, had informal talks with experts, and enjoyed socializing with fellow students. Put your materials on the tables and have your logo on the welcome signs for this popular gathering place

49. **STUDENT VOLUNTEER PROGRAM**

\$8,000 // Bronze // First-come, first-served

Over 450 students participated in this program last year. From the early registration process, through the confirmation information, to the check in process in Chicago, make sure the student volunteers are seeing your company name and logo. Leave your printed materials at the check-in desk for students to grab. Looking for more face time with the students? Have one of your staff work the check-in desk!

50. **SAA/SPECIAL OLYMPICS "HEALTHY HEARING CORNER"**

\$2,500 // Copper // First-come, first-served

The SAA/Special Olympics "Healthy Hearing Corner" celebrates the developing relationship between the SAA and the Special Olympics Healthy Hearing (SOHH) program. Many SAA members, chapters, and faculty advisors across the country already volunteer. But participation is not limited! Sponsor this area and help encourage all Academy members to take an active role in promoting healthy hearing among the Special Olympics athletes. An opportunity will be provided for you to speak to interested members in a special session on the SOHH and acknowledgement in the continuous slide-show presentation at the booth.

NEW

51. PhD NETWORKING BREAKFAST

\$2,500 // Bronze // First-come, first-served

PhD students and students considering a PhD attended this breakfast for the opportunity to network with other students about their programs and their future careers as research scientists. Sponsor this breakfast and send two of your staff to attend as well.

52. PhD PROGRAMS FAIR

\$2,500 // Bronze // First-come, first-served

Universities with PhD programs displayed their information for potential students at the PhD Programs Fair. Students who are looking to take their education to the next level attended this event. Have a table with your information and staff to provide information to our future scientists!



OTHER EXHIBITOR OPPORTUNITIES

*These items do not earn sponsorship points.

AAA Foundation ONLINE AUCTION 4 AUDIOLOGY

Increase your corporate profile by supporting the AAA Foundation's online Auction 4 Audiology. Donate an item to the auction and your company will receive internet-wide exposure through Biddingforgood.com, the auction Web site for philanthropic organizations worldwide. In addition, auction items and their donors are promoted in the auction booth at AudiologyNOW! in Boston and are recognized in our professional publications and on our web site.

The AAA Foundation seeks donations of gifts-in-kind, such as electronics, vacations and cruises, spa and golf packages, restaurant and store gift cards, airline tickets, professional resources, sporting event tickets and equipment, celebrity memorabilia, and unique artwork. Proceeds from the Auction 4 Audiology support research, education and public awareness in the hearing sciences...and since 2005 the AAA Foundation auctions have raised over \$60,000! To make a donation or to learn about other Foundation activities, contact Tara Conte at 703.226.1048 or tconte@audiology.org.

ATTENDEE EMAIL LIST

\$500 // First-come, First-served // Limited to First 20 Sponsors

Thank you for participating in the AudiologyNOW! 2012 Sponsorship Program. A new benefit of your sponsorship is the opportunity to send marketing materials via an Attendee email list. This email list is good for a one-time use only. Email will be sent by a third party. Sponsor will NOT receive the actual email addresses.

EXHIBITOR MEETING SPACE ON THE EXHIBIT FLOOR

\$2000 per NSF 20x20 // First-come, First-served. Meeting rooms are NOT carpeted.

Need space for storage or looking for a way to escape the hustle and bustle of the show floor for your staff? Meeting room packages come with (1) 20' x 20'; 8' high hard walls; (1) lockable door and (1) sign with your company name on it. Meeting rooms are NOT carpeted. Meeting rooms may not be used as additional exhibit space, and CEUs will not be available. Meeting rooms may be utilized during setup (Tuesday) and expo hours

until 2pm Saturday. Exhibitor must provide room setup accessories. Doors for meeting rooms will be placed facing the opposing wall.

NEW PRODUCT SHOWCASE (NPS)

\$750 per stage // First-come, First-served // Two per company – Limit 15 new products in total will be displayed. The New Product Showcase is the perfect opportunity to show-off your new product and will sit in a high traffic area. Each display will be given a small announcement sign 5" x 7" (no logos). Products will sit on an 8"L x 8"W x 1"H stage (size approximate for design purposes). The display case dimension is 12"L X 12"W X 12"H so please be sure your product fits within the display case. Only one product per display case. If your item does not fit in the display case, an additional fee may be applied to custom build a display case. Actual fee to be determined by dimensions of customized case.

If you wish your product to sit on a plexi accent piece it must be provided with your product. Sign will list: company name, booth number, product name, and a 40-word description. Sponsorship points will not be assigned.

Other Benefits to the New Product Showcase

- ❑ Write up in the *Daily News* provided to all attendees on-site
- ❑ Attendees will vote on Favorite New Product
- ❑ Winner will be announced on Saturday morning in the Exhibit Hall
- ❑ All New Product Showcase participants will be listed with product description in the May/June issue of *Audiology Today*

For those signed up in the NPS, your product(s) MUST BE delivered to the EXPO Office no later than 5pm on Wednesday in order for your product to be placed in the NPS. Due to the sensitivity of the products ONLY NexxtShow representatives will be permitted to place products in the NPS during setup. Due to its custom design, once the unit is moved into place it will not be opened. Sign copy will be requested (exact date will be emailed to you). Failure to provide the requested information will result in only your company name and booth number being listed.



ADVERTISING

Advertising opportunities are available for Audiologynow.org website, *Audiology Today*, *Journal of American Academy of Audiology*, Academy web site, and *ProgramNOW!*. Contact Christy Hanson at 703-226-1062 or chanson@audiology.org for pricing and placement opportunities.



**2012 SPONSORSHIP APPLICATION &
CONTRACT
March 28-31, 2012 – Boston, MA**

COMPANY INFORMATION

DEPOSIT PAYMENT MUST ACCOMPANY FORM

Contact _____ Company _____
 Full Address (no P.O. boxes) _____
 City _____ ST _____ Zip/Postal _____ Country _____
 Phone _____ ext: _____ Fax _____
 E-mail _____ **SIGNATURE REQUIRED:** _____

By signing this contract you agree to the sponsorship terms listed in the benefits section of the sponsorship program and those outlined by the Academy in your Exhibit Space Contract. You also consent to permit the Academy to share this information with Official Contractors. In order to generate increased attendee traffic flow, the Academy reserves the right to promote any sponsorship in its marketing and advertising materials. There is no guarantee in the use of any particular company name or item, in part or in whole, and recognition will be solely for the benefit of AudiologyNOW! Date of sign-up will affect which promotional materials that the sponsorship(s) can be recognized in for AudiologyNOW!. Sponsorship Program is only open to current exhibitors.

PROGRAM PRICING

Sponsorships are awarded based on contract receipt date. Due to production needs, some sponsorship items must be purchased by a particular date, refer to the sponsorship program for item quantities, restrictions and guidelines.

@audiology	\$7,000	Hotel Room Key	\$14,000
AAAF AudiologyNOW! E-mail	\$1,000	Ice Cream Carts each	\$3,000
AAAF First Timer Assist Program	\$5,000	International Reception	\$5,000
AAAF Happy Hour and a Half	\$5,000	Literature Insert (3) available	\$3,500
AAAF Member Assistance each	\$500	Little Ears child care	\$5,000
ABA Recognition Luncheon	\$5,000	Lunch Sponsorship (per day)	\$15,000
Academy Store Bag Inserts (3) available	\$5,000	President's Reception (3) available	\$3,000
Afternoon Cookie Break (per day)	\$8,000	PhD Programs Fair	\$2,500
Airport Shuttle	\$8,000	PhD Networking Breakfast	\$2,500
Aisles – per aisle	\$10,000	Poster Sessions	\$5,000
ARC – Wine & Cheese Reception	\$5,000	Registration Packet Insert	\$7,500
ARC Student Scholarships	\$1,000	Ribbon Bar	\$7,000
Assistive Listening Devices	in kind	Room Locator	\$5,000
Attendee Lounge	\$3,000	SAA Central	\$7,000
Attendee Welcome Package	\$800	SAA Mix-N-Mingle	\$10,000
AudiologyNOW! Reg Poster	\$5,000	SAA/Special Olympics	\$2,500
Audiology Unplugged	\$5,000	Session Station	\$5,000
Banner	\$3,750	Shuttle Service	\$20,000
Breakfast Beginnings(per day)	\$20,000	Static Clings at entrance	\$300
Carpet Lead	\$500	Static Clings – over walkway	\$2000
Celebrate Audiology	\$12,500	State Leaders Luncheon	\$5,000
Coffee Break (per day)	\$20,000	Student Volunteer Program	\$8,000
Column Wrap	\$2,000	Trivia Bowl – Title Sponsor	\$30,000
Exhibitor Lounge	\$5,000	TB *Platinum Sponsorship	\$55,000
Expocard	\$15,000	You ARE Here Directional Signs	\$5,500
Guest Passes	\$1,000	You ARE Here Printed Maps	\$4,000
Honors and Awards Banquet	\$5,000	Water Bottles	\$30,000

FAX FORM TO: 703.790.8631

SEND PAYMENTS TO:

AAA Lockbox

Checks payable to:

American Academy of Audiology, Inc.
 11654 Plaza America Dr. # 507
 Reston, VA 20190-4700

Sponsorship recognition signage produced by the Academy may include the following statement:

“AudiologyNOW! 2012 is made possible through our sponsors, exhibitors, registration fees, and the support of attendees like you!”

All written instances will indicate “Sponsored in part by:”

Sponsorship Cost: _____

Attendee Email List*: _____

New Product Showcase*: _____

Exhibitor Meeting Room*: _____

Total Due: _____

*email list - \$500

*NPS - \$750

*Exhibitor Meeting room - \$2,000

PAYMENT INFORMATION

Total Sponsorship(s) Amount \$ _____ .00 - a 50% deposit must accompany form. Company will not be listed as a sponsor until the full amount is received. Full payment must be received by October 3, 2011. For contracts submitted after October 3, full payment should accompany form. **CANCELLATION/REFUND POLICY:** Refunds will not be given after October 3, 2011 and only 25% of monies paid will be refunded for cancellations received by/on the October 3, 2011 deadline.

INTRODUCTION

Global APD Symposium 2012

Join the American and British Academies of Audiology in promoting the International Perspectives on Auditory Processing Disorder Symposium, chaired by Frank Musiek and Doris Eva-Bamiou, Speakers include international authorities in the area of auditory processing: Gail Chermak, Suzanne Purdy, David Moore, Teri Bellis, Dennis Phillips, Timothy Griffiths, James Hall, and Jos Eggermont. The symposium will begin with a keynote and reception on Friday night, and continue through the day Saturday.

GENERAL INFORMATION

Sponsorships listed below will receive all benefits of AudiologyNOW! 2012 sponsorship. Including Priority Points and Sponsor recognition during AN! 12. For details on Sponsorship benefits, please see page 3 and 4.

SPONSORSHIP OPPORTUNITIES

HORS D'OEUVRES RECEPTION

\$2,000 // Copper // First-come, first-served

Help kick off the symposium by sponsoring the opening reception on Friday night! Symposium attendees will be able to relax, network and socialize while enjoying drinks and hors d'oeuvres following the first keynote speaker.

APD SYMPOSIUM STUDENT SCHOLARSHIPS

\$1,000 // Copper // First-come, first-served

Support student attendance at the Global Issues in APD Symposium! Help to underwrite the cost of student registration for students attending this symposium.

LUNCH SPONSORSHIP

\$5,000 // Bronze // First-come, first-served

Treat all attendees to lunch and get heightened exposure as the lunch sponsor for this global symposium! Company name and booth number will be added to the symposium lunch ticket. Slideshow or video is subject to approval.

EXHIBIT HALL LOCATOR

\$750 // Copper // First-come, first-served

A handy program insert that contains an exhibit hall map which specifically directs symposium attendees to your booth on the exhibit hall floor will be included in every program. Attendees will be free to visit your exhibit hall booth during breaks and lunch.

PROGRAM LITERATURE INSERT

\$500 each // Copper // First-come, first-served

Do you have a product of specific interest to the auditory processing community? Why not provide a handout to be distributed with the symposium program? Guarantee that your target audience receives information on your products and services! Inserts must be no larger than 8 1/2" x 11". The Academy and Symposium committee must approve ALL inserts in advance. Shipping information is available in the Exhibitor Manual for shipping deadline in order to include your insert item into the symposium program. **Academy and Symposium reserves the right to decline any literature/publications.*

KEYNOTE SPEAKER SPONSORSHIP

\$1000 (up to 3) // Copper // First-come, first-served

Achieve maximum exposure by sponsoring a keynote address from a well-known international speaker! Timothy Griffiths, Dennis Phillips, and Jos Eggermont will each deliver a keynote address for this innovative symposium. Your logo will appear at the beginning of the slideshow presentation.



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	HORS D'OEUVRES RECEPTION	\$2,000
	LUNCH SPONSORSHIP	\$5,000
	PROGRAM LITERATURE INSERT	\$500/ea
	ADP SYMPOSIUM STUDENT SCHOLARSHIPS	\$1,000
	EXHIBIT HALL LOCATOR	\$750
	KEYNOTE SPEAKER SPONSORSHIP (3 AVAILABLE)	\$1,000

FAX FORM TO: 703.790.8631
SEND PAYMENTS TO:
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Checks payable to:
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New Product Showcase*: _____

Exhibitor Meeting Room*: _____

Total Due: _____

PAYMENT INFORMATION

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