



### **EXHIBITOR Representatives**

Spring Taylor; Kevin Kouba; Kelly Breece

### **ACADEMY Representatives**

Kris English, President; Cheryl Kreider Carey, Executive Director; Lisa Yonkers, Sr. Director, Meeting Services; Shannon Kelley, Director, Industry Services; Brittany Kuntz, Industry Services Coordinator; Sabrina Moton, Meeting Services Manager

### **GENERAL COMMENTS- Lisa Yonkers**

- Lisa called the panel to order.
- Introductions were given by Lisa

### **AudiologyNOW! 2010**

- October 1<sup>st</sup> Final Booth and Sponsorship payments are due
- Shannon updated everyone on the show floor revisions, new poster area along with the newly designed New Product Showcase area
- New Product Showcase will have its own area in the back of the hall with spot lights on every product. Attendees will be able to vote for the best NPS.
- New booth this year AudiologyNOW! 2011 Booth. This booth will showcase past Best of Show Booths. This year we are bringing back the fun with sponsorship cards. Attendees will go to sponsorship booths and have their card stamped. Attendees will place the card in the ballot box in the AudiologyNOW! 2011 Booth. Prizes will be given to the names pulled during our ice cream social.
- Industry Updates will be on the show floor this year. 6 Exhibitor training booths will be on both sides of the show floor in the back of the hall. This will bring attendees to the show floor. This area is designed for exhibitors to also show their products. Attendees will also be able to receive CEUs.
- New this year Champion is sponsoring an Ice Cream Social on the show floor, Saturday April 17<sup>th</sup> from 12:30 to 1:30. .
- Hands on Labs this year will be in Hall D. We are marketing to students, more education and less about the products. Hands on Labs submission will be available via submission system.
- Our new website will be out in the next few days.
- Academy will be marketing towards facebook and twitter.
- Exhibitor manuals will be online in November. We will have copies available on CD's if you would like a downloadable copy.
- Housing blocks will be sent out in the next couple weeks. Still waiting on one hotel with early bird rates.
- EAP gave great feedback for our new ideas.
- SAA Technology Institute Feasibility Study- Industry reps have been invited, received the green light to proceed. Survey is now in the process of gathering data for further review, stay tuned.
- Featured sessions have a strong schedule and the focus this year is Practice Management.
- Audiology R.O.C.K.S. is a new program this year for Random Offerings of Convention Kindness. We are in the process of gathering items from our hotels and nearby restaurants to give out randomly to attendees during the convention.

### **Next Meeting**

- Next meeting will be December 9<sup>th</sup> 3PM EST

### **Adjournment**