

From: [American Academy of Audiology](#)
To: [Shannon Kelley](#)
Subject: ExhiBITS - March 2011
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March 2011

Contact

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The EXHIBITS newsletter is your primary source for information, reminders, and important updates on AudiologyNOW!® Please contact the Academy if you have any concerns or questions. As always, we welcome your feedback.

March ExhiBITS

The countdown begins! 21 days until AudiologyNOW! 2011

Currently Due:

- Booth Design forms for all island booths
- EAC Notification forms
- Late Work Pass
- Event Notification Form

Housing Update: Submit all Final changes via web or in writing to Experient Housing by **5:00pm (ET) on March 18th**. Housing reservation transfer period is from March 19th to March 23rd. During this time, reservations are being transferred to hotels and no new reservations or changes can be made.

Beginning March 24th – Contact your assigned hotel directly with all changes and/or cancellations. All changes are subject to hotel availability.

Booth Payment

NOTICE: If you have not made your full booth payment by March 29th, your freight will be held until payment is received. Questions on your booth payment? Email [Shannon Kelley](#)

Exhibitor Rules and Regulations

All exhibitors should be familiar with the Academy Rules and Regulations regarding exhibiting at AudiologyNOW. These can be found in the [exhibitor manual](#) as well as on the back of your exhibit space application and contract. Infractions on the trade show floor will be noted and can impact your participation at future events.

No-Shows

Exhibitors whose booths are not completely set-up by 10am on Thursday, April 7th, will have their booth space converted into a lounge. The exhibitor will be automatically charged a \$500 lounge fee. A no-show exhibitor will not be eligible for a refund as noted in the terms of the exhibit space contract.

Legal Alert

On the advice of legal counsel, the Academy has informed the organizers of the web site "boycottinternethearingaids.com" that as a non-profit membership organization, the Academy is prohibited from engaging in any manner with this initiative due to the profound antitrust concerns involved with economic boycotts. Further, discussions of this initiative are not permitted in any Academy forum, including list serves and AudiologyNOW! This means that manufacturers cannot solicit Academy members to join this initiative at any time during AudiologyNOW! 2011.

Audiology & Industry Forum & Breakfast Friday, April 8, 8:00-9:00am, McCormick Place

The Forum is industry's opportunity to provide input to the profession of audiology:

- Hear an update from Mike Orscheln, president of Phonak, and Dianne Meyer, PhD, chair of the AAA Foundation, on proposed educational opportunities that grew out of last year's Forum.
- Join this year's dialogue between industry and leaders of the Academy & the A4.

The invites have been sent! RSVP to [Peggy Azouqha](#) by Friday, March 25.

No Giveaway Policy: Clarification

Question: As an exhibitor, our company's goal is to market our products and services by enticing as many audiologists to our booth as possible. How can we best meet this objective while respecting the Academy's new "no giveaway" policy and maintaining a

professional atmosphere within the exhibit hall?

GIVEAWAY POLICY: Due to Ethical Practices Guidelines and EAP (Exhibitor Advisory Panel) policy, giveaways, raffles and drawings are not permitted between exhibitors and attendees on the show floor. Exhibitors can provide their marketing materials to attendees in the form of printed materials, on a CD or materials on a 1GB USB drive.

Giveaway: something not related to (or necessary for) a business transaction to occur.
Raffle/drawing: a game of chance where some win and some lose.

Answer: Exhibiting at AudiologyNOW! is a place for transacting business between the audiologist and industry suppliers. Thus, it is within your company's prerogative to discount the purchase and to advertise any available discounts on purchases. A product sample given during a business transaction/discussion is acceptable. Given the changing ethical landscape within healthcare, the Academy's goal is to support our exhibitors while upholding ethical standards.

Audiology Bistro

Audiology Bistro offers a convenient and delicious way to eat and meet during AudiologyNOW! It is the perfect setting to impress clients, talk business, and hold meetings. Exhibitors have the option of reserving tables of four or ten, which can be reserved for the entire day or entire show, and include tickets for lunch. For an inclusive price, you get a delicious variety of salads, soup, entrees selections, desserts and a beverage. Avoid the line for lunch by purchasing your Bistro tickets in advance. Go to www.audiologybistro.com now to reserve a table.

AudiologyNOW! 2012 Exhibitor Site Visit to Boston – April 26th

This is your opportunity to see the Boston Convention Center before AudiologyNOW! 2012 booth selection starts on May 3rd. As a thank you for joining us on the site visit, any exhibitor who participates will be able to pre-block their hotel rooms for AudiologyNOW! 2012.

Schedule* on Tuesday April 26th.
8:30 – Breakfast
9:00 – Exhibitor meeting
9:30 – Tour of the Boston Convention Center
11:30 – Tour of Hotels in our Block
4:00 – Finish

*Schedule – subject to change

Make your hotel reservation at the Renaissance Boston Waterfront and get our reduced rate of \$149.

1. Online: <https://resweb.passkey.com/go/AmerAcademyAudiology>
2. Phone: 800.266.9432 / 506.474.2009

If you are planning to attend, please email [Shannon Kelley](mailto:Shannon.Kelley@aaahq.org).

AudiologyNOW! 2012

Booth Selection times and Priority Points listing will be available by March 23rd on our website.

Please NOTE: Booth rates for 2012 will increase from \$18 for Priority Rate to \$19 for Priority Rate. Standard Rate will increase from \$19 to \$21.

*This is our first rate increase since 2008!

Last minute questions? Contact [Shannon Kelley](mailto:Shannon.Kelley@aaahq.org). We'll see you in Chicago!

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