



## October 2010

### Contact

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[Exhibitor Advisory Panel](#)  
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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.*

### Important Date Reminder

Final booth payments are due October 1.

### Innovate the Profession of Audiology

[Submit to the Call for Presentations](#) to share your company's knowledge with professionals and students and help advance the knowledge base of audiologists from across the country and around the world.

Session categories of particular interest to exhibiting companies:

- [Exhibitor Courses](#),
- [Student Hands-On Labs](#),
- [Industry Updates](#).

### [Submit Today](#)

**Submission Deadline: Monday, October 4**

### New this Year! "You Are Here" Interactive Maps and Itinerary Planner

We have partnered with MarketArt's **You Are Here** online and on-site itinerary planner and exhibitor locator to help attendees find your booth at the exact moment they are looking for it.

**You Are Here** is the itinerary planner tool used by attendees to find exhibitors before, during, and after the show, whether they already know the exhibitor or are just discovering them. **You Are Here** allows attendees to easily view your company profile, products and services, booth location, and company contact information. The itinerary planner will be featured on the show's Web site and then on-site at AudiologyNOW!, on stations that are placed in four high traffic locations throughout the show floor and around the session rooms.

Your basic company listing is included as part of your booth contract. Ensure that your standard company listing is correct and up to date on the **You Are Here Interactive Map and Directory** to take full advantage of the opportunity. The information provided to all attendees includes:

- Company description
- Contact information
- Live links to your company Web site (Be sure to take advantage of these back links!)
- Category of your choice

If you need assistance updating your profile or want information on upgrading your listing or advertising opportunities, contact [Renee Wyman](#) at 518-312-4115.

NOTE: THE LINK TO UPDATE YOUR INFORMATION WILL BE SENT WITH YOUR FINAL BOOTH CONFIRMATION IN OCTOBER.

### **Audiology Bistro**

Looking to take your customers to lunch and don't want to leave the show floor? New this year, we're offering an opportunity for you to have a hosted buffet lunch right on the show floor. Tickets will be \$24 per participant. Stay tuned for more details.

### **Meet the Exhibitor Advisory Panel (EAP)**

Over the next few months, we're going to provide you with a brief bio of the EAP members. These are your representatives that work tirelessly to help ensure that AudiologyNOW! is a success. This month, we're featuring Jason Rimestad and Mark Moore. [Click here](#) to see what the EAP has accomplished over the past months.

### **Jason Rimestad—TV Ears, Inc**



Jason Rimestad is the national sales manager for TV Ears, Inc. He joined the company in 2004 to manage the professional division and build a national network of authorized dealer locations throughout the country. With over 1,000 locations to date, he continues to build brand awareness and expand TV Ears' presence throughout the hearing industry community by creating opportunities for hearing professionals to reach individuals with hearing loss.

Prior to joining TV Ears, Inc., Rimestad spent several years in sales and management for an entrepreneurial development company in Orange County, CA. He also co-founded two companies in marketing and recreation. As an employee for TV Ears, and former business owner, Rimestad applies a simple principle to his business philosophy—treat customers as you wish to be treated.

### **Mark Moore—HearingMed**



With over 25 years in hearing aid dispensing, practice management, private label brand management, and marketing, Moore brings a wealth of experience and perspective to our field. He has personally helped over 10,000 people hear better with hearing amplification. He is a columnist for *Advanced for Audiologists* as well as senior publications throughout Northern California.

Moore has developed patented and patent-pending products in the areas of nutritional supplements for hearing-related issues, aural rehabilitation programs, and low-level laser therapy for tinnitus and sensorineural hearing loss.

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