

From: [American Academy of Audiology](#)
To: [Shannon Kelley](#)
Subject: EXHIBITS Newsletter - February 2011
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February 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.

February ExhibITS

Upcoming Deadlines:

- Late work pass—February 25
- Exhibitor Event Notification Form—March 4
- Rooming List to Experient—March 9

Save Money! Advanced Vendor Pricing Deadlines

- Furnishings and Carpet—March 2
- Internet, Phone, Plumbing, Electrical—March 4
- Floral—March 7

Forms and information on the above deadlines can be found in the [Exhibitor Manual](#).

Reserve the Date: 3rd Annual Breakfast with Academy Leadership Friday, April 8, 8:00-9:00 am, McCormick Place

Academy leadership invites you to join them for the Audiology & Industry Forum breakfast in Chicago. At industry's request, the program will be revised this year to include podium time for industry.

Objectives for the event include:

- Initiate dialogue between audiology leaders and industry representatives on strategic ideas for advancing the profession of audiology.
- Update industry representatives on the Academy's and the A4 (our strategic partners) initiatives for 2012.

Formal invitation to each exhibiting company to follow.

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 health care, the Academy's goal is to support our exhibitors while upholding ethical standards.

Auction 4 Audiology

There's still time to donate an item to the American Academy of Audiology Foundation's Auction 4 Audiology! For more information, contact [Tara Conte](#).

Reach Out to Academy Members!

Connect and promote your products or programs to Academy members! You can choose specific demographics to target your marketing. Contact the membership department at

703-226-1051 to learn more or [download the form here](#).

Exhibitor Site Visit to Boston—April 26

This is your opportunity to see the Boston Convention Center before AudiologyNOW! 2012 booth selection starts in May.

Schedule* on Tuesday April 26

- 8:30 am —Breakfast
- 9:00 am—Exhibitor meeting
- 9:30 am—Tour of the Boston Convention Center
- 11:30 am – Tour of Hotels in our Block
- 4:00 pm—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 e-mail [Shannon Kelley](#).

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