



## January 2010

### 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.*

## Important Dates

- Booth Display Notification due ASAP
- Early registration discount ends today, Thursday, January 14
- Exhibitor profile update for *ProgramNOW!* listing due January 27
- *Audiology Today* (Mar/Apr) ad space reservation due January 21
- *ProgramNOW!* ad space reservation due February 4
- AudiologyNOW! *Daily News* ad space reservation due February 4
  - \*Contact [Christy Hanson](#) for all advertising pricing and information.
- Housing Form and Late Work Pass (if applicable) due February 24

## Exhibitor Site Visit Date Change

You spoke and we listened. Based on feedback from the AudiologyNOW! 2009 exhibitor survey and EAP discussions, we're moving the exhibitor site visit from June to March. This will be your chance to see McCormick Place Convention Center, site of AudiologyNOW! 2011, prior to selecting your booth in May. We have it narrowed down to two dates this March so we need your help to let us know which date will work best for you. [Please complete the survey](#) by January 21.

## New Product Showcase

A great opportunity to show off your latest products in our re-designed display booth. With unique lighting and eye catching colors this area will be sure to catch the attendees attention! Along with extra exposure on the show floor for your products, all New Product Showcase participants will be featured in the Daily News that will be distributed to attendees during the show dates. Additional information available in the [exhibitor manual](#).

## Online Itinerary Planner and ProgramNOW! Company Listing

[Update your exhibitor profile](#) by January 27. Your exhibitor password is located on your booth confirmation letter. This information will be made available to the attendees via the online itinerary planner and printed in the ProgramNOW! that will be distributed on-site to all attendees. Need another copy of your confirmation letter? [E-mail Brittany](#).

## Little EARS

Are your employees having trouble scheduling child care in order to travel to AudiologyNOW!? Tell them to bring them along and let them know that the Academy and KiddieCorps are please to provide a children's program, Little EARS, during AudiologyNOW! KiddieCorp is in its 24th year of providing high quality children's programs and youth services to conventions, trade shows and special events. They take watching your children very seriously. KiddieCorp has enjoyed a longtime partnership with the American Academy of Pediatrics, which has helped to establish KiddieCorp as a premier provider of event children's program services. Forward this information onto your booth personnel! [Click here](#) for more information.

## Reserve the Date: 2nd Annual Breakfast with Academy Leadership Friday, April 16, 8:00-9:00am, San Diego Convention Center

Based on positive feedback from last year, Academy leadership will be again hosting an Audiology & Industry Forum breakfast in San Diego. Objectives for the event include:

- For industry to hear an update on the Academy and our strategic partners' initiatives
- For audiology leaders to dialogue with/hear strategic ideas from industry for the profession of audiology

One senior-level executive from each exhibiting company will be invited to

attend this invitation-only event. Watch for formal e-invite.

#### Exhibitor Advisory Panel (EAP)

Next EAP call is February 9. If you have any topics or issues that you would like discussed, contact [Shannon Kelley](#). [View minutes](#) from previous EAP meetings.

#### Hotel Room Pirating

##### **CAUTION: AudiologyNOW! Attendees and Exhibitors Urged to be Wary of Solicitations from Unauthorized Hotel and Housing Providers.**

Once again we have recently been alerted of a housing company contacting our exhibiting companies and informing them that they can offer cheaper rates at hotels in our blocks. Experient, Inc., is our official housing provider. If you receive a call or e-mail from "Executive Convention Travel" or another company that is not our official housing provider, please contact [Sabrina Moton](#) immediately so we can respond appropriately. We will be taking legal action against these companies to protect our attendees and exhibitors. Some of these companies may claim to be a "partner" of the academy or even outright lie. Trust your instincts and the old adage "If you ever feel that something doesn't feel right or is too good to be true then it most likely is." Please, if you are ever unsure whether or not something is legitimate, [contact Sabrina](#) before providing your company info, credit card, or banking information.

#### Reach Out to Academy Members

Connect and promote your products or programs to Academy members year round! 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](#).

#### Silent Auction

Donate an item to the American Academy of Audiology Foundation's Auction 4 Audiology and support research, education, and public awareness in the hearing sciences. For more information, contact [Tara Conte](#).

#### HEARCareers-The Academy's Employment Web Site

##### **Single 30-Day Posting**

Members: \$450.00

Nonmembers: \$550.00

##### **3 Job Postings for 1 Month**

Members: \$625.00

Nonmembers: \$750.00

##### **Single 60-Day Posting**

Members: \$245.00

Nonmembers: \$290.00

##### **5 Job Postings for 1 Month**

Members: \$980.00

Nonmembers: \$1,120.00

\*Resume search included with job posting!

For more information on how to post a Featured Job or becoming one of our Featured Employers, visit [www.hearcareers.org](http://www.hearcareers.org).

American Academy of Audiology

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