



The AAO-HNS Academy Advantage Program is an affinity program offering selected products and services to AAO-HNS members. These products and services for our member's professional business needs can offer substantial discounts to benefit their practice. It leverages the group buying power of the Academy's approximately 12,000 members to create a win-win-win program for our members, the Academy, and Academy Advantage participating vendors. AAO-HNS offers non-endemic companies—those that are not medical device or pharmaceutical companies—wishing to participate in the Academy Advantage Program's two levels of participation.

Academy Advantage Premier Partner:



All Partner level benefits, plus:

- Right to market a co-branded product/services and special offers to AAO-HNS membership;
- Recognition at the Annual Meeting, including sponsorship of a proprietary component (additional production costs assessed);
- First right of refusal on any additional marketing opportunities available throughout the year in print, online, or social media;
- Banner ad four times a year in AAO-HNS weekly e-newsletter, *OTO News* (submissions limited to one per quarter).

*Premier Partner Requirements: Two-year contract including a \$50,000 minimum annual royalty guarantee.
Premier Partners receive category exclusivity at \$100,000 annual royalty*

Academy Advantage Partner:



- Inclusion in Academy Advantage mailing with letter from AAO-HNS CEO promoting special offer;
- One-time access to the AAO-HNS mailing list (USPS addresses only);
- One-time access to the AAO-HNSF Annual Meeting & OTO Experience pre-meeting attendee mailing list (USPS addresses only);
- Complimentary 10'x10' booth space at AAO-HNSF Annual Meeting & OTO Experience;
- Opportunity to insert company literature/promotional merchandise in AAO-HNSF Annual Meeting Registration Bag;
- Opportunity to display products and services at AAO-HNS/F Leadership Forum. (fee associated)
- Signage displaying company logo and booth number on Annual Meeting collateral designating your company as a supporter of AAO-HNS;
- Year-round logo and link promoting offer on AAO-HNS Academy Advantage website;
- Opportunity to link company videos/YouTube channel on AAO-HNS Academy Advantage website;
- Featured product editorial included in one monthly issue of the *Bulletin* (online and in print);
- Featured for one month, twice a year, on the MarketPlace online "website graphic content;"
- Banner ad twice a year in AAO-HNS weekly e-Newsletter, *OTO News*

Partner Requirements: One-year minimum contract including a \$10,000 annual royalty guarantee

Networking Opportunities	Premier Partner	Partner
<ul style="list-style-type: none"> Right to market a co-branded product/service and special offer to AAO-HNS members 	X	
<ul style="list-style-type: none"> Opportunity to display products and services at the AAO-HNS/F Leadership Forum (fee associated) 	X	X
<ul style="list-style-type: none"> One-time access to the AAO-HNS mailing list (USPS addresses only) 	X	X
<ul style="list-style-type: none"> One-time access to the AAO-HNSF Annual Meeting & OTO Experience pre-meeting attendee mailing list (USPS addresses only) 	X	X
Year-Round Recognition		
<ul style="list-style-type: none"> Priority recognition and positioning benefits in print and online materials 	X	
<ul style="list-style-type: none"> Priority choice of feature months in print and online materials 	X	
<ul style="list-style-type: none"> First right of refusal of any additional marketing opportunities available throughout the year in print, online or social media 	X	
<ul style="list-style-type: none"> Year-round logo and link promoting offer on AAO-HNS Academy Advantage website 	X	X
<ul style="list-style-type: none"> Opportunity to link company videos/YouTube channel on AAO-HNS Academy Advantage website 	X	X
<ul style="list-style-type: none"> Inclusion in Academy Advantage mailing with letter from AAO-HNS CEO promoting special offer 	X	X
<ul style="list-style-type: none"> Featured product editorial included in one monthly issue of the <i>Bulletin</i> (online and in print) 	X	X
<ul style="list-style-type: none"> Opportunity to provide a banner ad to be included in the weekly AAO-HNS e-newsletter, <i>OTO News</i> 	X <i>(4 times each year)</i>	X <i>(2 times each year)</i>
Annual Meeting & OTO Experience Visibility		
<ul style="list-style-type: none"> Recognition at the Annual Meeting & OTO Experience, including sponsorship of a proprietary component (fee associated) 	X	
<ul style="list-style-type: none"> Opportunity to insert company literature/promotional piece in AAO-HNSF Annual Meeting Registration Bag 	X	X
<ul style="list-style-type: none"> Complimentary 10'x10' booth space at AAO-HNS/F Annual Meeting & OTO Experience 	X	X
<ul style="list-style-type: none"> Signage displaying company logo and booth number on Annual Meeting collateral designating your company as a supporter of AAO-HNS/F 	X	X

All participating Academy Advantage companies are featured in the bi-monthly full page Academy Advantage Program *Bulletin* ad and bi-monthly *Journal-Otolaryngology Head and Neck Surgery* ad. Academy Advantage advertisements appear on ENT Connect (AAO-HNS member engagement portal), and on the AAO-HNS website.