



EXPERIENCE

ENGAGEMENT OPPORTUNITIES

365 Access to the Otolaryngology Community

CONTENTS

- 3 | Why Engage with AAO-HNS?
- 4 | Thought Leadership
- 6 | Attendee Experiences
- 7 | Branding
- 10 | Corporate Champions
- 12 | Sponsorship Levels



WHY ENGAGE WITH AAO-HNS?

The American Academy of Otolaryngology–Head and Neck Surgery is the flagship organization in the specialty for educational content and thought leadership.

Clinicians and administrators trust us to move the practice forward, advocate on their behalf, and continue to lead them toward improved patient outcomes. Our corporate partners are an integral part of this process. The closer we work together, the better you will be able to produce improved products and fill needed gaps in patient care and outcomes.

The AAO-HNSF Annual Meeting & OTO Experience is the largest and most well-respected international meeting in the field of otolaryngology. With well over 5,000 surgeons, physicians, and other medical professionals in attendance, you will have access to the industry's top decision makers. No other event offers this level of exposure and access.


We have a wide variety of engagement options that will enable you to tell your story directly to your customers. Perhaps you'd like to showcase your thought leadership through our Product Theater or Hands-On Training Lab. You could also message decision makers through our attendee experience options such as the Opening Ceremony or President's Reception. Don't forget – we also have great branding options through attendee bags, hotel keycards, and much more.

While the Annual Meeting represents the best opportunity to engage decision makers in otolaryngology directly, we also have other opportunities throughout the year for more consistent messaging. Advertise in our the *Bulletin*, AAO-HNS' official magazine, and reach our approximately 12,000 members plus their staff. Become a Corporate Champion and access exclusive benefits such as priority access to the Reg-ent™ Clinical Registry , access to the Leadership Forum Roundtables, and research evaluation/study design assistance.


There are many options to fit your goals and budget. **Remember, all opportunities are on a first come, first served basis.** If you'd like to pursue an opportunity that is not listed or perhaps you have a different take on one that is listed – let us know! We are excited to work with you to craft the best value possible.

THOUGHT LEADERSHIP

Showcase your expertise and solutions!

1.  Education from the Industry Experts \$17,500 (5 Available)

The OTO Info Theater is your company's opportunity to showcase procedures and introduce specialized education in a didactic setting for 150 Annual Meeting attendees. Review recent scientific studies and information or display your products.

2.  Industry Thought Leader Series \$25,000 (6 slots per theater)

Take this opportunity to provide quality education to attendees from your knowledge base on topics related to your specialty. Far from the typical sales pitch, these presentations are designed to be didactic and informational for the attendees in an effort to educate on important topics for their business and improving patient outcomes.

3. Corporate Satellite Symposium \$30,000 (6 Available)

Capture the energy of the Annual Meeting and present your own content! Corporate satellite symposia are conducted by our corporate partners in conjunction with the Annual Meeting & OTO Experience. Program content is directed by the corporate sponsor and must be approved by AAO-HNSF. All Corporate Satellite Symposium will take place at the Headquarter Hotel.

4. Branded Meeting Pod \$8,995 (8 Available)

An opportunity to have your own exclusive-use soundproof meeting pod on the show floor. As part of our new networking and matchmaking solution, this gives you a dedicated meeting spot for all attendees you set up meetings with. The pods are lockable, meaning only you will be able to access them. The outside of these pods are brandable with your messaging.

5. Hands-On Training Lab **\$35,000** (6 Available)

Hands-on Training on the OTO Experience floor provides your company with the best training opportunity in otolaryngology! This opportunity give you your own branded hands-on lab on the OTO Experience floor to offer training to our clinicians throughout the show hours.

6. OTO-TV Package **\$7,500** (10 Available)

OTO TV is an onsite conference television channel featuring new episodes daily. The program can be enjoyed on the screens throughout the convention center, in a majority of the conference hotels, and online (website and Annual Meeting mobile app). OTO TV offers daily conference highlights, featuring “behind the scenes” interviews, coverage of conference events, and comments from attendees about the Annual Meeting. Video will also run in select hotels! Sponsor package includes the following: company name at the beginning and end of each video, on camera segments with host filmed in front of your booth with signage, company logo watermark in video, 30-second banner ad during daily video highlights, 30-second daily interview with company representative, and a pre-produced commercial to run following daily coverage.

7. Women in Otolaryngology (WIO) General Assembly **\$5,000** (2 Available)

Support the WIO section with their mission and position your company with the diversity and inclusion efforts in a meaningful way. Support of the General Assembly comes with short remarks during the Assembly, recognition from the section on the screen during the General Assembly, and recognition during the lunch offered to the WIO members.



ATTENDEE EXPERIENCES

Partner with the Annual Meeting and become part of the experience!

1. President's Reception **\$35,000** (2 Available)

As a sponsor of the signature social event of the Annual Meeting, your sponsorship will provide you with outstanding visibility and recognition in front of all meeting participants. The President's Reception will be held on Sunday, October 3, starting at 6:30 pm. This will be the highest attended event of the meeting, and the ideal time to really let your brand presence shine.

2. [Re]BrandU Lounge **\$50,000** (Exclusive)

This lounge will help attendees with their public persona, including social media profiles, a headshot lounge, and video presentation and interview coaching/training. This much-needed branding "makeover" solution will be a must-stop experience for any attendee looking to sharpen their image and improve their public standing. As one of two supporting sponsors, your brand will be prominently featured throughout the lounge, as well as in follow up communications to every attendee who interacts with one of the station, allowing your call to action to these prominent figures to live on beyond the meeting.

3. [Re]ChargeU Lounge **\$27,500** (4 Available)

The [Re]ChargeU Lounge will be branded entirely for your company. Featuring furniture with electric ports built in, a soundproof portable meeting room, and a sponsor activation of your choice, attendees will thank you for the respite from their busy schedule.

4. Wine Tasting **\$18,500** (Exclusive)

An opportunity to host a VIP Wine Tasting on Monday, October 4 at the headquarter hotel. You will select the guests from our attendee list, and we will send an exclusive mailed invite on your behalf to them, branded for you. We will limit the size of the tasting to the first 25 to RSVP in order to maintain the exclusivity and to give your representatives enough quality time with each of them while you enjoy both local and international wine selections.

BRANDING

Place your brand front and center. Make an impact!

1. PPE Kit **\$25,000**

Have your company or product logo on all items included in the PPE Kit (bag and hand sanitizer), kit also includes a no touch tool and a reusable face mask and three (3) disposable masks. Have attendees walking all over the convention center and the city with your company name or logo on a item everyone uses a few times a day.

2. Attendee Bags **\$40,000** (Exclusive)

Put your logo on the side of every attendee bag and get thousands of brand impressions with every single attendee. No matter where they go, your brand will be front and center. Many attendees will bring this stylish bag home and continue to use it for months or years to come.

3. Lanyards **\$25,000** (Exclusive)

Put your logo on every attendee neck for the duration of the conference. From the moment the attendees arrive to the moment they leave the convention center for the last time, they will see your logo hundreds of times with every conversation they have.

4. Floor Stickers **\$4,000**

(5 Stickers per Company, 10 Company Limit) *First come, first served.*

These 4' x 4' stickers are strategically placed in the exhibit hall with your company's personalized message, company or product logo, and booth number. Each step taken by the attendees can bring them closer to your presence on the show floor.

5. Aisle Signs **\$32,500** (Exclusive)

Have your company or product logo and booth number on our 20+ aisle signs. Attendees will see your branding as they navigate the OTO Experience! No matter where they are trying to go, they will know you are close by.

6. Column Wraps **Call for Pricing and Locations** (4 Available)

Create exposure for your company by wrapping columns in the convention center lobby or in the exhibit hall. This is the main gathering spot for attendees as they come through the main entrance to the convention center. These columns stand out in the middle of the lobby and are closest to Registration.

7. Escalator Clings and Runner **Call for Pricing**

Place your message on escalator locations at the Convention Center. Tell your branding story to thousands of attendees a day in this highly stylish branding opportunity. Various locations available.

8. Window Clings **\$17,500** (Exclusive)

Leave a lasting impression with attendees by advertising your company, product, or event on these prominent locations throughout the convention center.

9. Hotel Key Cards **Call for Pricing**

Enjoy repeat visibility of your corporate logo or brand message throughout the Annual Meeting with branded hotel keycards at the top four hotel blocks! These hotels are where the majority of our attendees will be staying. The sponsor is responsible for working with our vendor PLI and the hotel for all expenses associated with production and hotel distribution fees for the room keys. All creative materials must be approved by Show Management prior to production.

10. Mobile App Splash Screen - Log In Screen **\$40,000** (Exclusive)

Capture the attention of thousands of attendees before, during, and after the AAO-HNSF Annual Meeting & OTO Experience! The mobile app provides real-time room updates, alerts, a searchable exhibitor list, and floor plan. Provide maximum exposure for your company and branding on every attendee's mobile device and tablet! This opportunity ensures that your brand or product ad is one of the first visuals attendees will see when they open the app long before arriving in the city and stays up after the show concludes!

11. Mobile App Product Listing **\$2,250** (6 Available)

Highlight your product in the Mobile App Featured Product list. The package includes: Product photo, Full length product description (200 words maximum), and Product listing links to Exhibitor profile.

12. Mobile App Enhanced Search Listing **\$3,650** (4 Available)

Have your listing appear at the top of the search whenever you are included in the search results. Listing will be highlighted to draw attention.

13. Mobile App Banner Ad **\$9,000** (4 Available)

Increase your visibility with attendees by being one of five rotating banner ads. The Benefits include: banner ad and link to exhibitor listing or website URL. With the Final Program no longer being printed, the Mobile App is the go-to tool for information on the Annual Meeting & OTO Experience!

14. Mobile App Push Notification **\$13,500** (3 Available)

Have your call to action pushed out to every attendee via the Mobile app. One opportunity per day.

15. Banners **Call for Pricing**

Various sizes and locations are available throughout the convention center. Have your call to action grab center stage in the most heavily trafficked parts of the event for all four days. Call for pricing, size, and location options.

16. WiFi Sponsorship with Splash Screen **\$37,500** (Exclusive)

Be the exclusive sponsor of the vital WiFi network at the Convention Center. Supporting this opportunity provides the sponsor with a custom splash landing page upon joining the event wifi network. Be creative and create a unique call-to-action they can opt-in to receive, either at your booth or post-event!

17. Attendee Bag Insert **\$6,500** (5 Available)

All attendees will receive the official AAO-HNSF registration bag when they claim their credentials. Sponsorship includes an 8.5" x 11" printed marketing message for each registration bag to be disseminated to every registered attendee. Be prepared to send at least 5,200 copies of your insert!

18. Rotating Kiosk **\$8,500** (3 Available)

This is a great traffic driver! Promote your company or product with this eye-catching kiosk located in high-traffic areas of the convention center. There are backlit panels on each kiosk.

19. Coffee Breaks **\$5,000** (3 Available)

Everyone needs a hot beverage break after sitting in thought provoking education sessions. Give the attendees a delicious coffee or tea and they will be eternally appreciative. Logo placement and branded napkins and cups add even greater visibility to this high impact sponsorship, as well as acknowledgement as the supporting sponsor in a push notification through the mobile app alerting every attendee to the free coffee you provided.

20. Attendee Lunch Co-Sponsor **\$15,000** (3 Available)

Be one of three companies that will be feeding our hungry attendees each day! All attendees are invited to break from their sessions and receive a free lunch in the exhibit hall. Show your support while promoting your brand by purchasing this sponsorship. You will get on-site signage thanking you for your support, branded t-shirts worn by the catering staff, five-ten table clings with your sponsor logo, as well as logo recognition on the napkins and lunch tickets given to the attendees.

21. Water Infusion Station **\$20,000** (Exclusive)

Provide a branded re-usable water bottle as well as fruit infusion options for a healthy, delicious, and environmentally friendly way to stay hydrated throughout the conference. Logo placement on the high quality water bottle, as well as on the water coolers and at the infusion station ensure every attendee will know who gave them this refreshing treat.

22. Website Advertising **Call for Pricing**

Have your ad displayed on the homepage of the Annual Meeting & OTO Experience website. Your ad will be displayed for a full month! Thousands of attendees and prospective attendees will visit this site. Make certain that your message is seen when they do.

23. Ad Retargeting **\$6,950**

Ever shop online and no matter where you go online that item seems to follow you? That's ad retargeting. Visitors to the AAO-HNSF Annual Meeting & OTO Experience websites and pre-registered attendees for the show will see your banner follow them on YAHOO!, Weatherchannel.com, and other sites providing you 100,000 impressions or up to three months of exposure – every new impression creating awareness and sharing your brands presence and messaging to attendees

24. Meeting Daily Advertising **Call for Pricing**

Get your message out in the first thing attendees see each morning. The *Meeting Daily* is handed out at all entrances each morning. Content includes recaps of the previous day as well as highlights of what attendees should be looking for at the OTO Experience coming up. Get your message in front of these attendees as part of your overall branding strategy with ads in every budget range.

25. Bulletin Advertising **\$2,300**

Connect with AAO-HNS decision-makers year-round and keep your message top of mind. The Bulletin is the AAO-HNSF flagship publication providing the latest in practice, policy, and patient care for better patient outcomes. Display advertising is the perfect compliment to your presence at the Annual Meeting & OTO Experience, and will ensure engagement with your investment at the event. Full page 4-color rate is \$2,300, frequency rates, partial page sizes, multiple-page insertions covers and inserts also available on a first-come, first-served basis

26. Charging Stations **\$4,500** (4 Available)

These lockable charging stations will be available in high traffic areas of the convention center. The kiosk itself is brandable, and the video monitor over the station will play a loop of your 30-second video you provide throughout the conference.

CORPORATE CHAMPIONS

AAO-HNSF Strategic Partner Alliance

The Corporate Champions program allows our vital strategic partners a chance to engage with the Academy in new way. Reaching beyond the member engagement activities you already participate in, this program demonstrates the Academy's commitment to helping you achieve your strategic goals. Both the Enterprise Circle and the OTO Partner Circle represent the pinnacle of the partnership experience that the Academy has to offer.



OTOPARTNERS CIRCLE

- Quarterly CEO Update highlighting AAO-HNS/F major initiatives, a regulatory/advocacy brief, and discussions on billing codes and reimbursement (two via webinar, one at Annual Meeting, and one at Leadership Forum)
- Reimbursement evaluation services (proper coding/new coding/coverage issues/code requests)
- Access to roundtable discussion with industry and physician leaders once a year to explore issues in the field (held at Leadership Forum)
- 15 percent discount on all exhibit/sponsorship options at the Leadership Forum and Annual Meeting
- 15 percent discount off listed rate for all AAO-HNS/F advertising opportunities available throughout the year
- First right of refusal to support any new initiatives or programs created by AAO-HNS/F



ENTERPRISE CIRCLE

- Access to every opportunity OTO Partners Circle offers, plus:
- Priority access to Reg-entSM menu of services
- Research evaluation and study design assistance (evaluating clinical studies and research pipeline to drive appropriate coding and coverage strategy)
- Targeted reimbursement evaluation and consultation, including coding challenges and coverage issues

SPONSORSHIP LEVELS

	SUPPORTER	COLLABORATOR
Total Annual Support (Excluding Booth Space)	\$5,000 - \$9,999	\$10,000 - \$24,999
Complimentary Full-Conference Registrations		
Sponsor Hanging Banner Listing	X	X
Sponsor Ribbon on Name Badge at Annual Meeting for All Staff	X	X
Attendee Promotion/Invite Portal Access	X	X
Sponsor Recognition Slide in Opening Ceremony		X
Enhanced Exhibitor Listing on Mobile App and Website		X
Access to Sponsor Lounge at OTO Experience		
Annual Meeting Attendee Mailing List for One-Time Use (Pre-Registration List)		
Access to VIP During President's Reception		
Opportunity to do a Focus Group of AAO-HNS Members during the Annual Meeting		
Reimbursement Evaluation Services (Proper Coding/New Coding/Coverage Issues/Code Requests)		
Quarterly CEO Fireside Chat		
Access to Roundtable of Industry and Physician Leaders to be held at Leadership Forum		
Priority Access to Reg-ent SM Clinical Research		
Research Evaluation and Study Design Assistance		

CORPORATE CHAMPIONS

PARTNER

PREMIER

OTO PARTNERS
CIRCLE

ENTERPRISE
CIRCLE

\$25,000 - \$49,999

\$50,000 +

1

2

3

3

X

X

X

X

X

X

X

X

X

X

X

X

X

X

X

X

X

X

X

X

X

X

X

X

X

X

X

X

X

X

X

X

X

X

X

X

X

X

X

X

X

X



EXPERIENCE



otoexperience@entnet.org



www.otoexperience.org