

INDUSTRY THOUGHT LEADERSHIP GUIDELINES AND APPLICATION



AAO-HNSF 2021
ANNUAL MEETING & OTO EXPERIENCE
LOS ANGELES, CALIFORNIA | OCTOBER 3 - 6
WE ARE ONE TWENTY-FIVE

APPLICATIONS ARE DUE BY JULY 28, 2021

INDUSTRY THOUGHT LEADERSHIP SERIES GUIDELINES

The OTO Theater is the perfect venue for exhibiting companies to detail a product to a captive audience in conjunction with the American Academy of Otolaryngology—Head and Neck Surgery Foundation Annual Meeting & OTO Experience. Far from the typical sales pitch, these presentations are designed for you to share your industrial knowledge with our physician audience to improve their business and patient outcomes. The OTO Experience hours and reach up to 150 attendees in a pre-scheduled, advertised session.

AVAILABLE TIMESLOTS

Time slots may be arranged on Sunday, Monday, or Tuesday during the 2021 Annual Meeting & OTO Experience. Time slots are assigned on a first-come, first-serve basis. Due to limited space availability, the AAO-HNSF cannot guarantee that similar topics will not be scheduled by other participants during the course of the OTO Experience hours.

INDUSTRY THOUGHT LEADERSHIP SERIES FEE (PER TIMESLOT)
\$25,000
SUNDAY, OCTOBER 3
10:00 am - 11:00 am
MONDAY, OCTOBER 4
10:00 am - 11:00 am
TUESDAY, OCTOBER 5
10:00 am - 11:00 am

BENEFITS

Industry Thought Leadership Series sponsor will receive:

- Industry Thought Leadership Series will be listed on AAO-HNSF's Annual Meeting website, in promotional materials, and onsite at the Annual Meeting & OTO Experience.
- All Industry Thought Leadership Series will be promoted on an AAO-HNSF produced sign to be displayed in the registration area. The sign will include date, location, program title, name of the corporate sponsor, and logo if provided by specified production deadline.
- Exhibit Hall public address system announcements will be made inside the exhibit hall to promote your presentation and Push Notifications will be sent through the mobile app prior to the start of your presentation.

APPLICATION

Corporate Sponsors that want to conduct an Industry Thought Leadership Series must complete the following application that includes a complete program title and description for review and approval by AAO-HNSF. Applications must be completed in their entirety upon submission. Incomplete applications will not be returned to apply for completion.

APPLICATIONS ARE DUE BY JULY 28, 2021

Industry Thought Leadership Series applications will be reviewed and approved on a first-come, first-served basis. Applications submitted after this date will be accepted as long as space is available. You will receive email notification confirming receipt of your application within two business days. Acceptance letters will be emailed within three weeks of submitting your application.

ELIGIBILITY

Corporate Sponsors of Industry Thought Leadership Series are required to exhibit at the OTO Experience. For information on exhibiting, contact Marc Ingram at mingram@entnet.org or **703-535-3778**.

ENDORSEMENTS

The AAO-HNSF does not endorse or co-sponsor Industry Thought Leadership Series programs.

KEY AAO-HNSF LEADERS

AAO-HNSF does not permit Key AAO-HNSF Leaders to participate in Industry Thought Leadership Series as faculty members, presenters, chairs, consultants, or in any other role besides that of an attendee who receives no honoraria or reimbursement. The AAO-HNSF defines Key Leaders as all AAO-HNSF Elected Officers and Boards of Directors, committee chairs, and the Editor-in-Chief of *Otolaryngology—Head and Neck Surgery*.

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INDUSTRY THOUGHT LEADERSHIP SERIES GUIDELINES (CONTINUED)

AUDIO AND VIDEOTAPING

Audio or videotaping of your Industry Thought Leadership Series program is permitted with advance notice and approval by AAO-HNSF. Selection of the vendor and all associated expenses are the responsibility of the corporate sponsor. Upon request, AAO-HNSF will supply contact information for official vendors. You are not obligated to use these vendors. Corporate Sponsors will be responsible for providing certificates of insurance for any outside vendors per specifications of the facility.

USE OF THE AAO-HNSF'S NAME

All uses of the AAO-HNSF's name must be approved prior to the meeting. AAO-HNSF must review and approve all promotional and program materials prior to production and distribution.

USE OF THE AAO-HNSF/ACADEMY LOGO

The AAO-HNSF logo is not permitted on your program materials. However, you may use the AAO-HNSF Annual Meeting & OTO Experience logo (which will be provided upon request).

One of the following phrases must accompany any use of the Annual Meeting & OTO Experience logo:

- While attending the AAO-HNSF Annual Meeting & OTO Experience
- ...to be held in conjunction with the AAO-HNSF Annual Meeting & OTO Experience

Submit to Marc Ingram at mingram@entnet.org by August 6, 2021 for AAO-HNSF for review and approval.

LOGISTICS

Corporate sponsors are responsible for all logistical arrangements, financing, promotion other than those mentioned under Benefits and all other aspects of the Industry Thought Leadership Series program.

SPECIFICATIONS

The OTO Theater will be constructed in the OTO Experience. It will contain:

- Seating for 150
- Standing lectern
- Head table for 2-4
- One wired lavalier microphone
- Two audience microphones for questions
- LCD projector
- Projection screen
- Sound package
- Dedicated AV technician
- Stage, riser, and three 10 amps electrical drop
- Registration table with two chairs set at entrance

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PRIMARY CONTACT INFORMATION

A primary contact must be listed. This person will be the AAO-HNSF's main point of contact for all aspects of the Industry Thought Leadership Series.

Company:

Primary Contact:

Title:

Address:

City:

State/Province:

Postal Code:

Country:

Telephone:

Fax:

Email Address:

PROGRAM INFORMATION

Program Title:

Name and Description of Industry Thought Leadership Series:

Presentation Description/Purpose: *Please provide up to 200-word description, or attach to application.*

Invited Speakers:

EDUCATION INFORMATION UPDATE:

If there are any changes in the Program or Education Information, please notify meetings@entnet.org immediately. Printing deadline is August 6, 2021. Changes received after print deadline will NOT be included in the onsite publications.

DATE/TIME PREFERENCE:

Due to limited space availability, the AAO-HNSF cannot guarantee that similar topics will not be scheduled by other participants during the course of the OTO Experience hours.

REQUESTED TIME BLOCK

	OTO EXPERIENCE HOURS	SELECT YOUR TIME SLOT	
SUNDAY, OCTOBER 3	9:30 am - 5:00 pm		10:00 am - 11:00 am
MONDAY, OCTOBER 4	9:30 am - 5:00 pm		10:00 am - 11:00 am
TUESDAY, OCTOBER 5	9:30 am - 3:30 pm		10:00 am - 11:00 am

INVOICE INFORMATION

Please complete the following information regarding invoicing. Invoices will be sent within 10 business days of being approved to host your Industry Thought Leadership Series. Payment is requested by check only, to be made out to AAO-HNSF.

Company:

Primary Contact:

Medical Education Provider *if applicable*:

Address:

City:

State/Province:

Postal Code:

Country:

Telephone:

Fax:

Email Address:

AGREEMENT

By submission of this application all matters or questions not covered by the above rules and regulations are subject to the discretion of AAO-HNSF. These rules and regulations may be amended at any time by AAO-HNSF, and all amendments shall be equally binding on all parties. In the event of any amendment or addition to these guidelines, written notice will be given by AAO-HNSF to such parties. The exhibitor shall protect, indemnify, hold harmless and defend AAO-HNSF, its officers, directors, agents and employees against all such claims, liabilities, losses, damages and expenses, including reasonable attorneys' fees and costs of litigation; provided that the foregoing shall not apply to injury, loss, or damage caused by or resulting from the negligence of AAO-HNSF, its officers, directors, agents or employees. I have read, understand, and will adhere to the AAO-HNSF Industry Thought Leadership Series Guidelines and Application. I understand the Industry Thought Leadership Series Fee is \$25,000 accepted programs cancelled on or before August 5, 2021, are subject to a 50% cancellation fee. Accepted Industry Thought Leadership Series cancelled on or after August 6, 2021, will not receive a refund. All outstanding obligations to AAO-HNSF by the submitter, including payment of all debts, must be fulfilled within 30 days.

Signature:

SUBMIT INDUSTRY THOUGHT LEADERSHIP SERIES APPLICATION TO:

Marc Ingram, Corporate Development Manager

American Academy of Otolaryngology—

Head and Neck Surgery Foundation

1650 Diagonal Road, Alexandria, VA 22314

Email: mingram@entnet.org

FOR AAO-HNSF/F USE ONLY

Date Application Received: _____
Assigned Theater Date: _____
Amount Due: _____
Approved by: _____ Date: _____
Date Theater Cancelled: _____
Liquidated Damages: _____

CANCELLATION POLICY

As only contracted exhibitors may participate in holding an Industry Thought Leadership Series, cancellation of exhibit space automatically results in cancellation of participation in this opportunity. The following cancellation terms apply, regardless of how participation is cancelled:

- a) Notification of a company's decision to cancel holding an Industry Thought Leadership Series must be submitted in writing via e-mail to:

Marc Ingram
Corporate Development Manager
1650 Diagonal Road
Alexandria, VA 22314
Email: mingram@entnet.org

- b) The date of receipt will be the official cancellation date. Companies that cancel participation in holding an Industry Thought Leadership Series will be subject to fees based on the date of receipt, as follows:
- If the company cancels participation on or before August 3, 2021, are subject to 50% cancellation fee.
 - If the company cancels participation on or after August 4, 2021, will not receive a refund.

- c) Exposition Cancellation by AAO-HNSF

AAO-HNSF may terminate the sponsor's Application and/or AAO-HNSF 2021 Annual Meeting & OTO Experience (or part of it) when AAO-HNSF, in its sole discretion, believes that (a) the premises in which the Exposition is or is to be conducted has become unfit for occupancy, or (b) the holding of AAO-HNSF 2021 Annual Meeting & OTO Experience or AAO-HNSF's performance under the Contract is substantially or materially prevented or interfered with by a cause or causes not reasonably within AAO-HNSF's control. AAO-HNSF is not responsible for delays, damage, loss, increased costs or other unfavorable conditions that arise as a result of such termination. Furthermore, in the event of such termination, AAO-HNSF may, in its sole discretion, retain all or part of the sponsor's fee with no liability for either party to the Contract. The sponsor waives all claims for damages or recovery of payments made.

The above phrase "a cause or causes not reasonably within AAO-HNSF's control" includes, but is not limited to: fire; casualty; flood; epidemic; earthquake; explosion; accident; blockage; embargo; inclement weather; act or threat of terrorism; riot or civil disturbance; strike, lockout, boycott or other labor disturbance; inability to secure necessary labor; technical or personnel failure; lack of or impaired transportation facilities; inability to obtain, condemnation, requisition or commandeering of necessary supplies or equipment or services; orders or restraints imposed by civil defense, military or other types of governmental authorities; or acts of God; or such circumstances making AAO-HNSF's performance impossible or commercially impracticable in its sole discretion.

No sponsor fees will be refunded as a result of decreased attendance. No guarantees have been made in this regard.