

A stylized, colorful map of Nashville, Tennessee, serves as the background for the entire page. The map uses various shades of orange, yellow, and green to represent different areas and features like rivers and parks.

*We are here  
for you*

**AAO-HNSF 2023**

ANNUAL MEETING & OTO EXPERIENCE  
SEPT. 30 - OCT. 4 | NASHVILLE, TN

# SPONSOR & EXHIBITOR PROSPECTUS

A row of stylized, light-colored illustrations of medical and surgical instruments is positioned at the bottom of the page. From left to right, the instruments include a laryngoscope, a surgical drill, a pair of forceps, a scalpel, and a syringe.

[www.otoexperience.org](http://www.otoexperience.org)



AMERICAN ACADEMY OF  
OTOLARYNGOLOGY-  
HEAD AND NECK SURGERY

FOUNDATION®

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# ABOUT THE AAO-HNS/F

**Mission:** We engage our members and help them achieve excellence and provide high-quality, evidence-informed, and equitable ear, nose, and throat care through professional and public education, research, and health policy advocacy.

**Vision:** The global leader in optimizing quality ear, nose, and throat patient care.

**About AAO-HNS:** The American Academy of Otolaryngology-Head and Neck Surgery (AAO-HNS) is one of the world's largest organizations representing specialists who treat the ears, nose, throat, and related structures of the head and neck. Otolaryngologist-head and neck surgeons diagnose and treat medical disorders that are among the most common affecting patients of all ages around the world. Those medical conditions include chronic ear disease, hearing and balance disorders, hearing loss, sinusitis, snoring and sleep apnea, allergies, swallowing disorders, nosebleeds, hoarseness, dizziness, and tumors of the head and neck as well as intricate microsurgical procedures of the head and neck. View the appendix (page 33) to learn more about the conditions that otolaryngologist-head and neck surgeons treat. The Academy has approximately 13,000 members.

**About AAO-HNSF:** The AAO-HNS Foundation works to advance the art, science, and ethical practice of otolaryngology-head and neck surgery through education, research, and quality measurement.

## About the Annual Meeting & OTO Experience:

The AAO-HNSF Annual Meeting & OTO Experience is the premier global event in the field of otolaryngology. With well over 5,000 surgeons, physicians, researchers, academicians, fellows, residents, and medical students

from around the world, you will have access to the industry's top decision makers. No other event offers this level of exposure and access. These individuals gather to advance the specialty through education, networking, exhibitor interaction, and hands-on use of new products, tools, and instruments.



## 2023 AAO-HNS Annual Meeting Program Committee Members

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Erika A. Woodson, MD

Christina J. Yang, MD

VyVy N. Young, MD

Mark E. Zafereo, Jr., MD

Daniel M. Zeitler, MD



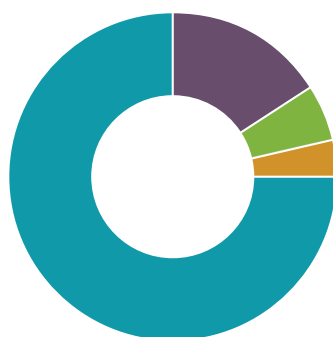
# ATTENDEE PROFILE

The Annual Meeting & OTO Experience is designed for practicing otolaryngologist-head and neck surgeons and associates, researchers in otolaryngology, senior academic professors and department chairs, international societies, fellows-in-training, and residents from around the world.

## Why Support the OTO Experience?

- ✓ The AAO-HNSF Annual Meeting & OTO Experience program covers the most innovative scientific updates and clinical practice in the field.
- ✓ More than 80% of surveyed exhibitors and sponsors report achieving their goals after attending the AAO-HNSF Annual Meeting & OTO Experience.
- ✓ The Annual Meeting features a wide variety of learning opportunities including world-class speakers, top-quality education sessions, hands-on demonstrations, Expert Lectures, Scientific Oral Presentations, Master of Surgery Video Presentations, Scientific Posters, Simulation Presentations, industry symposia with product showcase, and mentoring and networking opportunities.
- ✓ The OTO Experience showcases products and services from more than 250 companies across the otolaryngology-head and neck surgery field.
- ✓ Breaks, daily lunch, Lunch with the Experts, Coffee Talk with the PPSG: Tips and Tools for Success, Poster Presentations, and more are scheduled in the exhibit hall—providing six full hours of programming in the OTO Experience.

### TYPICAL ATTENDANCE BY OCCUPATION



Resident/In-Training | 16%

Student | 5.5%

Advanced Practice Provider | 3.5%

Physician | 75%

### TYPICAL ATTENDANCE BY SPECIALTY



General Otolaryngology | 55%

Head and Neck Surgery | 12%

Otology/Audiology | 10%

Pediatric Otolaryngology | 6%

Rhinology | 6%

Other\* | 11%

#### \*Other:

Facial Plastic and Reconstructive Surgery — 3%  
Laryngology — 3% | Neurotology — 2% | Allergy — 1%  
Endocrine Surgery — 1% | Sleep Medicine — 1%

### AVERAGE ATTENDANCE BY REGION OVER PAST FIVE CONFERENCES



North America | 60%

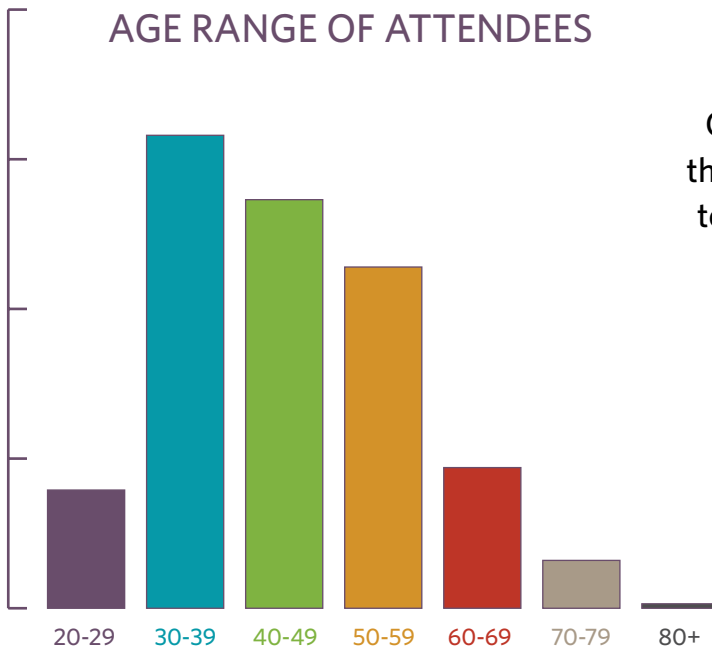
South America | 18%

Europe | 17%

Asia, Australia, & Oceania | 5%

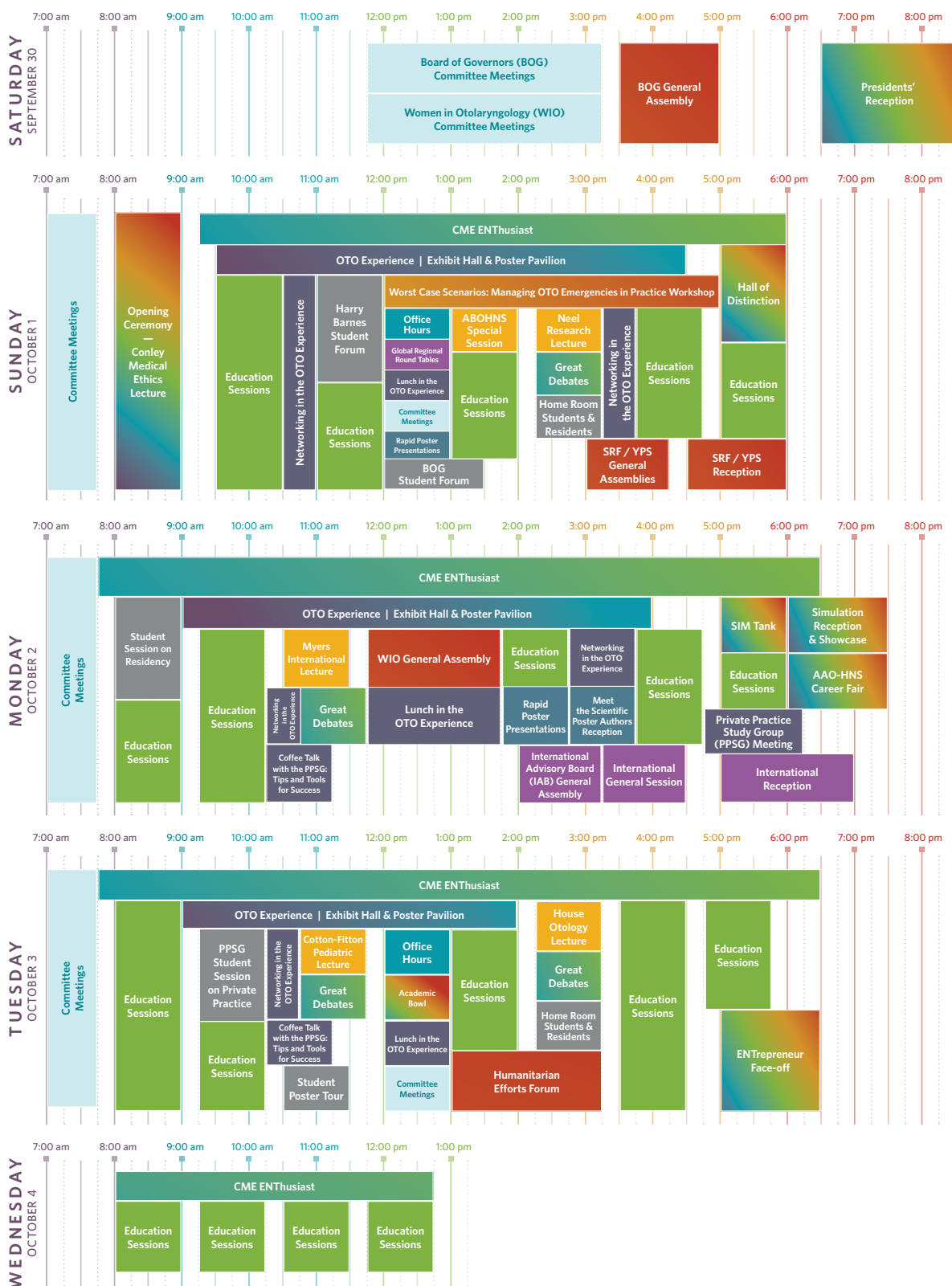
Each year, the Annual Meeting & OTO Experience attracts 5,000+ surgeons, physicians, and other medical professionals in the field of otolaryngology. Attendees engage with the products and services that shape the industry and provide the tools to help them administer quality patient care and improve business practices.

### AGE RANGE OF ATTENDEES



Over 250 companies are represented within the interactive exhibit hall, ready to present to eager new physicians and residents; an emerging group within our vast attendee profile who attend the OTO Experience exploring opportunities to build career-long relationships with important industry partners. Additionally, nearly one-third of attendees are international, thus providing an opportunity to focus on an abundance of products to increase awareness and education.

# PRELIMINARY SCHEDULE AT A GLANCE



*\*All time and dates  
subject to change.*

# SUPPORT OPPORTUNITIES

Position your company as a leader in the specialty by showcasing your latest products and discoveries to the world's leading otolaryngology-head and neck surgeons, researchers, scientists, and healthcare providers. Express your commitment to education, research, clinical management, and treatment throughout the world by becoming an Annual Meeting & OTO Experience supporter. With a wide variety of engagement options, you are able to increase your visibility through our attendee experience options, Thought Leadership opportunities, and branding experiences. Become a Corporate Champion and access exclusive benefits such as priority access to the Reg-ent<sup>SM</sup> ENT Clinical Data Registry and research evaluation/study design assistance.

*Custom support packages are available.*

Please contact **Maureen Hennessey** at  
[AAOHNSF@discoversb.com](mailto:AAOHNSF@discoversb.com) for details.



# THOUGHT LEADERSHIP

Showcase your expertise and solutions!

## Coffee Talk with the PPSG: Tips and Tools for Success

\$10,000

(2 available)

Coffee Talk with the PPSG: Tips and Tools for Success, similar to Lunch with the Experts, is hosted by members of the Private Practice Study Group (PPSG) and provides attendees an opportunity to interact with renowned private practice otolaryngology experts over coffee.

Held on Monday, October 2 and Tuesday, October 3 inside the OTO Experience, the Coffee Talk with the PPSG is an intimate atmosphere designed for peer exchange and discussion. In recognition of support for one or both coffee breaks, sponsors will have visible signage outside the room, in the mobile app, and on the conference website.

## Corporate Satellite Symposia

\$37,500

(21 available)

### Organize an expert breakfast, lunchtime, or evening education session on a topic of your choice.

The satellite symposium can be as long or as short as you choose within the time frame provided. You also have complete control over education content and presenters.

#### Symposia Regulations:

- Companies are responsible for their catering planning and costs. Basic AV provided by AAO-HNSF.
- Companies are responsible for making their own CE provider arrangements.
- Symposia will be listed in the final program as an Industry Sponsored Session.
- AAO-HNSF reserves the right deny a symposium topic if it is determined to be not in alignment with it's vision, mission, and strategic goals.
- Satellite symposia are not part of the education programming presented by AAO-HNSF.

## Lunch with the Experts

\$10,000

(2 available)

Lunch with the Experts provides attendees the opportunity to interact with renowned otolaryngology experts over lunch. Held on Monday, October 2 and Tuesday, October 3 inside the OTO Experience, Lunch with the Experts is set up in an intimate atmosphere created for peer exchange and discussion. In recognition of support for one or both coffee breaks, sponsors will have visible signage outside the room, in the mobile app, and on the conference website.

**SOLD OUT**

### Breakfast Symposia

- (3) Monday, October 2 | 7:00 - 8:00 am
- (3) Tuesday, October 3 | 7:00 - 8:00 am

### Lunchtime Symposia

- (3) Sunday, October 1 | 12:00 - 1:00 pm
- (3) Monday, October 2 | 12:45 - 1:45 pm
- (3) Tuesday, October 3 | 12:00 - 1:00 pm

### Evening Symposia

- (2) Sunday, October 1 | 6:00 - 7:30 pm
- (2) Monday, October 2 | 6:00 - 7:30 pm
- (2) Tuesday, October 3 | 6:00 - 7:30 pm



## International Industry General Session on Cochlear Implants

**\$7,500**

(3 available)

**Monday, October 2 | 3:30 - 4:30 pm**

**New for 2023!** In an effort to provide additional education opportunities focused on global health issues, the AAO-HNSF will offer an International General Session. The hour-long session will include a panel of industry experts discussing cochlear implants, device technology developments, and establishing worldwide data exchange.

### Symposia Regulations:

- *Speaking Opportunity - Sponsor will be invited to appoint an industry expert to participate on Cochlear Implant panel. Panelist will have up to 10 minutes to present and will be included in the Q&A with the moderator and audience.*
- *Sponsor logo included on meeting signage.*
- *Logo and hyperlink on International Newsletter event communications.*
- *Logo included on a slide during the general session.*
- *Ability to have corporate materials on a table at the general session.*

## Private Meeting Suite

**See Prices Below**

(Limited quantity)

An opportunity to have your own exclusive-use meeting suite on the show floor. As part of our new networking and matchmaking solution, this gives you a dedicated meeting spot for all your meetings. With 8' high walls, no ceiling, and a locking door, your privacy is ensured throughout the duration of the OTO Experience

**The price includes branding on one side of the outside of the suite with your messaging.**

*All additional branding is the responsibility of the sponsor.*

### Meeting Suite Prices

10' x 10' Meeting Suite	\$10,500
10' x 20' Meeting Suite	\$15,500
20' x 20' Meeting Suite	\$20,500

## OTO Pavilion Presentation Slot

**See Prices Below**

(11 available)

The AAO-HNSF OTO Pavilion is your company's opportunity to showcase procedures and introduce specialized education in a **didactic setting for 100 attendees for 30 or 60 minutes**. Review recent scientific studies and information or display your products.

**\$30,000** (for 60 minutes)

<b>SUNDAY</b>	12:00 - 1:00 pm
October 1	2:15 - 3:10 pm

<b>MONDAY</b>	10:45 - 11:40 am
October 2	12:45 pm - 1:40 pm
	2:45 pm - 3:45 pm

<b>TUESDAY</b>	10:45 - 11:45 am
October 3	12:00 - 1:00 pm

**\$15,000** (for 30 minutes)

<b>SUNDAY</b>	10:30 - 11:00 am
October 1	3:15 - 3:45 pm

<b>MONDAY</b>	10:15 - 10:45 am
October 2	

<b>TUESDAY</b>	10:15 - 10:45 am
October 3	

# ATTENDEE EXPERIENCES

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

## Attendee Lunch Co-Sponsor

**\$15,000**

(1 available)

Support feeding hungry attendees at the Annual Meeting & OTO Experience. All attendees are invited to break from their sessions and receive a free box 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 and each table will be set with logo signs, as well as logo recognition on napkins.

## Exhibit Hall Coffee Breaks

**\$5,000**

(20 available)

Everyone needs a beverage break after sitting in thought-provoking education sessions. Give attendees a delicious cup of coffee, tea, or soda 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 acknowledgment as the supporting sponsor in a push notification through the mobile app alerting every attendee about the free beverage break offered in the OTO Experience.

*Coffee breaks are offered in the exhibit hall at four locations. Your company logo will appear on signage posted at coffee stations as well as on napkins and coffee cup sleeves.*

## ENTrepreneur Faceoff

**\$10,000**

(3 available)

**Tuesday, October 3 | 5:00 - 6:30 pm**

Now in its third year, this event provides industry entrepreneurs an opportunity to present their early, not yet widely commercially available, innovations in the field of otolaryngology. Teams may also be looking for collaborators, advisors, feedback, and/or funding. The top three entrepreneur teams will then faceoff before a panel of judges. Sponsors will be given a coveted seat as a judge.

### Sunday, October 1

(4) 10:15 - 11:15 am | (4) 3:00 - 4:00 pm

### Monday, October 2

(4) 10:00 - 11:00 am | (4) 2:45 - 3:45 pm

### Tuesday, October 3

(4) 10:00 - 11:00 am

## Hall of Distinction

\$7,500

(2 available)

\$15,000

(Exclusive)

*Established in 2021, the Hall of Distinction recognizes otolaryngologists who have made long-term exceptional contributions to the AAO-HNS/F and the specialty of otolaryngology.*

**Sunday, October 1, 2023**

The success of our organization over the past 125 years fell squarely on the shoulders of hundreds of volunteer physician leaders and practitioners. Academicians, private practitioners, and researchers who have advanced the practice of otolaryngology and care of patients by distinguishing themselves through advocacy, education, humanitarianism, innovation, leadership, or research from around the world are eligible for consideration. In recognition of support for this important event, exclusive sponsors will be given the opportunity to address the audience from the main stage and introduce the emcee who will present this year's inductees.

## Millennium Society Lounge

\$15,000

(Exclusive)

The Millennium Society Lounge is the quiet exclusive gathering spot for influential and loyal members who have donated to the AAO-HNS *foundation* in support of our mission. Sponsorship of the Millennium Society Lounge provides an unparalleled brand awareness opportunity. By dominating the lounge with your logo, your brand will be displayed in front of AAO-HNS leadership, donors, and physicians.

This opportunity is truly a fantastic way to connect with our VIP visitors and expand your brand's exposure within the otolaryngology world! The Lounge will be prominently located near the main entrance for guests of the Omni Hotel for maximum exposure.

You'll also benefit from pre- and post-show marketing, a dedicated spot on our website, advertising in our eShow daily, and much more!



# ATTENDEE EXPERIENCES

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

## Presidents' Reception

**\$25,000**

(2 available)

**\$50,000**

(Exclusive)

**This will be the highest attended event of the meeting and the ideal time to really let your brand presence shine!**

As a sponsor of the signature social event of the Annual Meeting, your sponsorship will provide outstanding visibility and recognition in front of meeting participants. The Presidents' Reception will be held on September 30 starting at 6:30 pm.

*Add to the networking experience by sponsoring an activity for attendees to do while reconnecting with friends. Guests will love their custom souvenirs with your logo incorporated into the activation.*

### Leather Embossing - \$10,000

Guests will be able to choose between a variety of stamps including symbols, letters, numbers and a custom logo stamp. Create a one-of-a-kind keepsake leather key tags and magnets to commemorate opening night in Nashville.

### Screen Printing - \$10,000

Screen print a personalized bandana as a keepsake with custom logo.

### Wood Burning - \$10,000

The sights, sounds, and smells of wooden keychains and guitar picks being hand-burned with initials and other custom designs as performance artists make this a truly unique item.

## Opening Ceremony

**\$25,000**

(2 available)

**\$50,000**

(Exclusive)

### Opening General Session

Join us on stage as we open the AAO-HNSF 2023 Annual Meeting & OTO Experience in Nashville with the Opening Ceremony held at the Country Music Hall of Fame. This important event kick-starts the conference and energizes the audience. The ceremony—featuring Academy leaders, Presidential Citation recipients, and inspirational videos showcasing members—is the place to see and be seen, to greet longtime friends, and connect with new colleagues.

## SIM Tank

**\$10,000**

(Exclusive)

**Monday, October 2 | 5:00 - 7:30 pm**

Now in its seventh year, this popular event features the top three most innovative simulation project authors.

Simulation projects are judged on innovation and creativity, scalability throughout the specialty, and advancement of training and practice in the field of otolaryngology. In recognition of support for this event, the exclusive sponsor will be recognized on signage at the event, mobile App and on the conference website.



## SRF & YPS General Assembly and Reception

See Options  
Below

**\$5,000**  
(2 available)

**\$10,000**  
(Exclusive)

**Sunday, October 1**

The Section for Residents and Fellows-in-Training (SRF) and the Young Physicians Section (YPS) will hold separate business meetings, followed immediately by a joint lecture and reception. Your support will include brief remarks during the joint lecture and an opportunity to set up a display table and network with attendees at the reception.

## WIO General Assembly

See Prices Below  
(9 available)

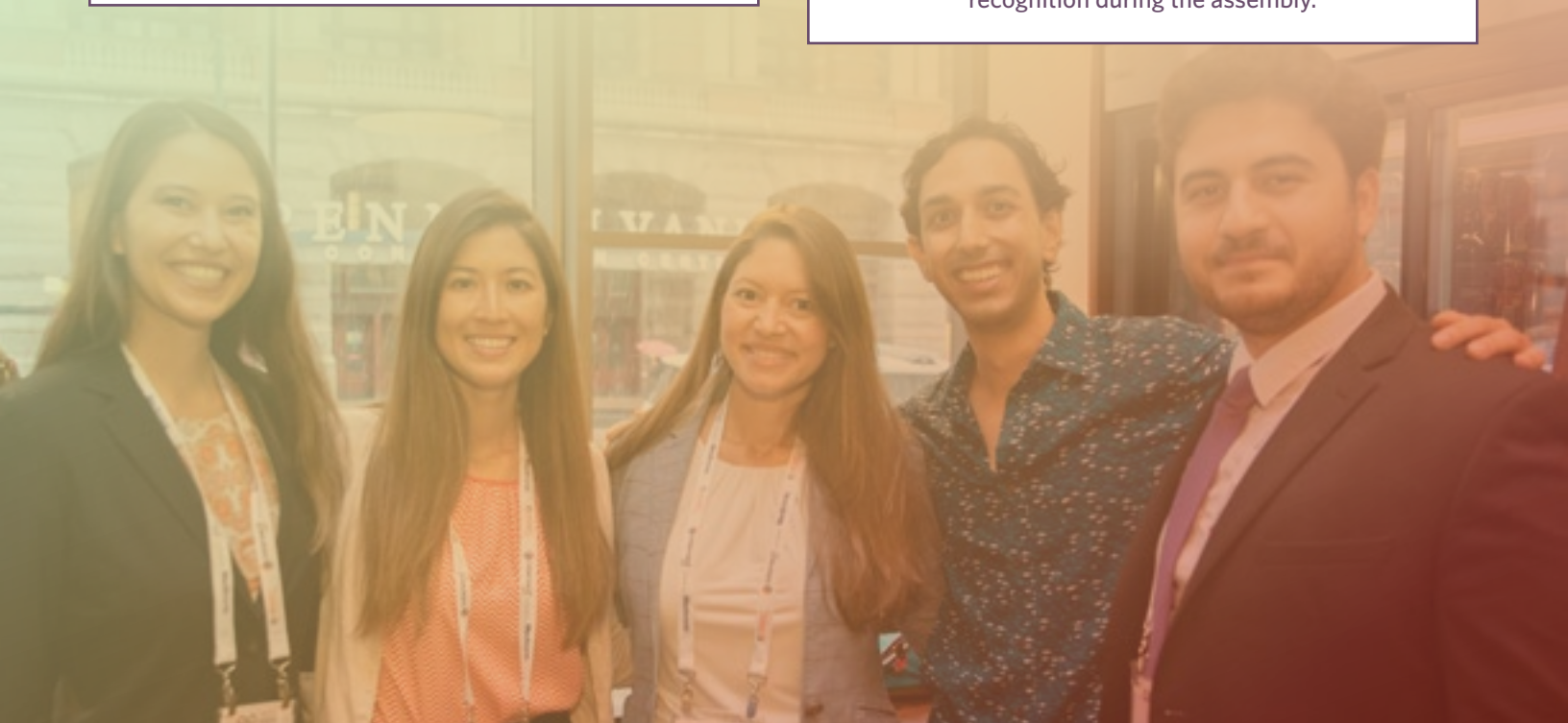
No Remarks

**\$5,000**  
(6 available)

Brief Remarks  
**SOLD OUT**  
**\$10,000**  
(3 available)

**Monday, October 2**

Support the Women in Otolaryngology (WIO) Section at their largest education event of the year. Over 500 women ENTs will gather to network and learn from speakers and panelists focused on topics of value to women in the specialty. Your support will include brief remarks during the General Assembly and logo recognition during the assembly.



# BRANDING OPPORTUNITIES

Place your brand front and center and stand out from the competition. Make an impact!

## Ad Retargeting

See Prices Below

Ever shop online and no matter what site you are on that item seems to follow you? That's ad retargeting! Visitors to the AAO-HNSF Annual Meeting & OTO Experience webpages and pre-registered attendees for the show will see your banner follow them on other websites providing you thousands of impressions and up to three months of exposure—with every new impression creating awareness and sharing your brand's presence and messaging to attendees.

### Large Package - \$6,000

200,000 ad impressions served in 90 days

### Medium Package - \$4,000

100,000 ad impressions served in 90 days

### Starter Package - \$2,500

50,000 ad impressions served in 90 days

## Aisle Bench Advertising

\$5,000

(6 available)

Let attendees sit down and relax for a minute on strategically placed park style benches located in the main cross aisle in the exhibit hall. Place your custom advertisement on a sign next to the benches for maximum visibility. Attendees will see your ads as they walk past or sit down. This advertisement is 3' tall by 4' wide and includes one (1) 2'x2' floor cling.

## Attendee Bags

\$25,000

(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.



### Attendee Bag Insert

\$6,500

All attendees will receive the official meeting registration bag when they check-in and pick up their conference credentials. Sponsorship includes one 8.5" x 11" printed marketing message for each registration bag. Be prepared to send at least 6,000 copies of your insert.

*All creative materials must be approved by Show Management prior to production.*

### Hotel Key Cards

\$25,000

*(Exclusive)*

Enjoy repeat visibility of your corporate logo or brand message throughout the Annual Meeting with branded hotel keycards at the top six hotel blocks! These hotels are where the majority of our attendees will be staying.

We will work with our trusted key card vendor for creation and distribution to hotels.

*All creative materials must be approved by Show Management prior to production.*

### Cube Stacked Towers

\$5,500

Whether you are looking for a way to draw attention or captivate your audience, these are designed to impress.

The Cube Stacked Towers offer a large format graphic area to get you noticed by attendees. The Tower helps you communicate your message effectively and is an excellent way to show large scale graphics in a small amount of space with crowd stopping presence.

### Hotel Room Drops

\$10,000

A great opportunity to reach all attendees staying in the official hotel block for the Annual Meeting. An advert and/or branded item will be placed in each attendee's room for their undivided attention in the comfort of their hotel room.

# BRANDING OPPORTUNITIES

Place your brand front and center and stand out from the competition. Make an impact!

## Floor Stickers

**\$5,500**

*(10 available)*

These 3'x3' 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. Four (4) stickers per order.

## Navigation Signs

**\$3,000**

*(10 available)*

These 3'x8' foamcore signs are strategically placed in the convention center to help attendees navigate their way to different locations. One side of each sign can have your company's personalized message, custom graphics, company or product logo, and booth number. The other side will have AAO-HNSF information.

## Rotating Kiosks

**\$8,500**

*(For all four sides)*

This is a terrific way to promote your brand without the necessity of rigging. These self-sustaining 8' towers are branded on four sides with LED backlights. The towers rotate slowly to show off your branded messages on all four sides as attendees pass by.

## Publication Bins

**\$2,500**

Provide your publication for distribution during the event. Your company's name and logo will appear on the bin structure. The sponsor is responsible for providing an appropriate number of publications (1,000-3,000 copies). Publications Bins will be placed outside the exhibit hall near registration.

## Lanyards

**\$25,000**

*(Exclusive)*

Put your logo around every attendee's neck for the duration of the Annual Meeting. 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.





WELCOME TO THE  
O EXPERIENCE

O Experience  
HOURS OF OPERATION  
Sunday, Monday, and Tuesday  
9:00 am - 5:30 pm

# VENUE SPECIFIC OPPORTUNITIES

The Music City Center offers numerous branding opportunities to showcase your custom graphics and gain valuable exposure in highly visible areas where attendees will be passing by throughout the day.

## Elevator Wraps

\$8,000

(2 available)

Elevator wraps are a great way to grab attention, and offer a variety of custom ways to engage our attendees. Elevator wraps at entrance will be a tremendous marketing for education sessions, Omni Hotel and many other hotels will see your message.

**SOLD OUT**



### High Traffic, High Impact

Place your message on escalator locations in the convention center. Tell your branding story to thousands of attendees a day in this highly stylish branding opportunity.

## Escalator Clings

\$15,000

## Entry Door Window Clings

\$2,500

(12 available)

### Outside of MCC | 3 Entrances | 4 Doors at Each Entrance | 2' x 2'

Be the first thing attendees see as they enter the convention center and the last thing they see as they exit for the day. These 2' x 2' window clings will be placed on the lower portion of the doors, below the handrail. There are three main entrances on street level. Each major entrance contains four doors. You can select which doors to brand, or brand them all for maximum exposure.



Offer a welcoming space for attendees by offering an area to rest, catch up on emails or charge their phone/laptops. Sponsoring a highly visible hospitality room, at the front of the venue, across from the exhibit halls through a combination of window clings, doorway graphics, column graphics, branded charging station will give your brand a lasting impression.

## Hospitality Rooms

\$18,000





## Large Column Wrap

**\$12,000**

*(11 available)*

As attendees navigate their way through the foyer area of the exhibit hall at Music City Center, column wraps are easily seen, giving you the opportunity to showcase your brand throughout.



## Outside of the Exhibit Hall and at Registration



Grab attendees' attention with flags attached to columns in the main concourse across from the exhibit halls.

## Column Flag

**\$7,500**

*(4 available)*

## Railing Banner

**\$7,500**

*(6 available)*

Get noticed with banners placed in the high traffic area between registration, and one of the main entrance areas. This area will be seen by all attendees several times each day. There are a total of six banner placements. You can buy one or all six placements for maximum exposure.



## Graphic Wall

**\$12,000**

*(4 available)*

Enhance your presence by branding one of the four large panels that give you the opportunity to place an attention-grabbing message. These highly visible graphic walls are located outside the exhibit halls in the main concourse. Thousands of attendees will see it throughout the show.



# VENUE SPECIFIC OPPORTUNITIES

Window Clings, Column Wraps, 65" Monitor, and wide steps are all available for you to capture the attention of the attendees in a highly visible and trafficked location using eye-catching graphics.

## INSIDE OF THE EXHIBIT HALL:

### Window Cling

\$3,500

(11 panels available)

Present your brand above the show floor and for the duration of the show with graphic window clings adorning the windows of a meeting room above Halls A, B, and C.



Capture the attendees attention by showcasing your brand through eye-catching graphics on large column wraps. Columns available are located by the four coffee break areas. Two areas offer single columns, two areas offer double columns.

### Large Column Wrap

\$3,500

(4 locations, 6 available)

### Aisle Signs

\$32,500

(Exclusive)

Have your company or product logo and booth number on our over 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. Your company color can be the background on the sign.





# VENUE SPECIFIC DIGITAL SIGNAGE

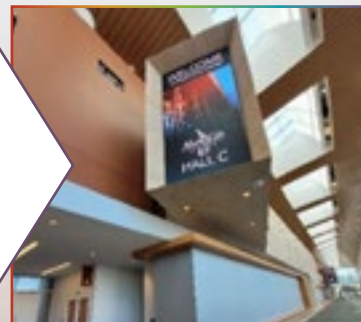
Music City Center offers exhibitors numerous digital display options with different screen types to reach attendees through cutting-edge technology.

## Exhibit Hall Dormers

**\$20,000**

*(3 available)*

Towering above the entrances of Halls B, C & D, 7" x 14" vertical LED displays will deliver a high impact message with your logo/message to attendees. Dormers are visible from the third and fourth floors as well as from the exterior on Demonbreun Street. Screens can be full sized, divided as well as video capabilities. Graphic will rotate every 10 seconds.



This significant display unit, 10' x 5'6", is positioned on the entrance wall of 5th & Demonbreun St. This Video Wall is the first thing attendees will see as they enter Music City Center from the front entrance. Graphics/Video rotate every 10 seconds, up to 3 sponsored ads per screen.

## Video Wall

**\$8,500**

*(3 available)*

## Corner Wrap Display

**\$20,000**

*(3 available)*

LED Corner Wrap Displays are at the entrances to Halls B, C, D. The displays can work in tandem or independently, accommodating a wide variety of messaging to attendees. These eye capturing displays are visible from both directions on the concourse as well as from the exterior on Demonbreun Street. For a truly comprehensive message, combine them with the exhibit hall dormers to reach attendees who are in various areas of the exhibit hall or even outside.



Music City Center offers ten 65" displays are strategically located at entrances, public spaces, meeting areas, and the exhibit halls. Capture attendee's attention with your message on one, five, or more of these throughout the center. Graphics/Video rotate every 10 seconds, up to 3 sponsored ads per screen. 34 display screens total throughout Music City Center.

## 65" Display

**\$10,000**

*(10 second ad displayed on 10 screens)*

# DIGITAL ADVERTISING

## Attendee Hotel Reservation Confirmation Email

**\$25,000**

(Exclusive)

Your digital ad can be seen by all registered attendees prior to the meeting! Once attendees complete their hotel reservation details, they will receive an autogenerated reservation confirmation email with an advertisement for your company. Your advertisement includes one hyperlink.

## Custom Sponsored Email

**\$7,500**

(6 available)

Send your custom message out to all attendees with a custom email. Your email will be scheduled to be sent within the 6 weeks prior to the conference. This sponsored email includes 175 words of copy, a banner image, and a URL link.

## Digital Ad in *Meeting Daily*

Contact for Pricing Options

**In 2022, the *Meeting Daily* was distributed to an audience of more than 23,000 daily and had an outstanding open rate average of 79.8%**

Show your branding to attendees with the *Meeting Daily* eDailies - an electronic daily newsletter that includes coverage of events from the previous days as well as promotion for upcoming events and activities. Get your message in front of attendees as part of your overall branding strategy with ads in every budget range and opportunities in both the eDaily as well as the landing pages for Meeting News Central.

## "Know Before You Go" Email

**\$10,000**

(Exclusive)

Your digital ad and logo can be seen by all registered attendees prior to the meeting! AAO-HNSF will send out an email to all registered attendees with important information everyone will need prior to arrival in Nashville for the Annual Meeting. This email is read and re-read multiple times as attendees make their final travel plans. Each email will include an advertisement for your company. Your advertisement includes one hyperlink.

### Mobile App Banner Ad

\$7,500

(4 available)

Increase your visibility with attendees by being one of five rotating banner ads. Since there is no longer a printed final program, the mobile app is the go-to tool for information on the Annual Meeting & OTO Experience.

### Mobile App Push Notification

\$5,000

Send your message in 50 characters or less out to every attendee using the mobile app at the Annual Meeting & OTO Experience. This sponsorship includes four messages, one for each day of the conference, Sunday - Wednesday. All messages must be approved by Show Management prior to production.

### Registration Confirmation Email

\$25,000

(Exclusive)

Your digital ad and logo can be seen by all registered attendees prior to the meeting! Once attendees complete their Annual Meeting registration, they will receive an auto-generated confirmation email with an advertisement for your company. Your advertisement includes one hyperlink.

## OTHER YEAR-ROUND PUBLICATION ADVERTISING OPPORTUNITIES

Connect with AAO-HNS decision-makers year-round and keep your message top of mind.

### ✓ **Bulletin**

Official Content Hub of the AAO-HNS

[View Digital Ad Opportunities](#)

Contact — Suzee Dittberner

Phone — (913) 344-1420

Email — [sdittberner@ascendmedia.com](mailto:sdittberner@ascendmedia.com)

### ✓ **Otolaryngology-Head and Neck Surgery**

Peer-reviewed Scientific Journal of the AAO-HNSF

[View Digital or Print Ad Opportunities](#)

Contact — Kurt Polesky

Email — [kpolesky@wiley.com](mailto:kpolesky@wiley.com)

### ✓ **OTO News**

Weekly E-newsletter that Goes to All Members

[View Digital Ad Opportunities](#)

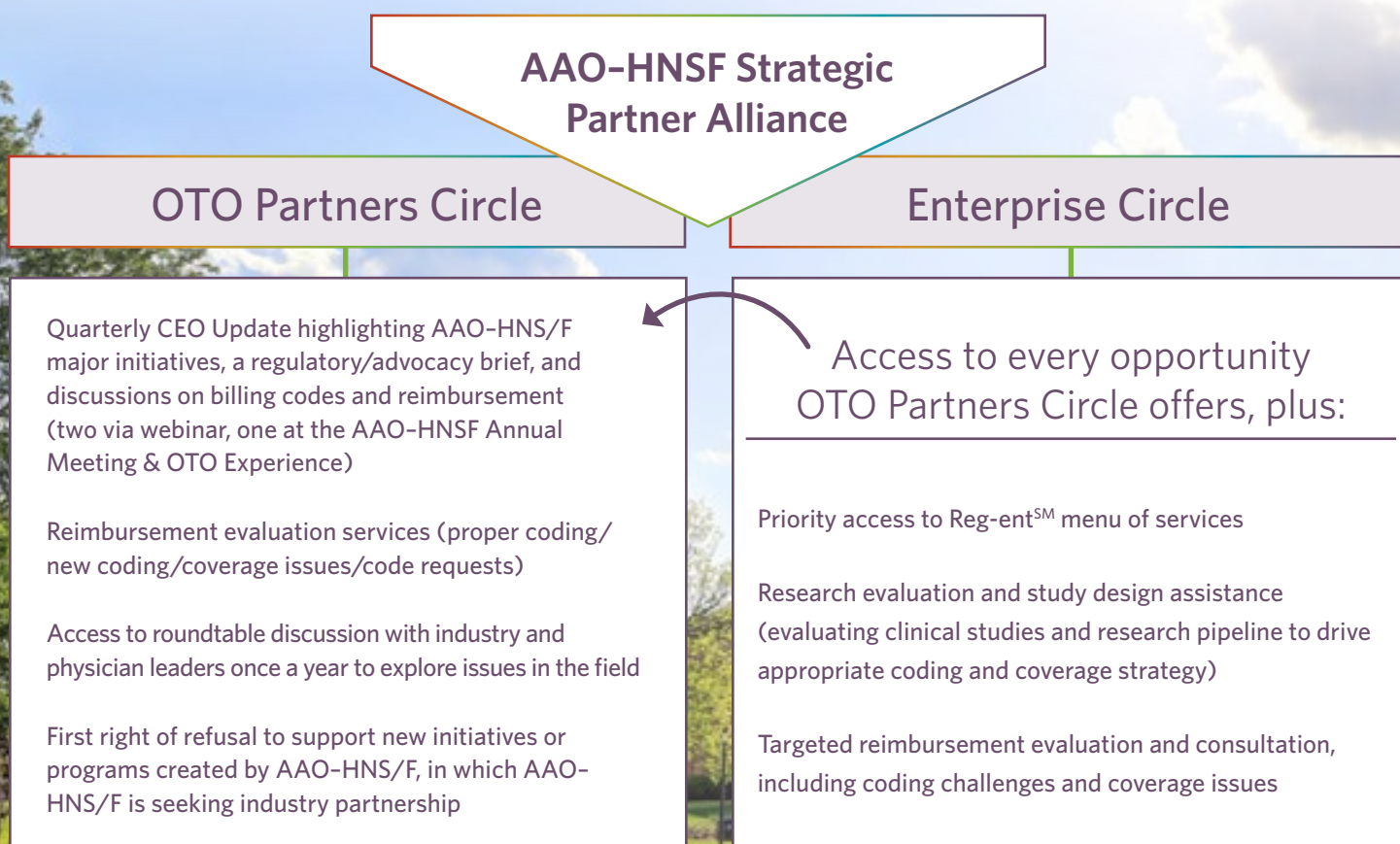
Contact — Lisa Putnam

Email — [liputnam@wiley.com](mailto:liputnam@wiley.com)



# CORPORATE CHAMPIONS

The Corporate Champions program allows our vital strategic partners a chance to engage with the Academy and its Foundation in a 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.





# SPONSORSHIP LEVELS

	SUPPORTER	COLLABORATOR	PARTNER	PREMIER	OTO PARTNERS CIRCLE	ENTERPRISE CIRCLE
Total Annual Support (Excluding Booth Space)	\$5,000 - \$9,999	\$10,000 - \$24,999	\$25,000 - \$49,999	\$50,000 +		
Complimentary Full-Conference Registrations		1	2	3	4	4
Sponsor Recognition Signage	✓	✓	✓	✓	✓	✓
Public Acknowledgment of Support at the Annual Meeting	✓	✓	✓	✓	✓	✓
Sponsor Ribbon on Name Badge at Annual Meeting	✓	✓	✓	✓	✓	✓
Sponsor Recognition Slide in Opening Ceremony		✓	✓	✓	✓	✓
Sponsor Recognition on Mobile App and Website		✓	✓	✓	✓	✓
Access to Sponsor Lounge in OTO Experience		✓	✓	✓	✓	✓
Recognition on Acknowledgment Board at Exhibit Hall Entrance		✓	✓	✓	✓	✓
Mobile App Push Notification			✓	✓	✓	✓
Access to VIP Area during Presidents' Reception				✓	✓	✓
Opportunity to Host a Focus Group of AAO-HNS Members				✓	✓	✓
Quarterly CEO Update					✓	✓
Reimbursement Evaluation Services					✓	✓
Access to Roundtable of Industry and Physician Leaders					✓	✓
15% Discount on All Exhibit/ Sponsorship Options*					✓	✓
First Right of Refusal to Support New initiatives or Programs					✓	✓
Priority Access to Reg-ent <sup>SM</sup> Clinical Research						✓
Research Evaluation and Study Design Assistance						✓
Targeted Reimbursement Evaluation and Consultation						✓

\*Discounts do not apply to Otolaryngology-Head and Neck Surgery, OTO Open, the Bulletin, or OTO News.

# EXHIBIT IN THE OTO EXPERIENCE

The OTO Experience is more than our expo, it features groundbreaking and interactive planned programming for attendees.

The exhibit hall prominently displays over 250 companies from around the world, ranging in booths from 10'x10' to 50'x70', all focusing on attendees who need new, replacement, and upgraded tools, instruments, services, and devices. We also have areas that highlight hands-on training as well as new developments with the tools that many have already purchased.

Value is personified at the Annual Meeting & OTO Experience. Each year we attract well over 5,000 physicians, clinicians, and administrators. They understand the importance of coming for the world-class education that can be obtained in our CME accredited education sessions and the OTO Experience. Attendees will come face-to-face with the products and services that shape our industry and provide the tools to help them administer better patient care.

## WHO IS ELIGIBLE?

### Companies Eligible to Participate Include:

- |                                    |                                       |
|------------------------------------|---------------------------------------|
| ✓ Device Manufacturers             | ✓ Private Practice Business Solutions |
| ✓ Pharmaceutical Companies         | ✓ EMR Systems                         |
| ✓ Surgical Equipment & Instruments | ✓ OTC Products                        |
| ✓ Telemedicine Companies           | ✓ Financial Management Firms          |
| ✓ Medical Disposable Equipment     | ✓ Waiting Room Solutions              |

## WHAT'S INCLUDED?

### Exhibit Booth Package Pricing Includes:

- |   |  |
|---|--|
| ✓ Exhibitor booth badges (3 per 100 sq ft)          | ✓ Cleaning in public areas of the OTO Experience                       |
| ✓ Full Conference registration (1 per 100 sq ft)    | ✓ Invitation to Presidents' Reception for registered meeting attendees |
| ✓ 50-word company profile on Annual Meeting website | ✓ Security service in general in the exhibit hall after hours          |
| ✓ Listing in exhibitor index of the mobile app      |  |

## Exhibit Location

## Music City Center (MCC)

Address — 201 Rep. John Lewis Way S, Nashville, TN 37203 | Tel — (615) 401-1400

Website — [www.nashvillemusiccitycenter.com](http://www.nashvillemusiccitycenter.com)

### Exhibit Booth Packages

See the bottom of page 28 for package details.

Booths range in size from 10'x10' to 50'x80'. An exhibitor can purchase any size and shape configuration desired. Exhibitors also have the option of multi-level booths.

#### Linear

\$38.00/sq. foot

**10' x 10'**  
\$3,800

**10' x 20'**  
\$7,600

**10' x 30'**  
\$11,400

Corner Booth Fee:  
\$250.00 per  
additional corner

#### Island\*

\$42.00/sq. foot

**20' x 20'**  
\$16,800

**20' x 30'**  
\$25,200

**30' x 30'**  
\$37,800

#### Non-profit

\$11.00/sq. foot

**10' x 10'**  
\$1,100

**10'x20' maximum**  
\$2,200

Must provide  
non-profit  
documentation.

\*Other sizes available upon request.

### Private Meeting Suites

Limited quantity upon available space.

An opportunity to have your own exclusive-use meeting suite on the show floor. As part of our new networking and matchmaking solution, this gives you a dedicated meeting spot for all your meetings.

With 8' high walls, no ceiling, carpet, and a locking door ensures your privacy throughout the duration of the OTO Experience. Included within the price, the outside walls up to 3 panels will be branded panels with your messaging.

#### 10' x 10' Meeting Suite

\$10,500

#### 10' x 20' Meeting Suite

\$15,500

#### 20' x 20' Meeting Suite

\$20,500

## Exhibit Schedule:

### September - October 2023

**All exhibits must be fully installed, empty containers removed and moved to storage by 12:00 pm on Saturday, September 30, 2023.**

*Additional charges may apply for empties removal after this time.*

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
24	25	26	27 12:00 am - 5:00 pm (20'x20' or Larger)	28 8:00 am - 5:00 pm	29 8:00 am - 5:00 pm	30 8:00 am - 12:00 pm
1 9:00 am - 4:30 pm	2 9:00 am - 4:30 pm	3 9:00 am - 2:00 pm	4 2:30 pm - 10:00 pm	5 8:00 am - 5:00 pm	6 8:00 am - 5:00 pm	7 8:00 am - 12:00 pm
EXHIBITION OPEN			EXHIBITOR DISMANTLE			

There are many options to fit your goals and budget. Remember, all opportunities are on a first-come, first-served basis. If you would 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.



# THEY WERE THERE!

3-D Matrix, Inc.  
3-Dmed  
3NT Medical Inc.  
AAO-HNS CPOP Course (Hearing Testing)  
ABISA  
Acclarent, Inc.  
Advanced Bionics  
Aerin Medical, Inc.  
ALK-Abelló, Inc  
Ambu  
American Board of Otolaryngology - Head and Neck Surgery  
American Institute of Balance  
Associação Brasileira de ORL  
ATMOS, Inc.  
Audigy Medical  
Avera Health  
Bayhealth Medical Center  
Becon Medical  
Beutlich Pharmaceuticals  
Bharadwaj MPC  
BiLumix  
BioMed ENT, Inc.  
Black & Black Surgical  
BLUE TREE PUBLISHING INC.  
Boston Medical Products  
Boston Scientific  
BR Surgical-Optomic  
Bryan Medical Inc.  
C2Dx, Inc  
Cardinal Health

CAREnCEASE Healthcare LLC - dba: Catalina Healthcare  
Carestream Dental LLC  
Carnegie Surgical LLC  
Castle Biosciences  
Clarius Mobile Health  
ClaroNav Kolahi Inc.  
Clixtherapy  
Cochlear Americas  
Compulink Healthcare Solutions  
Confederation of European ORL-HNS  
Cook Medical  
Cool Effect x Harvard Department of Otolaryngology  
DePuy Synthes  
Designs for Vision, Inc.  
Doctus Equipamentos Medicos  
Dr. Kim Co.  
D-Scope Systems  
DUALAMS Inc., dba Aikor  
Earlens  
Ecleris, USA  
Elevate ENT Partners  
Elsevier, Inc.  
Endocraft LLC  
Endoscopy Support Services  
Firefly Global  
GESCO HEALTHCARE PVT LTD  
GLOBAL SURGICAL CORPORATION  
Grace Medical, Inc  
GSC/SurgiTel  
GSI (Grason-Stadler)

GSK  
Haag-Streit USA  
Happersberger otopront GmbH  
Healthy Humming, LLC dba SinuSonic  
Hemostasis  
HENKA LLC  
Hill Dermaceuticals  
Hologic  
IAPO Interamerican Association of Pediatric ENT  
ICU Medical, Inc.  
IFOS Dubai 2023  
Innovia Medical  
InnoVoice  
inomed Inc  
inPhase Medical, LLC  
Inspire Medical Systems, Inc.  
Integra  
Intelligent Hearing Systems  
Interacoustics  
Interpace Diagnostics  
Intersocietal Accreditation Commission  
Invotec International, Inc.  
iotaMotion  
J. Morita USA  
JEDMED  
JEDMED  
Jeunesse Innovations  
JLC Medical  
JULLSURG INSTRUMENTS CORP  
KARL STORZ Endoscopy America, Inc.

# THEY WERE THERE!

Kirwan Surgical Products LLC	Parallel ENT & Allergy	SleepSource Alliance ENT
KLS Martin	PENTAX Medical	Smith+Nephew
Kurz Medical, Inc.	PHACON Inc	Sontec Instruments Inc.
Leica Microsystems	PhotoniCare	Springer
LumaDent	Piezosurgery Incorporated	Stryker
Lynx.MD	Pilling from Teleflex	Sutter Medical Technologies - USA
MAICO Diagnostics	Plural Publishing	Tactile Medical
McKeon Products, Inc.	Preceptis Medical	Taewoong Medical USA
MED-EL	Prescott's Inc	TEAC
Medi Lazer	Prisma Health	The Doctors Company
MEDI-LOUPES	Pro-Dex, Inc.	The Permanente Medical Group
Medinotec Inc.	Prosidio LLC	TIMS Medical
Medpro	Pulmodyne Inc.	Treble Health
MedTech International Group	PXEngagement, a MedFluence Advisors Company	UKE - VOXEL-MAN
Medtronic	QTC A Leidos Company	ULTRALIGHT OPTICS INC.
Mega Medical Co., Ltd.	R&D Surgical USA Inc	United Endoscopy
Memorial Healthcare System	Rabbit Air	United States Navy Medical Recruiting
Mercy Clinic	Recurrent Respiratory Papillomatosis Foundation	University of Michigan Health-West
MHC- The Hearing Portal & TurnKey ENT	Reflux Gourmet, LLC	USOMEDICAL
Mitaka USA, Inc	Restech Corp	UV Smart Technologies B.V.
Modernizing Medicine	RG Medical USA	VALENT MEDICAL INC (Prev. VALAM Corp)
MTI, Inc.	RGS HEALTHCARE	Vector Surgical
Nashville CVC	Robb Family ENT	Veracyte
Naveris Inc.	Ronin Surgical Corp.	Vestibular First
NeilMed Pharmaceuticals, Inc.	Rose Micro Solutions LLC	Virgin Islands Ear, Nose & Throat
Neurosign	Royal Bee	Vita Group
Nyxoah	SAGE Publishing	Wiley
Offcite	Santosh Surgical Instruments	Xlear, Inc
Olympus America Inc.	Sensonics International	Xoran Technologies, LLC
Optim LLC	Senta Partners	ZEISS
Osteopore International		ZERO GRAVITY
Oticon Medical		

# TERMS AND CONDITIONS

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## AAO-HNSF 2023 Annual Meeting & OTO Experience

These terms and conditions represent the contractual agreement between the AAO-HNSF (Organizer) and the Exhibiting and/or Supporting Company.

### Exhibit/Support Booking Agreement

Exhibit/Support participation at the 2023 Annual Meeting & OTO Experience will be considered only if submitted on the appropriate booking and contract form, properly completed. If a conditional pre-booking has been made and agreement form signed, the booking becomes valid upon receipt of a confirmation email of the pre-booking. Allocation will be confirmed insofar as space is available. Applicants will be informed in writing of their final allocation(s). Exhibitor/Supporter will be bound by the Terms and Conditions listed in this prospectus. Any additional agreement required by a company does not negate these Terms and Conditions.

### Legal Obligation

Exhibitors: I understand that AAO-HNSF, relying on my promise to pay for exposition space, will remove the space from the inventory that it has reserved with the convention center for use by exhibitors. I also understand that AAO-HNSF, relying on the promise of exhibitors to pay for space, has agreed to pay the convention center for all space reserved for exhibitors, including space that is not used. I further understand that AAO-HNSF's reliance on my promise to pay creates a legal obligation on my part to pay the agreed-upon amounts, including applicable cancellation fees, as set forth herein.

Supporter: I understand that AAO-HNSF, relying on my promise to provide support, will go forward and incur significant costs in preparation for the event. I understand that if I do not pay as promised that AAO-HNSF will still have to pay these costs. I further understand that AAO-HNSF's reliance on my promise to pay creates a legal obligation on my part to pay AAO-HNSF the agreed-upon amount, including applicable cancellation fees, as set forth herein.

### Exhibition Regulations

Exhibition Management, acting under direction of the AAO-HNSF and the conference venue regulations, has the final decision as to the acceptability of stands. Exhibitors are not to share with others any space allotted to them without prior written consent by AAO-HNSF. The Organizer reserves the right to adjust the layout or limit the space allotted to each Exhibitor/Supporter, postpone the exhibition, or transfer it to another site if unforeseen circumstances warrant such action. Should any contingency prevent the holding of the exhibition, the Organizer will not be held liable for expenses incurred, other than the cost of exhibit space rental fees.

### Liability Insurance

Equipment and all related display materials installed by Exhibitors/Supporters are not insured by the Organizer, and the Organizer under no circumstances is liable for any loss, damage, or destruction caused to equipment, goods, or property belonging to Exhibitor/Supporter. The Exhibitor/Supporter agrees to be responsible for their property and person and for the property and persons of their employees and agents and for any third party who may visit their space through full and comprehensive insurance and shall hold harmless the Organizer for any and all damage claims arising from theft and those usually covered by a fire and extended-coverage policy.

### Obligations of the Exhibitor/Supporter

Booking implies full acceptance by the Exhibitors/Supporter Terms and Conditions. Any infringement of these regulations may lead to immediate withdrawal of the right to participate in the AAO-HNSF without compensation or refund of sums already paid, and without prejudice to the Exhibitor/Supporter. By submitting an agreement to participate, the Exhibitor/Supporter has made a final and irrevocable commitment to occupy the space allocated. The Exhibitor/Supporter may only present their stand or space the materials, products, or services duly represented by the company whose name appears on the agreement. No advertising on behalf of firms not exhibiting is permitted in any form whatsoever. Transfer or subletting of all or part of the allocated spaces is prohibited.

### Obligation of Organizer

The Organizer undertakes to allocate Exhibition space/support items on the basis of the company preference. In the case of limited allocation, allocation will be considered in order of receipt of booking form and, if necessary, the date of deposit payment. The Organizer reserves the right, in case of absolute necessity, to modify stands positions, with no obligation to provide compensation to Exhibitor/Supporter. In case of a default in the setup period of the opening of the event, the Organizer reserves the right to offer to another company or conference any use, stand, space, or support item that has not been occupied by the event at the opening of the conference, with no obligation to provide compensation to the defaulting Exhibitor/Supporter.

### Indemnification

To the extent permitted by law, Exhibitor/Supporter agrees to defend, indemnify, and hold harmless the American Academy of Otolaryngology-Head and Neck Surgery Foundation (AAO-HNSF), its officers, directors, agents, and employees from and against any



and all claims, suits, liens, judgments, damages, losses and expenses, including reasonable legal fees and costs arising in whole or in part and in any manner from acts, omissions, breach, or default of Exhibitor/Supporter in connection with performance of any work by Exhibitor/Supporter, its officers, directors, agents, employees, and subcontractors.

### Ancillary Events and Advisory Board Meetings

Ancillary events may not conflict with any educational sessions pertaining to the organization of the 2023 Annual Meeting and OTO Experience. This includes, but is not limited to, scientific sessions (general assemblies, educational sessions, scientific oral presentations, expert lectures, great debates, symposia and workshops).

All events require an application for a prior approval. Requests for an Ancillary Meeting Space can be made beginning April 2023.

Approved Ancillary Events will either be scheduled at the headquarters hotel or convention center by AAO-HNSF.

### Booking and Payment Conditions for Exhibits and Promotional Opportunities

To book exhibitor space or other promotional opportunities, please reach out to **Maureen Hennessey** at [AAOHNSF@discoversb.com](mailto:AAOHNSF@discoversb.com).

AAO-HNSF will issue a deposit (50%) invoice payable by bank transfer or credit card upon receipt of signed letter of intent. Final payment for the remaining 50% is due July 3, 2023.

AAO-HNSF will assign Exhibition space based on the date it receives the application, the availability and amount of the requested footage, special needs, and compatibility of exhibitors' products. AAO-HNSF reserves the right to assign other than the choice requested, if necessary, and to rearrange the floor plan and/or relocate any exhibits.

AAO-HNSF will grant promotional opportunities based on the date it receives the application and availability of requested promotion. AAO-HNSF reserves the right to assign other than the choice requested if necessary and in agreement with the applicant. AAO-HNSF reserves the right to reassign exhibition booth space if it does not receive the 50% deposit within 10 weeks of the invoice date.

Please consult the Exhibit Hall diagram for booth locations. The exhibition will be held in Halls A, B, C, and D which are combined, of the Music City Center in Nashville, TN.

The application form is a binding agreement, valid upon AAO-HNSF's receipt.

### Cancellation Policy for Exhibit

For cancellation received after initial booking and prior to August 15, 2023, a cancellation fee of 50% of the total support will apply. For support cancelled after August 15, 2023, 100% cancellation fee applies.

### Default Occupancy of Exhibition Space

Any exhibitor failing to occupy space contracted for is not relieved of the obligation to pay for such space at the full rental price, and AAO-HNSF shall have the right to use such space as it sees fit to eliminate blank space in the exhibit hall, provided such booth space is not occupied by the official install time.

### Default Occupancy of Symposium/Advertising

Any supporter failing to occupy space contracted for is not relieved of the obligation to pay for such space/advertising at the full rental price, and AAO-HNSF shall have the right to use such space as it sees fit to eliminate blank space accordingly, provided such space is covered by the official install time or publication date.

### Cancellation, Postponement or Relocation of Conference

In the event of cancellation, postponement or relocation of the AAO-HNSF Annual Meeting due to circumstances within AAO-HNSF's direct control, as reasonably determined by AAO-HNSF, the liability of AAO-HNSF shall be limited to a refund of fees paid less any bank charges to AAO-HNSF by the supporter or exhibitor.

In the event AAO-HNSF cancels, postpones or relocates the event for any other reason outside of AAO-HNSF's reasonable control (including but not limited to cancellation due to force majeure), AAO-HNSF shall refund any fees paid by the exhibitor minus reasonable expenses incurred at the date/time of cancellation by AAO-HNSF as related to the Event, as determined by AAO-HNSF in its reasonable discretion.

### AAO-HNSF's Right to Remove the Exhibitor's Property

AAO-HNSF reserves the right to remove from the exhibit hall premises any or all of the property of the exhibitor should AAO-HNSF event be cancelled or relocated in an emergency or should the exhibitor violate any of the conditions of the exhibitor's agreement. This right may be exercised without prior notice and without hearing.

### Photography/Videotaping and Camera Crews

The examining of another exhibitor's equipment or display without permission is forbidden (including but not limited to photographing, including use of a camera-enabled cell phone; videotaping; or by any other means). Live public/media broadcasts by exhibitors are strictly prohibited. Exhibitors that wish to use a photographer other than the designated official show photographer and/or mobile camera crew must contact [otoexperience@entnet.org](mailto:otoexperience@entnet.org) for additional information.



# CODE OF CONDUCT

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## AAO-HNSF 2023 Annual Meeting & OTO Experience

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### Guiding Principles When Securing Commercial Support

Exhibitors/supporters must adhere to AAO-HNSF's guiding principles, including but not limited to AAO-HNSF's conflict of interest policy. Exhibitors/supporters must be ethical, appropriate, and professional and must support AAO-HNSF's mission to improve patient outcomes through research, education, practice, and policy. AAO-HNSF must maintain independence from industry during the creation and delivery of any education program and initiative. AAO-HNSF strives to keep the programs at AAO-HNSF events free from commercial influence. If there is any commercial influence on a program, such influence must be clearly stated and disclosed and should relate to the nature of the support (e.g., exhibit booth) and must be preapproved by AAO-HNSF.

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### Alignment with Industry Codes of Conduct

Exhibitor/supporter should adhere to both the spirit and the letter of the following industry codes as applicable to them, which are in alignment with AAO-HNSF principles: Advanced Medical Technology Association Code of Ethics (AdvaMed), and the Pharmaceutical Research and Manufacturers Association Codes and Guidelines (PhRMA) or any further national adapted codes of conduct which supersede the international or regional one and relate to the venue of the conference.

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### Code of Conduct and Ethics References:

The Pharmaceutical Research and Manufacturers of America (PhRMA) – Code of Interaction:

[https://www.phrma.org/-/media/project/phrma/phrma-org/phrma-org/pdf/a-c/code-of-interaction\\_final21.pdf](https://www.phrma.org/-/media/project/phrma/phrma-org/phrma-org/pdf/a-c/code-of-interaction_final21.pdf)

Advanced Medical Technology Association (AdvaMed) – Code of Ethics:

<https://www.advamed.org/member-center/resource-library/advamed-code-of-ethics/>

# APPENDIX

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## What Conditions Do ENTs Treat?

General otolaryngologists do not limit their practice to any one portion of the head and neck and can treat a variety of conditions. Some ENT specialists, however, pursue additional training in one of these subspecialty areas:

- ✓ **Ear** (otology/neurotology)—Hearing and balance are critical to how we conduct our daily lives. ENT specialists treat conditions such as ear infection, hearing loss, dizziness, ringing in the ears (called tinnitus), ear, face, or neck pain, and more.
- ✓ **Nose** (rhinology)—Our noses facilitate breathing by helping to keep out potentially harmful dirt, allergens, and other agents. In addition to allergies, ENT specialists treat deviated septum, rhinitis, sinusitis, sinus headaches and migraines, nasal obstruction and surgery, skull-base tumors including those inside the cranial cavity, and more.
- ✓ **Throat** (laryngology)—Disorders that affect our ability to speak and swallow properly can have a tremendous impact on our lives and livelihoods. ENT specialists treat sore throat, hoarseness, gastroesophageal reflux disease (GERD), infections, throat tumors, airway and vocal cord disorders, and more.
- ✓ **Head and Neck/Thyroid**—The head and neck include some of our body's most vital organs, which can be especially susceptible to tumors and cancer. In addition to cancers of the head and neck, ENT specialists treat benign neck masses, thyroid disorders such as benign and malignant tumors, Grave's disease, enlarged thyroid glands, parathyroid disease, and more.
- ✓ **Sleep**—Being able to breathe and sleep well through the night has an impact on the way we experience life and perform our work. ENT specialists treat sleep-disordered breathing, nasal and airway obstruction, snoring and sleep apnea, and more.
- ✓ **Facial Plastic and Reconstructive Surgery**—Facial trauma and the resulting change in appearance caused by an accident, injury, birth defect, or medical condition side effect can be distressing. ENT specialists in facial plastic surgery treat cleft palates, drooping eyelids, hair loss, ear deformities, facial paralysis, trauma reconstruction, head and neck cancer reconstruction, and cosmetic surgery of the face.
- ✓ **Pediatrics**—Children and their developing bodies and senses often need special attention. ENT specialists treat birth defects of the head and neck, developmental delays, ear infection, tonsil and adenoid infection, airway problems, asthma and allergy, and more.



*We are here  
for you*

**AAO-HNSF 2023**

ANNUAL MEETING & OTO EXPERIENCE  
SEPT. 30 - OCT. 4 | NASHVILLE, TN

## Book Exhibitor Space or Other Promotional Opportunities

Contact Maureen Hennessey at  
[AAOHNSF@discoversb.com](mailto:AAOHNSF@discoversb.com)

