We are here for you

AAO-HNSF 2023
ANNUAL MEETING & OTO EXPERIENCE
SEPT. 30 - OCT. 4 | NASHVILLE, TN

SPONSOR & EXHIBITOR PROSPECTUS

www.otoexperience.org
## TABLE OF CONTENTS

<table>
<thead>
<tr>
<th>Page</th>
<th>Section</th>
</tr>
</thead>
<tbody>
<tr>
<td>3</td>
<td>About the AAO–HNS/F</td>
</tr>
<tr>
<td>4</td>
<td>Attendee Profile</td>
</tr>
<tr>
<td>6</td>
<td>Preliminary Schedule at a Glance</td>
</tr>
<tr>
<td>7</td>
<td>Support Opportunities</td>
</tr>
<tr>
<td>8</td>
<td>— Thought Leadership</td>
</tr>
<tr>
<td>10</td>
<td>— Attendee Experiences</td>
</tr>
<tr>
<td>14</td>
<td>— Branding Opportunities</td>
</tr>
<tr>
<td>18</td>
<td>— Venue Specific Opportunities</td>
</tr>
<tr>
<td>21</td>
<td>— Venue Specific Digital Signage</td>
</tr>
<tr>
<td>22</td>
<td>— Digital Advertising</td>
</tr>
<tr>
<td>24</td>
<td>Corporate Champions</td>
</tr>
<tr>
<td>25</td>
<td>Sponsorship Levels</td>
</tr>
<tr>
<td>26</td>
<td>Exhibit in the OTO Experience</td>
</tr>
<tr>
<td>30</td>
<td>Terms and Conditions</td>
</tr>
<tr>
<td>32</td>
<td>Code of Conduct</td>
</tr>
<tr>
<td>33</td>
<td>Appendix</td>
</tr>
<tr>
<td>38</td>
<td>They Were There!</td>
</tr>
</tbody>
</table>
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

<table>
<thead>
<tr>
<th>Daniel C. Chelius, Jr., MD, Chair</th>
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<tbody>
<tr>
<td>Neal D. Futran, MD, DMD</td>
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<tr>
<td>John C. Goddard, MD</td>
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<tr>
<td>Richard K. Gurgel, MD, MSCI</td>
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<td>Nausheen Jamal, MD</td>
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<tr>
<td>Stephanie Joe, MD</td>
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<tr>
<td>David H. Jung, MD, PhD</td>
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<tr>
<td>Anil K. Lalwani, MD</td>
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<td>Claire M. Lawlor, MD</td>
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<td>Linda N. Lee, MD</td>
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<td>Jivianne Lee, MD</td>
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<td>Kenneth H. Lee, MD, PhD</td>
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<td>Amber U. Luong, MD, PhD</td>
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<tr>
<td>Kelly Michele Malloy, MD</td>
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<tr>
<td>Nicole C. Maronian, MD</td>
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<td>Garrett Kungho Ni, MD</td>
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<td>Teresa M. O, MD</td>
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<tr>
<td>Julina Ongkasuwan, MD</td>
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<tr>
<td>Mark E. Prince, MD</td>
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<tr>
<td>Max D. Pusz, MD</td>
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<tr>
<td>Hassan H. Ramadan, MD, MSc</td>
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<tr>
<td>Nikhila P. Raol, MD, MPH</td>
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<tr>
<td>Eileen M. Raynor, MD</td>
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<td>Rod P. Rezaee, MD</td>
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<td>Charles A. Riley, MD</td>
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<td>Minka L. Schofeld, MD</td>
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<td>Gavin Setzen, MD</td>
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<td>Yelizaveta Shnayder, MD</td>
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<td>Jeffrey P. Simons, MD, MMM</td>
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<td>Eric E. Smouha, MD</td>
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<tr>
<td>Brendan C. Stack, Jr., MD</td>
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<tr>
<td>Shirley Y. Su, MBBS</td>
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<tr>
<td>Maria Suurma, MD</td>
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<tr>
<td>Travis T. Tollefson, MD, MPH</td>
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<tr>
<td>Esther X. Vivas, MD</td>
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<tr>
<td>Marlene B. Wang, MD</td>
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<tr>
<td>Mark K. Wax, MD</td>
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<tr>
<td>Michael J. Wilhelm, MD</td>
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<tr>
<td>Elizabeth S. Willingham, MD</td>
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<td>Troy D. Woodard, MD</td>
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<td>Erika A. Woodson, MD</td>
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<td>Christina J. Yang, MD</td>
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<td>VyVy N. Young, MD</td>
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<tr>
<td>Mark E. Zafereo, Jr., MD</td>
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<td>Daniel M. Zeitler, MD</td>
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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%
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.

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.
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™ ENT Clinical Data Registry and research evaluation/study design assistance.

Custom support packages are available.

Please contact Maureen Hennessey at AAOHNSF@discoversb.com for details.
## THOUGHT LEADERSHIP

Showcase your expertise and solutions!

<table>
<thead>
<tr>
<th>Coffee Talk with the PPSG: Tips and Tools for Success</th>
<th>Corporate Satellite Symposia</th>
</tr>
</thead>
<tbody>
<tr>
<td>$10,000</td>
<td>$37,500 (19 available)</td>
</tr>
<tr>
<td>(1 available)</td>
<td></td>
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</tbody>
</table>

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 the 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

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 its vision, mission, and strategic goals.
- Satellite symposia are not part of the education programming presented by AAO–HNSF.

<table>
<thead>
<tr>
<th>Lunch with the Experts</th>
<th>Breakfast Symposia</th>
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<tr>
<td>$10,000</td>
<td>(2) Monday, October 2</td>
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<td></td>
<td>(3) Tuesday, October 3</td>
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</table>

Lunch with the Experts provides attendees the opportunity to interact with renowned otolaryngology experts over lunch on Sunday, October 1 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.

<table>
<thead>
<tr>
<th>Lunch with the Experts</th>
<th>Lunchtime Symposia</th>
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<tbody>
<tr>
<td>$10,000</td>
<td>(1) Sunday, October 1</td>
</tr>
<tr>
<td></td>
<td>(3) Monday, October 2</td>
</tr>
<tr>
<td></td>
<td>(3) Tuesday, October 3</td>
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<table>
<thead>
<tr>
<th>Lunch with the Experts</th>
<th>Evening Symposia</th>
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<tbody>
<tr>
<td>$10,000</td>
<td>(2) Sunday, October 1</td>
</tr>
<tr>
<td></td>
<td>(2) Monday, October 2</td>
</tr>
<tr>
<td></td>
<td>(2) Tuesday, October 3</td>
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</tbody>
</table>

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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

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.

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.

OTO Pavilion Presentation Slot

See Prices Below
(Limited quantity)

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.

The International Industry General Session on Cochlear Implants is (1 available)

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

SOLD OUT

SOLD OUT

SOLD OUT

$7,500

$15,000 (for 30 minutes)

$30,000 (for 60 minutes)

$15,000 (for 30 minutes)

$30,000 (for 60 minutes)
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 napkins, branded coffee sleeves, and logo signs.

Exhibit Hall Coffee Breaks

$5,000
(3 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.

ENTrepreneur Faceoff

$10,000
(2 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

(1) 10:15 - 11:15 am | (1) 3:00 - 4:00 pm

Monday, October 2

(1) 10:00 - 11:00 am | (1) 2:45 - 3:45 pm

Tuesday, October 3

(1) 10:00 - 11:00 am

SOLD OUT

SOLD OUT
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.

Hall of Distinction

$7,500 (2 available)

$15,000 (Exclusive)

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 on the main stage and thus in front of donors, 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!
Partner with the Annual Meeting and become part of the experience!

### Presidents’ Reception

- **$25,000**
- **$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.

### Opening Ceremony

- **$25,000 (2 available)**
- **$50,000 (Exclusive)**

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.

### ATTENDEE EXPERIENCES

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

### SIM Tank

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

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.

### Opening General Session

**SOLD OUT**

**$50,000 (Exclusive)**

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

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### Opening Ceremony

**SOLD OUT**

**$25,000 (2 available)**

**SOLD OUT**

**$50,000 (Exclusive)**

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.
<table>
<thead>
<tr>
<th>Event</th>
<th>Details</th>
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<tbody>
<tr>
<td><strong>SRF &amp; YPS General Assembly and Reception</strong></td>
<td>See Options Below</td>
</tr>
<tr>
<td><strong>WIO General Assembly</strong></td>
<td>See Prices Below</td>
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</tbody>
</table>

<table>
<thead>
<tr>
<th>Price</th>
<th>Remarks</th>
<th>Availability</th>
</tr>
</thead>
<tbody>
<tr>
<td>$5,000</td>
<td>No Remarks</td>
<td>2 available</td>
</tr>
<tr>
<td>$10,000</td>
<td>Brief Remarks</td>
<td>3 available</td>
</tr>
</tbody>
</table>

**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.

**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.

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.

<table>
<thead>
<tr>
<th>Package</th>
<th>Price</th>
<th>Impressions Serviced</th>
</tr>
</thead>
<tbody>
<tr>
<td>Large Package</td>
<td>$6,000</td>
<td>200,000 ad impressions served in 90 days</td>
</tr>
<tr>
<td>Medium Package</td>
<td>$4,000</td>
<td>100,000 ad impressions served in 90 days</td>
</tr>
<tr>
<td>Starter Package</td>
<td>$2,500</td>
<td>50,000 ad impressions served in 90 days</td>
</tr>
</tbody>
</table>

SOLD OUT

SOLD OUT
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.*

**Attendee Bag Insert**
$6,500

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.

**Cube Stacked Towers**
$5,500

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.*

**Hotel Key Cards**
$25,000 (Exclusive)

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.

**Hotel Room Drops**
$10,000

(SOLD OUT)

(SOLD OUT)

(SOLD OUT)
BRANDING OPPORTUNITIES

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

Floor Stickers
$5,500
(9 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.

SOLD OUT

SOLD OUT

SOLD OUT

SOLD OUT

SOLD OUT
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 with your attendees. Elevators are located at entrances where attendees coming from education sessions, Omni Hotel and many other hotels will see your message.

**Entry Door Window Clings**

- **$2,500**
- **12 available**

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.

**Escalator Clings**

- **$15,000**

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.

**Hospitality Rooms**

- **$18,000**

SOLD OUT

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 area at the front of the main entrance from the exhibit halls through a combination of window clings, doorway graphics, column graphics, branded charging station will give your brand a lasting impression.

SOLD OUT

SOLD OUT

SOLD OUT

SOLD OUT
Outside of the Exhibit Hall and at Registration

**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.

**Column Flag**
$7,500  
(4 available)

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

**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 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.

**SOLD OUT**
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
- 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.
- Window Cling
  - $3,500
  - (11 panels available)

Large Column Wrap
- Capture the attendees attention by showcasing your brand through eye-catching graphics on large column wraps. Columns 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)

SOLD OUT

Aisle Signs
- 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 these signs.
- Aisle Signs
  - $32,500
  - (Exclusive)

SOLD OUT
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.

**Corner Wrap Display**

$20,000  
(1 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.

**Video Wall**

$8,500  
(1 available)

This significant display unit, 10’ x 5’6”, is positioned on the entrance wall of 5th & Demonbreun St. The Video Wall... is the first thing attendees will see as they enter Music City Center from the front entrance.

**65” Display**

$10,000  
(1 available)

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 or more of these displays. 34 display screens total throughout Music City Center. Graphics/Video rotate every 10 seconds, up to 3 sponsored ads per screen.

SOLD OUT
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.

**Attendee Hotel Reservation Confirmation Email**

$25,000  
(Exclusive)

**SOLD OUT**

Your digital ad will be seen by 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  
(5 available)

**SOLD OUT**

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.

**“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.
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.

**Mobile App Push Notification**

$5,000
(4 available)

**SOLD OUT**

Send your message 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.

**Mobile App Banner Ad**

$7,500
(4 available)

**SOLD OUT**

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.

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 — Suzeet Dittberner
Phone — (913) 344-1420
Email — 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

**✓ OTO News**

Weekly E-newsletter that Goes to All Members

View Digital Ad Opportunities

Contact — Lisa Putnam
Email — liputnam@wiley.com

Your digital ad will be seen before the all registered attendees complete 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.

**Registration Confirmation Email**

$25,000
(Exclusive)

**SOLD OUT**

OTHER YEAR-ROUND PUBLICATION ADVERTISING OPPORTUNITIES

Y our 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.
The Corporate Champions program allows our vital strategic partners a chance to engage with the Academy in new and meaningful ways. This comprehensive, year-round partnership demonstrates our commitment to fostering a mutually beneficial dialogue. Both the ENTERprise Circle and the OTO Partners Circle represent the pinnacle of the partnership experience.

**Corporate Champions**

**AAO-HNSF Strategic Partner Alliance**

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**ENTERprise Circle**

$250,000

- An opportunity to hold one focus group annually during the AAO–HNSF Annual Meeting & OTO Experience or the Spring Meeting
- Priority access to the menu of services for Reg-ent™, our clinical data registry
- 15% discount on additional exhibit and sponsorship options at both the Annual Meeting and the Spring Meeting
- Access to Academy member mailing list to conduct one survey per year
- Targeted reimbursement evaluation and consultation, including coding challenges and coverage issues
- Quarterly CEO updates highlighting major initiatives, a regulatory and advocacy brief, and discussions on additional topics of interest to your organization. This includes two in-person updates, one at the Annual Meeting and one at the Spring Meeting, plus two held virtually.
- Attendance at a roundtable discussion with industry and physician leaders once a year at the Spring Meeting to explore healthcare issues
- An opportunity to preview new initiatives and be inaugural supporters, if desired

**OTO Partners Circle**

$150,000

- Targeted reimbursement evaluation and consultation, including coding challenges and coverage issues
- Quarterly CEO updates highlighting major initiatives, a regulatory and advocacy brief, and discussions on additional topics of interest to your organization. This includes two in-person updates, one at the Annual Meeting and one at the Spring Meeting, plus two held virtually.
- Attendance at a roundtable discussion with industry and physician leaders once a year at the Spring Meeting to explore healthcare issues
- 10% discount on additional exhibit and sponsorship options at both the Annual Meeting and the Spring Meeting
- An opportunity to preview new initiatives and be inaugural supporters, if desired

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Contact Chereé Buckson at cbuckson@entnet.org for more information.

American Academy of Otolaryngology-Head and Neck Surgery Foundation

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Corporate Champions partnerships include all opportunities extended at other sponsorship levels.
## SPONSORSHIP LEVELS

<table>
<thead>
<tr>
<th>Total Annual Support (Excluding Booth Space)</th>
<th>SUPPORTER</th>
<th>COLLABORATOR</th>
<th>PARTNER</th>
<th>PREMIER</th>
<th>OTO PARTNERS CIRCLE**</th>
<th>ENTERPRISE CIRCLE**</th>
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</tbody>
</table>

- **Complimentary Full-Conference Registrations**
  - SUPPORTER: 1
  - COLLABORATOR: 2
  - PARTNER: 3
  - PREMIER: 4
  - OTO PARTNERS CIRCLE**: 4
  - ENTERPRISE CIRCLE**: 4

- **Sponsor Recognition Signage**
  - SUPPORTER: ✓
  - COLLABORATOR: ✓
  - PARTNER: ✓
  - PREMIER: ✓
  - OTO PARTNERS CIRCLE**: ✓
  - ENTERPRISE CIRCLE**: ✓

- **Public Acknowledgment of Support at the Annual Meeting**
  - SUPPORTER: ✓
  - COLLABORATOR: ✓
  - PARTNER: ✓
  - PREMIER: ✓
  - OTO PARTNERS CIRCLE**: ✓
  - ENTERPRISE CIRCLE**: ✓

- **Sponsor Ribbon on Name Badge at Annual Meeting**
  - SUPPORTER: ✓
  - COLLABORATOR: ✓
  - PARTNER: ✓
  - PREMIER: ✓
  - OTO PARTNERS CIRCLE**: ✓
  - ENTERPRISE CIRCLE**: ✓

- **Sponsor Recognition Slide in Opening Ceremony**
  - SUPPORTER: ✓
  - COLLABORATOR: ✓
  - PARTNER: ✓
  - PREMIER: ✓
  - OTO PARTNERS CIRCLE**: ✓
  - ENTERPRISE CIRCLE**: ✓

- **Sponsor Recognition on Mobile App and Website**
  - SUPPORTER: ✓
  - COLLABORATOR: ✓
  - PARTNER: ✓
  - PREMIER: ✓
  - OTO PARTNERS CIRCLE**: ✓
  - ENTERPRISE CIRCLE**: ✓

- **Access to Sponsor Lounge in OTO Experience**
  - SUPPORTER: ✓
  - COLLABORATOR: ✓
  - PARTNER: ✓
  - PREMIER: ✓
  - OTO PARTNERS CIRCLE**: ✓
  - ENTERPRISE CIRCLE**: ✓

- **Recognition on Acknowledgment Board at Exhibit Hall Entrance**
  - SUPPORTER: ✓
  - COLLABORATOR: ✓
  - PARTNER: ✓
  - PREMIER: ✓
  - OTO PARTNERS CIRCLE**: ✓
  - ENTERPRISE CIRCLE**: ✓

- **Mobile App Push Notification**
  - SUPPORTER: ✓
  - COLLABORATOR: ✓
  - PARTNER: ✓
  - PREMIER: ✓
  - OTO PARTNERS CIRCLE**: ✓
  - ENTERPRISE CIRCLE**: ✓

- **Access to VIP Area during Presidents’ Reception**
  - SUPPORTER: ✓
  - COLLABORATOR: ✓
  - PARTNER: ✓
  - PREMIER: ✓
  - OTO PARTNERS CIRCLE**: ✓
  - ENTERPRISE CIRCLE**: ✓

- **Targeted Reimbursement Evaluation and Consultation**
  - SUPPORTER: ✓
  - COLLABORATOR: ✓
  - PARTNER: ✓
  - PREMIER: ✓
  - OTO PARTNERS CIRCLE**: ✓
  - ENTERPRISE CIRCLE**: ✓

- **Quarterly CEO Updates**
  - SUPPORTER: ✓
  - COLLABORATOR: ✓
  - PARTNER: ✓
  - PREMIER: ✓
  - OTO PARTNERS CIRCLE**: ✓
  - ENTERPRISE CIRCLE**: ✓

- **Industry/Physician Leader Roundtable Attendance**
  - SUPPORTER: ✓
  - COLLABORATOR: ✓
  - PARTNER: ✓
  - PREMIER: ✓
  - OTO PARTNERS CIRCLE**: ✓
  - ENTERPRISE CIRCLE**: ✓

- **Opportunity to Preview New Initiatives and Be Inaugural Supporters**
  - SUPPORTER: ✓
  - COLLABORATOR: ✓
  - PARTNER: ✓
  - PREMIER: ✓
  - OTO PARTNERS CIRCLE**: ✓
  - ENTERPRISE CIRCLE**: ✓

- **10% Discount on Additional Exhibit and Sponsorship Options at Annual Meeting and Spring Meeting**
  - SUPPORTER: ✓
  - COLLABORATOR: ✓
  - PARTNER: ✓
  - PREMIER: ✓
  - OTO PARTNERS CIRCLE**: ✓
  - ENTERPRISE CIRCLE**: ✓

- **15% Discount on Additional Exhibit and Sponsorship Options at Annual Meeting and Spring Meeting**
  - SUPPORTER: ✓
  - COLLABORATOR: ✓
  - PARTNER: ✓
  - PREMIER: ✓
  - OTO PARTNERS CIRCLE**: ✓
  - ENTERPRISE CIRCLE**: ✓

- **Annual Focus Group Opportunity during AAO-HNSF Annual Meeting & OTO Experience or Spring Meeting**
  - SUPPORTER: ✓
  - COLLABORATOR: ✓
  - PARTNER: ✓
  - PREMIER: ✓
  - OTO PARTNERS CIRCLE**: ✓
  - ENTERPRISE CIRCLE**: ✓

- **Priority Access to Menu of Services for Reg-ent℠**
  - SUPPORTER: ✓
  - COLLABORATOR: ✓
  - PARTNER: ✓
  - PREMIER: ✓
  - OTO PARTNERS CIRCLE**: ✓
  - ENTERPRISE CIRCLE**: ✓

- **Access to Member Mailing List for One Survey Annually**
  - SUPPORTER: ✓
  - COLLABORATOR: ✓
  - PARTNER: ✓
  - PREMIER: ✓
  - OTO PARTNERS CIRCLE**: ✓
  - ENTERPRISE CIRCLE**: ✓

* Discounts do not apply to Otolaryngology-Head and Neck Surgery, OTO Open, the Bulletin, or OTO News
** Corporate Champions partnerships include all opportunities extended at other sponsorship levels
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.

Companies Eligible to Participate Include:

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

WHAT’S INCLUDED?

Exhibit Booth Package Pricing Includes:

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

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.

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

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.

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 is 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 exhibitors.

AAO–HNSF will grant promotional opportunities based on the date is 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 it 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 for additional information.
CODE OF CONDUCT

AAO-HNSF 2023 Annual Meeting & OTO Experience

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.

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.

Code of Conduct and Ethics References:

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

Advanced Medical Technology Association (AdvaMed) – Code of Ethics:  
https://www.advamed.org/member-center/resource-library/advamed-code-of-ethics/
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.
Book Exhibitor Space or Other Promotional Opportunities

Contact Maureen Hennessey at AAOHNSF@discoversb.com