

SPRING 2024

SPONSORSHIP OPPORTUNITIES



AAO-HNS/F

OTO FORUM

ALEXANDRIA, VA | APRIL 5-6, 2024

Please contact Beth Burchill at bburchill@entnet.org for any questions regarding exhibitor or sponsorship related opportunities.



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	Diamond	Platinum	Gold	Silver	Bronze	Exhibitor
	\$60,000	\$45,000	\$25,000	\$15,000	\$7,500	\$2,500
	EXCLUSIVE	2 AVAILABLE	2 AVAILABLE	3 AVAILABLE	5 AVAILABLE	15 AVAILABLE
Recognition on All Onsite Signage, on the General Session Slide, and on the Website	Diamond Level	Platinum Level	Gold Level	Silver Level	Bronze Level	-
Exclusive Session Recognition	Keynote	Lunch*	Breakfast*	Coffee Break	General Supporter on Signage	-
Networking Reception	✓	-	-	-	-	-
Breakout Session - Thought Leader Opportunity	✓	✓	-	-	-	-
Receive the Pre-show and Post-show Opt-in Attendee List	✓	✓	-	-	-	-
Receive a Discount on All Sponsorship Opportunities at the AAO-HNSF 2024 Annual Meeting & OTO EXPO SM	15%	10%	5%	-	-	-
Tabletop on the Floor: Includes (1) 6' draped table with 2 chairs and a wastebasket. Power will be provided.	✓	✓	✓	✓	-	✓

*Lunch and Breakfast Include Branded Napkins and Signage Recognition for the Meal

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Advertising Opportunities

Luminous Logo	Branded Lanyards	Branded Hotel Keycards
\$15,000	\$15,000	\$15,000
EXCLUSIVE	EXCLUSIVE	EXCLUSIVE
Sponsor logo will be projected onto the staircase floor landing and will be prominent for the full duration of the show.	Put your logo around every attendee's neck for the duration of the OTO Forum. From the moment the attendees arrive to the moment they leave the hotel for the last time, they will see your logo hundreds of times with every conversation they have.	Enjoy repeat visibility of your corporate logo or brand message throughout the OTO Forum with branded hotel keycards. All creative materials must be approved by Show Management prior to production.

Thought Leader Opportunities

Product Theatre	Breakout Session
\$25,000	\$15,000
2 AVAILABLE	LIMITED QUANTITY
The AAO-HNS/F Product Theatre is your company's opportunity to showcase your product in a setting for attendees for 60 minutes. This opportunity allows for company representatives to discuss patient education issues, research, or products as well as to conduct demonstrations. Below are the two available sponsorship opportunities, on a first-come, first-served basis.	Sponsor-led thought leadership session, inclusive of (1) sponsorship table for promotional items, room set theater style and basic AV package set in the room, sponsor name on signage outside of session.
<p>Friday, April 5 4:30 - 5:30 pm</p> <p>Saturday, April 6 4:30 - 5:30 pm</p>	

Exhibitor/Sponsor Contract



Contact Information

Company Name

Mailing Address

City State Zip

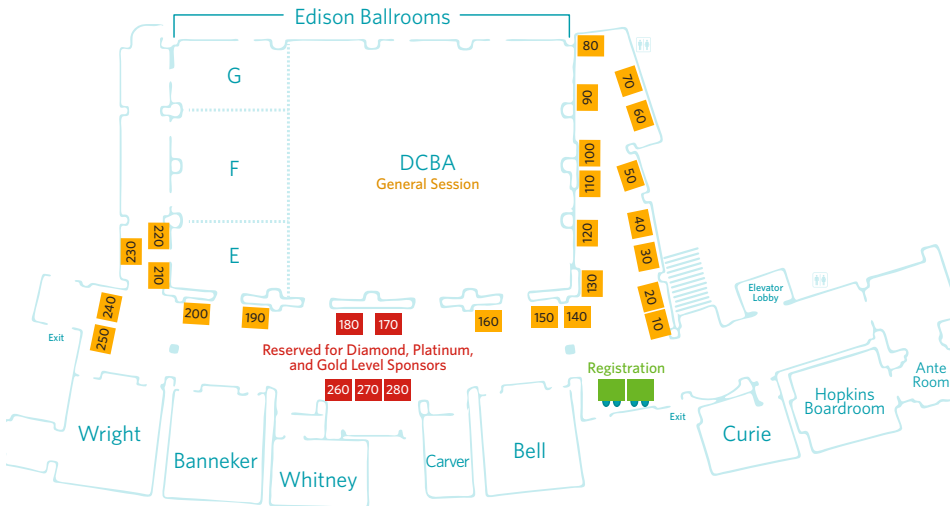
Phone Website

Primary Onsite Contact

Phone Email

Secondary Onsite Contact

Phone Email



Preferred Exhibit Booth Location

Organizations from which You Desire Exhibit Booth Separation

Exhibitors Terms & Conditions

By signing this exhibitor and sponsor application, I agree that I have read, understand, and agree to abide by the Exhibitor Terms & Conditions as outlined below. AAO-HNS/F will not knowingly accept exhibitors that discriminate on the basis of, but not limited to, race, color, national origin, religion, sex (including pregnancy), age, sexual orientation, gender identity and expression, marital status, disability, veteran status, or any other basis prohibited by federal, state, or local law. Our company adheres to and abides by [AAO-HNS/F's Anti-Discrimination Policy](#).

Exhibitor Signature

Date

Application will not be processed without signature.

EXHIBIT BOOTHS

(Incl. Qty.) Exhibitor Tabletop \$2,500

SPONSORSHIP OPPORTUNITIES

Diamond Level Sponsor \$60,000

Platinum Level Sponsor \$45,000

Gold Level Sponsor \$25,000

Silver Level Sponsor \$15,000

Bronze Level Sponsor \$7,500

ADVERTISING OPPORTUNITIES

Luminous Logo \$15,000

Branded Lanyards \$15,000

Branded Hotel Keycards \$15,000

THOUGHT LEADERSHIP OPPORTUNITIES

(1) Product Theatre \$25,000

(1) Breakout Session \$15,000

TOTAL DUE: \$

Payment Method

Please send me an invoice for online payment by credit card - preferred

Paying by check - if paying by check, please see information below

Paying by wire - if paying by wire, please see information below

Send Invoice To:

Name

Phone

Email

Paying by Check: **Paying by Wire:**

Remit To: Truist Bank
AAO-HNS/F 1445 New York Ave., NW
Attn: Financial Operations Washington, DC 20005
1650 Diagonal Road ABA#061000104
Alexandria, VA 22314 Acct#1000208996966
Reference: Swift Code: BRBTUS33
2024 Spring Forum Reference:
2024 Spring Forum

Exhibitor Terms & Conditions



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

Exhibit/Support Booking Agreement

Exhibit/Support participation at the 2024 OTO Forum will be considered only if submitted on the appropriate booking and contract form, properly completed. If a conditional prebooking has been made and the agreement form signed, the booking becomes valid upon receipt of a confirmation email of the prebooking. 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-HNS/F, 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-HNS/F, relying on the promise of exhibitors to pay for space, has agreed to pay the hotel for all space reserved for exhibitors, including space that is not used. I further understand that AAO-HNS/F'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-HNS/F, 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-HNS/F will still have to pay these costs. I further understand that AAO-HNS/F's reliance on my promise to pay creates a legal obligation on my part to pay AAO-HNS/F the agreed-upon amount, including applicable cancellation fees, as set forth herein.

Exhibition Regulations

Exhibition Management, acting under direction of the AAO-HNS/F and the hotel, 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-HNS/F. 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 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 of the Exhibitors/Supporter Terms and Conditions. Any infringement of these regulations may lead to immediate withdrawal of the right to participate in the AAO-HNS/F OTO Forum 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 based on 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 and its Foundation (AAO-HNS/F), its officers, directors, agents, and employees from and against any and all claims, suits, liens, judgments, damages,

Terms & Conditions Con't

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 the performance of any work by Exhibitor/Supporter, its officers, directors, agents, employees, and subcontractors.

Booking and Payment Conditions for Exhibits and Promotional Opportunities

To book exhibitor space or other promotional opportunities, please reach out Beth Burchill at bburchill@entnet.org.

AAO-HNS/F will issue an invoice payable by credit card or bank transfer upon receipt of signed contract. 50% payment is required at the time of booking by credit card or bank transfer upon receipt of the signed letter of intent. Final payment is due **February 29, 2024**, AAO-HNS/F will assign Exhibition space based on the date the application is received. AAO-HNS/F reserves the right to assign other than the choice requested, if necessary, and to rearrange the floor plan and/or relocate any exhibits.

AAO-HNS/F will grant promotional opportunities based on the date the application is received and availability of requested promotion. AAO-HNS/F reserves the right to assign other than the choice requested if necessary and in agreement with the applicant. AAO-HNS/F reserves the right to reassign or release exhibition booth space if full payment is not received by the final deadline date of **February 29, 2024**. Please consult the Exhibit Hall diagram for booth locations. The exhibition will be held at The Westin Alexandria Old Town, in Alexandria, VA. The application form is a binding agreement, valid upon AAO-HNS/F's receipt.

Cancellation Policy for Exhibit

For cancellation received after initial booking and prior to **February 29, 2024**, a cancellation fee of 50% of the total support will apply.

For support cancelled after **February 29, 2024**, 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-HNS/F 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-HNS/F 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-HNS/F OTO Forum due to circumstances within AAO-HNS/F's direct control, as reasonably determined by AAO-HNS/F, the liability of AAO-HNS/F shall be limited to a refund of fees paid less any bank charges to AAO-HNS/F by the supporter or exhibitor.

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

AAO-HNS/F's Right to Remove the Exhibitor's Property

AAO-HNS/F reserves the right to remove from the exhibit hall premises any or all property of the exhibitor should the AAO-HNS/F event be canceled 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



Guiding Principles When Securing Commercial Support

Exhibitors/supporters must adhere to AAO-HNS/F's guiding principles, including but not limited to AAO-HNS/F's conflict of interest policy. Exhibitors/supporters must be ethical, appropriate, and professional and must support AAO-HNS/F's mission to 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. AAO-HNS/F must maintain independence from industry during the creation and delivery of any education program and initiative. AAO-HNS/F strives to keep the programs at AAO-HNS/F 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-HNS/F.

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-HNS/F 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:
https://www.phrma.org/-/media/project/phrma/phrma-org/phrma-org/pdf/a-c/code-of-interaction_final21.pdf
- Technology Association (AdvaMed) - Code of Ethics:
<https://www.advamed.org/member-center/resource-library/advamed-code-of-ethics>



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