



**AAO-HNSF 2024  
ANNUAL MEETING  
& OTO EXPO™** MIAMI, FLORIDA  
SEPT. 28 • OCT. 1

# SPONSOR & EXHIBITOR PROSPECTUS

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





## TABLE OF CONTENTS

- |           |                                      |           |  |
|-----------|--------------------------------------|-----------|--|
| <b>3</b>  | About the AAO-HNS/F                  | <b>24</b> | Digital Advertising                                    |
| <b>4</b>  | Attendee Profile                     | <b>26</b> | Other Year-Round Publication Advertising Opportunities |
| <b>6</b>  | Preliminary Schedule at a Glance     | <b>27</b> | Corporate Champions                                    |
| <b>7</b>  | Support Opportunities                | <b>28</b> | Sponsorship Levels                                     |
| <b>8</b>  | Thought Leadership                   | <b>29</b> | Exhibit in the OTO EXPO                                |
| <b>10</b> | Attendee Experiences                 | <b>33</b> | Terms and Conditions                                   |
| <b>14</b> | New Branding Opportunities!          | <b>35</b> | Code of Conduct  |
| <b>15</b> | Branding Opportunities               | <b>36</b> | Appendix   |
| <b>17</b> | Venue Specific Digital Opportunities |           |  |
| <b>18</b> | Venue Specific Opportunities         |           |  |



## 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 aesthetic and reconstructive surgery and intricate microsurgical procedures of the head and neck. View the appendix (page 35) 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 EXPO:** The AAO-HNSF Annual Meeting & OTO EXPO 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.

## 2024 AAO-HNSF Annual Meeting Program Committee Members

### Daniel C. Chelius Jr., MD, Chair

Dole P. Baker, Jr., MD  
Pete S. Batra, MD  
Elizabeth A. Blair, MD  
Dennis I. Bojrab, MD  
Michael J. Brenner, MD  
Michele M. Carr, MD, DDS, MEd, PhD  
Raymond L. Chai, MD  
Scott R. Chaiet, MD, MBA  
Yvonne Chan, MD, FRCSC, MSc, HBSc  
David H. Chi, MD  
Cecelia Damask, DO  
Vaninder Dhillon, MD  
Christina Dorismond, MD  
Megan L. Durr, MD  
Katherine L. Fedder, MD

Daniel S. Fink, MD  
Neal D. Futran, MD, DMD  
John C. Goddard, MD  
Amit Goyal, MS, DNB, MAMS  
Nausheen Jamal, MD  
Stephanie Joe, MD  
David H. Jung, MD, PhD  
Katherine Kavanagh, MD  
Maggie A. Kuhn, MD  
Anil K. Lalwani, MD  
Elton M. Lambert, MD  
Claire M. Lawlor, MD  
Kenneth H. Lee, MD, PhD  
Jivianne Lee, MD  
Linda N. Lee, MD  
Stella E. Lee, MD

Kelly Michele Malloy, MD  
Nicole C. Maronian, MD  
Meredith Merz Lind, MD  
David Myssiorek, MD  
Julina Ongkasuwan, MD  
Angela Peng, MD  
Mark E. Prince, MD  
Max D. Pusz, MD  
Hassan H. Ramadan, MD, MSc  
Nikhila P. Raol, MD, MPH  
Eileen M. Raynor, MD  
Rod P. Rezaee, MD  
Charles A. Riley, MD  
Ahmad R. Sedaghat, MD, PhD  
Anita B. Sethna, MD  
Gavin Setzen, MD

Yelizaveta Shnayder, MD  
Brendan C. Stack Jr., MD  
Shirley Y. Su, MBBS  
Maria V. Suurna, MD  
Larissa Sweeny, MD  
Esther X. Vivas, MD  
Marilene B. Wang, MD  
Mark K. Wax, MD  
Michael J. Wilhelm, MD  
Elizabeth S. Willingham, MD  
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 EXPO 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 EXPO?

- ✓ The AAO-HNSF Annual Meeting & OTO EXPO 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 EXPO.
- ✓ 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 EXPO showcases products and services from more than 250 companies across the otolaryngology-head and neck surgery field.
- ✓ Breaks, daily lunch, Coffee Talk with the OPPS: Tips and Tools for Success, Poster Presentations, and more are scheduled in the exhibit hall—providing six full hours of programming in the OTO EXPO.

### TYPICAL ATTENDANCE BY SPECIALTY



General Otolaryngology | 55%

Head and Neck Surgery | 12%

Otolaryngology/Neurotology | 12%

Pediatric Otolaryngology | 6%

Rhinology | 6%

Other\* | 11%

#### \*Other:

Facial Plastic and Reconstructive Surgery — 3%

Laryngology — 3% | Allergy — 1%

Endocrine Surgery — 1% | Sleep Medicine — 1%

### AVERAGE ATTENDANCE BY REGION OVER PAST FIVE ANNUAL MEETINGS



North America | 60%

South America | 18%

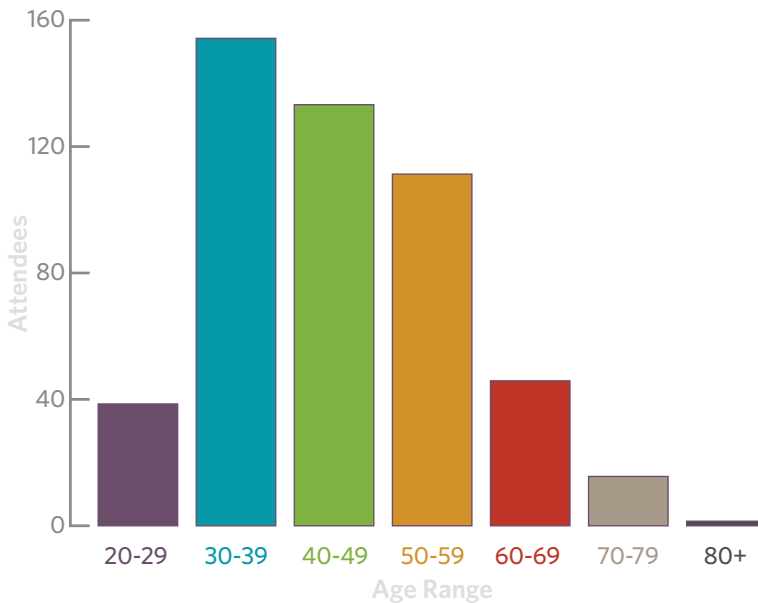
Europe | 17%

Asia, Australia, & Oceania | 5%



## ATTENDEE PROFILE

### AGE RANGE OF ATTENDEES



### TYPICAL ATTENDANCE BY OCCUPATION



**Resident/In-Training | 16%**

**Student | 5.5%**

**Advanced Practice Provider | 3.5%**

**Physician | 75%**

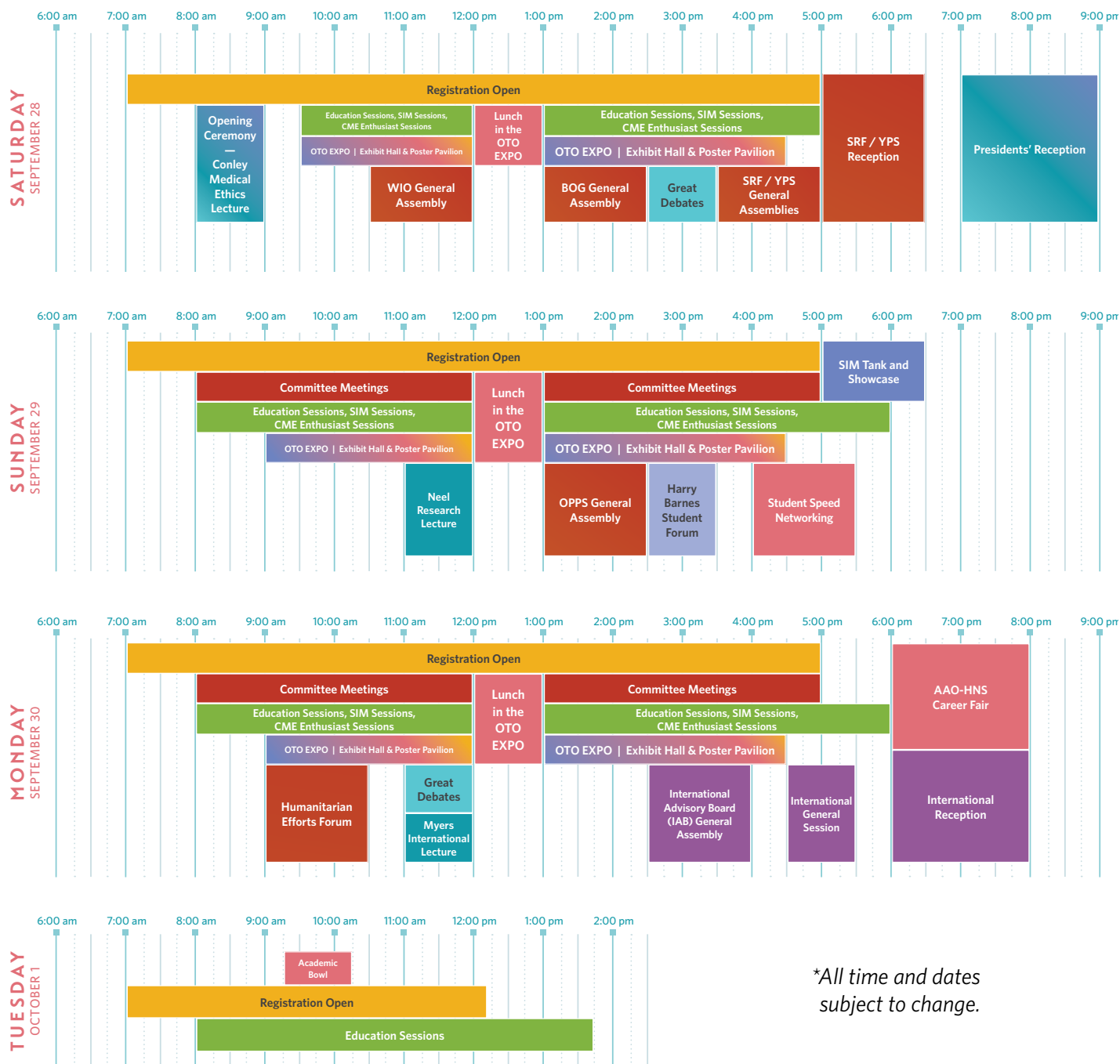


Each year, the Annual Meeting & OTO EXPO attracts 5,000+ surgeons, physicians, and other medical professionals in the field of otolaryngology. Attendees engage with the products and services that shape the industry and provide the tools to administer quality patient care and improve business practices.

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 EXPO 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





## 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 clinicians. Express your commitment to education, research, clinical management, and treatment throughout the world by becoming an Annual Meeting & OTO EXPO 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!

### Corporate Satellite Symposia

**\$38,500**

(5 available)

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

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

**Symposia Regulations:**

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

**Breakfast Symposia**

Sunday, September 29  
7:00 - 8:00 am

Monday, September 30  
7:00 - 8:00 am

**Evening Symposia**

Saturday, September 28  
5:30 - 7:00 pm

Sunday, September 29  
5:30 - 7:00 pm

Monday, September 30  
5:30 - 7:00 pm

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

**\$15,000**

(2 available)

Coffee Talk with OPPS: Tips and Tools for Success is hosted by members of the Otolaryngology Private Practice Section (OPPS) and provides attendees an opportunity to interact with renowned private practice otolaryngology experts over coffee.

Held on **Sunday, September 29, and Monday, September 30**, inside the OTO EXPO, the Coffee Talk with the OPPS 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.





## THOUGHT LEADERSHIP

### Private Meeting Suite

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 space for all your meetings.

With 8' high walls, no ceiling, and a locking door, your privacy is ensured throughout the duration of the OTO EXPO.

**The price includes branding on one side of the outside of the suite with your messaging and carpet.** Any additional needs (furniture, AV, or additional branding) will be the responsibility of the sponsor.

#### Meeting Suite Prices

10 ft. (width) x 10 ft. (height)  
Meeting Suite  
\$10,800

10 ft. (width) x 20 ft. (height)  
Meeting Suite  
\$15,950

20 ft. (width) x 20 ft. (height)  
Meeting Suite  
\$21,000

### OTO Pavilion Presentation Slot

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)

Saturday, September 28  
Time TBD

Sunday, September 29  
Time TBD  
**SOLD**

Monday, September 30  
Time TBD

\$15,000 (for 30 minutes)

Saturday, September 28  
Time TBD

Sunday, September 29  
Time TBD

Monday, September 30  
Time TBD



## ATTENDEE EXPERIENCES

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

### Attendee Lunch Cosponsor

**\$25,000**

(3 available)

**\$60,000**

(Exclusive)

Support feeding hungry attendees at the Annual Meeting & OTO EXPO. 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 logo recognition on napkins.

### ENTrepreneur Faceoff

**\$10,500**

(3 available)

**Monday, September 30 | 5:00 - 6:30 pm**

Now in its fourth 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.*





## ATTENDEE EXPERIENCES

### Exhibit Hall Coffee Breaks

**\$10,000**

(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 EXPO.

*Coffee breaks are offered in the exhibit hall at four locations. The sponsorship recognition will be included at two of the four locations. Your company logo will appear on signage posted at the coffee stations, as well as on napkins and coffee cup sleeves.*

#### Saturday, September 28

Morning Break  
Afternoon Break

#### Sunday, September 29

Morning Break  
Afternoon Break

#### Monday, September 30

Morning Break

### 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!

Sponsor will be recognized and listed where Millennium Society Lounge is listed throughout our marketing.





## ATTENDEE EXPERIENCES

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

### Presidents' Reception

**\$30,000**

*(2 available)*

**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 Saturday, September 28, starting at 7:00 pm.

### International Reception

**\$15,000**

*(2 available)*

Support our international attendees from around the globe at their very own reception. The reception will be held at the Miami Beach Convention Center and have both indoor and outdoor space. Sponsorship includes signage recognition as well as branded napkins for the event.

### Opening Ceremony

**\$25,000**

*(2 available)*

Join us on stage as we open the AAO-HNSF 2024 Annual Meeting & OTO EXPO with the Opening Ceremony held on Saturday, September 28, at the Miami Beach Convention Center. This important event kick-starts the conference and energizes the audience. The ceremony—featuring Academy leaders, John Conley, MD Lecture, 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)*

**Sunday, September 29 | 5:00 - 6:00 pm**

Now in its eighth 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.



## ATTENDEE EXPERIENCES

### SRF & YPS General Assembly and Reception

\$10,000  
(2 available)

Saturday, September 28 | 3:30 - 4:30 pm

**SOLD**

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

\$10,000  
(2 available)

Saturday, September 28 | 10:30 am - 12:00 pm

**SOLD**

Support the Women in Otolaryngology (WIO) Section at their largest education event of the year. Over 500 women otolaryngologist-head and neck surgeons 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.





## NEW BRANDING OPPORTUNITIES!

Brand new opportunities to place your brand front and center and stand out from the competition. Make an impact!

### Wifi Sponsorship

**\$50,000**  
(Exclusive)

Enjoy high-profile brand exposure while giving attendees the necessary service of WiFi. Digital and on-site branding and signage strategically placed throughout the event.

### Portrait Studio

**\$12,000**  
(3 available)

Make attendees smile as the Portrait Studio sponsor. A photographer will be on-site to provide attendees with a professional headshot during the Annual Meeting, and your company can be a part of it.

**\$30,000**  
(Exclusive)

As the exclusive sponsor of the Portrait Studio, your company will share a 10 ft. (width) x 20 ft. (height) booth with the lounge, so you will be right in the action. Attendees who get a headshot will receive an electronic copy of their headshot with a customized message from your company.

The Portrait Studio sponsor will receive recognition on onsite signage, will have email and text messaging, and will have the option to have one company representative on-site to distribute marketing materials to attendees who visit the booth.

**Saturday, September 28**

9:30 am - 4:30 pm

**Sunday, September 29**

8:00 am - 5:00 pm

**Monday, September 30**

9:00 am - 4:00 pm

### Shuttle Bus Sponsorship

Reach out to  
Show Management  
([aaohnsf@discoversb.com](mailto:aaohnsf@discoversb.com))  
for more details

The value of shuttle bus advertising should not be underestimated. With buses constantly on the move as they take people between hotels and the convention center, the exposure to both riders and non-riders is tremendous.

From interior seat head rest covers to large exterior graphics, this opportunity is always a winner for exhibitors who are introducing new products and services and want to drive traffic to their exhibits floor booth.

### Baggage Check

Reach out to  
Show Management  
([aaohnsf@discoversb.com](mailto:aaohnsf@discoversb.com))  
for more details

Sponsor our baggage check area and get the opportunity to have a luggage tag placed on each bag that is checked with your logo!





## BRANDING OPPORTUNITIES

### Ad Retargeting

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 EXPO 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

### Hotel Key Cards

\$25,000  
(Exclusive)

Enjoy repeat visibility of your corporate logo or brand message throughout the Annual Meeting with branded hotel key cards 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.*

**SOLD**

### 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.

*Sponsors will provide their own advertising and branded items.*

### 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.



## BRANDING OPPORTUNITIES

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

### Floor Stickers

**\$6,000**

*(4 available)*

These 3 ft. x 3 ft. 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.

### 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**

### 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 message on all four sides as attendees pass by.



## VENUE SPECIFIC DIGITAL OPPORTUNITIES

### Exhibit Hall Entry Nanocurve (Ribbon)

**\$7,000**  
(2 available)

**SOLD**  
(2) 3 ft. (height) x 80 ft. (width) High-definition Nanocurve LED displays located at entrance to each exhibit hall.

### Digital Touchscreen Displays

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

(10) 65 in. (height) Touch Screen Displays are located in the lobbies and pre-function space in the east, north, and west sides of the building.







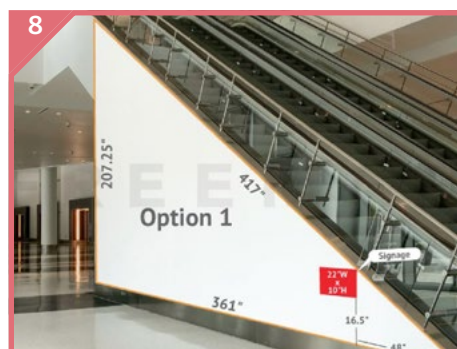
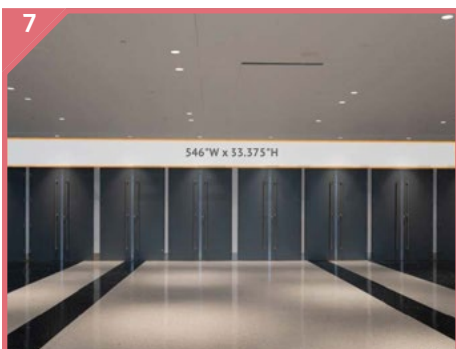
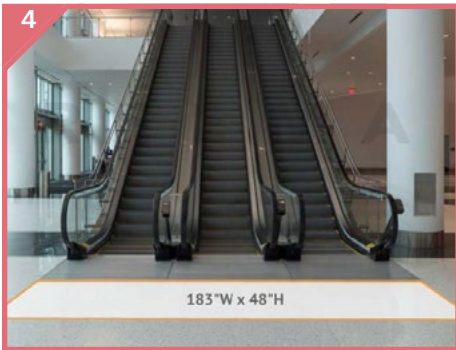
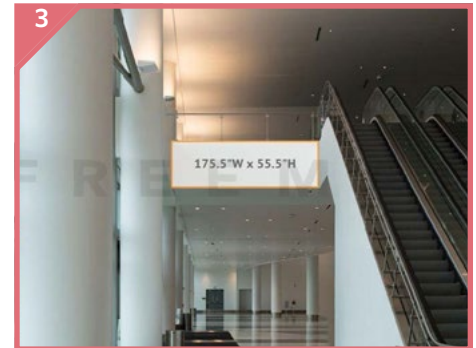
## VENUE SPECIFIC OPPORTUNITIES

### Hall A

| NUMBER      | BRANDING TYPE                         | QUANTITY | PRICING  | DESCRIPTION  |
|-------------|---------------------------------------|----------|----------|--|
| 1           | Foyer, Escalator Runners              | 1        | \$7,500  | (2) Escalator Runners on vinyl banner stock; these escalators are located on Convention Center Drive, Level 1, on the left side. These are the escalators up to Level 2 in the lobby.<br>11.75 in. (width) x 595 in. (height)  |
| <b>SOLD</b> |                                       |          |          |  |
| 2           | Foyer, Wall Cling Banner              | 1        | \$18,500 | This wall cling is above the meeting room entrance doors. This banner is located on Level 1, in between Room A and Room E. This is the entrance to Ocean Drive ballroom.<br>283 in. (width) x 63.875 in. (height)  |
| 3           | Foyer, Wall Cling Banner              | 1        | \$9,500  | This wall cling is located on Level 1, Convention Center Drive Lobby, on the wall next to the escalators - underneath the glass railings.<br>175.5 in. (width) x 55.5 in. (height)   |
| 4           | Foyer, Floor Cling                    | 1        | \$5,500  | This floor cling is located on Level 1, at the bottom of the escalators, as you head up to Level 2.<br>183 in. (width) x 48 in. (height)   |
| 5           | Foyer, Stair Cling                    | 1        | \$25,000 | These stairs are located on Level 1 and lead up to Level 2 (North). This would be a highly visible opportunity with a total of 36 total branded steps.<br>A: (18) steps at 212 in. (width) x 6.75 in. (height)<br>B: (18) steps at 212 in. (width) x 6.75 in. (height) and (1) step at 212 in. (width) x 7 in. (height) (bottom) |
| <b>SOLD</b> |                                       |          |          |  |
| 6           | Foyer, Wall Clings (under the stairs) | 1        | \$25,000 | This wall cling is located on Level 1, Convention Center Drive Lobby, underneath the stairs.<br>221 in. (width) x 230 in. (height)   |
| 7           | Entrance, Wall Cling Banner           | 1        | \$18,500 | This wall cling is located above the entrance doors to Exhibit Hall A.<br>546 in. (width) x 33.375 in. (height)  |
| 8           | Foyer, Escalator Wall Cling           | 1        | \$12,000 | This wall cling is located on the left side of the escalators that lead up to Level 2.<br>127 in. (width) x 115 in. (height)   |
| 9           | Foyer, Escalator Wall Cling           | 1        | \$18,500 | This wall cling is located on Level 1, Convention Center Drive Lobby, underneath the escalators.<br>179 in. (width) x 142.375 in. (height)<br><i>NOTE: Please be mindful of the obstruction specs included in the graphic. Should you have any questions, please contact AAO-HNSF Show Management.</i>                           |
| 10          | Foyer, Column Wraps                   | 5        | \$12,000 | These columns are in the foyer of Hall A.<br>114 in. (width) x 180 in. (height)  |



## VENUE SPECIFIC OPPORTUNITIES

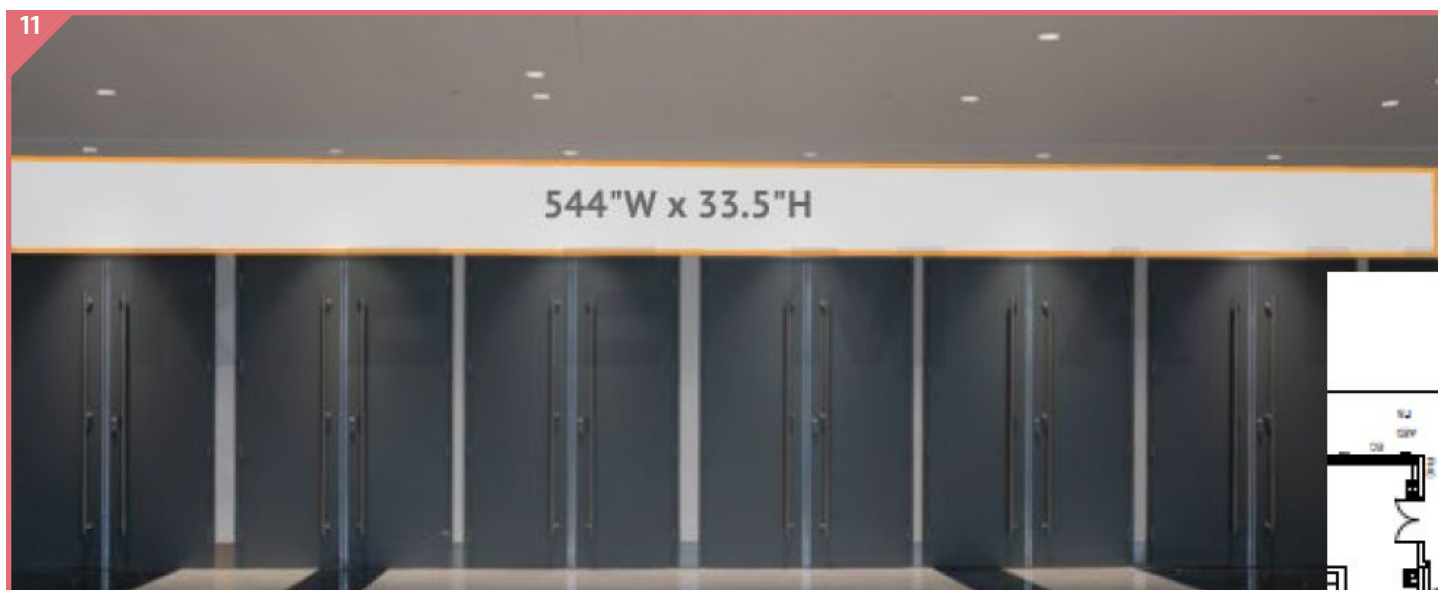




## VENUE SPECIFIC OPPORTUNITIES

### Hall B

| NUMBER | BRANDING TYPE                 | QUANTITY | PRICING  | DESCRIPTION   |
|--------|-------------------------------|----------|----------|---|
| 11     | Entrance Wall<br>Cling Banner | 1        | \$18,000 | This wall cling is located above the entrance doors to Exhibit Hall B.<br>544 in. (width) x 33.5 in. (height) |







## VENUE SPECIFIC OPPORTUNITIES

### Hall C

| NUMBER | BRANDING TYPE                                     | QUANTITY | PRICING  | DESCRIPTION   |
|--------|---|----------|----------|---|
| 12     | Entrance, Wall Cling Banner                       | 1        | \$18,500 | This wall cling is located above the entrance doors to Exhibit Hall C.<br>543 in. (width) x 32.75 in. (height)  |
| 13     | Entrance, Right Wall Cling Banner                 | 1        | \$18,500 | This wall cling is located on the wall to the right of Hall C entrance.<br>173.375 in. (width) x 134.75 in. (height)  |
| 14     | Walls Between Hall C and D, Wall Cling            | 1        | \$18,500 | This wall cling is located on the wall in between Hall C & D entrance.<br>160 in. (width) x 60.5 in. (height)   |
| 15     | Foyer, Floor Cling                                | 1        | \$7,500  | This floor cling is located at the bottom of the escalators.<br>183 in. (width) x 48 in. (height)   |
| 16     | Foyer, Escalator Graphic Runners                  | 1        | \$7,500  | (2) Escalator Runners on vinyl banner stock; these escalators are located on Convention Center Drive, Level 1, on the right side. These are the escalators up to Level 2 in the lobby.<br>11.75 in. (width) x 586 in. (height)  |
| 17     | Foyer, Wall Cling (on the side of the escalators) | 1        | \$30,000 | These stairs are located on Level 1 and lead up to Level 2 (South).<br>266.5 in. (width) x 307 in. (height)   |
| 18     | Foyer, Stair Clings                               | 1        | \$25,000 | These stairs are located on Level 1 and lead up to Level 2 (South). This would be a highly visible opportunity with a total of 36 total branded steps.<br>A: (18) steps at 212 in. (width) x 6.75 in. (height)<br>B: (18) steps at 212 in. (width) x 6.75 in. (height) and<br>(1) step at 212 in. (width) x 7 in. (height) (bottom) |

SOLD

SOLD

SOLD



## VENUE SPECIFIC OPPORTUNITIES

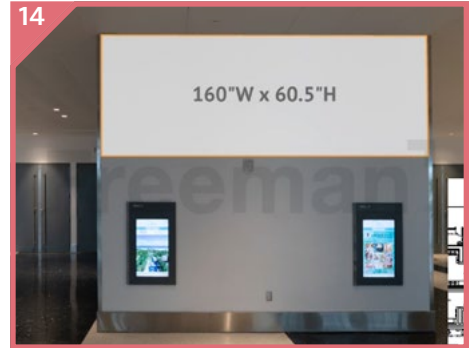
12



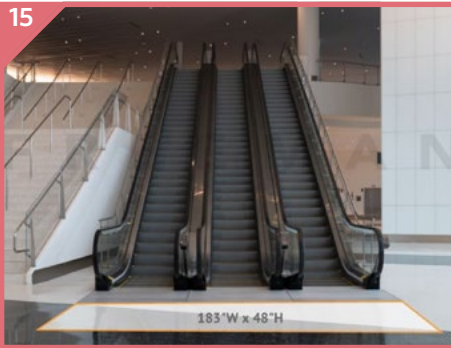
13



14



15



16



17



18

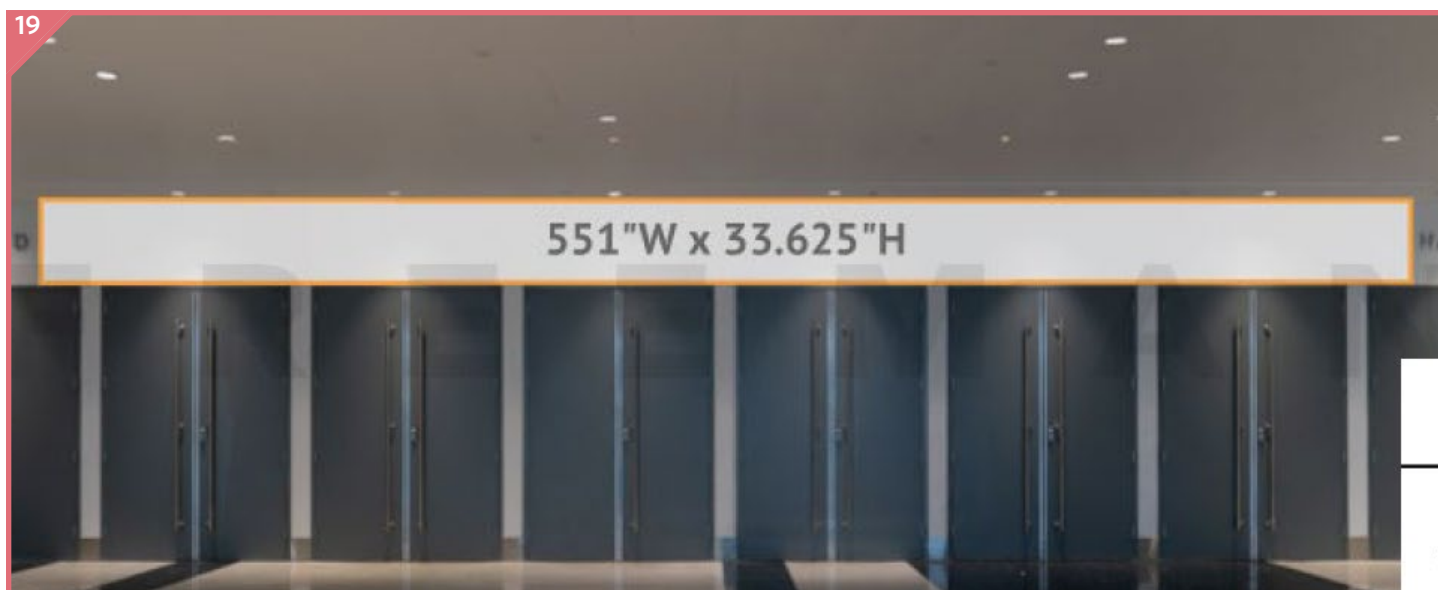




## VENUE SPECIFIC OPPORTUNITIES

### Hall D

| NUMBER | BRANDING TYPE                  | QUANTITY | PRICING  | DESCRIPTION   |
|--------|--------------------------------|----------|----------|---|
| 19     | Entrance, Wall<br>Cling Banner | 1        | \$18,500 | This wall cling is located above the entrance doors to Exhibit Hall D.<br>551 in. (width) x 33.625 in. (height) |







## 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.

### "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 Miami for the Annual Meeting. This email is read and re-read multiple times as attendees make their final travel plans. The email will include a 600 x 100 banner ad for your company. Your advertisement includes one hyperlink.

*Click-through rates may vary. AAO-HNSF does not make any guarantees regarding the number of clicks your banner ad will receive.*

**SOLD**

### Digital Ad in Meeting Daily

**In 2023, the Meeting Daily was distributed to an audience of more than 18,000 daily and had an outstanding average unique open rate of 38.2% (nearly 7,000 individuals)**

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.

*Click-through rates may vary. AAO-HNSF does not make any guarantees regarding the number of clicks your banner ad will receive.*

**Leaderboard - \$10,000**

**Premium Banner 1 - \$8,000**

**Standard Banner 1 - \$5,000**

**Premium Banner 2 - \$8,000**

**Standard Banner 2 - \$5,000**



## DIGITAL ADVERTISING

### International “Know Before You Go” Email

**\$10,000**

*(Exclusive)*

Your digital ad and logo can be seen by all registered international 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 Miami for the Annual Meeting. This email is read and re-read multiple times as attendees make their final travel plans. The email will include a 600 x 100 banner ad for your company. Your advertisement includes one hyperlink.

*Click-through rates may vary. AAO-HNSF does not make any guarantees regarding the number of clicks your banner ad will receive.*

### Meeting Daily eDaily Native Content

**\$15,000**

*(Four Opportunities -  
Only one spot available in  
each issue of the Meeting  
Daily eDaily)*

Native content, (i.e., in the form of sponsored editorial content) is formatted the same as other editorial content in the *Meeting Daily* eDaily except for a label that marks it as an advertisement, “Sponsored Advertising Content.” This format allows sponsors to tell your story and share your message in much more detail than a display ad. Additionally, native content also circumvents ad blockers.

A teaser summary of your sponsored editorial content (50-100 words) will appear in the eDaily email blast and will link to the full content on a web page within the AAO-HNSF *Meeting Daily* content area. The eDaily is distributed to all attendees and all non-attendee members of the AAO-HNS and is accessible via the Annual Meeting app.

The eDaily summary will include a label, “Sponsored Advertising Content.”

On the landing page, under the headline, a clear disclosure will be included that this article is “Sponsored Advertising Content.”

Submission requirements:

- 750 words maximum
- 50-100 word teaser summary to include in the eDaily email blast
- Total of five figures or tables
- Includes all proper citations and copyright permissions

*Acceptance of advertising for the Meeting Daily eDaily in no way constitutes approval or endorsement by AAO-HNSF of products or services advertised unless indicated as such.*



## DIGITAL ADVERTISING

### Mobile App Banner Ad

**\$10,000**  
(2 Available)

Increase your visibility with attendees by being one of four 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 EXPO.

### Mobile App Push Notification

**\$15,000**  
(7 Available)

This sponsorship includes one message to be sent during the Annual Meeting. Sponsors can select their preference of day the message will be sent. Final push notification schedule will be set by AAO-HNS/F.

*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 — Tricia Walsh

Phone — (314) 540-3960

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

### ✓ **Bundle Your Bulletin Ads with OTO News**

Weekly E-newsletter that Goes to All Members

#### **View Digital Ad Opportunities**

Contact — Tricia Walsh

Phone — (314) 540-3960

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



# Corporate Champions

## AAO-HNSF Strategic Partner Alliance

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

Contact Beth Burchill at [bburchill@entnet.org](mailto:bburchill@entnet.org) for more information.  
American Academy of Otolaryngology-Head and Neck Surgery Foundation

## ENTenterprise Circle

**\$250,000**

- An opportunity to hold one focus group annually during the AAO-HNSF Annual Meeting & OTO EXPO<sup>SM</sup> or the OTO FORUM
- Priority access to the menu of services for Reg-ent<sup>SM</sup>, our clinical data registry
- 15% discount on additional exhibit and sponsorship options at both the Annual Meeting and the OTO FORUM
- 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 OTO FORUM, plus two held virtually
- Attendance at a roundtable discussion with industry and physician leaders once a year at the OTO FORUM 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 OTO FORUM, plus two held virtually.
- Attendance at a roundtable discussion with industry and physician leaders once a year at the OTO FORUM to explore healthcare issues
- 10% discount on additional exhibit and sponsorship options at both the Annual Meeting and the OTO FORUM
- An opportunity to preview new initiatives and be inaugural supporters, if desired

*Corporate Champions partnerships include all opportunities extended at other sponsorship levels*



## SPONSORSHIP LEVELS

|   | SUPPORTER         | COLLABORATOR        | PARTNER             | PREMIER    | OTO PARTNERS<br>CIRCLE** | ENTERPRISE<br>CIRCLE** |
|---|-------------------|---------------------|---------------------|------------|--------------------------|------------------------|
| Total Annual Support<br>(Excluding Booth Space)   | \$5,000 - \$9,999 | \$10,000 - \$24,999 | \$25,000 - \$49,999 | \$50,000 + | \$150,000                | \$250,000              |
| Complimentary<br>Full-Conference Registrations  |                   | 1                   | 2                   | 3          | 4                        | 4                      |
| Sponsor Recognition Signage   | ✓                 | ✓                   | ✓                   | ✓          | ✓                        | ✓                      |
| Public Acknowledgment of<br>Support at the Annual Meeting   | ✓                 | ✓                   | ✓                   | ✓          | ✓                        | ✓                      |
| Sponsor Ribbon on Name<br>Badge at Annual Meeting   | ✓                 | ✓                   | ✓                   | ✓          | ✓                        | ✓                      |
| Sponsor Recognition Slide in<br>Opening Ceremony  |                   | ✓                   | ✓                   | ✓          | ✓                        | ✓                      |
| Sponsor Recognition on Mobile<br>App and Website  |                   | ✓                   | ✓                   | ✓          | ✓                        | ✓                      |
| Access to Sponsor Lounge in<br>OTO EXPO   |                   | ✓                   | ✓                   | ✓          | ✓                        | ✓                      |
| Recognition on<br>Acknowledgment Board at<br>Exhibit Hall Entrance                                  |                   | ✓                   | ✓                   | ✓          | ✓                        | ✓                      |
| Access to VIP Area during<br>Presidents' Reception  |                   |                     |                     | ✓          | ✓                        | ✓                      |
| Targeted Reimbursement<br>Evaluation and Consultation   |                   |                     |                     |            | ✓                        | ✓                      |
| Quarterly CEO Updates   |                   |                     |                     |            | ✓                        | ✓                      |
| Industry/Physician Leader<br>Roundtable Attendance  |                   |                     |                     |            | ✓                        | ✓                      |
| Opportunity to Preview<br>New Initiatives and Be<br>Inaugural Supporters                            |                   |                     |                     |            | ✓                        | ✓                      |
| 10% Discount on Additional<br>Exhibit and Sponsorship<br>Options at Annual Meeting<br>and OTO FORUM |                   |                     |                     |            | ✓                        |                        |
| 15% Discount on Additional<br>Exhibit and Sponsorship<br>Options at Annual Meeting<br>and OTO FORUM |                   |                     |                     |            |                          | ✓                      |
| Annual Focus Group<br>Opportunity during AAO-HNSF<br>Annual Meeting & OTO EXPO<br>or OTO FORUM      |                   |                     |                     |            |                          | ✓                      |
| Priority Access to Menu of<br>Services for Reg-ent <sup>SM</sup>                                    |                   |                     |                     |            |                          | ✓                      |
| Access to Member Mailing List<br>for One Survey Annually  |                   |                     |                     |            |                          | ✓                      |

\* 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 EXPO

The OTO EXPO is more than our exhibit hall, it features groundbreaking and interactive planned programming for attendees.

The OTO EXPO prominently displays over 250 companies from around the world, ranging in booths from 10 ft. x 10 ft. to 50 ft. x 70 ft., 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 EXPO. 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 EXPO. Attendees will come face-to-face with the products and services that shape our industry and provide the tools to administer patient care.

### Who is Eligible?

#### 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 EXPO
- ✓ Invitation to Presidents' Reception for registered meeting attendees
- ✓ Security service in general in the exhibit hall after hours



## Exhibit Location

## Miami Beach Convention Center (MBCC)

**Address** — 1901 Convention Ctr Dr, Miami Beach, FL 33139 | **Tel** — (768) 276-2600

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

## Exhibit Booth Packages

*See the bottom of page 28 for package details*

Booths range in size from 10 ft. x 10 ft. to 50 ft. x 80 ft. An exhibitor can purchase any size and shape configuration desired. Exhibitors also have the option of multi-level booths.

### Linear

\$39.00/sq. foot

#### 10 ft. x 10 ft.

\$3,900

#### 10 ft. x 20 ft.

\$7,800

#### 10 ft. x 30 ft.

\$11,700

### Island\*

\$42.00/sq. foot

#### 20 ft. x 20 ft.

\$16,800

#### 20 ft. x 30 ft.

\$25,200

#### 30 ft. x 30 ft.

\$37,800

### Non-profit

\$11.00/sq. foot

#### 10 ft. x 10 ft.

\$1,100

#### 10 ft. x 20 ft. maximum

\$2,200

Corner Booth Fee: \$250.00 per additional corner

\*Other sizes available upon request.

Must provide non-profit documentation.

## 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 space for all your meetings.

With 8 ft. high walls, no ceiling, carpet, and a locking door ensures your privacy throughout the duration of the OTO EXPO. The price includes branding on one side of the outside of the suite with your messaging and carpet. Any additional needs (furniture, AC, or additional branding) will be the responsibility of the sponsor.

#### 10 ft. x 10 ft. Meeting Suite

\$10,800

#### 10 ft. x 20 ft. Meeting Suite

\$15,950

#### 20 ft. x 20 ft. Meeting Suite

\$21,000

## Exhibit Schedule:

## September – October 2024

**All exhibits must be fully installed, empty containers removed and moved to storage by 5:00 pm on Friday, September 27, 2024.**

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

| Sunday                                     | Monday                                     | Tuesday                                      | Wednesday | Thursday   | Friday   | Saturday                                      |
|--|--|--|-----------|--|--|---|
| 22   | 23   | 24   | 25        | 26<br>12:00 - 5:00 pm<br>LARGE EXHIBITOR<br>SET-UP | 27<br>8:00 am - 5:00 pm<br>EXHIBITOR<br>SET-UP | 28<br>9:30 am - 5:00 pm<br>EXHIBITION<br>OPEN |
| 29<br>9:00 am - 4:30 pm<br>EXHIBITION OPEN | 30<br>9:00 am - 4:00 pm<br>EXHIBITION OPEN | 1<br>4:00 - 10:00 pm<br>EXHIBITION DISMANTLE | 2         | 3  | 4  | 5   |

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  | Blue Tree Publishing                   | D-Scope Systems                       | Hill Dermaceuticals, Inc.                           |
| 3-Dmed  | Boston Medical Products                | Duearity Americas                     | Holston Medical Group                               |
| ABISA   | Boston Scientific                      | Earned Wealth                         | Hood Laboratories, Inc                              |
| Acclarent   | Boyd Industries                        | EarVolution, Inc                      | ICU Medical, Inc.                                   |
| ACERA SURGICAL  | BR Surgical, LLC                       | Ecleris USA                           | ID Medical Devices LLC                              |
| Adroit Surgical LLC   | Bryan Medical Inc                      | Elevate ENT Partners                  | IML/DEKA  |
| Advanced Bionics  | C2Dx, Inc                              | Elsevier                              | Innovia Medical                                     |
| Advanced Brain Monitoring, Inc.                                     | Cambridge Interventional               | Endocraft                             | InnoVoyce   |
| ADVENT  | CAMC Plateau Medical Center            | Endo-Therapeutics, Inc.               | inomed Inc.   |
| Aerin Medical, Inc.   | Carestream Dental, LLC                 | ENT Careers                           | inPhase Medical, LLC                                |
| Airkor  | Carnegie Surgical LLC                  | Eosera                                | Inspire Medical Systems                             |
| Akouos Inc.   | Catalina Healthcare -<br>BleedCEASE(R) | Epic                                  | Instrumentarium                                     |
| Alaska Native Tribal Health<br>Consortium                           | CBCT SYSTEMS, INC.                     | Essentia Health                       | Integra Lifesciences / Codman<br>Specialty Surgical |
| Allegiance Health Management  | CENTRAL CIRÚRGICA                      | Evolution Medical Devices             | Intelligent Hearing Systems                         |
| Ambu  | Childhood Tracheostomy<br>Alliance     | Firefly Global                        | Interacoustics                                      |
| AMERICAN BOARD OF<br>OTOLARYNGOLOGY                                 | Clarius Mobile Health                  | Fotona                                | Intersocietal Accreditation<br>Commission (IAC)     |
| American Institute of Balance                                       | Cleveland Clinic                       | Fuel Medical Group                    | Invotec International, Inc.                         |
| Apta Investment Group   | Clinician Box                          | GBR Medical                           | iotamotion  |
| Associação Brasileira de ORL  | CloudEndo                              | Genesis One Medical                   | ISEN Tech. & Trading Co, Ltd.                       |
| Atlantic Health System  | Cochlear                               | GESCO HEALTHCARE PVT LTD              | J. Morita USA                                       |
| Atmos Inc.  | Compulink Healthcare Solutions         | GlaxoSmithKline                       | JEDMED  |
| Baptist Health Medical Group  | Confederation of European<br>ORL-HNS   | Global Medical Endoscopy              | JenaSurgical  |
| BEIJING FANXING GUANGDIAN<br>MEDICAL TREATMENT<br>EQUIPMENT CO.,LTD | Cook Medical                           | Global Surgical Corporation           | jullurg instruments corp                            |
| Bellus Health   | Dartmouth Health                       | Grace Medical                         | KARL STORZ Endoscopy-<br>America, Inc.              |
| Beutlich Pharmaceuticals  | Decibel Therapeutics                   | GRAIL                                 | Kirwan Surgical Products, LLC                       |
| BFW, Inc  | DePuy Synthes                          | Grason-Stadler                        | KLS Martin  |
| BiLumix   | Designs for Vision, Inc.               | Haag-Streit Reliance                  | Kurz Medical Inc.                                   |
| BioMed ENT, Inc.  | District Wealth Strategies             | Hackensack Meridian Health            | Lara International                                  |
| BioTek Services, LLC  | Doc's Proplugs Inc                     | Happersberger otopront GmbH           | Laser Engineering                                   |
| Black & Black Surgical  | Doctus                                 | Healthy Humming, LLC dba<br>SinuSonic | Lehigh Valley Health Network                        |
|   | Dr. Noze Best                          | Hemostasis/Fiagon                     | Leica Microsystems                                  |
|   |  | HENKA LLC                             |   |



# THEY WERE THERE!

|   |                                      |   |  |
|---|--------------------------------------|---|--|
| LifeScience PLUS  | Neurosign                            | Prosidio  | Springer Nature                              |
| Maico   | Neurovision Medical Products, Inc.   | ProSomnus Sleep Technologies                    | SSM Health                                   |
| Marshfield Clinic Health System                             | NOAR BRASIL INDUSTRIA E COMERCIO S.A | Q-Optics  | Strategic Tax Planning                       |
| Max-Air Nose Cones   Sinus Cones                            | NorthShore - Edward-Elmhurst Health  | QTC, A Leidos Company                           | Stryker                                      |
| McKeon Products, Inc.                                       | North-Southern Electronics Limited   | R&D Surgical USA Inc.                           | Substantial Medical Consulting               |
| MED-EL  | Norton Medical Group                 | Recurrent Respiratory Papillomatosis Foundation | Sunoptic Technologies                        |
| Medfluence Advisors   | NSK America                          | Reflux Gourmet                                  | SurgiQuality                                 |
| Medi Lazer  | Nyxoa                                | Regeneron                                       | SurgiTel                                     |
| medical expo  | Olympus America Inc.                 | RG Medical USA                                  | Sutter Medical Technologies USA              |
| Medical Resources Group                                     | Optical Integrity Inc.               | RGS Healthcare                                  | SyncVision Technology Corp.                  |
| Medifix Inc   | Optim LLC                            | Richards ENT                                    | Tactile Medical                              |
| MediLoupes  | Oticon Medical                       | Ronin Surgical Corp.                            | The Doctors Company                          |
| Medinotec Inc   | Otolith Labs                         | Rose Micro Solutions LLC                        | The Guthrie Clinic                           |
| MedPro  | Owensboro Health Medical Group       | Saint Peter's University Hospital               | The Permanente Medical Group                 |
| Medtronic   | Pan American Congress                | Santosh Surgical Instruments                    | TIMS Medical                                 |
| Mega Medical Co., Ltd.                                      | Parallel ENT & Allergy               | Scribematic                                     | UCSD Center for the Future of Surgery        |
| Memorial Healthcare System                                  | PatCom Medical                       | Seiler Instrument                               | ULTRALIGHT OPTICS INC.                       |
| Memorial Hospital and Health Care Center                    | Pathology Partners Network           | Self Regional Healthcare                        | United Endoscopy                             |
| MercyOne  | Penn State Health                    | Sensonics International                         | US Navy                                      |
| Mexican Society of Otolaryngology and Head and Neck Surgery | PENTAX MEDICAL                       | SENTA Partners                                  | Veracyte                                     |
| MHDC Scientific Co.   | Pfizer                               | Sentry Endoscopy Ltd.                           | Virgin Islands Ear, Nose & Throat            |
| Mitaka  | PHACON, INC.                         | Septum Solutions                                | Virtuox                                      |
| ModMed  | Pilling from Teleflex                | Sinus and Snoring MD                            | Visum Media                                  |
| Mount Sinai Health Systems                                  | Planmed                              | SleepSource Alliance ENT                        | Wellstar Health System                       |
| MTI   | Plural Publishing                    | Smith+Nephew                                    | WonderPax                                    |
| NasaClip  | Powered Living Inc.                  | Snot Force Alliance, Inc.                       | www.interpace.com                            |
| NasoClenz   | Preceptis Medical                    | Society of Military Otolaryngologist            | Xoran Technologies, LLC                      |
| Naveris   | Premier Payment Solutions            | Sonic Healthcare USA/ ThyroSeq                  | ZEISS  |
| NeilMed Pharmaceuticals                                     | Prescott's Inc                       | Sontec Instruments Inc.                         | Zhejiang Varilsar Medical Technology Co.,Ltd |
| Neurent Medical   |                                      | SPIGGLE & THEIS<br>Medizintechnik GmbH          |  |



## TERMS AND CONDITIONS

### AAO-HNSF 2024 Annual Meeting & OTO EXPO

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

#### Exhibit/Support Booking Agreement

Exhibit/Support participation at the 2024 Annual Meeting & OTO EXPO will be considered only if submitted on the appropriate booking and contract form, properly completed. If a conditional prebooking has been made and 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-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. AAO-HNSF follows all International Association of Exhibitions and Events (IAEE) guidelines, therefore exhibitors must adhere to these rules and regulations.

#### 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. AAO-HNSF 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, AAO-HNSF will not be held liable for expenses incurred, other than the cost of exhibit space rental fees.

#### Booth Display Regulations

AAO-HNSF follows the guidelines established by IAEE. If your exhibit plans are not in compliance with IAEE guidelines, AAO-HNSF reserves the right to correct display violations by having the exhibitor alter, remove, or rearrange any or all of the display so that it complies with regulations. If the exhibitor is not available to make corrections, then he/she agrees as a part of the terms and conditions contract to grant AAO-HNSF the authority to make any or all necessary corrections at the exhibitor's expense.

Carpet is required in all booth spaces. If an exhibitor booth violates this policy, carpet will be set by the general service contractor and all costs are the exhibitors financial responsibility.

#### Prohibited Activities

- Exchange of money or completing the sale of goods or services, outside of medical devices, on the Exhibit Hall floor is prohibited. Should an exhibitor violate this policy, AAO-HNSF reserves the right to enforce security to escort you from the exhibit hall. AAO-HNSF will not accept any refund requests should any violations occur.
- All demonstrations, sales activities, and distribution of promotional material must be confined to the limits of Exhibitor's booth. Exhibitor must not place equipment for display or demonstration in such manner as to cause observers to gather in the aisles. All equipment for display or demonstration must be placed within the assigned booth to attract observers into the booth. Should the exhibitor violate this policy AAO-HNSF staff reserve the right to penalize the exhibitor.
- Children aged 18 and under are strictly prohibited on the show floor during move-in, move-out, and during show days of the AAO-HNSF 2024 Annual Meeting & OTO EXPO.

- Any presentations or announcements made from your booth must not be held in the aisle or exceed the space available in your booth for attendees per the fire marshal requirements.
- Any floor covering that exceeds 2 inches high will be required to have safety lighting to prevent a trip hazard.
- All food and beverages served to attendees in your booth must be approved by AAO-HNSF and the facility.
- AAO-HNSF will not accept any request to move booths while onsite.

#### Liability Insurance

Equipment and all related display materials installed by Exhibitors/Supporters are not insured by AAO-HNSF, and AAO-HNSF 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 AAO-HNSF 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 2024 Annual Meeting & OTO EXPO 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 AAO-HNSF 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 AAO-HNSF 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 AAO-HNSF 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 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 the 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 education sessions pertaining to the organization of the 2024 Annual Meeting & OTO EXPO. This includes but is not limited to, scientific sessions (general assemblies, education 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 November 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 [AAO-HNSF@discoversb.com](mailto:AAO-HNSF@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 5, 2024, 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 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 or release exhibition booth space if it does not receive the 50% deposit within 4 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 Miami Beach Convention Center, Miami, Florida. The application form is a binding agreement, valid upon AAO-HNSF's receipt.

### Booth Fees & Payment Policies

Contracts for exhibit space must be submitted with a 50% deposit. Final booth payment is due no later than July 5, 2024. Any company with an unpaid balance will have their freight held onsite and will not be allowed to set up until fully paid. It is the exhibitor's responsibility to ensure that they are fully paid before arriving onsite.

### Booth Selection & Housing Selection

Booth selection and housing selection, for the following year will be held onsite starting Saturday - Monday. The appointment schedule is compiled based on priority points.

### Cancellation Policy for Exhibit

For cancellation received after initial booking and prior to July 5, 2024, a cancellation fee of 50% of the total support will apply.

For support cancelled after July 5, 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-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 contract 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 the AAO-HNSF 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](mailto:otoexperience@entnet.org) for additional information

## CODE OF CONDUCT

### AAO-HNSF 2024 Annual Meeting & OTO EXPO

#### 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 that 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](#)





## APPENDIX

### 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 and neck.
- ✓ **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.



**AAO-HNSF 2024  
ANNUAL MEETING  
& OTO EXPO** MIAMI, FLORIDA  
SEPT. 28 • OCT. 1

# Book Exhibitor Space or Other Promotional Opportunities

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