

EXHIBITOR PROSPECTUS



2012
ANNUAL MEETING
MARCH 2-6
FLORIDA



American Academy of
Allergy Asthma
& Immunology



EXHIBITOR PROSPECTUS

2012 ANNUAL MEETING • MARCH 2-6

Invitation to Exhibit

The American Academy of Allergy, Asthma & Immunology (AAAAI) invites you to participate in the 2012 AAAAI Annual Meeting in Orlando, Florida, March 2-6. This meeting is the premier educational event for allergist/immunologists around the world, drawing more than 6,000 delegates each year. For AAAAI industry partners and related organizations, this important gathering offers an unparalleled opportunity to make and solidify relationships through person-to-person communications and marketing. Reserve your booth space today!

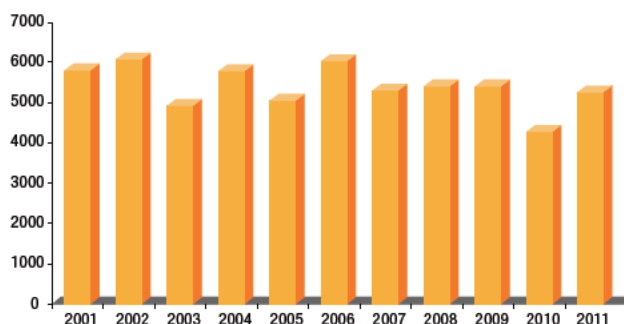
INCLUDED IN YOUR EXHIBIT BOOTH RENTAL PACKAGE

- Booth space with back and sidewall drape
- Booth identification sign
- Unlimited complimentary exhibitor badges
- One complimentary exhibitor/delegate badge per 100 sq ft of exhibit space rented (maximum 15)
- 24-hour security
- General maintenance of the aisles and common exhibit hall areas
- Listing on annualmeeting.aaaai.org
- Listing in the Exhibit Guide
- Listing in the Final Program
- Opportunity to purchase pre- and post-show attendee mailing lists
- Opportunity to earn priority points
- Dedicated exhibit and poster time from 9:45 am to 10:45 am each day

BOOTH RENTAL FEES

Inline booths	\$35/sq ft
Corner booths	\$38/sq ft
Island booths	\$42/sq ft
Larger Island booths (30 ft x 30 ft or larger)	\$45/sq ft

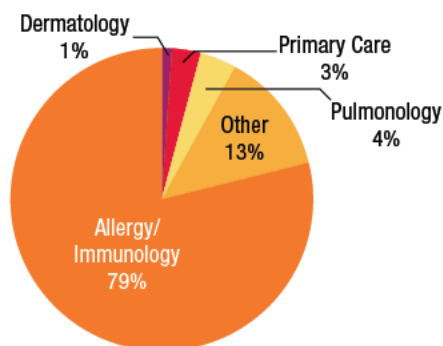
PROFESSIONAL ATTENDANCE



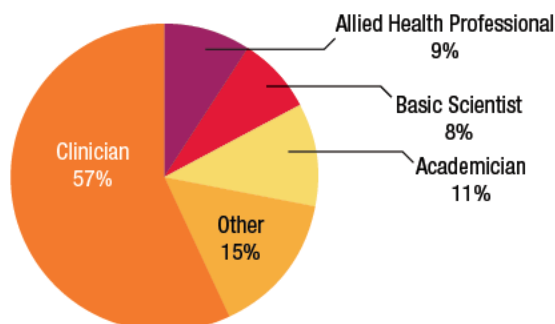
US & INTERNATIONAL ATTENDEES

Domestic 65%
International 35%

ATTENDEES BY SPECIALTY



ATTENDEES BY EMPLOYMENT





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General Exhibit Information

EXHIBIT DATES & HOURS

Saturday, March 3	9:45 am to 3:15 pm
Sunday, March 4	9:45 am to 3:15 pm
Monday, March 5	9:45 am to 3:15 pm

EXHIBIT INSTALLATION DATES & HOURS

Thursday, March 1	8:00 am to 6:00 pm
Friday, March 2	7:00 am to 10:00 pm

All booths and materials must be set up by 10:00 pm on Friday, March 2. The AAAAI and Freeman may, without incurring any liability for damage or loss, install or dismantle any property of any exhibitor who has failed to do so by 10:00 pm, at the sole expense of the exhibitor.

EXHIBIT DISMANTLE DATES & HOURS

Monday, March 5	3:15 pm to 10:00 pm
Tuesday, March 6	7:00 am to 6:00 pm

Exhibit dismantle may begin immediately upon the close of the exhibit hall at 3:15 pm on Monday, March 5. Exhibit dismantle must be complete by 6:00 pm on Tuesday, March 6. No exceptions can be made. Any exhibitor who violates this policy may affect their priority points.

SERVICE CONTRACTOR

Freeman

INDEPENDENT SERVICE CONTRACTORS

Exhibiting companies may opt to use independent service contractors for installation and dismantling. If such contractors are used, the exhibit company must send the AAAAI and Freeman the name, address and phone number of the independent contractor no later than January 20, 2012. Independent contractors are responsible for notifying the AAAAI and Freeman of the booths they will work in and they must provide proof of insurance with minimum \$1,000,000 liability coverage, including property damage, by January 20. If information is not received by this date, the exhibitor must work with Freeman.

BOOTH CONSTRUCTION

Standard booths are 10 ft x 10 ft or multiples thereof and are arranged in a straight line. All standard booths consist of 8 ft backwall drape and 3 ft sidewall drape. Exhibit fixtures, components and signs will be permitted to a maximum height of 8 ft and they may extend only 5 ft from the back-wall. Any fixtures placed within the remaining 5 ft must not exceed 4 ft high.

Island booths consist of four or more standard booths back to back with aisles on all four sides. Exhibit fixtures, components and banners will be permitted to a maximum height of 24 ft. Sufficient see-through areas must be provided to prevent blocking views of adjacent booths (i.e. 50% of the island must be open display and not completely enclosed).

Any plans for multi-level booths must be discussed with Freeman.

All booths must be carpeted.

REGISTRATION

All exhibitor personnel must be registered for name badges.

Unlimited exhibitor badges are provided at no charge. An exhibitor badge allows admission to the exhibit hall only.

One complimentary exhibitor/delegate badge is provided per 100 sq ft of exhibit space rented (maximum 15). An exhibitor/delegate badge allows admission to the exhibit hall and all non-ticketed educational sessions. Additional exhibitor/delegate badges can be purchased.

Exhibitor personnel interested in attending ticketed sessions must register as a paid delegate.

Guest passes for exhibitor personnel will not be issued.



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Exhibit Rules and Regulations

AMERICANS WITH DISABILITIES ACT

Each exhibitor is responsible for compliance with the Americans with Disabilities Act (ADA) within its booth space.

ATTIRE

Attire of all exhibit personnel should be consistent with the professional atmosphere of the Annual Meeting.

AUDIO/VISUAL EQUIPMENT

If closed sound system cannot be arranged, open sound system will be permitted. However, sound "leakage" must not interfere with other exhibitors. The AAAAI reserves the right to request the reduction in volume or cessation of use of any system that creates such interference. Audio/visual equipment order forms will be included in the exhibitor service manual.

BALLOONS

Balloons are not permitted at the Annual Meeting.

BOOTH ASSIGNMENT

All requested exhibit booths received by September 30 will be drawn on an empty floor plan in priority point order. In the event that multiple companies have accrued an equal number of priority points, the exhibit application with the earliest receipt date will be given preference. The AAAAI will attempt to meet the size and location needs of each company, but reserves the right to assign space that is most appropriate for the overall exhibition. Applications received after September 30 will be assigned booth space on a first-come, first-served basis. Notification of booth assignments will be sent in mid-November. Complimentary exhibitors will receive notification of their booth assignment following paying exhibitors.

BOOTH/PROMOTIONAL ACTIVITY

Booth/promotional activities, such as demonstrations, live interviews, market research, etc., may not interfere with normal traffic flow nor infringe on neighboring exhibits. Booth/promotional activities will not be permitted outside of the exhibitor's assigned booth space. Exhibitors should reserve a reasonable portion of their exhibit space for the crowds or lines that popular activities may attract. Meet the expert panels and product theaters are not allowed in the exhibit hall.

CONTINUING MEDICAL EDUCATION (CME) ACTIVITIES

All activities offering CME credits occurring at or in conjunction with the Annual Meeting must be sponsored or jointly sponsored by the AAAAI, and planned and executed in accordance with the ACCME's guidelines for accredited CME activities, including the Standards for Commercial Support. Therefore:

- Exhibitors defined as commercial interests by the ACCME are prohibited from offering or distributing CME activities or access to CME activities.
- Exhibitors not defined as commercial interests by the ACCME may offer or distribute CME activities or access to CME activities, provided those activities are listed on the exhibit application and approved by the AAAAI.

DISCLOSURE

It is the policy of the AAAAI that any exhibitor whose booth space, exhibit display or exhibit materials are provided through an educational grant from another organization prominently disclose that information to all delegates visiting or viewing that booth.

DISTRIBUTION OF ADVERTISING MATERIAL

Canvassing or distribution of advertising material by an exhibitor or anyone representing a non-exhibiting firm is strictly prohibited outside of the exhibitor's booth space or in any part of the exhibit hall, meeting rooms or public areas of the convention center or headquarters hotel.

DRAWINGS/PRIZES/RAFFLES, ETC.

Prize contests, awards, drawings, raffles or lotteries of any kind held at any time or place within AAAAI Annual Meeting properties are not permitted. Attendees may not be registered for drawings, raffles or lotteries, which might be conducted after the Annual Meeting. Gaming devices of any description are not allowed in the exhibit hall.

ELECTRICAL REGULATIONS

All equipment must comply with federal, state and local electrical codes. All exhibitor equipment must be UL-approved. Exhibitors should contact Freeman with any special requirements.

EXHIBIT NO SHOWS

A company that reserves booth space and fails to inform the AAAAI in writing of its plans not to attend automatically forfeits 100% of the total cost of the exhibit space assigned, may not be invited to participate in future AAAAI exhibitions, and forfeits all priority points earned over the past five years.

EXHIBITOR PERSONNEL

Exhibitors must staff their exhibit booth during the scheduled hours of the exhibit hall. Exhibit personnel will be allowed in the exhibit hall one hour before the exhibits open and may remain in the exhibit hall one hour after the exhibits close each day.



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Exhibit Rules and Regulations

FACILITY REGULATIONS

Exhibitors may not nail, staple, tack or otherwise affix anything to the ceilings, walls, painted surfaces, fire sprinklers, columns or windows.

FIRE & SAFETY REGULATIONS

Exhibitors must comply with all federal, state and local fire and building codes that apply to the facility.

FLOOR LOAD RESTRICTIONS

The exhibit floor load limit is 400 lbs/sq ft distributed load.

FOOD AND BEVERAGE

Exhibitors may distribute food and beverage items from their booth space upon AAAAI approval. Items must be ordered through the catering department at the convention center. A catering order form will be included in the exhibitor service manual. Nuts and alcoholic beverages are prohibited.

FUNCTION SPACE REQUESTS

The AAAAI may be willing to approve and release meeting space for use by exhibiting companies, universities and/or non-profit organizations that have members, personnel or other affiliated individuals attending the AAAAI Annual Meeting. Appropriate functions may include: advisory boards, committee meetings, focus groups, staff meetings or social events.

Exhibitors defined as commercial interests by the ACCME can host private social events. Companies interested in hosting an invite-only event, for a limited number of Annual Meeting delegates, should complete the function space request form. Companies interested in hosting a social event that is open to all Annual Meeting delegates should contact the AAAAI executive office for more information on the sponsorship fees associated with this type of event.

Exhibitors not defined as commercial interests by the ACCME may host private social events, either invite only or open to all Annual Meeting delegates, by completing the function space request form.

Private social events proposed in conflict with any official Annual Meeting session or activity will not be allowed.

All such activities must be reported to and approved by the AAAAI prior to development through the use of the function space request form, which can be found online. All forms must be accompanied by a nonrefundable fee of \$100 (for-profit organizations only). There is one \$100 charge per company. There is no charge for applications from non-profit organizations, government organizations, religious organizations and universities. Request forms will not be accepted after February 13.

By approving your application, the AAAAI does not endorse or sanction your function, and no such relationship should be inferred by you or implied to the participants.

GIVEAWAYS

Giveaways and product samples approved by the AAAAI may be distributed from your exhibit booth. Requests for items other than educational materials must be submitted to the AAAAI with a sample by January 20, 2012. Samples will not be returned. Written notification will be sent upon AAAAI approval of the items. In accordance with AMA ethical guidelines, giveaways must be available to all delegates, be of minimal value, provide a benefit to patients, or be used during the conference or in the professional activities of the delegate. The giveaway request form can be found on our website.

LABOR REGULATIONS

Exhibitors are required to conform to all local labor regulations. Labor can be ordered through Freeman. More information will be included in the exhibitor service manual.

MUSIC LICENSING

Each exhibitor using music in conjunction with its exhibit is responsible for maintaining compliance with the appropriate music licensing organizations.

PHOTOGRAPHY/VIDEOTAPING

Any exhibitor who wishes to employ an outside vendor to videotape or photograph their exhibit booth, activities, personnel, etc. must submit a written request to the AAAAI no later than January 20, 2012. All other videotaping and photographing within the exhibit hall is prohibited.

PRESS REGULATIONS

Press releases issued before, during or after the Annual Meeting using the AAAAI name or the name of the AAAAI Annual Meeting must be approved by the AAAAI Communications staff two weeks in advance of the intended date of release. Please contact Megan Brown at mbrown@aaaai.org. If an exhibitor fails to comply with this regulation, the AAAAI has the right to remove the exhibitor from the exhibit hall, or deny participation in future AAAAI exhibitions. Exhibitors will not be granted access to the press room nor news briefing room at the Annual Meeting. Exhibitors cannot post press releases in the press room.

PRIORITY POINTS

Priority booth assignment is based on the total number of priority points accrued: companies receive 2 points for every 100 sq ft of space rented in 2011, 2010, 2009, 2008 and 2007; 10 bonus points are given to companies for exhibiting at all of the last five Annual Meetings regardless of the amount of space rented each year; companies are given 1 point for every \$10,000 in sponsorships paid to the AAAAI between September 1, 2010 and August 31, 2011; companies are given 1 point for every \$10,000 in donations made to the ARTTrust between the same dates. Exhibit applications must be received by September 30 in order to be considered for priority booth assignment. Non-profit companies receiving complimentary booth space do not accrue priority points.



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Exhibit Rules and Regulations

SECURITY

The AAAAI will provide 24-hour security in the exhibit hall. Neither the security company, AAAAI, Freeman nor the convention center is responsible for any loss or damage to exhibitor property.

SELLING OF PRODUCTS AND SERVICES

Sales and order taking are permitted in the exhibit hall provided all transactions are conducted within the professional nature of the meeting. It is the responsibility of the exhibitor to have all licenses, permits, and/or registrations required by the venue, city, municipality and/or state. The exhibitor is responsible for compliance with all applicable tax laws. The AAAAI reserves the right to restrict sales activities that it deems inappropriate or unprofessional.

If exhibitors will be taking sales orders onsite, they must register as a dealer with the Florida Department of Revenue. Additional information is available online at www.myflorida.com/dor or by calling 850-488-6800. Forms are available by Fax on Demand at 850-922-3676 to registered dealers. See Florida Statute 212 (www.leg.state.fl.us/) for more information.

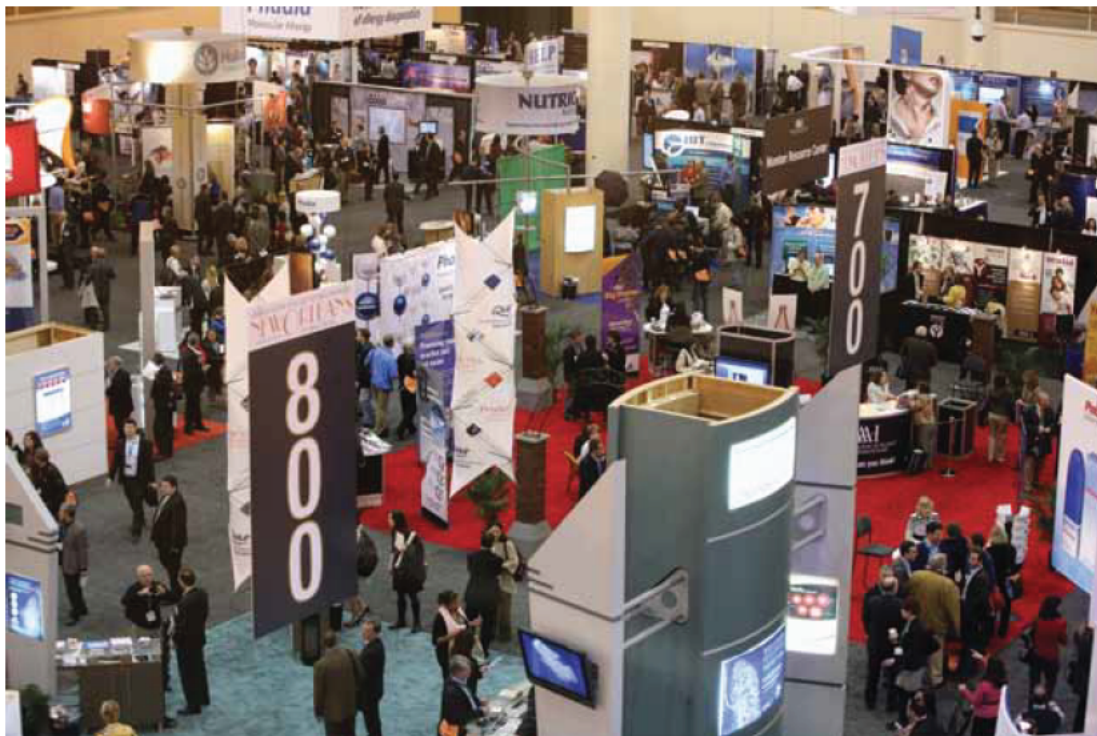
SMOKING

Smoking is prohibited at the AAAAI Annual Meeting.

SUBLETTING SPACE

Subletting of exhibit space is prohibited. Sharing of exhibit space is not permitted unless it is within divisions of the same company and approved by the AAAAI.

The AAAAI reserves the right to interpret and make final decisions regarding all rules and regulations.





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Guidelines For Support

Your participation as an exhibitor at the 2012 AAAAI Annual Meeting will make a valuable contribution to the total learning experience of the meeting. Supporting an event or educational activity not only offers a more rewarding experience for attendees, it increases your company's visibility. Support is not limited to these suggestions; the AAAAI encourages new and creative ideas that contribute to the quality of the meeting.

RIGHT OF FIRST REFUSAL

The AAAAI adheres to a right of first refusal process for organizations who have supported particular programs or activities the previous year. This means that the previous year's supporter is given the option of confirming support of the same program or activity at the next year's meeting before sponsorship of that function can be offered to another organization. Because some activities cannot happen without support, it is necessary to confirm funding at the earliest possible date in order to stay ahead of planning schedules. Previous sponsors, therefore, have until October 31, 2011, to confirm their interest in supporting the same programs for the 2012 Annual Meeting.

POLICY ON SATELLITE PROGRAMS

The policies outlined in this prospectus represent the only acceptable methods for the provision of educational sessions at the Annual Meeting. Satellite sessions, or those planned without the input or invitation of the AAAAI, are not permitted before, during or after the Annual Meeting.

WORKING WITH THIRD PARTY VENDORS

A corporate partner may wish to designate an advertising firm, communications company, or other third party vendor to act on its behalf in coordinating aspects of their support of an AAAAI program or activity. In all cases, the AAAAI prefers working directly with the corporate partner, but will work with a third party vendor once support is confirmed in writing and a three-party letter of agreement is signed by all parties involved. To initiate this process, the corporate partner should submit a request in writing to the AAAAI. The request should include the following:

- The name and contact information of one contact at the third party vendor in writing.
- A detailed list of the programs and tasks the third party vendor will assume.





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Educational Support Opportunities

The AAAAI is accredited by the Accreditation Council for Continuing Medical Education (ACCME) and abides by ACCME's Standards for Commercial Support in the development of educational activities. Organizations that support an educational session cannot be involved in the development or execution of the presentations. This includes selecting the content, faculty and format of the session. In addition, the AAAAI retains control of all capture and production of AAAAI Annual Meeting educational content for enduring materials, and reserves the sole right to serve as the accredited CME provider for all CME enduring materials associated with the Annual Meeting. Support for educational sessions will be used to help cover costs, such as speaker honorarium/travel expenses, audio/visual equipment rental and catering.

RECOGNITION

Corporate support of educational sessions is recognized in all promotional materials associated with the Annual Meeting session information, including:

- AAAAI Annual Meeting website
- Preliminary Program
- Final Program
- Signs on site

All attribution for educational sessions is as follows:

"Programmed by the AAAAI. Funded through an educational grant from [Company name]."

In accordance with ACCME Standards, the AAAAI will not allow corporate or product-specific advertisements, invitations to events and/or promotional campaigns associated with any educational session. Additionally, companies may not engage in any activity to drive attendance to a specific educational session.

ADVANCED PRACTICE COURSE

\$50,000

The Advanced Practice Course is a day-long session designed to highlight case studies in allergy, immunology and allergic disease. This program draws more than 250 Annual Meeting attendees and is designed to be unique to the allergy practice for nurse practitioners and physician assistants.

AHP PROGRAM

\$50,000

The Allergy and Asthma for the Health Care Professional (AHP) Program is a series of educational sessions geared specifically for allergy/immunology nurses, nurse practitioners, and physician assistants. More than 400 Allied Health professionals typically attend these sessions.

ALLIED HEALTH TRAVEL SCHOLARSHIP PROGRAM

Various amounts

These travel scholarships provide AAAAI Allied Health members who have authored abstracts accepted for presentation at the Annual Meeting with funds to defray travel and hotel expenses associated with attending the meeting. Attendance allows them to keep abreast of the current research in the field and to meet with their colleagues to learn from their experiences.

DINNER SYMPOSIA

\$100,000

Dinner symposia are evening educational sessions offered to 300 delegates on a first-come, first-served basis. These sessions are planned by the AAAAI and include presentations from leaders in the field of allergy/immunology.

FIT PROGRAM

\$50,000

The Fellows-in-Training (FIT) Program is a series of educational sessions geared toward allergy/immunology FITs. This program is comprised of multiple sessions scheduled throughout the day on Friday. More than 400 FITs typically attend these sessions.

FIT TRAVEL SCHOLARSHIP PROGRAM

Various amounts

The Fellows-in-Training (FIT) travel scholarships bring 3rd and 4th year allergy/immunology program participants to the Annual Meeting to enhance their learning and to introduce various career options in allergy/immunology.

INTERNATIONAL TRAVEL SCHOLARSHIP PROGRAM

Various amounts

These travel scholarships provide international physicians who have authored abstracts accepted for presentation at the Annual Meeting with funds to defray travel and hotel expenses associated with attending the meeting. Attendance allows them to keep abreast of the current research in the field and to meet with their colleagues.

MILITARY ALLERGY PROGRAM

\$25,000

The Military Allergy Program is a series of educational sessions geared toward allergist/immunologists in the military. Approximately 100 delegates typically attend these sessions.

NAIA BUSINESS MEETING

\$10,000

The purpose of the New Allergist/Immunologist Assembly (NAIA), consisting of more than 600 members, is to provide support to allergist/immunologists within their first five years of training in the development of their academic or clinical careers and to offer encouragement and opportunities in the AAAAI. All new allergy/immunology specialists attending the AAAAI Annual Meeting are invited to attend this Saturday evening program.



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Educational Support Opportunities

SEMINARS

\$90,000

Seminars are ticketed sessions for a maximum of 30 people each. These roundtable sessions are designed to bring participants together with recognized experts in the fields to discuss critical topics within allergy/immunology. There are approximately 60 breakfast seminars and 30 lunch seminars scheduled during the Annual Meeting.

SYMPOSIA

\$50,000

Symposia are the highest profile sessions offered at our Annual Meeting. There are 28 symposia offered, with up to 1,000 attendees present at each session.

VIRTUAL ANNUAL MEETING

\$50,000

The 2012 Virtual Annual Meeting will be available on Data DVD after the meeting. Along with the DVD, delegates will receive online access to claim CME/CE credits. The DVD set includes: presentation slides along with video and audio for the Plenary and Keynote sessions; presentation slides synchronized with the audio recordings for selected courses, symposia, state-of-the-art sessions, workshops, pro/con debates and allied health sessions.

WORKSHOPS

\$90,000

Workshops are small, interactive sessions designed to provide in-depth instruction on critical topics within allergy/immunology. Workshops are open to 50-200 attendees each and there are approximately 50 workshops scheduled during the Annual Meeting.





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Branding Opportunities

RECOGNITION

Corporate support of the following opportunities is recognized in all promotional materials associated with the Annual Meeting, including:

- AAAAI Annual Meeting website
- Preliminary Program
- Final Program
- Signs on site

All attribution for Annual Meeting activities is as follows:

"Funded through a grant from [Company name]."

ABSTRACTS ON FLASH DRIVE

\$75,000

The abstracts accepted for presentation at the Annual Meeting are included on a flash drive which is available to more than 6,000 attendees at the Annual Meeting. Your company logo can be printed on the flash drive.

DIGITAL MEETING INFORMATION BOARDS

\$20,000

Digital meeting information boards will be prominently placed in the lobby areas of the convention center. Boards will be updated frequently highlighting popular sessions, social events, speakers and more. Sponsor will be recognized on the digital signs themselves.

ePOSTER STATIONS

\$65,000

Offer delegates an easy, efficient way to view electronic versions of posters by sponsoring ePoster stations. Electronic posters are easy to use and are searchable by author or topic. Flash drives of the electronic posters will also be provided for Annual Meeting delegates. Your company logo can be printed on the flash drive. ePosters will be located in the Poster Hall. Sponsor will be recognized on the ePoster kiosk themselves.





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Branding Opportunities

HANDOUT PRINTER STATIONS

\$20,000

Printer stations are located on site at the convention center and the headquarters hotel for delegates to download and print handouts for many of the educational sessions. In addition to the recognition described above, support is recognized with the use of your company or brand logo as part of the constructed design. The AAAAI will also allow branded mouse pads (to be provided by the supporter) at each computer station.

HANDOUTS ON FLASH DRIVE

\$75,000

The handouts submitted by speakers at the Annual Meeting are included on a flash drive which is available to more than 6,000 attendees at the Annual Meeting. In addition the handouts will be made available to all meeting registrants via a password protected link through the AAAAI website both prior to and after the Annual Meeting. Your company logo can be printed on the flash drive and listed on the website.

HOTEL ROOM KEY CARDS

\$35,000

Put your company or brand logo on the electronic key cards given to delegates staying in the Annual Meeting hotels. The supporter will coordinate the production of the keycards and will work directly with the hotels for distribution.

INTERNET STATIONS

\$20,000

Provide e-mail and web access for meeting attendees. One Internet station will be centrally located in a high traffic area of the convention center and will be available for the duration of the meeting. Another Internet station will be located inside the exhibit hall. To maximize the visibility of the supporter, the AAAAI is willing to locate the Internet station in close proximity to your exhibit booth (support must be confirmed by October 21 to ensure booth placement). In addition to the recognition described above, support is recognized with the use of your company or brand logo as part of the constructed design. The AAAAI will allow branded mouse pads (to be provided by the supporter) at each computer station.

LUGGAGE & COAT CHECK

\$10,000

Support complimentary luggage and coat check at the convention center for Annual Meeting delegates. Allow attendees to check-in personal property while attending the meeting, eliminating the possibility of leaving or losing important, expensive items behind. Sponsor will be recognized on signs near the luggage and coat check.

MOBILE APPLICATION

\$35,000

Annual Meeting delegates will be able to download a high-end mobile app before and during the Annual Meeting. The app experience will enrich the event experience with features such as maps, session and speaker details/updates and exhibitor information.

NETWORKING AND RECHARGING LOUNGES

\$15,000

Networking lounges will be set up in the exhibit hall and convention center lobby to offer attendees a place to relax and meet with colleagues during the meeting. The lounge will be set with sofas, tables and chairs, and outlets to charge electronic devices. Various branding opportunities are available.

NON-CME EDUCATIONAL PROGRAM

\$75,000

Companies are given the opportunity to present a two hour sales/marketing presentation allowing attendees to hear the latest about your product or service. Programs will be scheduled Friday and Monday evenings. Please contact Kay Whalen at (414) 272-6071 or kwhalen@aaaai.org for additional information. The fee for non-exhibiting companies is \$78,500.

NOTEPADS AND PENS

Various amounts

Notepads and pens will be distributed to more than 6,000 delegates in the registration bags. Company or brand logo can be printed notepads and pens.

REMOTE AIRLINE CHECK-IN

\$50,000

Remote Airline Check-In offers the ability to check passengers and luggage (domestic travel only) through to their final destination directly from the convention center. All airline boarding passes and luggage tags are printed onsite at the convention center. This service allows for delegates to proceed directly to their gate upon arriving at the airport. Boarding passes can be customized with the sponsor's company or brand logo. Sponsor will also be recognized on signs onsite.

WI-FI

\$30,000

Support complimentary Wi-Fi access at the convention center. Support is recognized on a registration bag insert.



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Advertising Opportunities

ADVERTISE WITH IMPACT

The Special Annual Meeting Edition of *Impact*, the AAAAI's quarterly membership magazine, is delegates' trusted resource for the latest Annual Meeting news and updates.

This dual edition of the magazine is a great value and venue for product placement. In addition to being mailed to members prior to the meeting, this issue will also be given to delegates outside the Exhibit Hall.

Extend the reach of your Annual Meeting visibility by securing space in this publication. Do it today as prime page location sells fast! Contact Megan Brown at (414) 272-6071 or mbrown@aaaai.org to take advantage of two-for-one advertising in the AAAAI's membership magazine.

CONFERENCE SCHEDULE BOARDS

\$6,000/day or \$30,000 full meeting

Prominently placed in the registration area, the schedule board is changed daily to reflect the day's conference activities. There are six panels; two dedicated for the commercial supporter's advertising.

EXHIBIT GUIDE

Various amount

Advertise in the exhibit guide which will be distributed on site at the meeting. The exhibit guide features the floor plan, exhibit descriptions and a product/service listing. Various advertising opportunities are available. More information will be included in the online exhibitor service manual.

FINAL PROGRAM

\$75,000

This opportunity will be offered to a sole supporter or to multiple supporters for lesser amounts. All delegates will receive a copy of the final program on site. As the sole advertiser of this publication, the supporter has the opportunity to advertise on the inside and back covers, as well as interior pages of the publication.

PRELIMINARY PROGRAM

\$50,000

This opportunity will be offered to a sole supporter or to multiple supporters for lesser amounts. The preliminary program will contain details about educational session topics, speakers, official events, etc. The preliminary program will be available on the Annual Meeting website in October.

CORPORATE SUPPORT RECOGNITION

Support received from industry and foundation partners will be recognized under the following levels:

Platinum Supporter	\$250,000+
Gold Supporter	\$150,000+
Silver Supporter	\$100,000+
Bronze Supporter	\$50,000+

These support levels include the Annual Meeting as well as ongoing educational programs and initiatives throughout the year. All support levels will receive recognition in print and online publications. Annual Meeting supporters will receive onsite recognition as well.

Additional Opportunities

LEAD RETRIEVAL

Make gathering and managing your leads more productive with lead retrieval. More information will be included in the exhibitor service manual.

MAILING LIST

Industry partners and exhibitors can get a head start by mailing product information or invitations in advance to Annual Meeting registrants. You may purchase the pre-registration mailing list for this purpose. Phone numbers and e-mail addresses will not be included in the purchased information. To purchase the mailing list, complete the request form on our website.



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2011 AAAAI Annual Meeting Exhibitors

Abbott Nutrition
Accredo Health Group
AdaptiveTCR
Aerocrine Inc.
Alcon Laboratories Inc.
ALK-Abello, Inc.
Alkaline Corporation
Allergy & Asthma Network-Mothers of
Asthmatics
Allergy and Asthma Proceedings
Allergy Control Products, Inc.
Allergy Laboratories, Inc.
American Board of Allergy and Immunology
American Express OPEN
American Latex Allergy Association
American Partnership for Eosinophilic
Disorders
Association of Asthma Educators
Asthmatx, Inc.
Baxter
Bentlin Products LLC
BioLegend
Blaine Labs, Inc.
Burkard Manufacturing
Buzzy4shots.com
Carpet & Rug Institute
Cetero Research
Chattem, Inc.
Clinical Immunology Society
Coram Specialty Infusion Services
Cornerstone Therapeutics Inc.
Corpus Christi Allergy & Asthma Center
Crowell Systems
CSL Behring
Dey Pharma, L.P.
Doximity
Dyax Corp
EAACI
Elsevier
Essensa
Ferrell-Duncan Clinic
Food Allergy and Anaphylaxis Network
Food Allergy Initiative
Forest Pharmaceuticals, Inc.
Genentech
General Home Pharmacy /
Sinus Dynamics

GlaxoSmithKline Consumer Healthcare
Greer Laboratories, Inc.
Grifols USA Inc.
Hollister Stier Allergy
HRA Research
Hycor Biomedical, Inc.
IgG America
Immune Deficiency Foundation
Immune Tolerance Network
Indoor Biotechnologies, Inc.
Intrapump Infusion Systems
ISTA Pharmaceuticals, Inc.
Jones Medical Instrument Company
Karger Publishers
KarmelSonix Ltd.
Kaz, Inc./Honeywell
Kids With Food Allergies
Lincoln Diagnostics, Inc.
Master Brands Group Corporation
The Mastocytosis Society, Inc.
McNeil Consumer Healthcare Corporation
Meda Pharmaceuticals
Medex BioCare
Medical College of Wisconsin
Medical International Research USA, Inc.
MediAlert Foundation
Meditab Software, Inc.
Merck
Merck Childhood Asthma Network, Inc.
Methapharm
Micro Direct, Inc.
Mission: Allergy
ModuleMD
MWV
National Allergy Supply, Inc.
National Eczema Association
National Institute of Allergy and Infectious
Disease
National Jewish Health, Advanced Diagnostic
Laboratories
Nature's One, Inc.
nidd Medical Technologies
NeilMed Pharmaceuticals
Nestle Nutrition
New York Times
Norcal Mutual Insurance Company

Novartis Pharmaceuticals Corporation
nSpire Health
Numblebee LLC
Nutricia North America
Organization of Teratology Information
Specialists (OTIS)/UCSD
Panatrex, Inc.
PARI Respiratory Equipment, Inc.
Patient Services, Inc.
Phadia
Pharmaxis, Inc.
Prism Analytical Technologies, Inc./Home Air
Check
Protein Sciences Corporation
PureZone Technologies
Rabbit Air
Respiroics Respiratory Drug Delivery
Robert Michael Educational Institute, LLC
Samjoun International Co.
Santarus, Inc.
Shire Human Genetic Therapies
Siemens Healthcare Diagnostics
SmartPractice
Sol Millennium Medical Inc
SunButter/Red River Communications
Sun Products Inc.
Sunovion Pharmaceuticals Inc.
Talecris Biotherapeutics
Televox Software Inc
Teva Respiratory
UpToDate
US Bioservices Specialty Pharmacy
US Hereditary Angioedema Association
United States Immunodeficiency Network
Vaccines and Medications in Pregnancy
Surveillance System (VAMPSS)
Viracor-IBT Laboratories
ViroPharma, Inc.
Vitalograph, Inc.
Wiley-Blackwell
World Allergy Congress
World Allergy Organization
World Immunopathology Organization
Xoran Technologies
Xtract Solutions, LLC
Yodle



EXHIBITOR PROSPECTUS

2012 ANNUAL MEETING • MARCH 2-6

Exhibit Application

To reserve exhibit space, complete the application and contract for exhibit space and return it and the required deposit to the AAAAI executive office. Applications may also be completed on our website. Applications must be received by September 30 in order to be considered for priority assignment of exhibit space. Exhibit space is assigned based on past and current support of AAAAI activities, as well as the date the application is received. Following initial space assignments, all additional booths will be assigned on a first-come, first-served basis.

APPLICATION REVIEW

The AAAAI will review all exhibit applications to determine whether they satisfy basic criteria such as: whether the product/services described specifically relate to the practice or advancement of allergy, asthma or immunology; whether the exhibit is of informational value to allergist/immunologists; whether the product/services, in the opinion of the AAAAI, are safe and effective. Even when an application meets the basic criteria above, the AAAAI reserves the right to deny any request to exhibit.

EDUCATIONAL/NON-PROFIT ORGANIZATIONS

Organizations may apply for complimentary exhibit space, if they meet the following criteria: they are a non-profit organization as defined by maintaining 501(c) tax status; are national in scope; their overall mission is educational in nature; and their mission would appeal to the AAAAI membership and further the AAAAI strategic goals. Applications for complimentary space must include a copy of the IRS letter of determination verifying their 501(c) tax status, and may include any documentation that demonstrates compliance with the criteria listed above. Even when an application meets the basic criteria above, the AAAAI reserves the right to deny any request for complimentary exhibit space.

PRODUCT/SERVICE DESCRIPTIONS

Product or service descriptions are a required part of the application process. This description will appear under the company name, city and state in the final program exhibit directory and the onsite exhibit directory. All descriptions should be in sentence form, typed and no longer than 50 words. Descriptions longer than 50 words will be edited for length. Descriptions for the Final Program will be accepted until December 16.

BOOTH RENTAL FEES

Inline booths \$35/sq ft
Corner booths \$38/sq ft
Island booths \$42/sq ft
Larger Island booths
(30' x 30' or larger) \$45/sq ft

DEPOSIT

A minimum deposit of 50% of the booth rental fee is due with the completed application. A deposit must be received in order for priority space assignment. Applications received after September 30 require full payment of the booth rental fee. Space assignment will not be made without the appropriate deposit.

BALANCE DUE

Exhibitors will be invoiced for the balance due after a booth assignment has been made. Full payment is due by December 16. If full payment is not received by this date, space may be released back into the general inventory.

CANCELLATION/DOWNSIZING POLICY

Cancellations or requests to downsize booth space must be sent to the AAAAI executive office in writing. A refund less \$1,000 per 100 sq ft, will be given if notice is received by January 11, 2012. No refunds will be given after January 11. The AAAAI can sell cancelled or downsized booth space to another exhibitor without any rebate. The AAAAI retains the right to relocate an exhibitor after downsizing.

BOOTH RELOCATION

If it becomes necessary to relocate an exhibitor after a booth assignment has been made, the AAAAI will contact the company involved and every effort will be made to reassign the exhibitor to a similar booth space.

RESTRICTION OF EXHIBITS

The AAAAI reserves the right to restrict or prohibit exhibits that are deemed unacceptable for any reason. This may include people, items, conduct, printed materials, or anything that may be objectionable to the exhibition. If such restriction occurs, the AAAAI will not be liable for any refunds, rentals or exhibit expenses. The decision of the AAAAI regarding exhibit applications shall be final.



EXHIBITOR PROSPECTUS

2012 ANNUAL MEETING • MARCH 2-6

Exhibit Space Application and Contract

Deadline for Priority Assignment: September 30, 2011

Exhibit applications submitted online will be processed in real-time. Visit annualmeeting.aaaai.org.

1. Organization/Contact Information:

Organization	
Contact Person	Title
Address	
City	State
Zip/Postal Code	Country
Phone	Fax

E-mail: Please be sure to provide an e-mail address, as all exhibitor information will be sent via e-mail.

2. Exhibit Booth Space: If you are applying for complimentary exhibit space, please check the Educational/Non-profit Organization check box and proceed to Section 3.

Exhibitor Type: ☐ Technical/For-profit Organization ☐ Educational/Non-profit Organization

Booth Type: ☐ Inline - \$35 per sq ft
☐ Corner - \$38 per sq ft
☐ Island - \$42 per sq ft (20 ft x 20 ft minimum)
☐ Island wider than 20 ft - \$45 per sq ft (30 ft x 30 ft, 30 ft x 40 ft, 40 ft x 40 ft, etc.)

Size of Space Requested: _____ x _____ = _____ Total Square Feet of Space Requested
(Must be in 10 ft increments)

Cost of Space Requested Per Square Foot: \$ _____

Total Booth Rental Fee: \$ _____

If possible, please do not locate us near the following companies: _____

Please note, completing this section may limit your ability to obtain the best available space.

3. Exhibit Directory Information: All information listed below will appear in the Final Program Exhibit Directory. Information will be printed exactly as it appears below. All information must be completed at the time of application.

Organization	
Address	
City	State
Zip/Postal Code	
Phone	
Website	



EXHIBITOR PROSPECTUS

2012 ANNUAL MEETING • MARCH 2-6

Exhibit Space Application and Contract

Product/Service Description: Please write a brief description, 50 words or less. The AAAAI reserves the right to edit all copy submitted.

Product/Service Listing: Please choose one category that applies to your organization.

- ☐ Allergenic Extracts
- ☐ Clinical Research Organization
- ☐ Computer Hardware/Software
- ☐ Diagnostic Equipment
- ☐ Diagnostic Testing
- ☐ Environmental Products

- ☐ Equipment/Supplies
- ☐ Health/Body Care
- ☐ Immunotherapy
- ☐ Office Management
- ☐ Patient/Public Education
- ☐ Pharmaceuticals

- ☐ Physician Education
- ☐ Physician Recruitment
- ☐ Publications
- ☐ Spirometry
- ☐ Other: _____

4. Signature of Agreement: This is your contract. Please retain a copy for your records.

You are hereby authorized to reserve space for the organization listed above in the exhibition of the 2012 AAAAI Annual Meeting to be held March 2-6, 2012, at the Orange County Convention Center in Orlando, FL. We understand that the assigned space will be rented at the rate quoted in the Prospectus. We understand further that all space must be paid for in full on or before December 16, 2011. If assigned space is not paid for in full by the specified date, it may be reassigned to another exhibitor without notification, at the discretion of the AAAAI. The last day to receive a partial refund for cancelled exhibit space is January 11, 2012. The exhibiting company agrees to abide by all rules and regulations governing exhibits set forth in the Prospectus, which is made part of this contract by reference and fully incorporated herein.

Hold Harmless Clause: The exhibiting organization assumes the entire responsibility and hereby agrees to protect, indemnify, defend and save the American Academy of Allergy, Asthma & Immunology, the Orange County Convention Center, Freeman and their employees and agents harmless against all claims, losses and damages to persons or property, governmental charges or fines and attorney fees arising out of or caused by exhibitor's installation, removal, maintenance, occupancy or use of the exhibition premises or part thereof, excluding any such liability caused by the sole negligence of the Orange County Convention Center, its employees and agents.

In addition, the exhibitor acknowledges that the American Academy of Allergy, Asthma & Immunology, Orange County Convention Center and Freeman do not maintain insurance covering the exhibitor's property and that it is the sole responsibility of the exhibitor to obtain business interruption and property damage insurance covering such losses by the exhibitor.

Authorized Signature: _____ Date: _____

Print Name: _____

5. Payment Information: Applications submitted on or before September 30, 2011 require a 50% deposit of the total booth rental fee; applications submitted after September 30 require full payment of the total booth rental fee.

Total Booth Rental Fee: \$ _____

Deposit Enclosed: \$ _____

Balance Due by December 16, 2011: \$ _____

☐ Check - Make checks payable to American Academy of Allergy, Asthma & Immunology

☐ American Express

☐ Discover

☐ MasterCard

☐ VISA

Amount to Charge: \$ _____

Card Number

Expiration Date

Card Holder Name

Billing Address

Zip/Postal Code

Card Holder Signature

Please return this application with the required payment to:

American Academy of Allergy, Asthma & Immunology (AAAAI)

Attn: Meetings Team

555 East Wells Street, Suite 1100 • Milwaukee, WI 53202-3823

Phone: (414) 272-6071 • Fax: (414) 272-6070

E-mail: annualmeeting@aaaai.org

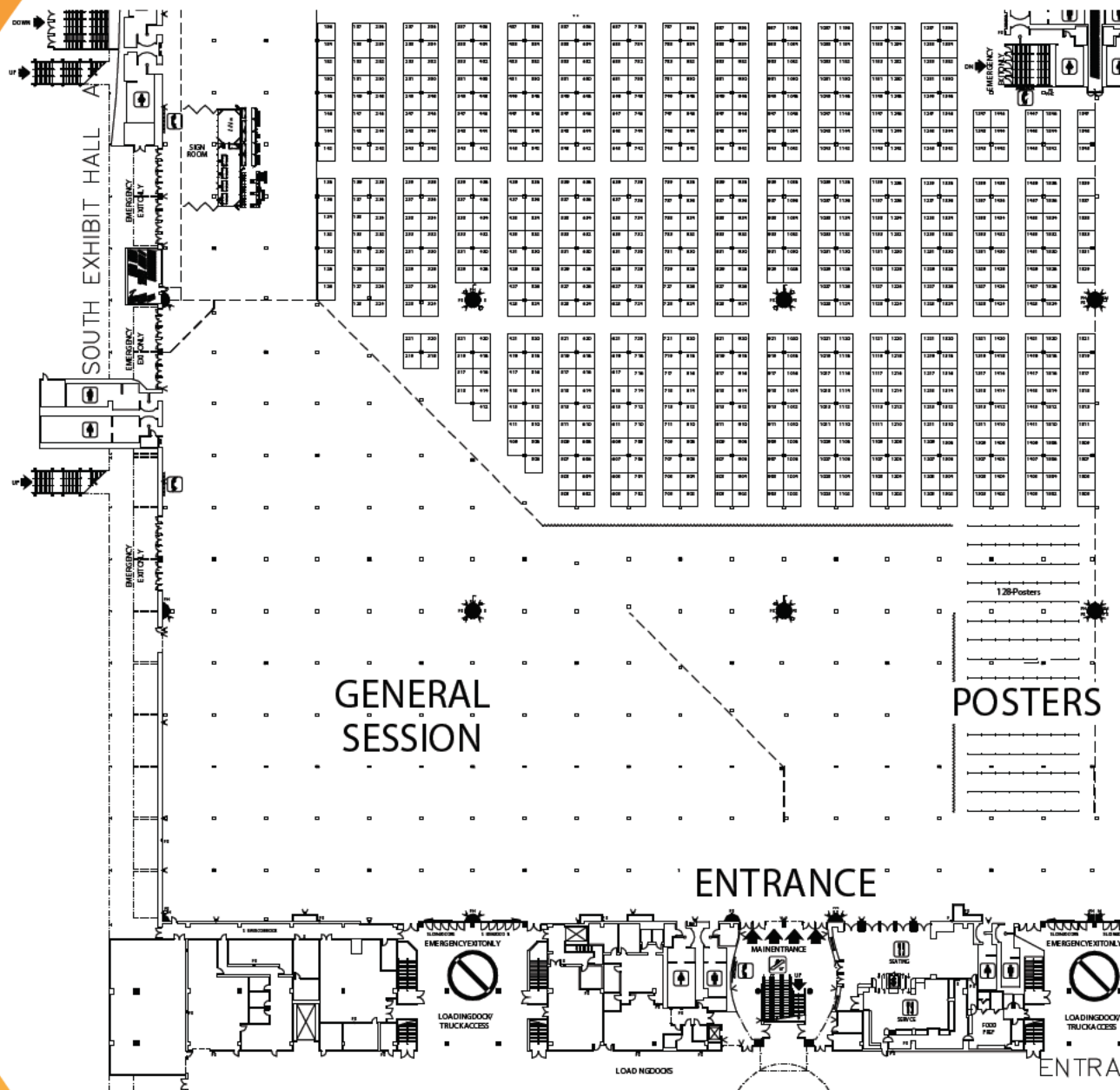




EXHIBITOR PROSPECTUS

2012 ANNUAL MEETING • MARCH 2-6

Exhibit Hall Floor Plan



annualmeeting.aaaai.org

Dates to Remember

SEPTEMBER 30

- Application deadline for priority booth assignment

NOVEMBER 9

- Exhibitor registration and housing opens
- Booth assignments emailed
- Exhibitor Service Manual online

DECEMBER 16

- Balance of booth fees due
- Print deadline for exhibit descriptions
- Print deadline for private social functions

JANUARY 11

- Exhibitor housing deadline
- Last day to obtain partial refund of cancelled exhibit space

JANUARY 20

- Deadline for giveaway requests
- Deadline for mailing list requests
- Insurance forms due to the AAAAI and the general service contractor

JANUARY 27

- Exhibitor housing cancellation deadline

FEBRUARY 13

- Exhibitor badge registration deadline

FEBRUARY 15

- Deadline for function space requests



American Academy of Allergy, Asthma & Immunology (AAAAI)
Attn: Meetings Team
555 East Wells Street, Suite 1100 • Milwaukee, WI 53202-3823
Phone: (414) 272-6071 • Fax: (414) 272-6070
E-mail: annualmeeting@aaaai.org