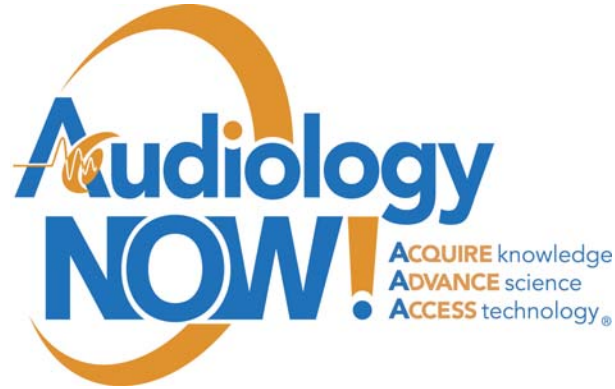


2010 SPONSORSHIP PROGRAM



April 14 – 17, 2010
 San Diego, CA

Opens June 2, 2009 – 12:00pm (ET)



Our Mission: To Promote Quality Hearing and Balance Care by
 Advancing the Profession of Audiology through...

LEADERSHIP

- Student Academy of Audiology
- Future Leaders of Audiology Conference
- Gold Standards Summit
- Academy Honors

ADVOCACY

- PAC
- Direct Access
- Legislative Action Center
- Practice Policy Advisory Council

EDUCATION

- eAudiology
- AudiologyNOW!®
- Externship Registry
- *Audiology Today*

PUBLIC AWARENESS

- Turn It to the Left®
- National Audiology Awareness Month
- National Protect Your Hearing Month
- "Find an Audiologist" Directory

RESEARCH

- Academy Research Awards
- Academy Research Conference
- *Journal of the American Academy of Audiology*

ACADEMY PARTNERS

Serving the professional, the public, and our patients

PHILANTHROPY



...supporting research, education, and public awareness

CERTIFICATION FOR INDIVIDUALS



...promoting excellence through voluntary certification

ACCREDITATION FOR PROGRAMS



...upholding standards of excellence in education at AuD programs

June 2009

Dear Industry Partner,

As you know, the American Academy of Audiology has identified industry as a stakeholder essential to achieving our mission:

To promote quality hearing and balance care by advancing the profession of audiology through leadership, advocacy, education, public awareness and support of research.

Our goal is to work cooperatively and ethically with industry to advance quality hearing and balance care for our patients (2008-2014 Strategic Plan).

Although my term as president begins on July 1, the development of AudiologyNOW!® April 14-17 (San Diego) has already begun. Know that I am committed to making this experience in *knowledge, science and technology* for audiologists both relevant and unparalleled. Members see AudiologyNOW!® as their best opportunity to learn as much as possible in a limited time, so every encounter counts, including those that occur in Audiology Solutions. I've lost count of the positive comments from colleagues who appreciated and preferred the professional atmosphere in the AN! 2009 exhibit hall. Thank you for your many contributions to these learning opportunities for our attendees, your customers.

Looking ahead, here are several items to note:

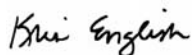
1) Ethics and health care are in the news a lot these days, and the Academy is taking a steady and deliberate approach in updating our *Ethical Practice Guidelines*. One issue that concerns audiologists is the concept of sponsorships. Our Exhibitor Advisory Panel has agreed to work with us by supporting AudiologyNOW! 2010 as a "transitional year for sponsorships." This means that for items that can be misconstrued as gifts (badge holders, bags, lanyards, notebooks, and pens), attendees will be given an option to receive either the item with or without the sponsor's name on it. (Sponsorship listings have been adjusted accordingly).

2) Please plan now to join our second annual Audiology & Industry Forum breakfast on Friday, April 16, 2010. The strategic thinking that occurred in Dallas among the leaders of the A4 (see graphic, on title page) and our industry reps was another step toward our goal of working "cooperatively and ethically with industry."

3) As a result of the A4 initiative, you can participate in helping us promote AN! 10 by supporting new opportunities in conjunction with the American Academy of Audiology Foundation (AAAF) and the American Board of Audiology.

Thank you for your ongoing partnership with the Academy in advancing the profession of audiology. Here's to successful collaborations throughout the upcoming year!

Sincerely,



Kris English, PhD
President-Elect

The sponsorship program for AudiologyNOW! 2010 has undergone changes to include the Academy's Strategic Planning Initiatives – this will affect some sponsorship offerings.

GENERAL INFORMATION

SPONSORSHIP PROGRAM CHANGE

The sponsorship program has undergone a change for 2010. In some instances, attendees will be given the opportunity to choose between a sponsored item and an item that will only have the Academy logo on it. *Note: Sponsorship pricing for these items have been decreased as a result of attendees being given the choice to not select the sponsored item. This drop in pricing may affect priority points awarded and sponsorship levels.*

SPONSORSHIP LEVELS AND POINTS DISTRIBUTION

To better accommodate all sponsor levels, the Exhibitor Advisory Panel (EAP) in cooperation with the Academy has improved the point distribution for sponsorship allocation. Participation is based on the cumulative total of sponsorships purchased.

LEVELS

❖ Diamond	\$60,000 and above
❖ Ruby	\$52,000 - \$59,999
❖ Sapphire	\$44,000 - \$51,999
❖ Emerald	\$36,000 – \$43,999
❖ Platinum	\$28,000 – \$35,999
❖ Gold	\$20,000 – \$27,999
❖ Silver	\$12,000 – \$19,999
❖ Bronze	\$4,000 – \$11,999
❖ Copper	\$300 – \$3,999

POINTS

\$60,000 and above= 18 points	\$28,000-\$31,999= 8 points
\$56,000- \$59,999= 15 points	\$24,000-\$27,999= 7 points
\$52,000- \$55,999= 14 points	\$20,000-\$23,999= 6 points
\$48,000- \$51,999= 13 points	\$16,000-\$19,999= 5 points
\$44,000- \$47,999= 12 points	\$12,000-\$15,999= 4 points
\$40,000- \$43,999= 11 points	\$8,000- \$11,999= 3 points
\$36,000- \$39,999= 10 points	\$4,000- \$7,999= 2 points
\$32,000- \$35,999= 9 points	\$500- \$3,999=1 point
	\$300- \$499= 1/2 point

SPONSORSHIP PARTICIPATION

Exhibitors can earn priority points by participating in the Academy's sponsorship program. Sponsorship points do NOT accumulate each year, and will only be applied to the subsequent year's points solely for the purpose of space selection. Sponsorships are available to companies who have submitted their 2010 Exhibit Space Application and Contract.

To meet production deadlines, the closing date to invest in the sponsorship is January 30, 2010. Sponsorship artwork required from the exhibitor must be approved by the Academy before production begins. **Ensure your company is recognized in Academy publications, sign up by October 1, 2009.**

- ❖ Sponsorship pricing may fluctuate year-to-year to allow for increase in production costs or materials. Current price increases are listed in the sponsorship program. The Academy also reserves the right to add or discontinue any sponsorship offering at its discretion. Be sure to check the Web site often for updates on existing and new sponsorship offerings (www.AudiologyNOW.org). Not all sponsorships are limited in quantity, read through each description!

- ❖ To generate increased attendee traffic flow, the Academy reserves the right to use individual sponsorships in its marketing and advertising materials at its discretion. There is no guarantee related to the use of or omission of any particular sponsoring company name or menu item, in part or in whole, and recognition will be solely for the benefit of AudiologyNOW!. The Academy also does not guarantee the use of your company name or /description if you fail to sign up by the deadline date.
- ❖ The Academy reserves the right to add its logo, scheduling and event information to any particular sponsorship item.

SPONSORSHIP BENEFITS – ALL LEVELS

NEW

- Logo on AudiologyNOW! 2010 Sponsor Drawing Card
- First right of refusal on Product session times on exhibit floor – schedule based on sponsorship level and date of submitted sponsorship form.
- Listing on the Academy’s official AudiologyNOW!® Web site with the company logo and link to company Web site for those signed up by January 1, 2010.
- Sponsor recognition listing on Academy marketing pieces. (must sign up by September 2, 2009) - circulation of 12,000+. This page will list sponsors according to sponsor level.
- Listing on the sponsor recognition page in ProgramNOW! (must sign up by January 1, 2010). This page will list sponsors according to sponsor level.
- Listing in the 2010 January/February issue of *Audiology Today* (must be signed up by October 30, 2009), the official member publication of the American Academy of Audiology - circulation of 10,000+. This reference will list all sponsors according to sponsor level.
- Listing in the 2010 May/June issue of *Audiology Today*, the official member publication of the American Academy of Audiology - circulation of 10,000+. This reference will list all sponsors according to sponsor level.
- Sponsor Designation Award sign for your booth.
- Signage at the individual event or function sponsored if applicable.
- Sponsorship signage located throughout the convention center.
- Your company logo placed on the Official Sponsor Thank You Banner hung at the center.
- Acknowledgment on the walk-in slide presentation prior to the start of General Assembly and in the educational session rooms.

ADDITIONAL BENEFITS PER LEVEL

NEW

	Diamond	Ruby	Sapphire	Emerald	Platinum	Gold	Silver	Bronze	Copper
One (1) complimentary PRE-show mailing list. Contains mailing address information only (no phone or email). Mailing list rules apply – one time use only. Mailing must be approved by Academy prior to receiving pre-registered attendee list.	▲	▲	▲	▲	▲				
One (1) complimentary Membership mailing list. Contains mailing address information only (no phone or email). Mailing list rules apply – one time use only. Mailing must be approved by Academy prior to receiving membership list.	▲	▲	▲	▲	▲				
Two (2) invitations to the President’s Reception.	▲	▲	▲	▲					
Five (5) full-day convention passes for convention/expo.	▲	▲	▲						
Twenty-Five (25) expo only guest passes good for exposition only.		▲							
Fifty (50) expo only guest passes good for the exposition only.	▲								

NOTE

- ❖ For those sponsorships in which a ticket is provided to attendees, sponsors must sign up by November 30, 2009 to include company name and booth number on ticket.
- ❖ Deposits must be received by the Academy PRIOR to company name being listed in any promotional materials from the Academy.

ALL SPONSORSHIP RECOGNITION SIGNAGE PRODUCED BY THE ACADEMY WILL INCLUDE THE FOLLOWING STATEMENT: "AUDIOLOGYNOW!® 2010 IS MADE POSSIBLE THROUGH OUR SPONSORS, EXHIBITORS, REGISTRATION FEES, AND THE SUPPORT OF ATTENDEES LIKE YOU!"

PROGRAM PRICING

Pricing does not cover full cost of some items. In which case, the item will be stated as: AudiologyNOW! 2010 is made possible through our sponsors, exhibitors, registration fees, and the support of attendees like you!

1. @audiology	\$7,000	25. ExpoCard	\$15,000
2. AAAF Happy Hour-and-a-Half.....	\$5,000	26. Guest Passes (mo).....	\$1,000
3. AAAF AudiologyNOW! e-newsletter....	\$1,000	27. Honors and Awards Banquet	\$5,000
4. AAAF First Timer Assistance Program.....	\$10,000	28. Hotel Room Key	\$12,000
5. AAAF Member Assistance (mo)	\$500	29. Ice Cream Carts (mo).....	\$3,000
6. ABA 5K Run.....	\$6,000	30. International Reception	\$5,000
7. ABA Recognition Luncheon.....	\$5,000	31. Lanyard.....	\$9,000
8. Academy Research Conference (ARC)	\$12,000	32. Literature Insert (3) available	\$3,500
9. ARC Student Scholarships (mo).....	\$1000	33. Little Ears Childcare.....	\$5,000
10. Airport Shuttle.....	\$3,000	34. Lunch Sponsorship (per day).....	\$20,000
11. Aisle (mo).....	\$10,000	35. Notebook	\$20,000
12. Assistive Listening Devices	in kind	36. Poster Session	\$5,000
13. Attendee Lounge.....	\$3,000	37. Registration Packet Insert	\$7,500
14. Attendee Welcome Package (mo)	\$800	38. Session Station	\$5,000
15. Badge Holder	\$20,000	39. Shuttle Service	\$35,000
16. Banners (mo)	\$3,000	40. Static Cling (mo).....	\$300
17. Breakfast Beginnings (mo)	\$20,000	41. State Leaders Luncheon	\$5,000
18. Carpet Leads (mo).....	\$500	42. Student Academy of Audiology	\$40,000
19. Celebrate Audiology	\$6,000	43. Trivia Bowl – Title Sponsors.....	\$30,000
20. Column Wrap (mo).....	\$2,000	Trivia Bowl – Co sponsor (2).....	\$7,500
21. Convention Pens	\$6,500	44. You ARE Here Signs.....	\$1,500
22. Convention Bags.....	\$25,000	45. Water Bottles.....	\$29,500
23. Exhibitor Literature Wall (mo)	\$300	46. Water Cooler Wraps.....	\$2,000
24. Exhibitor Lounge	\$5,000	47. Water Stations.....	\$30,000

***(mo) = Multiple Opportunities Available**

1. @AUDIOLOGY

\$7,000 // Bronze // First-come, first-served

This area is attendee central! Containing internet access, message center, session locator and the Itinerary Planner portal, there are always lines to use these computers. Make sure your logo is what they see! A link to your web site will be posted on the home page. Terminals will be set up in a high traffic area. Kiosk will be designed by the Academy.

2. AAAF HAPPY HOUR-AND-A-HALF

\$5,000 // Bronze // First right of refusal

The Foundation's annual cocktail reception is always an enormous success. Attended by leaders of the profession and industry, this fundraiser is the place to "see and be seen" at AudiologyNOW! Your company will receive special recognition and other fabulous perks as this event's underwriter.

3. AAAF AudiologyNOW! E-NEWSLETTER

\$1,000 // Copper // First right of refusal

Have your corporate name and logo on the AudiologyNOW! edition of the Focus on Foundation e-newsletter distributed to over 10,000 audiologists in spring 2010. As the AAAF's newsletter underwriter, you'll receive "top billing" and a link to your corporate Web site.

4. AAAF FIRST TIMER ASSISTANCE PROGRAM (F-TAP)

\$5,000 // Bronze // First-come, first-served (Three Opportunities available)

As part of its educational initiatives, the AAAF wants early-career audiologists to experience the many educational offerings at AudiologyNOW! Be the first to sponsor this new program! Your philanthropic partnership will encourage career-long attendance at audiology's premiere educational conference among those who have never attended AudiologyNOW! Anyone who has not previously attended AudiologyNOW! is invited to apply for complimentary registration. This new program will be prominently featured in AudiologyNOW! promotional materials and coordinated in concert with the Academy's membership department. Up to Thirty-five (35) first-time attendees included in sponsorship.

5. AAAF MEMBER ASSISTANCE PROGRAM (MAP)

\$500 // Copper // Multiple Opportunities Available

This program began in 2005 in response to the impact of Hurricane Katrina on Gulf Coast audiologists. Now the AAAF annually funds AudiologyNOW! registration and travel stipends for audiologists experiencing financial hardship. For a nominal gift, exhibitors can help us fund this most worthwhile program.

6. ABA 5K RUN

\$6,000 // Bronze// First-come, first-served

Sponsor the Second Annual 5K/1 Miler at AudiologyNOW! in sunny San Diego! The inaugural run included over 100 audiologists and students running for the future of audiology! This unique and high-profile event offers the following benefits: Corporate logo on official race T-shirt, logo listed on ABA and AudiologyNOW! Web sites, and recognition in *The Sounding Board*, the ABA e-newsletter.

7. ABA RECOGNITION LUNCHEON

\$5,000 // Bronze// First-come, first-served

This event provides an outstanding opportunity to spotlight your company before some of the most committed audiologists in the profession! At this event, the audiology community recognizes and congratulates the year's new Board Certified audiologists. Get in on the ground floor of this new event! A complimentary invitation will be extended to new ABA certificants and a guest. Sponsor this event and target some of audiology's most dedicated professionals! Additional benefits include logo listed on ABA and AudiologyNOW! Web sites, and recognition in *The Sounding Board*, the ABA e-newsletter.

8. ACADEMY RESEARCH CONFERENCE (ARC) 2010

\$12,000 // Silver // First-come, first-served

Partner with the AAAF to promote translational research at ARC 2010 *In with the Old: New Research on Aging and Hearing Health* that focuses on the impact of aging on the auditory system. ARC takes place on the opening day of AudiologyNOW! and will feature presentations on topics in geriatrics and aging, and their impact on clinical practice by leaders in the field. Sponsors will have multiple promotional opportunities at this day-long conference for clinicians and researchers. (Underwriting includes sponsorship of a boxed lunch and wine and cheese reception.)

9. ACADEMY RESEARCH CONFERENCE (ARC) STUDENT SCHOLARSHIPS

\$1,000 // Copper // Multiple Opportunities Available

ARC Student Scholarships are offered as a component of the AAAF educational initiatives. Each sponsor underwriting gift of \$1,000 provides support for students interested in attending this research based conference held on opening day of AudiologyNOW!

10. AIRPORT SHUTTLE

\$8,000 // Copper // First right of refusal

Help attendees to get to the airport! We will be running a shuttle from the convention center to the airport on Saturday afternoon from 11:00pm to 6:00pm. For any shuttle that is equipped with a DVD player, sponsor is approved to show a video on any shuttles used for airport transportation. Even better, have a staff person ride the shuttle and hand out literature information as attendees depart the shuttle.

11. AISLES

\$10,000 each (aisle) // Bronze // First-come, first-served

Lead attendees to your booth by sponsoring an aisle. This aisle will be carpeted in the same orange carpet as the main aisle. Five (5) carpet leads with your logo and booth number or with "footprints" leading to your booth will be strategically placed in the carpet. Your logo and booth number will be on the aisle anchor sign. All aisle signs are double-sided and Champion will determine size.

12. ASSISTIVE LISTENING DEVICES

\$ in kind // First right of refusal

What better way to reach attendees than by providing an Assistive Listening Device for every session room? This sponsorship will enable those needing hearing assistance to get the most out of the sessions they attend. Every session room will be configured with a radio frequency system. Your company name will appear at every session room that features the Assistive Listening Devices.

SOLD!!

13. ATTENDEE LOUNGE IN THE EXHIBIT HALL

\$3,000 // Copper // First-come, first-served // Multiple Opportunities

Give the attendees a place to rest in the Exhibit Hall. 20x20 lounge areas will be set with couches and coffee tables. Your company will be listed as the sponsor of this lounge on signage and carpet leads in lounge.

14. ATTENDEE WELCOME PACKAGE

\$800 per hotel per Night // Copper // First-come, first-served // Multiple Opportunities

Reach thousands of attendees at your choice of any of the official Academy hotels. Gift baskets, turndown service, room drops – be creative in getting your message out. Give-away cannot duplicate any Academy sponsorship (i.e., conference pen, bags, notepad, lanyard etc). You will also have shared access to the dark channel at your assigned property to show a video 24/7 (the Academy and other sponsors may share use of dark channel to air scheduling or event information). The Academy must approve give-away item and dark channel video. Hotel Room Key card is not part of this sponsorship and can be sold separately. Exhibitor is responsible for any/all fees and conditions associated with using the dark channel, creation of the DVD and room drops. Once approved, exhibitor will contact hotel directly to arrange logistics. Exhibitor to select hotel preference(s). See audiologynow.org for complete listing of hotels in the block.

15. BADGE HOLDER

\$18,000 // Gold // First-come, first served

Sponsoring company logo will appear on the badge holder. The Academy logo. Exhibitors will receive plain badge holders without the sponsoring company logo.

***Attendees will be given the option of receiving a badge holder.**

SOLD!!

16. BANNERS

\$3,000 each // Copper // First-come, first-served // First right of refusal does not apply

Banners are limited only to number of placements within the convention center (not inside the exhibit hall). Your company advertisement is prominently displayed. All banners will be supplied by the Academy and sized to fit the hanging area using your artwork. See banner plan for placement locations (available July).

17. BREAKFAST BEGINNINGS

\$20,000 // Gold // First-come, First-served // One per day // price each day

Breakfast is the most important meal of the day. What better way to jump-start the day than providing a quick continental style breakfast for attendees. Attendees will enjoy coffee, breakfast breads and fruit when they arrive at the center to get a good start to their day. Breakfast will be setup in a main area (food and placement are TBD).

18. CARPET LEADS

\$500 each // Copper // First-come, first-served // First right of refusal does not apply

These handy directionals will get you noticed! Carpet Leads will be placed only in the ASSIGNED SLOTS AS INDICATED ON THE FLOORPLAN. Carpet Leads will be approximately 2'x2', are cut into the aisle carpet and will be supplied by the Academy. Only black on white copy, and company logo and booth number listed.

19. CELEBRATE AUDIOLOGY multiple opportunities

\$6,000 // Bronze // First right of refusal

Leverage your entertainment dollars and the Academy's annual opening night gala! You will play co-host as the attendees enjoy good food and a great evening of entertainment. As an official sponsor, you will have the opportunity to meet and network with attendees. Your company name will be prominently displayed throughout the reception. The Academy is looking for combined support to provide attendees with premium entertainment.

SOLD!!

20. COLUMN WRAPS

\$2,000 per wrap // Copper // First-come, first-served // First right of refusal does not apply

Get rid of those unsightly columns! Your company logo will be wrapping those unsightly concrete columns located throughout the convention center (excludes the exhibit hall). Depends on column availability. Column Wraps will be designed and supplied by the Academy and sized to fit using your artwork.

21. CONVENTION PENS

\$4,000 // Bronze // First right of refusal

What better way than to have your company name at the fingertips of every convention attendee? Your company logo will be printed (one-color) on every pen and inserted into the Convention Bag. Pen will also show Academy logo.

****Attendees will be given the option of non-logo pen.***

22. CONVENTION BAGS

\$25,000 // Platinum // First right of refusal

Company logo will appear along with the Academy logo on the front of the convention bag that each attendee will receive. As part of this sponsorship you are inserting literature piece or promotional item (value under \$5.00 per item) inserted into the bag. The Academy will determine bag size and type, logo size and placement. The following sponsorships will be inserted into the Convention Bag: Academy inserts, Convention Pen, Final Program, Notebook, Room Locator, and Literature Insert(s). See ADVANCE SHIPPING information in the Exhibitor Manual for shipping deadline in order to include your insert item into the convention bag during bag stuffing.

****Attendees will be given the option of a non-logo bag.***

23. EXHIBITOR LITERATURE WALL

\$300 // Copper // Multiple Opportunities

Get your information into the hands of attendees! Next to the Academy information literature wall will be a special exhibitor wall. Place your information in a slot with your logo and booth number on it. Literature must be approved by the Academy before placement.

****The Academy Reserves the Right to decline any literature/publications.***

24. EXHIBITOR LOUNGE

\$5,000 // Bronze // First-come, first-served

Are other exhibitors your target market? Get your name out to them by sponsoring the exhibitor lounge. This is a place for exhibitors to relax away from their booths. Signs with your logo will be in the area. Your literature can be placed on tables in area. Coffee will be provided. Snacks added at sponsor's expense.

25. EXPOCARD

\$15,000 // Silver // First-come, first served

This electronic business card is carried on a mobile device and used for lead retrieval, @audiology, and CEU Manager. Sponsor logo will appear on the card.

26. GUEST PASSES

\$1,000 // Copper // No limit - **LOWER PRICE!!**

Invite 100 guests to attend the exposition. Passes are good for the Exposition Only and good only during open exposition hours. Passes cannot be exchanged between exhibitor categories or attendee categories. Credits or refunds will not be issued for unused passes. Educational sessions are an additional cost. PASSES OFFER NO CASH VALUE and cannot be used to reduce any existing educational or exhibitor category or registration fee/type. 100 guest passes will be provided.

27. HONORS and AWARDS BANQUET

\$5,000 // Bronze // First right of refusal

Be a part of the Academy and AAAF's celebration of audiology luminaries and others who impact the profession through research and philanthropy. Your company logo will appear on all Honors and Awards Banquet signage, official program, and will receive a special award from the banquet by the committee chair.

NEW

NEW



28. HOTEL ROOM KEY CARD

\$12,000 // Silver // First right of refusal

Be the one exhibiting company to place your logo on room keys at official Academy hotels. Your name is visible 24 hours a day during AudiologyNOW! Dependent on quantities and production of this item this fee may increase.

29. ICE CREAM CARTS

\$3,000 per cart // Copper // First-come, first-served

What A SWEET DEAL! Sponsor an Ice Cream Cart placed strategically in a high traffic area (TBD). Each cart contains approximately 500 ice cream treats (Number of treats provided is determined by price). Sign will include your company logo and booth number. Carts will be placed in the afternoon. Replenishments are available for an extra charge.

30. INTERNATIONAL RECEPTION

\$5,000 // Bronze // First right of refusal

The International Reception is open to all attendees. The reception is a chance to get acquainted with the Academy leadership and the Academy Board of Directors. Signage will be provided. As the official sponsor, you will have the opportunity to meet with attendees. You will also be able to provide product literature or a give-away to each guest. Your company logo will be prominently displayed throughout the reception.



31. LANYARD

\$9,000 // Silver // First right of refusal

Approximately 5/8" wide, these convenient cords for convention attendees. The lanyards are printed with your company logo (and Academy logo) and will be double-sided. This sponsorship does not apply to lanyards distributed to exhibitors.

**Attendees will be given the option of a non-logo lanyard.*



32. LITERATURE INSERT

\$3,500 each // Copper // First-come, first-served // Limit: 3 (one insert per company).

There is no better way to guarantee that every attendee receives your information than by having your material inserted into the official Convention Bag. Inserts must be no larger than 8 1/2" x 11", one-page/double sided or one small premium item. The Academy must approve ALL inserts in advance. Note: Premium item cannot duplicate any Academy sponsored item, i.e., pen/lanyard etc. See ADVANCE SHIPPING information in the Exhibitor Manual for shipping deadline in order to include your insert item into the convention bag during bag stuffing.

**The Academy Reserves the Right to decline any literature/publications.*

33. LITTLE EARS CHILDCARE

\$5,000 // Bronze // First-come, first-served

Attendees are talking and we're listening. Many want to attend but are unable to do to childcare demands. Let's make AudiologyNOW! more family friendly so more attendees can participate! With your help, we'll offer babysitting services in the San Diego Convention Center with Kidz Korner, a provider specializing in providing childcare services for convention attendees. Childcare will be available for children from infants (6 months) to toddlers. They plan the activities so our attendees can visit the exhibit hall and sessions without worry.

NEW



34. LUNCH SPONSORSHIP

\$20,000 (PER DAY) // Gold // First-come, first-served

Treat all attendees to lunch and get heightened exposure as the lunch sponsor. Company name and booth number will be added to the daily lunch ticket and hanging banner over lunch area.

35. NOTEBOOK

\$20,000 // Gold // First right of refusal

The ULTIMATE note-taking tool, used by attendees throughout AudiologyNOW! for note taking, notebooks will be inserted into the convention bags. The Academy and sponsor logo will be placed on the front cover. **Attendees will be given the option of a non-logo notebook.*

36. REGISTRATION PACKET INSERT

\$7,500 // Bronze // First-come, first-served

Reach the pre-registered attendees before they even get to AudiologyNOW! You provide the 3 5/8" x 8 1/2" folded insert and all pre-registered attendees will receive your information with their badge.



37. ROOM LOCATOR

\$5,000 // Bronze // First right of refusal

A handy foldout survival guide listing everything you need to know to survive even a convention center map!. Sponsorship provides for a 4-color company logo placed on the front and back panels. Includes an advertisement on the back panel of the locator. Half or full page advertisement based on space available on back panel. The Room Locator will be inserted into the convention bag, which every attendee will receive.

SOLD!!

38. SESSION STATION

\$5,000 // Bronze // First-come, first-served

Be the one sponsor that provides attendees the opportunity to have session handouts printed onsite. This computer servicing station will allow attendees to select the session of their choice and print out a handy copy. Exhibitor logo will be placed on the kiosk and welcome screen. A specially designed cover page featuring your logo will print out before each session topic. Session Station will be placed within easy access of the meeting rooms.

39. SHUTTLE SERVICE

\$35,000 // Platinum // First right of refusal

Company name will be placed on all convention shuttles in the form of a window cling. Shuttle wraps/ banners are at the expense of the sponsor. The Academy will place shuttle schedules in all convention hotels. Shuttle schedule signage will contain sponsor logo. The Academy must approve shuttle wraps/banners. For any shuttle that is equipped with a DVD player, the Academy reserves the option of supplying material for play; sponsor is approved to show an advertisement on any shuttles used in the housing block. Time limits and restrictions may apply.

40. STATIC CLINGS

\$300 // Copper // First-come, first-served

Put your name in front of thousands of attendees. The 'clings' adheres to windows but doesn't damage them. Clings are designed and supplied by the Academy. Your company logo will be featured on the cling.

***Booth numbers are not permitted on static clings in the San Diego Convention Center**

41. STATE LEADERS LUNCHEON

\$5,000 // Bronze // First right of refusal

The State Leaders Luncheon is an annual meeting of state representatives from all 50 states. A seated luncheon will be served. As the official sponsor, you will have the opportunity to meet and network with attendees. You will also be able to provide product literature or a give-away to each guest.

42. STUDENT ACADEMY OF AUDIOLOGY – MEGA-SUPPORTER

\$40,000 // Emerald // First-come, first-served

Partner with the AAAF to support the future of audiology. This sponsorship includes many special events and educational opportunities planned with the new Student Academy of Audiology (SAA) in 2010. This sponsorship includes: a one-day leadership workshop, SAA Celebration, SAA PhD Networking Lunch, Audiology Unplugged, Student Academy Fair, SAA Business Meeting, SAA Presentation & Reception, and other sessions/activities currently in development. Sign up early to be the exclusive sponsor as Student Academy events are promoted in Academy and AAAF media during the year. (Note: Some activities are subject to change as sessions/events are finalized for 2010.)

SOLD!!

43. TRIVIA BOWL

\$30,000 // Platinum // First right of refusal

A tradition of the Academy pits students, researchers and professionals against each other in an entertaining battle of wits and memory. Always a well-attended event. Sponsors will receive recognition with a custom-made sponsor banner for the Saturday event, table placards and on a custom trophy display – to be designed and produced by the Academy.

SOLD!!

44. YOU ARE HERE DIRECTIONAL SIGNS

\$1,500 // Copper // First right of refusal

What better way to give direction to a lost attendee than with your name and logo on the "You Are Here" directional signs. These kiosks are located throughout the convention center and will point the attendee in the direction they want to go. Where do they want to go, you ask? To your booth, of course! In addition to having your company's name and logo printed on the kiosk, your booth space will be highlighted on each floor plan.

SOLD!!

45. WATER BOTTLES

NEW

\$29,500 // Platinum // First-come, first-served

Everyone gets thirsty at conventions! Reusable water bottles will be placed through out the convention center for attendees to pick up. Each bottle will have your company logo and Academy logo on them.

46. WATER COOLER WRAPS

\$2,000 // Copper // First-come, first-served

Stand-alone water coolers will be stationed outside meeting rooms. Each will be wrapped with your company logo and booth number. Number of coolers and placement TBD, and wraps will be designed and supplied by the Academy and sized to fit. Exact placement TBD. When replacement jugs are used - one replenishment is included – additional replenishments at your cost.

47. WATER STATIONS

NEW

\$30,000 // Platinum // First-come, first-served

Water bottles will be place next to the Stand-alone water coolers outside the meeting rooms for attendees to pick up. Each water bottle will have your company logo and Academy logo on them. Each water cooler will be wrapped with your company logo and booth number. Number of coolers and placement TBD, and wraps will be designed and supplied by the Academy and sized to fit. Exact placement TBD. When replacement jugs are used - one replenishment is included – additional replenishments at your cost.

OTHER EXHIBITOR OPPORTUNITIES

*These items do not earn sponsorship points.

AAAF ONLINE AUCTION 4 AUDIOLOGY

Increase your corporate profile by supporting the AAAF's online Auction 4 Audiology. Donate an item for auction and your company will receive internet-wide exposure through Biddingforgood.com, the auction Web site for philanthropic organizations worldwide. In addition, auction items and their donors are promoted in the auction booth at AudiologyNOW! in San Diego, and are recognized in our professional publications and on our Web site.

The AAAF seeks donations of gifts-in-kind, such as, electronic devices, professional resources, vacations and cruises, spa and golf packages, airline tickets, sporting event tickets and equipment, celebrity memorabilia, restaurant and store gift cards, and art work. Proceeds from the Auction 4 Audiology support research, education and public awareness in the hearing sciences...and since 2005 the AAAF Auctions have raised over \$50,000! The Auction Donor form is available on the AAAF Web site. (www.audiologyfoundation.org/convention/auction.htm) Call 703-226-1048 for more details.

Looking for more information on AAAF sponsorship activities? Contact Kathleen Devlin Culver/AAAF Office (703-226-1049 or kculver@audiology.org)

EXHIBITOR MEETING SPACE ON THE EXHIBIT FLOOR

\$1800 per NSF 20x20 // First-come, First-served. Meeting rooms are NOT carpeted. Number available based upon available space

Need space for storage or looking for a way to escape the hustle and bustle of the show floor for your staff? Meeting room packages come with (1) 20' x 20'; 8' high hard walls; (1) lockable door and (1) sign with your company name on it. Meeting rooms are NOT carpeted. Meeting rooms may not be used as additional exhibit space, and CEUs will not be available. Meeting rooms may be utilized during setup (Tues), expo hours and during teardown till 6pm Saturday. Exhibitor must provide room setup accessories. Doors for meeting rooms will be placed facing the opposing wall.

NEW PRODUCT SHOWCASE (NPS)

\$375 per stage // First-come, First-served // two per company

The New Product Showcase is the perfect opportunity to show-off your new product and will sit in a high traffic area. Each display will be given a small announcement sign 5" x 7" (no logos). Products will sit on an 8"L x 8"W x 1"H stage (size approximate for design purposes). The display case dimension is 12"L X 12"W X 12"H so please be sure your product fits within the display case. Only one product per display case – no exceptions. Items larger than the display case will not be forced into the slot and will be returned with no monies returned. If you wish your product to sit on a plexi accent piece it must be provided with your product. Sign will list: Company Name, booth #, Product Name, and 40 word description. Sponsorship points will not be assigned. For those signed up in the NPS, your product(s) MUST BE delivered to the EXPO Office no later than 8am on Thursday in order for your product to be placed in the NPS. Due to the sensitivity of the products ONLY Champion representatives will be permitted to place products in the NPS during setup. Due to its custom design, once the unit is moved into place it will not be opened. Sign copy will be requested (exact date will be emailed to you). Failure to provide the requested information will result in only your company name and booth number being listed.



ADVERTISING

Advertising opportunities are available for *Audiology Today*, *Journal of American Academy of Audiology*, Academy Web site, and ProgramNOW!. Contact Christy Hanson at 703-226-1062 or chanson@audiology.org for pricing and placement opportunities.



2010 SPONSORSHIP APPLICATION & CONTRACT

April 14-17, 2010 ~ San Diego, CA

The 2010 Sponsorship Program is only open to exhibitors with signed 2010 Exhibitor Space Contracts

COMPANY INFORMATION

DEPOSIT PAYMENT MUST ACCOMPANY FORM

Contact _____ Company _____

Full Address (no P.O. boxes) _____

City _____ ST _____ Zip/Postal _____ Country _____

Phone _____ ext: _____ Fax _____

E-mail _____ **SIGNATURE REQUIRED:** _____

By signing this contract you agree to the sponsorship terms listed in the benefits section of the sponsorship program and those outlined by the Academy in your Exhibit Space Contract. You also consent to permit the Academy to share this information with Official Contractors. In order to generate increased attendee traffic flow, the Academy reserves the right to promote any sponsorship in its marketing and advertising materials. There is no guarantee in the use of any particular company name or item, in part or in whole, and recognition will be solely for the benefit of AudiologyNOW! Date of sign-up will affect which promotional materials that the sponsorship(s) can be advertised in for AudiologyNOW!

PROGRAM PRICING

Sponsorships are awarded based on contract receipt date. Due to production needs, some sponsorship items must be purchased prior to October 1, 2009. Please refer to sponsorship program for item quantities, restrictions and guidelines.

<input type="checkbox"/> @udiology	\$7,000	<input type="checkbox"/> Expocard	\$15,000
<input type="checkbox"/> AAAF Happy Hour and a Half	\$5,000	<input type="checkbox"/> Guest Passes (mo)	\$1,000
<input type="checkbox"/> AAAF AudiologyNOW! e-newsletter	\$1,000	<input type="checkbox"/> Honors and Awards Banquet	\$5,000
<input type="checkbox"/> ABA 5K Run	\$6,000	<input type="checkbox"/> Hotel Room Key	\$12,000
<input type="checkbox"/> ABA Recognition Luncheon	\$5,000	<input type="checkbox"/> Ice Cream Cart (mo)	\$3,000
<input type="checkbox"/> AAAF First Timer Assistance Program	\$10,000	<input type="checkbox"/> International Reception	\$5,000
<input type="checkbox"/> AAAF Member Assistance (mo)	\$500	<input type="checkbox"/> Lanyard	\$9,000
<input type="checkbox"/> Academy Research Conference (ARC)	\$12,000	<input type="checkbox"/> Literature Insert (3) available	\$3,500
<input type="checkbox"/> ARC Student Scholarships (mo)	\$1,000	<input type="checkbox"/> Little Ears	\$5,000
<input type="checkbox"/> Airport Shuttle	\$3,000	<input type="checkbox"/> Lunch Sponsorship (per day)	\$20,000
<input type="checkbox"/> Aisle (mo)	\$10,000	<input type="checkbox"/> Notebook	\$20,000
<input type="checkbox"/> Assistive Listening Devices	in kind	<input type="checkbox"/> Poster Session	\$5,000
<input type="checkbox"/> Attendee Lounge	\$3,000	<input type="checkbox"/> Registration Packet Insert	\$7,500
<input type="checkbox"/> Attendee Welcome (mo)	\$800	<input type="checkbox"/> Session Station	\$5,000
<input type="checkbox"/> Badge Holder	\$20,000	<input type="checkbox"/> Shuttle Service	\$35,000
<input type="checkbox"/> Banners (mo)	\$3,000	<input type="checkbox"/> Static Cling (mo)	\$300
<input type="checkbox"/> Breakfast Beginnings(mo)	\$20,000	<input type="checkbox"/> State Leaders Luncheon	\$5,000
<input type="checkbox"/> Carpet Leads(mo)	\$500	<input type="checkbox"/> Student Academy of Audiology	\$40,000
<input type="checkbox"/> Celebrate Audiology	\$6,000	<input type="checkbox"/> Trivia Bowl – Title Sponsors	\$30,000
<input type="checkbox"/> Column Wrap (mo)	\$2,000	<input type="checkbox"/> You ARE Here	\$1,500
<input type="checkbox"/> Convention Pens	\$6,500	<input type="checkbox"/> Water Bottles	\$29,500
<input type="checkbox"/> Convention Bag	\$25,000	<input type="checkbox"/> Water Cooler Wraps	\$2,000
<input type="checkbox"/> Exhibitor Literature Wall(mo)	\$300	<input type="checkbox"/> Water Stations	\$30,000
<input type="checkbox"/> Exhibitor Lounge	\$5,000		

FAX FORM TO:
703.790.8631

SEND PAYMENTS TO:
AAA Lockbox
Checks payable to:
American Academy of
Audiology, Inc.
11654 Plaza America Dr. #
507
Reston, VA 20190-4700

All sponsorship recognition signage produced by the Academy will include the following statement:
AudiologyNOW! 2010 is made possible through our sponsors, exhibitors, registration fees, and the support of attendees like you!

**(mo) =
Multiple
Opportunities
Available**

PAYMENT INFORMATION

Total Sponsorship(s) Amount \$ _____ .00 - a 50% deposit must accompany form. Company will not be listed as a sponsor until the full amount is received. Full payment must be received by October 1, 2009. For contracts submitted after October 1, full payment should accompany form. If you wish to cancel your sponsorship, submit your written request to the Academy to request a refund. Refunds will not be given after October 1, 2009 and only 25% of monies paid will be refunded for cancellations received by/on the October 1, 2009 deadline.