



2021 Annual Support Options

Pennsylvania Allergy & Asthma Association

Pennsylvania Allergy and Asthma will continue to offer Corporate Partnerships and Virtual ISS Program opportunities to maintain your visibility with our membership all year.

Corporate Partnership

PAAA has created a partnership to continue connecting our vendors with our membership. Use this opportunity to send information directly to our members and increase visibility with our members through our website. All opportunities listed below will run from January 1, 2021 through December 31, 2021.

Silver | \$3,000

- Distribution of priority company information (i.e. FDA approvals) to active members based on board approval (limit 1); cannot purchase additional emails
- Email will be sent in a timely manner at the discretion of PAAA to maximize the impact of communication and not overwhelm our membership

Gold | \$5,500

- Distribution of priority company information (i.e. FDA approvals) to active members based on board approval (limit 1)
- Company logo scrolling on PAAA website
- Company logo listed at the bottom of emails to membership as a part of the email template (associated partnership level listed)
- Company included on Corporate Partner webpage dedicated to listing all corporate partners with links and resources
- Early bird registration for 2022 meeting

Platinum | \$8,000

- Distribution of priority company information (i.e. FDA approvals) to active members based on board approval (limit 2)
- Opportunity to mail one marketing piece to full membership
- Company logo scrolling on PAAA website
- Company logo listed at the bottom of emails to membership as a part of the email template (associated partnership level listed)
- Company included on Corporate Partner webpage dedicated to listing all corporate partners with links and resources
- Early bird registration for 2022 meeting

Virtual ISS Program | \$2,500

Use this opportunity to reach our members on a monthly basis. Program should be coordinated by purchasing company—PAAA will facilitate access through our website and email communication.

- All opportunities will be included on the PAAA Website on a dedicated page
- 12 opportunities available (1 per month; programs must be scheduled at least two weeks apart)
- Evening weekday times preferred for sessions (7pm start time or later)
- Companies may not host back to back programs
- A single company can purchase a maximum of 4 programs
- Emails to advertise the opportunities will be sent at the discretion of PAAA to maximize the impact of communications and not overwhelm our membership. A marketing schedule will be predetermined and provided to you upon purchase; deadlines for program information must be met in order to be included in email communications

Questions? Contact Lauren Newmaster at (717) 909-2691 or lnewmaster@pamedsoc.org