



Pennsylvania Allergy & Asthma Association

# 2021 ANNUAL MEETING

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VIRTUAL | JUNE 25-27, 2021

## Virtual Support Options



# General Information

**Online Registration available at [www.paallergy.org](http://www.paallergy.org)**

**PAAA Tax ID:**

#23-6390935

**Exhibit Hours:**

Friday, June 25th 7:30 am – 7:50 am and  
10:15 am-10:45 am

Saturday, June 26th 7:30 am – 7:50 am,  
9:30 am – 10:00 am, and 11:45 am – 12:15 pm

**Exhibit Cancellation Policy:**

Exhibit companies will incur a 20% cancellation fee if cancellation occurs 30 days prior to the meeting (May 25th, 2021). Refunds will not be issued 29 days prior to the event (May 26th, 2021). Cancellations must be received in writing.

**Acknowledgement:**

All companies providing support to the PAAA's 72nd Annual Meeting in 2021, through educational grants or virtual exhibit purchase will be acknowledged at the meeting and on associated literature distributed during the meeting.

**ACCME:** As a vendor, you will need to understand and agree to follow the policies of the ACCME's STANDARDS FOR COMMERCIAL SUPPORT OF CONTINUING MEDICAL EDUCATION and the guidelines of the American Medical Association set for physicians in support of the 2021 PAAA Annual Scientific Meeting.

By accepting the purchase of a virtual exhibit or other sponsorship, the Pennsylvania Allergy & Asthma Association is in no way endorsing products or services offered by this company.

**PAYMENT IS DUE IN FULL ON OR BEFORE FRIDAY, JUNE 11.**

A 10% late fee will be applied to any payments received between June 12 and June 23. You will not be able to participate if we do not have payment by Wednesday, June 23, 2021.

**Checks should be made payable to PAAA and mailed to:**

PAAA  
Attn: Lauren Newmaster  
400 Winding Creek Blvd.  
Mechanicsburg, PA 17050-1885

# Exhibit Opportunities

Benefit	Basic   \$2,000	Signature   \$5,500	Elite   \$8,000
Recognition in program materials and exhibitor hub (includes logo, company description, URL, listed reps and contact information)	✓	✓	✓
Opportunity to create your own Zoom room for live chats during breaks	✓	✓	✓
Social Media links(1) Full Page 8.5" x 11" advertisement in Digital Exhibitor Flip Book	✓	✓	✓
Opportunity to participate in exhibitor scavenger hunt	✓	✓	✓
Booth Traffic Analytics (sent after the meeting)	✓	✓	✓
Attendee List	Post Attendee List	Pre/Post Attendee List	Pre/Post Attendee List
Number of Included Rep(s)	2	4	8
PDF Upload(s) to booth	1	2	Unlimited
Video Upload to booth		✓	✓
Product feature in exhibitor hub (highlight a specific product with an additional logo and information)		✓	✓
Recognition on PAAA home page (logo displayed)		✓	✓
Banner Ad in Virtual Booth (650x200px) .jpg or .png			✓
Video/Commercial feature on PAAA Annual Meeting Registration Page (MP4)			✓
Early bird access to 2022 PAAA Annual Meeting Registration			✓

## Additional Representative(s):

Companies will be able to purchase additional rep(s) for a fee of \$150.



# Industry Sponsored Symposium Information

*Available to Signature and Elite Exhibitors Only*

## **Available ISS Times & Fees:**

Friday, June 25th – Lunch | \$3,500  
Saturday, June 26th – Afternoon Coffee | \$3,000  
Sunday, June 27th – Lunch | \$3,500

## **ISS Criteria:**

- Reserving an ISS Time Slot: You may reserve an ISS time slot online at [www.paallergy.org](http://www.paallergy.org).
- Purchasing company has the option to email registrants a meal delivery service code or gift card for more interaction.  
*Recommendations:*
  - Lunch Delivery Service
  - Coffee Gift Card
  - Lunch Delivery Service
- The symposium sponsor will be responsible for all arrangements for the virtual platform/program.
- Participating companies will be solely responsible for advertising their event.
- Symposium sponsors may request one list of PAAA Annual Meeting registrants prior to the meeting. PAAA will provide the mailing address of all meeting attendees registered at the time of the request.
- A draft of any information to be mailed to attendees must be submitted to the PAAA office for review and approval prior to mailing. No marketing may, in any way, imply that PAAA endorses the products and/or services provided by the purchaser. Further, purchaser may not imply a partnership with PAAA beyond what is outlined in the agreement mentioned herein. Should PAAA determine that these regulations have been violated, it may, at any time, void the contract between the purchaser and PAAA and retain 50% of the payment promised.
- Announcements and invitations addressed to members of the medical profession concerning such exhibitor- sponsored programs should clearly indicate the name of the sponsor and must, in no manner, imply directly or indirectly that the program is sponsored fully or in part by PAAA.
- PAAA will send one e-mail promotion of all ISS programs to all registered 2021 PAAA meeting attendees on Friday June 4th.
- ISS topics may not duplicate or conflict with content (including topics, objectives, or faculty) developed for the PAAA educational program.



- All sessions must be scheduled prior to or after the conclusion of the PAAA daily continuing medical education (CME) program. No ISS Program will be approved if it conflicts with ANY scheduled PAAA sessions or exhibit hours. No ISS will be approved that will conflict with these scheduled events.
- Current ACCME Standards for Commercial Support guidelines must not be violated.
- PAAA faculty is ineligible to present at any of the industry sponsors symposium. Company must select a presenter who is not on the 2021 PAAA Annual Meeting Agenda.

### **ISS Fees and Considerations:**

The fee includes meeting registrant contact information as described above, and a brief description of the symposium in the participants' supplemental meeting materials. ISS reservations will be accepted on a first-come, first-served basis beginning on the date of registration. The registration will serve to hold a spot pending payment. Payment for the ISS must be received within 14 business days from date of registration. If payment is not received within 14 days, the ISS reservation will be released to the next interested company.

### **ISS Cancellation Policy:**

In the event that the ISS must be cancelled, a request to cancel must be submitted in writing no less than 45 days prior to the scheduled date. At this time, 50% of the fee will be refunded. No refunds will be given 44 days (May 11th) or fewer before the meeting.





# PAERF Poster Sponsor

*Available to All Levels of Exhibitors*

## **PAERF Poster Sponsor | \$1,000**

*(Multiple Opportunities Available)*

With purchase of this opportunity, your logo/company name will be featured in the Virtual Poster Showcase. This portion of our meeting encourages and facilitates the education and research for our Residents and Fellows.

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### **Terms and Conditions**

1. Exhibitor booth information must be received by June 7, 2021. Purchasing company will receive all information for approval and exhibit hub will be finalized by June 14, 2021 so that it can be shared with attendees.
  - a. Failure to provide required materials and meet deadlines does not constitute a refund or discount for your booth.
2. Product theaters or “Meet the Expert” panels are not permitted in your Zoom Rooms during the breaks.
3. Exhibitors may offer incentives in your booth (i.e. prizes or a random drawing) to increase engagement.
4. Exhibitors will be listed by level of support and alphabetical order.
5. Attire of exhibit personnel should be consistent with appropriate attire of an in-person meeting.
6. PAAA is not responsible for loss of connection or any technical issues faced with company's selected platform for live meeting or product theater.
7. Representatives may attend educational sessions but are not permitted to conduct business within the virtual session room.
8. Exhibit companies will incur a 20% cancellation fee if cancellation occurs 30 days prior to the meeting (May 25th, 2021). Refunds will not be issued 29 days prior to the event (May 26th, 2021). Cancellations must be received in writing.
9. A 10% late fee will be applied to any payments received between June 12 and June 23. You will not be able to participate if we do not have payment by Wednesday, June 23, 2021.
10. All exhibitors need to understand and agree to follow the policies of the ACCME's STANDARDS FOR COMMERCIAL SUPPORT OF CONTINUING MEDICAL EDUCATION and the guidelines of the American Medical Association set for physicians in support of the 2021 PAAA Annual Scientific Meeting.
11. By accepting the purchase of a virtual exhibit or other sponsorship, the Pennsylvania Allergy & Asthma Association is in no way endorsing products or services offered by this company.