



Pennsylvania Allergy & Asthma Association

# 2021 Annual Meeting

**JUNE 25-27, 2021 • THE HOTEL HERSHEY • HERSHEY, PA**

## Corporate Support Information

Thank you for your patience as our nation and the world faces this difficult crisis of COVID-19. PAAA continues to be very aware of the concerns with the spread of the Coronavirus and places the health and well-being of our attendees, sponsors, and exhibitors as our top priority. Due to this, PAAA Leadership will continue to closely follow and monitor the situation, and we will provide updates to the attendees, sponsors, and exhibitors.

We encourage all meeting attendees and exhibitors to follow CDC and WHO recommendations for protecting yourself and others from infection.

Any additional COVID-19 hotel and meeting terms, rules, and regulations will be communicated to you in separate email notifications. You will be expected to follow this guidance during the meeting.

# General Information

## COVID-19 Message:

PAAA is working closely with the Hotel Hershey to ensure a safe environment for both exhibitors and attendees. We are preparing for a socially distanced event consistent with governmental restrictions and those imposed by the hotel. As a result, the total number of exhibitors and the types of sponsorships we are able to offer may need to be adjusted based on the regulations in place.

**By registering for this event, you accept that PAAA may be forced to adjust the 2021 meeting** (including exhibit and sponsor benefits) in order to comply with governmental and hotel safety restrictions. PAAA will continue to monitor the pandemic and communicate any changes to all vendors in a timely manner.

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

**PAAA Tax ID:**  
#23-6390935

### Set-up:

Thursday, June 24th 3:00 pm – 5:00 pm or  
Friday, June 25th 6:00 am

### Exhibit Hours:

Friday, June 25th 7:00 am – 1:00 pm and  
Saturday, June 26th 7:00 am – 1:00 pm

### Dismantle:

Saturday, June 26th 1:00 pm – 2:30 pm

### Food and Beverage:

Continental breakfasts and breaks will be held in the exhibit area.  
Reception with exhibitors on Friday,  
June 25th 8:00 pm – 10:00 pm in the Fountain Lobby.

### Exhibit Space Assignment:

Space will be assigned based on the order of payments and registrations received (Platinum exhibitors may choose their exhibit space on a first come first served basis).

### Electric:

You may select electricity during the registration process if needed, additional fee of \$50.

### Additional Representative:

At this time, we are not allowing the purchase of additional reps.

### Shipping Instructions:

(Applies to UPS, FedEx, US Mail, etc.) Materials shipped to The Hotel Hershey will be accepted no earlier than Tuesday, June 22nd. Materials received earlier than June 22nd may be refused or subject to a storage fee.

## The hotel address for shipment is:

Pennsylvania Allergy & Asthma Association  
c/o The Hotel Hershey  
100 Hotel Road  
Hershey, PA 17033

Attn: Melvin Morales Hold for (Company Name)  
Box 1 of 2/Box 2 of 2, etc.

**For further assistance, call 717-533-2171.**

## General Shipping Rules:

- Individuals must arrange for shipping items off property.
- All boxes must be secured and taped closed.
- All boxes must be labeled with shipping information on packages.
- Any materials left behind after the event will be charged a storage fee of \$25.00 per day. Items left after one week will be discarded.
- Delivery trucks must be equipped with a lift gate for pick-up and delivery.
- The Hotel Hershey requires an approximate drop-off and pick-up schedule.

## Delivery instructions:

(Applies to Yellow Freight, Roadway, etc.) In the event you are having items delivered, materials will be accepted no earlier than Tuesday, June 22nd. Items delivered prior to June 22nd may be refused or subject to a storage fee. The Hotel Hershey requires an approximate drop-off and pick-up schedule.

## Vendors will be solely responsible for pick-up arrangements.

The Hotel Hershey must be notified with the following information: the name of the carrier, the tracking number, and telephone number of the carrier. Please use the above address information (provided in the Shipping Instructions) for all deliveries.

## 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 exhibit table purchase will be acknowledged at the meeting and on associated literature distributed during the meeting.

### **Hotel Room Reservations:**

Rooms are being held at The Hotel Hershey specifically for the 2021 PAAA Annual Meeting attendees. As the headquarters for the 2021 PAAA meeting, all meetings, exhibits, and social functions will be held in the grounds of The Hotel Hershey.

### **Room reservations must be made directly with The Hotel Hershey by May 24, 2021.**

After the cut-off date, reservations will be subject to availability at the prevailing rate. Please call The Hotel Hershey directly at (800)–Hershey or 717-533-2171 to make your reservation.

Daily Single/Double Occupancy Rate:  
\$375.00, plus tax, per room per night.<sup>1</sup>

Check-in time: After 4:00 pm

Check-out time: 12:00 pm

<sup>1</sup> Children under 17 years of age stay for free.  
Meals are not included with this plan.

**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.

**Hold Harmless Clause:** The exhibiting company assumes responsibility and hereby agrees to protect, indemnify, defend, and hold the Pennsylvania Allergy & Asthma Association, The Hotel Hershey, Hershey Expositions, and their employees and agents harmless against all claims, losses, and damages to persons or property, governmental charges, or fines and attorney's 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 cause by the sole negligence of The Hotel Hershey, its employees, and agents.

In addition, you will need to acknowledge that the Pennsylvania Allergy & Asthma Association, The Hotel Hershey, and Hershey Expositions 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.

By accepting the purchase of exhibit space, 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 display 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  
777 East Park Drive  
Harrisburg, PA 17111





## **Platinum Exhibit Table | \$8,000.00** **(Limited to 7 Companies)**

### **Due to COVID-19 Restrictions at this time:**

- Table size will be determined based on hotel regulations and restrictions (usually either (2) 6' tables or (1) 8' table).
- Platinum tables will be reserved at the time of registration BUT placement will not occur until a floor plan is determined by the hotel based on what is permitted.
- Table placement selection will be based on order of registration (first come, first served).

### **Includes the following:**

- Preferred location ensuring maximum exposure to meeting attendees.
- Separate beverage break in the lobby area to increase foot traffic. (circumstances of F&B placement may need to change due to COVID-19 restrictions).
- Reception with Physicians on Friday, June 25th, 2021, from 8:00 pm – 10:00 pm (maximum 2 company representatives included in fee). NOTE: Circumstances of this reception may change based on COVID-19 restrictions.
- You will receive a contact list for all attendees and an on-site program. An updated attendee list with walk-in registrants will be emailed to you following the program.
- A maximum of (2) company representatives, per Platinum space, are permitted on the exhibit floor at any given time.

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## **Standard Exhibit Table | \$5,500.00**

**(Limited to 7 Companies Initially - will allow more if COVID-19 restrictions are lifted)**

### **Includes the following:**

- (1) 6-foot tabletop display draped and skirted.
- Tables will be set throughout the Starlight Terrace Ballroom where morning and mid-morning refreshment breaks are held. (circumstances of F&B placement may need to change due to COVID-19 restrictions).
- Reception with Physicians on Friday, June 25th, 2021, from 8:00 pm – 10:00 pm (maximum 2 company representatives included in fee). NOTE: Circumstances of this reception may change based on COVID-19 restrictions.
- You will receive a contact list for all attendees and an on-site program. An updated attendee list with walk-in registrants will be emailed to you following the program.
- A maximum of (1) company representative per exhibit table, are permitted on the exhibit floor at any given time.

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**Exhibitor Reps:** Permissions for exhibitor reps, including attending sessions, rep rotation, and other limits, will be based on what The Hotel Hershey and COVID-19 restrictions permit. PAAA will communicate these rules prior to the meeting.

# Industry Sponsored Symposium Information

## COVID-19 MESSAGE:

When booking your program through The Hotel Hershey, you will be responsible for adhering to all hotel regulations and providing a safe environment for your attendees.

Take advantage of the opportunity to present information about your product(s) one-on-one with program attendees by purchasing an Industry Sponsored Symposium (ISS). ISS programs are separate, private functions which do not compete with the PAAA educational program or other events. You will have exclusive access to meeting attendees. Only paid exhibitors (\$5,500 or \$8,000) may purchase an ISS.

## Available ISS Times & Fees:

- Friday, June 25th – Lunch | \$5,000
- Friday, June 25th – Dinner | \$3,000
- Saturday, June 26th – Breakfast | \$2,500

## ISS Criteria:

- Reserving an ISS Time Slot: You may reserve an ISS time slot online at [www.paallergy.org](http://www.paallergy.org).
- PAAA will facilitate initial contact between the hotel and the sponsoring company to reserve space in conjunction with the PAAA Annual Meeting once ISS payment is received. The symposium sponsor will be responsible for any hotel meeting room rental fees, audio/visual, banquet charges, and all other hotel related expenses as well as making arrangements with the hotel for this activity.
- 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.
- Participating companies will be solely responsible for advertising their event.
- 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 listing 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. In addition, sessions cannot be scheduled during any PAAA scheduled receptions, meals, or exhibit hall 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 one of the industry sponsors symposium. Company must select a presenter who is not on the 2021 PAAA Annual Meeting Agenda.

## Fees and Considerations:

The cost of conducting an ISS is varied. See fee schedule above. The fee includes meeting registrant contact information as described above, a brief description of the symposium in the participants' supplemental meeting materials, and contact information to make arrangements with the hotel directly.

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.

## 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. The company is responsible for any fees associated with cancellation through the hotel.

## COVID-19 MESSAGE:

Circumstances of all sponsorships including PAAA's ability to host social functions, are dependent upon state and hotel COVID-19 restrictions and regulations. All sponsorships are subject to change.

## Sponsorship Opportunities

There are three sponsorship opportunities for company recognition at our Annual Meeting. Each opportunity is limited to purchase by one company only. Sponsorships available to PAAA Exhibitors ONLY.

### Available Sponsorship Opportunities & Fees:

Saturday, June 26th – Break Sponsor | \$3,000

Wi-Fi in Meeting Room (all three days) | \$3,000

Hotel Key Cards with Logo | \$5,000

### Saturday Break Sponsor

Sponsor the ever-popular Hot Pretzel Break on Saturday mid-morning! Signage will be posted in the exhibit and lobby area with your sponsorship and company logo. Network with attendees during the well-attended refreshment break! Payment is due on or before May 14th, 2021. NOTE: Circumstances of this break may change based on COVID-19 restrictions.

### Wi-Fi for the Meeting

The PAAA meeting has never had Wi-Fi in the meeting area! This sponsorship covers Wi-Fi for the entire meeting area for Friday, Saturday, and Sunday! Signage will be posted about the Wi-Fi sponsorship and company supporting. Payment is due on or before May 14th, 2021.

### Logo on Hotel Key Card

Have your company logo on the front of The Hotel Hershey Key Card. Each attendee will receive two Key Cards with your company logo on the front when checking into The Hotel Hershey. PAAA staff will provide specific details for Key Card printing and print area. Must be reserved and paid by May 1st, 2021. Artwork due by May 12th, 2021.

If cancelled before May 1st, a 20% cancellation fee will be applied. Cancellation must be received in writing.



## Pennsylvania Allergy Educational Research Fund (PAERF) Annual Meeting Support Opportunities

There are two PAERF opportunities for company recognition at our Annual Meeting. Each opportunity is limited to purchase by one company only. Sponsorships available to PAAA Exhibitors ONLY. Proceeds will benefit the Pennsylvania Allergy Educational Research Fund (PAERF), the 501(c)3 arm of PAAA which benefits educational research by fellows-in-training in the fields of Allergy and Immunology.

### Available PAERF Support Options & Fees:

Friday, June 25th – Napkins | \$1,000

Saturday, June 26th – Napkins | \$1,000

### Friday - Napkins

Friday, June 25th, 2021, 8:00 pm – 10:00 pm

With purchase of this opportunity, your logo/company name will be featured on the beverage napkins at the Friday evening dessert reception. You will need to supply the napkins with your logo on them. Recognition of support will be featured in the onsite program for meeting attendees. Company must provide the napkins to the Meeting Manager by Tuesday, June 15th, 2021.

### Saturday - Napkins

Saturday, June 26th, 2021, 6:30 pm – 10:00 pm

With purchase of this opportunity, your logo/company name will be featured on the beverage napkins at the Saturday evening social. You will supply the napkins with your logo on them. Recognition of support will be featured in the onsite program for meeting attendees. Company must provide the napkins to the Meeting Manager by Tuesday, June 15th, 2021.

The Foundation of the PA Medical Society proudly serves as the 501(c)(3) of the PA Allergy & Asthma Association. The official registration and financial information of the Foundation of the PA Medical Society may be obtained from the PA Department of State by calling toll-free, within Pennsylvania, 1-800-732-0999. Registration does not imply endorsement.

No refunds will be issued for PAERF Support opportunity cancellations.