



ARO 2021

44th Annual MidWinter Meeting

February 20-24, 2021

Virtual Format!

SPONSOR & EXHIBITOR PROSPECTUS



A Message from Our President

Dear Potential Supporter,

In the past few months, the world has been profoundly affected by many changes. The coronavirus pandemic has caused us to restructure our work and home lives in ways that were unimaginable a short while ago. Many of us are working in modified research environments or have drastically changed our practice to interact with patients who are or may be infected with COVID-19.

We have learned over these past four months that large group meetings pose a significant risk to attendees by rapid spread of virus and remain concerned for the health and safety of conference attendees. We anticipate that through next winter, there will be continued limitations on travel and our ability to meet safely in a large group.

Thus, the ARO Council has decided that ARO 2021 will be held using a virtual meeting format. We will have podium sessions and symposia, mentoring sessions, and posters and exhibitors from February 20-24th, 2021. One of the many aspects of ARO we all love is the opportunity for networking and forming new collaborations. We will offer these opportunities as well in a virtual format!

While it remains our goal to meet again in person in the future, there are many advantages to a virtual format. The flexibility of scheduling and the opportunity to include speakers and attendees who would not normally be able to attend the conference are wonderful opportunities for our scientific societies. We plan a reduced registration fee and anticipate that this, together with the savings on travel costs, will lead to a much wider and more inclusive attendance. There will also be creative and increased ways for us to feature our sponsors and exhibitors leading up to and throughout the conference.

On behalf of the ARO Council and Program Committee, I look forward to welcoming you to Virtual ARO 2021 on February 20-24th, 2021, where we will share new and exciting research findings with colleagues world-wide.



Sincerely,

Ruth Litovsky

ARO President 2020-2021



SPONSOR AND EXHIBITOR PROSPECTUS

YOU ARE INVITED TO VIRTUAL EXHIBIT AT OUR ANNUAL MIDWINTER MEETING

The 44th Annual MidWinter Meeting of the Association for Research in Otolaryngology (ARO) will be held virtually February 20-24, 2021. Virtual sponsorship and exhibit opportunities are now available, and we would be delighted to have your participation and invite you to complete the enclosed Exhibit and Sponsorship Application.

ARO provides a national and international forum for scientists of diverse backgrounds to advance the understanding of Otolaryngology and work to understand how the ear and the brain process sound and control balance.

Since 1973, a major focus of the ARO's activities has been its sponsorship of an annual scientific meeting. This conference serves as a forum bringing together basic scientists and clinical investigators from industry, academia, and government. We expect to have approximately 1200 attendees for the 2021 Meeting, including many international attendees.

REGISTRATION FOR VIRTUAL EXHIBIT PERSONNEL

As part of your virtual exhibit fee of \$1,400, two (2) complimentary exhibitor registrations are included. Additional virtual exhibitor badges can be purchased at the reduced rate for up to four (4) additional company representatives. Please complete the enclosed form and submit with payment on or before February 10, 2021. All additional badges must be prepaid.

SPONSORSHIP OPPORTUNITIES

Enhance your presence at the ARO 2021 Virtual MidWinter Meeting. See enclosed **Sponsorship Opportunities** for more details and cost.

We look forward to working with you to make your exhibit at the ARO 2021 Virtual MidWinter Meeting a success. Please contact us if you need additional information.

Association for Research in Otolaryngology

5034A Thoroughbred Lane

Brentwood, TN 37027

Phone: (615) 432-0100

Fax: (888) 417-3311

Website: <http://www.ARO.org>

E-mail: headquarters@aro.org

About ARO:



OUR HISTORY

The association was founded in 1973. It is under the direction of the ARO Council that consists of a President, a Past President, a President-Elect, a Secretary-Treasurer, a Communications Officer, a Program Committee chair, a Nomination Committee chair, and three Council Members At-Large, all of whom are elected from and by the membership. The functions of the organization are established by bylaws carried out with the help of committees and counsel from past presidents.

OUR MISSION STATEMENT

The aims of the Association shall be encouragement and promotion of research, both basic and clinical, in the broad field of Otolaryngology and related areas; to foster friendly assembly and stimulate scientific interest among its members; to this end, the Association shall hold scientific meetings at regular intervals and engage in such activities as the membership deems appropriate to achieve these objectives.



About Our Virtual Conference:

MEETING DATES:

February 20-24, 2021

EXHIBITION SCHEDULE:

The virtual exhibit hall will be held via exclusive Zoom rooms for each organization.

- **Show Dates:** Saturday, February 20 to Wednesday, February 24, 2021.

ARO reserves the right to modify this schedule. Exhibitors will be notified at that time.

CONFERENCE SITE: ARO.SOCIETYCONFERENCE.COM

FOR ADDITIONAL INFO: headquarters@aro.org or (615) 432-0100.

Exhibiting at the Event

EACH EXHIBITOR IS PROVIDED WITH THE FOLLOWING:

- Recognition in the ARO program book
- Recognition on the ARO website
- A list of exhibitors, with full contact information, will be distributed to the attendees
- An Exhibit Booth: this is the opportunity to provide an exclusive Zoom meeting room to the attendees. This is a private room where you can meet with attendees during allotted exhibit hours. By using breakout rooms, you can also meet on-on-one with individuals. The Exhibit Hall will provide sponsors and exhibitors with a powerful forum to engage with attendees. With built-in gamification options, attendees are encouraged to engage with as many exhibitors as possible. Sponsors and exhibitors will maximize their ability to generate prospects, increase brand awareness, and track attendee engagement.

EXHIBIT CANCELLATION

Refunds will be given, minus deposit fee, if cancellations are submitted to headquarters@aro.org by February 10, 2021. Cancellations made after February 10, 2021 will not be subject to a refund.

PROMOTIONAL MATERIALS IN PROGRAM BOOK

ARO offers the option to include a full-page ad or flyer in the Program Book:

- Non-profit: \$250 USD
- Profit: \$400 USD

February 10, 2021 is the deadline to participate in the Program Book. All promotional materials must be no larger than 8 1/2" x 11" and must be sent to: Catherine West at headquarters@aro.org no later than February 10, 2021.

EXHIBITOR HANDOUT

Describe in 50 words or fewer the products or services to be exhibited exactly as you want the information to appear. This description must be received by ARO with the following exhibitors application by February 10, 2021. (Descriptions may be edited slightly to maintain consistency.) Please email copy to headquarters@aro.org.



2021 Sponsorship Packages

The ARO Virtual MidWinter Meeting is scheduled for February 20-24, 2021. Your sponsorship will assist in funding the conference and increasing your corporate exposure. Sponsors will be recognized on the meeting website, in e-mail communications to attendees during the meeting, verbally at the opening session, on rotating slides and in other high exposure ways during the conference. The following special events or services are available for Corporate Sponsorships. We invite you to choose an event that you wish to sponsor.

2020 SPONSOR PACKAGES

SPONSORSHIP	PRICE	EXHIBIT BOOTH	# OF COMP REGISTRATIONS
Platinum Sponsor Package (One available) <ul style="list-style-type: none"> • Listing as sponsor on ARO conference site • Thank you during presidential symposium • 2 social media promotions • Program book full page ad • One post-conference attendee email • Dedicated materials on the website • Recognition on the meeting Walk-in slides • Digital Exhibitor • Homepage banner • 30 second ad before and after ARO Business Meeting • Six complimentary registrations 	\$25,000	•	6
Gold Sponsor Package (Two Available) <ul style="list-style-type: none"> • Listing as sponsor on ARO conference site • 1 social media promotion • Program book full page ad • One post-conference attendee email • Digital Exhibitor • Four complimentary registrations 	\$15,000	•	4
Silver Sponsor Package <ul style="list-style-type: none"> • Program book full page ad • Listing as sponsor on ARO conference site • One post-conference attendee email • Digital Exhibitor • Two complimentary registrations 	\$7,500	•	2
Digital Exhibitors <ul style="list-style-type: none"> • Exhibitor hour during poster sessions • Listing as exhibitor on ARO conference site and program materials • Two complimentary registrations 	\$1,400	•	2
Daily Email Sponsor - \$1,500 <ul style="list-style-type: none"> • Banner ad included in daily "onsite" emails 	\$1,500		

For questions regarding the ARO Annual MidWinter Meeting, please contact Catherine West at headquarters@aro.org or call (615) 432-0100.

Ways to Engage Virtual Meeting Attendees

VIRTUAL BINGO

Attendees will be encouraged to participate in a virtual game of bingo that will last for the entirety of the Virtual MidWinter Meeting. The bingo will require participants to see and interact with certain aspects of the meeting, including the virtual exhibitors, to mark items off the board. Each exhibitor interested in participating will be given a word or phrase that they will share with individuals who attend their exhibit hall session. Every participating exhibitor will be given a square on the board that asks for the word or phrase. Participation is free and optional.

VIRTUAL GOODIEBAG

Many conferences, pre-COVID-19, offered goodie bags to attendees that were full of swag and helpful tools- the virtual MidWinter Meeting will continue this tradition! The virtual goodie bag webpage will be a place that stores content that is available before and throughout the virtual meeting, including speaker handouts, user guides, FAQs, quick links and more. Should exhibitors wish to provide attendees with meeting swag, they will be able to advertise so in the goodie bag. At registration, attendees will be asked to update their mailings addresses so that exhibitors will be able to send swag to an available location. Participation is optional and available for a \$150.00 fee per goodie bag item.

2021 Virtual Exhibition Packages and Policies

LIABILITY/HOLD HARMLESS

Exhibitor hereby agrees to and does indemnify, hold harmless, and defend ARO from and against all liability, responsibility, loss, damage, cost or expense of any kind whatsoever (including attorney's fees), which may incur, pay or be required to pay, incidents, or indirect employee negligence, acts or omissions by Exhibitor/Attendees; and ARO and its respective agents or employees shall not be responsible for loss, damage or destruction of property.

ENFORCEMENT OF RULES AND REGULATIONS

The rules and regulations of ARO exhibits are intended to bring order and fairness to the Conference. ARO shall have the final determination for enforcement of all rules, regulations and conditions. ARO reserves the right without recourse to control or prohibit any exhibit or part of any exhibit that is contrary to the ARO mission and values. This includes the conduct of persons and the content. ARO may dismiss an exhibitor from the conference for unethical conduct. It is agreed that no refund of fees shall be made upon dismissal.

EXHIBITOR RESPONSIBILITY AND BADGES

Each exhibitor must name at least one person to be representative in connection with operation of the virtual exhibit. Each sponsorship includes a maximum of two (2) complimentary registrations. Additional representatives may register for an additional fee.

TERMS AND CONDITIONS

By submitting an exhibit application, I hereby authorize ARO to reserve exhibit space for use by my company or organization. I hereby acknowledge receipt of and agree to abide by these Exhibit Rules and Regulations and to all conditions under which exhibit space is leased to ARO. ARO reserves the absolute right, at any time, to determine the eligibility of any company or product for inclusion in the exhibit. I have signed the exhibit application indicating that I understand the rules and regulations.

EXHIBIT AND ADVERTISING COMMITMENT FORM

Send form via email to headquarters@aro.org or mail to ARO, 5034A Thoroughbred Lane, Brentwood, TN 37027 USA

E-mail full-color AND black/white logos to headquarters@aro.org, for inclusion in conference materials. Your logo must be received no later than February 10, 2021 to be included in all printed materials.

List the contact person to whom all correspondence should be sent. (Please print clearly)

Contact Person: _____ Title: _____

Organization: _____

(Type firm name exactly as you want it to appear in the printed program book.)

Street Address: _____

City, State/Province: _____ Postcode/ZIP: _____

Country: _____ Phone: _____ Fax: _____

E-mail: _____ Website: _____

MIDWINTER MEETING EXHIBIT/SPONSORSHIP OPPORTUNITIES

\$25,000 – Platinum Sponsor Package

\$15,000 – Gold Sponsor Package

\$7,500 – Silver Sponsor Package

\$1,400 – Digital Exhibitor

\$1,500 – Daily Email Sponsor

\$400 – Full-page ad or flyer in the Comprehensive Guide (For-Profit)**

\$250 – Full-page ad or flyer in the Comprehensive Guide (Non-Profit)**

I agree to the Policies and Procedures. Authorizing Officer, Please Sign Below:

A \$500 deposit must be submitted along with the application and the balance must be received by February 10, 2021.

YEAR-ROUND SPONSORSHIP OPPORTUNITIES

\$2,500 – 5 Non-Exclusive Webinar Sponsorship for ARO Webinars or 1 Exclusive (Only Sponsor) ARO Webinar

\$600 – Price Per Individual Webinar Sponsorship

\$250 – Monthly 'What Are They Up To' Highlight in the ARO Newsletter

EXHIBITOR REGISTRATIONS

Send form via email to headquarters@aro.org or mail to ARO, 5034A Thoroughbred Lane, Brentwood, TN 37027 USA

E-mail full-color AND black/white logos headquarters@aro.org, for inclusion in conference materials. Your logo must be received no later than February 10, 2021 to be included in all printed materials.

EXHIBITOR BADGES:

Up to **four** additional exhibitor representatives may register for \$400 each by completing this form. Advance exhibitor registration information must be received no later than February 10, 2021 in order to be pre-registered. After this date, you will need to register on site at a higher rate. ***Please note only 4 additional company representatives may register at the \$400 reduced rate.**

Exhibiting Company Name: _____

Complimentary registrants name and email address. Please check the number of complimentary registrations offered in your selected package before completing the items below:

Name: _____	Email: _____
Name: _____	Email: _____
Name: _____	Email: _____
Name: _____	Email: _____
Name: _____	Email: _____
Name: _____	Email: _____

Additional booth personnel (\$400 per person) all additional badges must be prepaid.

Name: _____	Email: _____
Name: _____	Email: _____
Name: _____	Email: _____
Name: _____	Email: _____

Payment Information:

Total Payment: \$ _____ Check Number: _____
Make checks payable to ARO. Tax ID#: 51-0141638.

Credit Card: Visa MasterCard American Express

Card Number: _____

Exp Date: _____

Cardholder Name:

Phone: _____

Signature: _____

Cardholder Email:

The Association for Research in Otolaryngology is a 501(c)(3) designated organization (Tax ID#: 51-0141638).
Make checks payable to ARO. Remittance must be in U.S. Dollars.

**** ARO is not responsible for no-shows. February 10, 2021 is the deadline to participate in the 2021 Virtual MidWinter Meeting. All promotional materials must be no larger than 8 1/2" x 11" and must be sent by following the previously mentioned directions. Please send a .pdf file to:
Catherine West at headquarters@aro.org no later than February 10, 2021.**