



SPONSOR & EXHIBITOR PROSPECTUS

ARO 2022

45th Annual MidWinter Meeting
February 5-9, 2022
San Jose, California



A Message from Our Program Chair

Dear Potential Exhibitors,

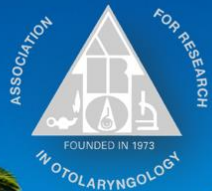
The 45th Annual ARO MidWinter Meeting (MWM) will be held in San Jose, California between February 5-9, 2022. Over the last decade, the MWM has evolved to include not only outstanding scientific presentations but also opportunities for networking with exhibitors whose devices and organizations most impact the broad fields of Otolaryngology and auditory research. ARO is excited to be able to meet in-person again and hope you will join us as we return to San Jose for another great MWM.

ARO is committed to fostering an inclusive educational community that leads the discussion in cutting edge research and technology. Our meeting averages 1,900 attendees from diverse research backgrounds who are located around the world. This year's meeting, while majority in-person, will also have a virtual component so that those who are unable to join us will still be able to engage in scientific discussions.

I encourage you to consider ways that you can engage with those attendees who are onsite in San Jose and those who are participating in the meeting from their homes. ARO appreciates your support and I look forward to seeing you in San Jose!

Cheers,

Matt Kelley, Ph.D.
2022 Mid-Winter Meeting Program Chair



ARO

**45th Annual Conference
February 5-9, 2022**

San Jose McEnery Convention Center ▪ San Jose, California

YOU ARE INVITED TO EXHIBIT AT OUR ANNUAL MIDWINTER MEETING

The 45th Annual MidWinter Meeting of the Association for Research in Otolaryngology (ARO) will be held in San Jose, California, February 5 – 9, 2022. 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 to convene an annual Mid-Winter Meeting. This event serves as a forum to bring together basic scientists and clinical investigators from industry, academia, and government. We expect to have approximately **1200** attendees for the 2022 Meeting, including many international attendees.

REGISTRATION FOR EXHIBIT PERSONNEL

As part of your exhibit fee two (2) complimentary exhibitor registrations are included. Additional exhibitor badges can be purchased at a reduced rate for up to four (4) additional company representatives.

SPONSORSHIP OPPORTUNITIES

Enhance your presence at the ARO 2022 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 2022 MidWinter Meeting a success. Please contact us if you need additional information.

Please email your company name, company description and your exhibitor or sponsorship interests to headquarters@aro.org for next steps.

Association for Research in Otolaryngology

5034A Thoroughbred Lane

Brentwood, TN 37027

Phone: (615) 432-0100

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 through bylaws carried out with the help of committees and counsel from past presidents.

OUR MISSION STATEMENT

The mission of the Association shall be to encourage and promote basic and clinical research in the broad fields of Otolaryngology, hearing and balance science, and related areas. To achieve these objectives, and to foster collegial assembly and stimulate scientific collaboration among its members, the Association shall encourage year-round scientific engagement through meetings and other activities.

OUR VISION

Our vision is to pioneer inventive excellence in pure and applied science by nurturing researchers to perform the most rigorous and exciting science in the study of hearing and balance and related otolaryngological fields. We seek to use our collective knowledge to make fundamental discoveries and develop ground-breaking treatments that improve quality of life.

OUR CORE VALUES

- **Science:** We promote rigorous original (same as mission) basic science and clinical research that moves forward our understanding of hearing and balance sciences and related fields. We strive to provide a forum for dissemination and meaningful discussion of results.
- **Diversity:** We acknowledge and honor the fundamental value and dignity of all individuals. We are committed to maintaining an inclusive environment that removes barriers and respects diverse people, approaches, and ideas.
- **Integrity:** We maintain the highest ethical standards in the collection, sharing and dissemination of research and champion best practices in both basic and clinical experimentation.
- **Collaboration:** We believe in listening and evolving together by embracing the exchange of ideas through initiatives including, but not limited to, interdisciplinary research, education, mentorship, and professional networking.
- **Education:** We support and empower our community by providing multi-faceted educational and mentorship opportunities relevant to early career professionals and throughout the career-span.

About Our Conference:

MEETING DATES:

February 5-9, 2022

LOCATION:

San Jose McEnery Convention Center
San Jose, California

EXHIBITION SCHEDULE:

Show Dates: Saturday, February 5 to Wednesday, February 9, 2022.
ARO reserves the right to modify this schedule. Exhibitors will be notified at that time.

CONFERENCE SITE: [ARO.SOCIETYCONFERENCE.COM](https://aro.societyconference.com)

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

EXHIBIT INFORMATION part 1

EXHIBIT PACKAGE DETAILS AND PRICING

ARO is pleased to offer exhibitors the following options in exhibit space:

INDUSTRY EXHIBIT BOOTH: \$1,700*

NON-PROFIT EXHIBIT BOOTH: \$850*

Includes:

- Live Exhibit Booth (*details can be found on page 5 of the prospectus*)
- Two (2) complimentary exhibit personnel badges
- Sponsor Listing on ARO Conference Website, Mobile App and Walk-in Slides
- Logo included in digital program book

LIVE Booth Space Includes:

- 8' x 10' area
- Pipe & drape back wall/side rails
- 7" x 44" ID sign
- 6 ft. skirted table
- Two (2) chairs
- Wastepaper basket

**A Virtual exhibit booth can be added for an additional \$500 for industry and \$200 for non-profit*

Additional equipment may be rented from the General Service Contractor. Order forms will be available in the Exhibitor Service Kit on the conference website soon.

INDUSTRY VIRTUAL EXHIBIT BOOTH ONLY: \$1200

NON-PROFIT VIRTUAL EXHIBIT BOTH ONLY: \$650

Includes:

- Virtual Booth in the ARO online conference platform & app (example can be found on [page 7](#))
- Two (2) complimentary *virtual only* exhibit personnel badges
- Sponsor Listing on ARO Conference Website, Mobile App and Walk-in Slides
- Logo included in digital program book

LIVE BROWSE TABLE: \$450

Unmanned table space is available at a cost of \$450. Literature may be sent to the attention of the Exhibit Manager and will be set up and maintained throughout the exhibit hours. Unused literature will not be returned.

VIRTUAL BROWSE TABLE: \$250

Unmanned "table space" in our virtual exhibit hall. Literature may be sent to the attention of the Exhibit Manager and will be available via a link in the virtual conference hall.

EXHIBIT LOCATION

Exhibits will be located in Hall 1 of the San Jose Convention Center in San Jose, CA. The Exhibit Floor is co-located with the poster sessions. This placement ensures the exhibits are in an area of maximum traffic flow. The Exhibit Hall is open 24 hours for poster viewing and protected by security during non-exhibit hours.

SPACE ASSIGNMENTS

Space will be assigned on a first-come, first-served basis. Contracts for Exhibit Space and Sponsorships or Partnership Packages must be accompanied by full the full deposit. A 50% cancellation refund is available through **November 8, 2021**. After that all payments are non-refundable. Contracts submitted without payment will not be processed and space will not be held.

EXHIBIT INFORMATION part 2

TENTATIVE EXHIBIT SCHEDULE

Please note exhibits begin on Saturday. Hours listed are tentative and subject to change.

EXHIBITOR SET-UP

Friday, February 4.....1:00 p.m. to 5:00 p.m.

SHOW HOURS

Saturday, February 5.....12:00 p.m. to 6:30 p.m.

Welcome Reception in Hall.....5:30 p.m. to 6:30 p.m.

Sunday, February 6.....9:00 a.m. to 5:00 p.m.

Monday, February 7.....9:00 a.m. to 5:00 p.m.

Tuesday, February 8.....9:00 a.m. to 5:00 p.m.

Wednesday, February 9.....9:00 a.m. to 12:00 p.m.

EXHIBITOR DISMANTLE

Wednesday, February 9.....12:00 p.m. to 3:00 p.m.

HOTEL ACCOMMODATIONS/AMENITIES

ARO's 2022 MWM is taking place at the San Jose Convention Center. There are 4 nearby hotels where we're offering our group rates. Please refer to our website for all up-to-date information on hotel accommodations. Group rate only available to exhibitors purchasing a live booth or sponsorship.

GENERAL SERVICE CONTRACTOR

A General Service Contractor will be available to Exhibitors, along with Exhibitor Service Manuals, approximately 60 days prior to the show. Shipping and handling of show materials, furniture, labor, drayage, electrical, signs, and other booth furnishings may be ordered directly from the Decorator. All charges for additional services are the sole responsibility of the exhibitor.

REGISTRATION

Each staffed exhibit booth includes two complimentary Exhibit Hall only badges. Additional exhibit personnel registrations may be purchased at \$50 each. Exhibit personnel badges do not allow access to any education sessions or meal functions.

CANCELLATION POLICY

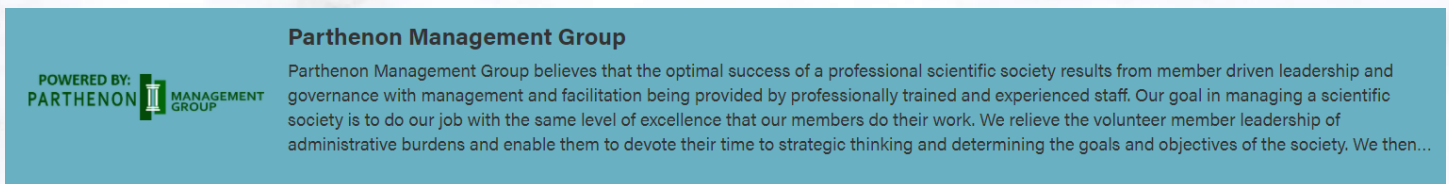
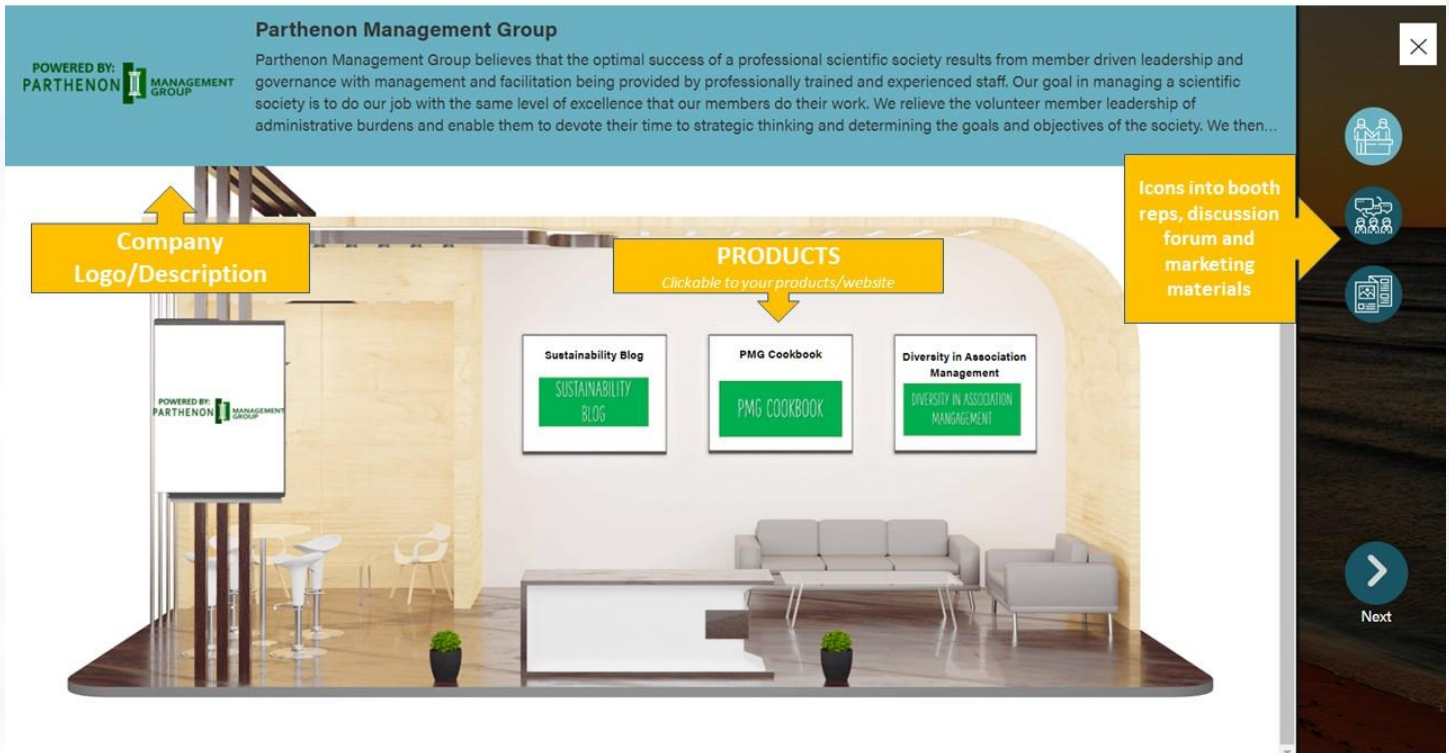
Exhibitors shall give written notice of cancellation. If written notice is received by **November 25, 2021**, total contract amount less a 50% cancellation fee will be refunded to the Exhibitor. No refunds will be allowed for any cancellation after **November 25, 2021**

SPONSORSHIPS & ADVERTISING

Individual conference items are available for sponsorship, including event sponsorships and advertising opportunities. Partnership packages, which offer a variety of items at a deep discount, are also available. For information on available opportunities or custom sponsorship packages contact **Kristina Chazin at 615.314.5153 or headquarters@aro.org**

2022 VIRTUAL EXHIBIT BOOTH

The virtual booth will live in the online conference hall. Below is a screenshot depicting the virtual booth. On the home screen you will see your company logo, description and products. To the right is an icon that clicks into booth reps, marketing materials and the discussion forum.



Booth Attendants



Jessica Nickerson

Sr. Meetings Manager

Jessica has been with PMG for 4 years.

[Join Online Meeting](#)



Kelly Braniff

MNRS Executive Director

Kelly serves as the Executive Director of MNRS

[Join Online Meeting](#)

Marketing Materials



Speaker Information

This is a test



CE Credits

This is a test



Conference Info

This is a test.

Sign up today to become a 2022 ARO MWM Exhibitor/Sponsor by emailing headquarters@aro.org

SPONSORSHIP OPPORTUNITIES

ARO offers a wide variety of marketing and sponsorship opportunities designed to fit every style and budget. These traffic builders will increase your visibility in San Jose and help you achieve greater return on your exhibit investment. Sign up for one of these opportunities today!

DIGITAL PROGRAM BOOK AD/FLYER

ARO offers the option to provide an ad or flyer for the digital Program Book:

- Full Page: \$750*
- Half Page: \$500*
- Quarter Page: \$250*

**25% discount available for Non-profits*

AWARDS & HONORS RECEPTION:

\$8,000 EXCLUSIVE OR \$4,000 PARTIAL

This reception honors the ARO Award of Merit recipient and is open to all attendees. Company logo/name will be listed on signage.

TRAVEL AWARDS LUNCHEON:

\$5,000 EXCLUSIVE OR \$2,500 PARTIAL

This well attended luncheon is an attendee favorite. The luncheon recognizes the recipients of the travel award grants and their mentors.

WOMEN'S & ALLIES LUNCHEON:

\$5,000 EXCLUSIVE OR \$2,500 PARTIAL

This well attended luncheon is another attendee favorite. The luncheon invites a guest speaker to present and recognizes and applauds women and allies in the industry.

DIVERSITY & MINORITY AFFAIRS ROUNDTABLE

\$5,000 EXCLUSIVE OR \$2,500 PARTIAL

This well attended event is another standout among attendees. Lunch is provided while attendees have the opportunity to discuss topics of diversity, equity and inclusion.

STUDENT SPONSOR: CUSTOM PRICING

AVAILABLE

Help keep student registration costs low. Becoming a student sponsor ensures those just starting their career can attend the MidWinter meeting at a fraction of the cost. Sponsorship includes recognition on the registration site and conference site, as well as a listing in the program book and signage.

COFFEE BREAK: \$3,000 EACH

Eight (8) half day breaks are available throughout the conference. Company logo/name will be listed on signage.

HEADSHOT PHOTOGRAPHER: 5,000

Give our attendees the opportunity to get professional headshots. Company logo/name will be listed on signage and invites informing attendees of the dates/times the photographer(s) will be available.

MOBILE APP SPONSOR: \$6,000

The mobile app lead sponsor will be a true partner in taking the ARO MidWinter Meeting to the next level of interactivity. *Please reach out to AROHQ for more details on Mobile App Sponsorship Options!*

WELCOME RECEPTION: \$8,000

The opening Welcome Reception is held in the poster and exhibit hall and is open to all registrants. Attendees enjoy small bites as they peruse the poster session and mingle with exhibitors and colleagues. Sponsorship of this reception includes signage throughout the event space, as well as a listing in the conference program book and other promotional materials.

LIVESTREAMING \$15,000

Help make the MidWinter Meeting accessible to attendees unable to travel. Livestreaming will include a slide prior to select livestreamed sessions with your logo on it showcasing your sponsorship, as well as a listing in the program book and signage.

WIRELESS INTERNET SPONSOR:

\$25,000 EXCLUSIVE OR \$10,000 PARTIAL

Be the one who makes access possible! ARO hopes to offer wireless internet to all attendees in all session rooms and meeting places. Help keep attendees connected. Wi-Fi will include a splash page with your logo on it showcasing your sponsorship, as well as a listing in the program book and signage.

2022 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 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.

NEXT STEPS

Please email your company name, company description and your exhibitor or sponsorship interests to headquarters@aro.org for next steps.