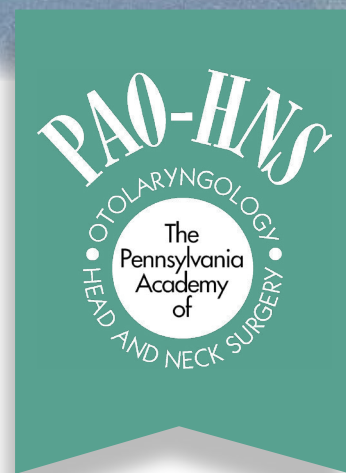




**PENNSYLVANIA ACADEMY
OF OTOLARYNGOLOGY —
HEAD AND NECK SURGERY**



2024 PAO-HNS Exhibitor & Sponsorship Opportunities

ABOUT YEAR-ROUND SPONSORSHIP

The Pennsylvania Academy of Otolaryngology, Head and Neck Surgery, (PAO-HNS) is a professional 501c6 non-profit organization; our membership includes over 400 Pennsylvania otolaryngologists, representing the full range of otolaryngology and its sub-specialties.

PAO-HNS invites industry support throughout the year with our Full-Year Sponsorship. Full-Year Sponsorship lasts beyond the Annual Meeting, providing companies greater visibility at the Annual Scientific Meeting, together with print and online opportunities to increase brand awareness in the Pennsylvania Otolaryngology- Head and Neck Surgeon professional community.

\$6,000 YEAR-ROUND SPONSORSHIP OPPORTUNITY

New for 2024! Enhanced outreach and branding for Full-Year Sponsors include:

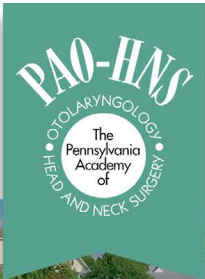
- Quarter page ad in each PAO-HNS Newsletter *Soundings* (Spring 2024 and Fall 2024)
- Two email blasts to PAO-HNS members (timing chosen by sponsor)
- Full Exhibitor Package, plus:
 - First choice of exhibit table placement in the exhibit space
 - Registration and name badge for an additional representative at no additional fee (3 total)
- Company profile on PAO-HNS website to include logo, representative contacts, company description, website link, social media links through June 15, 2025

Benefits offered June 2024—June 2025 unless otherwise specified.

Please contact Annmarie Whalen, awhalen@pamedsoc.org if interested in the year-round sponsorship opportunity.

REGISTER HERE!

ABOUT MEETING EXHIBITING



2024 ANNUAL SCIENTIFIC MEETING

JUNE 14-15, 2024 ▪ THE HOTEL HERSHEY ▪ HERSHEY, PA



The Pennsylvania Academy of Otolaryngology- Head and Neck Surgery (PAO-HNS) would like to invite you to participate in a special, exhibition for its 2024 Annual Scientific Meeting.

On June 14-15, 2024, PAO-HNS will be hosting its Annual Scientific Meeting in Hershey! Attendees will get the opportunity to earn CME credits, mingle with other members, present their abstracts and, posters, and more!

Breakfast and Breaks will be served in the Exhibit Space for optimal traffic and exposure.

***\$3,000 EXHIBITOR PACKAGE**

***Registration after April 15, 2024 is \$3,500**

- One six foot draped and skirted table
- 2 company representatives per exhibit table
- Company name on "Thank You" screen during conference breaks
- Access to a permission-based attendee list provided before and after the meeting
- Company recognition in PAO-HNS *Soundings* Newsletter Fall 2024
- Company name displayed on the PAO-HNS website for 12 months
- Company name in onsite materials

Additional exhibit table representatives can be purchased at \$200 each (max of 2 additional representatives per table)

REGISTER HERE!



WOMEN IN OTO PROGRAM

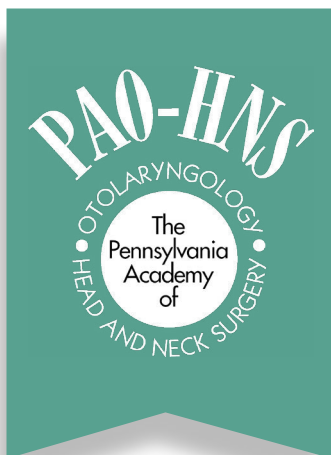
This event is a one hour session with a presentation from an esteemed female leader in the specialty of Otolaryngology. The event will feature drinks and hors d'oeuvres.

This opportunity is available in addition to an existing exhibitor or sponsorship agreement. PAO-HNS assumes food and beverage expenses associated with the WIO event.

This event is open to all attendees to attend.

\$1,500 WIO SPONSORSHIP

- Exclusive opportunity to sponsor the Women in OTO program
- Promotional table in the event room with exclusive opportunity to network with attendees
- Company name on "Thank You" screen during conference breaks



Please contact Jessica Winger, jwinger@pamedsoc.org if interested in sponsoring the Women in OTO Program.

Industry Sponsored Symposium Information



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 a separate, private function which do not compete with the PAO-HNS educational program or other events. You will have exclusive access to meeting attendees. **Only paid exhibitors may purchase an ISS.**

AVAILABLE ISS TIME & FEE:

Friday, June 14, 2024—Lunch 1:15-2:15 pm

ISS Criteria:

- PAO-HNS will facilitate initial contact with the hotel to reserve space in conjunction with the meeting once ISS payment is received. The symposium sponsor will be responsible for any hotel banquet charges and all other hotel related fees as well as making all arrangements with the hotel for this activity.
- Symposium sponsor may request one list of PAO-HNS Annual Meeting registrants prior to the meeting. PAO-HNS will provide the mailing address of all meeting attendees registered at the time of the request and who have granted the society permission to release their information.
- A draft of any information to be sent to attendees must be submitted to PAO-HNS for review and approval prior to sending. No marketing may, in any way, imply that PAO-HNS endorses the products and/or services provided by the purchaser. Further, purchaser may not imply a partnership with PAO-HNS beyond what is outlined in the agreement mentioned herein. Should PAO-HNS determine that these regulations have been violated, it any time, void the contract between purchaser and PAO-HNS and retain 50% of the payment promised.
- Announcements and invitations addressed to members of the medical profession concerning such 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 PAO-HNS.

Industry Sponsored Symposium Information

ISS Criteria Continued:

- Participating company will be solely responsible for additional advertising and collecting RSVPs for their event.
- PAO-HNS will send one e-mail listing of ISS program to all registered 2024 PAO-HNS meeting attendees prior to June 14.
- ISS topics may not duplicate or conflict with topics, objectives or faculty developed for the PAO-HNS educational program.
- All sessions must be scheduled prior to or after the conclusion of the PAO-HNS daily Continuing Medical Education (CME) program. In addition, sessions cannot be scheduled during any PAO-HNS scheduled receptions, meals, or exhibit hall hours. No ISS will be approved that will conflict with these scheduled events.
- Current ACCME Standards of Commercial Support guidelines must not be violated.
- PAO-HNS 2024 Annual Meeting faculty are not permitted to present/participate in ISS programs held in conjunction with the meeting. Company must select a presenter who is not on the 2024 PAO-HNS Annual Meeting agenda.

ISS Fees and Considerations:

The cost of conducting an ISS is \$7,000. This fee includes meeting registrant contact information as described above, a brief description of the symposium in the registrant's 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 may 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 (April 30) to the scheduled date. At this time, 50% of the fee will be refunded. No refunds will be given 44 days (May 1) or fewer before the meeting. The company is responsible for any fees associated with cancellation through the hotel.

**Please contact Jessica Winger, jwinger@pamedsoc.org
if interested in the ISS.**

ADDITIONAL SPONSORSHIP OPPORTUNITIES:



Lanyard Sponsor—\$2,500

Provide lanyards for all attendees with your company logo and PAO-HNS logo. Purchasing company will order/design lanyards and ship to the hotel. Lanyards will be placed in the exhibit hall for attendees to grab their badges.



Logo on Hotel Key Card—\$4,000

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. PAO-HNS staff will provide specific details for Key Card printing and print area. Must be reserved and paid by May 1, 2024. Artwork due by May 8, 2024. If cancelled before May 1, a 20% cancellation fee will be applied. Cancellation must be received in writing.

[REGISTER HERE!](#)

