

Exhibitor Prospectus



Invitation to Exhibit

The American Academy of Allergy, Asthma & Immunology (AAAAI) invites you to participate in the 2020 Annual Meeting in Philadelphia, PA, March 13 - 16. This meeting is the premier educational event for allergist/immunologists around the world, drawing thousands of delegates each year. For AAAAI industry partners and related organizations, this event is an unparalleled opportunity to make and solidify relationships through person-to-person communications and marketing. Reserve your booth space today!

Included in your exhibit booth rental package

- Booth space with back and sidewall drape
- Booth identification sign
- Unlimited complimentary exhibitor badges
- One complimentary exhibitor/delegate badge per 100 sq ft of exhibit space rented (maximum 15)
- 24-hour security
- General maintenance of the aisles and common exhibit hall areas
- Listing on annualmeeting.aaaai.org
- Listing in the Final Program
- Basic listing in the mobile app
- Discounted exhibitor housing rates
- Dedicated exhibit and poster time from 9:45 to 10:45 am each day
- Online Exhibitor Service Manual
- Plus special opportunities to:
 - Purchase pre- and post-show attendee mailing lists
 - Earn priority points

Booth Rental Fees

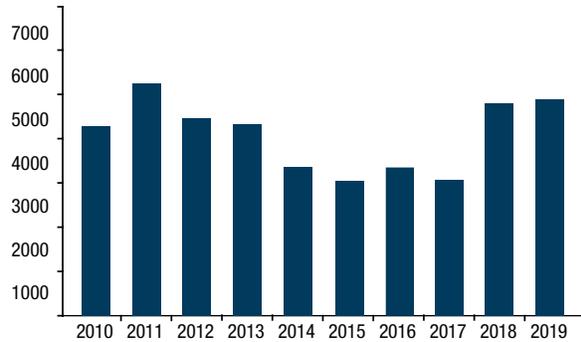
Inline booths	\$44/sq ft
Corner booths	\$47/sq ft
Island booths	\$50/sq ft
Larger Island booths (30 ft x 30 ft or larger)	\$55/sq ft

Location Information

Pennsylvania Convention Center (PCC)
 One Convention Center Place
 1101 Arch Street
 Philadelphia, PA 19107-2299

Profile of Attendees

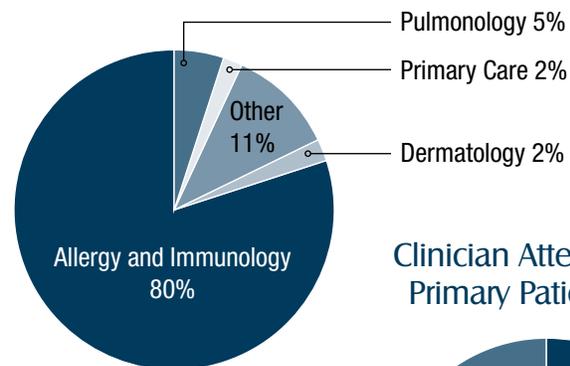
Professional Attendance



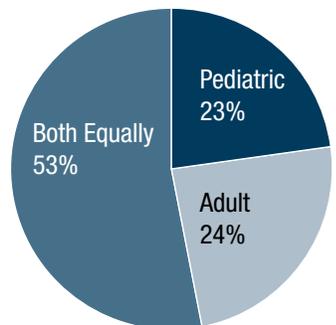
U.S. & International Attendees

Domestic 72%
 International 28%

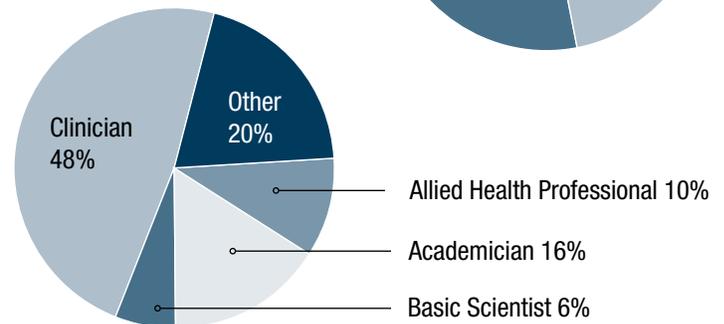
Attendees by Specialty



Clinician Attendees by Primary Patient Type



Attendees by Employment



Exhibitor Prospectus



General Exhibit Information

Exhibit Dates & Hours

Saturday, March 14	9:45 am to 3:15 pm
Sunday, March 15	9:45 am to 3:15 pm
Monday, March 16	9:45 am to 2:00 pm

Exhibit Installation Dates & Hours

Thursday, March 12	8:00 am to 5:00 pm
Friday, March 13	8:00 am to 8:00 pm

All booths and materials must be set up by 8:00 pm on Friday, March 13. The AAAAI and Freeman may, without incurring any liability for damage or loss, install or dismantle any property of any exhibitor who has failed to do so by 8:00 pm, at the sole expense of the exhibitor.

Exhibit Dismantle Dates & Hours

Monday, March 16	2:00 to 10:00 pm
Tuesday, March 17	8:00 am to 3:00 pm

Exhibit dismantle may not begin until after the close of the exhibit hall at 2:00 pm on Monday, March 16. Exhibit dismantle must be complete by 3:00 pm on Tuesday, March 17. No exceptions can be made. AAAAI and Freeman may, without incurring any liability for damage or loss, dismantle any property of any exhibitor who has failed to do so by Tuesday, March 17 at 3:00 pm, at the sole expense of the exhibitor. Any exhibitor who violates this policy may lose priority points.

Exhibit Hall Access

Exhibit and registered Exhibitor Appointed Contractor (EAC) personnel (including audio/visual, florists, photographers, cleaning staff, etc.) will have access to the exhibit hall during installation and dismantle hours, and for show days at 7:45 am on Saturday, March 14 and 8:45 am on Sunday and Monday, March 15 & 16. Unregistered EAC staff (who were not registered to receive an Annual Meeting exhibitor badge) will not be allowed access to the exhibit hall on show days. Security will not allow access to the exhibit hall outside of the scheduled hours without prior written approval from AAAAI.

Service Contractor



Freeman has been named the official service contractor for the 2020 Annual Meeting and is appointed to ensure the orderly and efficient installation and removal of the overall exhibition.

Freeman will provide and assure the distribution of labor to all exhibitors according to need, see that the proper type and limits of insurance are in force and avoid any conflict with facility regulations and requirements. Freeman will staff and maintain an on-site service desk before, during and after the exhibition to serve as a focal point for exhibitor needs. Furniture, decorative signs, labor and other services will be available at the Freeman Service Desk.

The official Exhibitor Service Manual will be available Wednesday, December 4 on the 2020 Annual Meeting website. Along with additional information, the service kit will contain information on:

- Freight shipping and handling
- Labor regulations and rates
- Furniture, display and other decorating rentals
- Ordering electrical and telephone services

Independent Service Contractors

Exhibiting companies may opt to use Independent Service Contractors (ISC) for installation and dismantling. If such contractors are used, the exhibit company must complete the Exhibitor Appointed Contractor (EAC) form in the Exhibitor Service Manual and send to AAAAI no later than January 17, 2020. Independent contractors are responsible for notifying AAAAI of the booths they will work in and they must provide proof of insurance with a minimum of \$1,000,000 per occurrence comprehensive general liability coverage against claims for bodily injury, including property damage, and an active workers' compensation insurance policy covering all permanent and temporary labor hired to perform work over the event dates by January 17. The Certificate of Insurance must name American Academy of Allergy, Asthma & Immunology as a certificate holder and as additional insured, and such insurance shall be primary and not contributory. If information is not received by this date, the exhibitor must work with Freeman.

The exhibiting company is responsible for reviewing the times listed in the Exhibit Hall Access section and communicating these to any ISCs/EACs that they have hired.

During setup & teardown days/times (not including show days), ISC/EAC staff will be required to check-in daily at the appropriate entrance and show proof of affiliation (such as employee ID badge) with a previously approved exhibitor-designated contractor in order to receive a wristband that will provide access to the exhibit hall. EACs must have submitted all appropriate forms and certificates of insurance for staff to be allowed access on the exhibit floor.

On show days, EAC staff must be registered as exhibit booth personnel to gain access to the exhibit floor. If they do not have appropriate 2020 Annual Meeting registration badges, they will be directed to the registration desk to register as an exhibitor and collect the appropriate badge.

Booth Construction

Standard booths are 10 ft x 10 ft or multiples thereof and are arranged in a straight line. All standard booths consist of 8 ft backwall drape and 3 ft sidewall drape. Exhibit fixtures, components and signs will be permitted to a maximum height of 8 ft and they may extend only 5 ft from the backwall. Any fixtures placed within the remaining 5 ft must not exceed 4 ft high. Peninsula booths and bridging are not permitted.

Island booths consist of four or more standard booths back-to-back with aisles on all four sides. Exhibit fixtures, components and banners will be permitted to a maximum height of 24 ft. Sufficient see-through areas must be provided to prevent blocking views of adjacent booths (i.e., there must be access from all four sides of the booth with a minimum of 30% see-through effect from all four sides).



General Exhibit Information, continued

All booths 30 ft x 30 ft or larger must submit a floorplan and elevation drawing, indicating placement and dimensions of all structures, for AAAAI review by January 17, 2020. Approvals or revisions will be communicated within 10 business days. AAAAI is not responsible for any additional labor, production or material costs for modifications necessary to an exhibit booth to be compliant with these guidelines.

Any plans for multi-level booths must be discussed with Freeman to ensure they comply with facility guidelines and building codes.

Booth floor covering is mandatory and is the responsibility of the exhibiting company. Exhibitors may supply their own carpet/floor covering (must be slip-resistant) or order it from Freeman. All exhibit booths without floor covering, or which is objectionable to AAAAI shall, at AAAAI's sole discretion, be carpeted and/or corrected at the exhibitor's expense.

Any exposed, unfinished sides of an exhibit booth must be draped to present an attractive appearance.

Registration and Badges

All exhibitor personnel, including any EAC staff that require access to the exhibit hall on show days, must be registered exhibit staff of the 2020 Annual Meeting in order to receive registration badges.

Exhibitors who have not paid their exhibiting fees in full will not be able to pick-up registration badges on site until full payment has been received.

Unlimited exhibitor badges are provided at no charge. An exhibitor badge allows admission to the exhibit hall only.

One complimentary exhibitor/delegate badge is provided per 100 sq ft of exhibit space rented (maximum 15). An exhibitor/delegate badge allows admission to the exhibit hall and all non-ticketed educational sessions. Additional exhibitor/delegate badges can be purchased.

Exhibitor personnel interested in attending ticketed sessions must register as a paid delegate.

Guest passes for exhibitor personnel will not be issued.

Housing



Exhibitors will be emailed a link to the dedicated exhibitor housing website on November 13, 2019. Exhibitors are encouraged to take advantage of the discounted rates in the 2020 Annual Meeting housing block by booking through this site.

Exhibit Rules and Regulations

ACCME Guidelines

No commercial promotional materials shall be displayed or distributed in the same room immediately before, during or after an educational activity certified for credit takes place.

Representatives of commercial companies may attend an educational activity, but they may not engage in sales activities while in the room where the educational activity takes place.

Americans with Disabilities Act

Each exhibitor is responsible for compliance with the Americans with Disabilities Act (ADA) within its booth space.

Application Review

AAAAI will review all exhibit applications to determine whether they satisfy basic criteria such as: whether the product/services described specifically relate to the practice or advancement of allergy, asthma or immunology; whether the exhibit is of informational value to allergist/immunologists; whether the product/services, in the opinion of AAAAI, are safe and effective. Even when an application meets the basic criteria above, AAAAI reserves the right to deny any request to exhibit.

New exhibitors will be required to submit the following information:

- a photo of their exhibit booth from another event
- a brochure/pamphlet with information on their organization and products/services available to our attendees, and
- the goal from participation at the Annual Meeting.

Application Submission

To reserve exhibit space, complete the online application and contract. Please review the deposit and booth assignment policy in their respective sections of this document for further information to assist with your submission.

Booth applications will be accepted through February 28, 2020.

Attire

Attire of all exhibit personnel should be consistent with the professional atmosphere of the Annual Meeting.

Audio/Visual Equipment

If closed sound systems cannot be arranged, open sound systems will be permitted. However, sound "leakage" must not interfere with other exhibitors. AAAAI reserves the right to request the reduction in volume or cessation of use of any system that creates such interference. Audio/visual equipment order forms will be included in the Exhibitor Service Manual.

Balance Due

Exhibitors will be invoiced for the balance due after a booth assignment has been made. Full payment is due by January 3, 2020. If full payment is not received by this date, space may be released back into the general inventory. Exhibitors will be required to contact AAAAI to make subsequent payments on the balance due; AAAAI does not automatically charge subsequent payments for booth space.

Exhibitor Prospectus



Exhibit Rules and Regulations, continued

If booth space is not paid in full by January 3, the exhibiting company will be prohibited from registering staff for the Annual Meeting or making housing reservations.

Balloons

Balloons are not permitted at the 2020 Annual Meeting.

Booth Assignment

All requested exhibit booths received by October 23, 2019 will be drawn on an empty floor plan in priority point order. In the event that multiple companies have accrued an equal number of priority points, the exhibit application received first will be given preference. AAAAI will attempt to meet the size and location needs of each company, but reserves the right to assign space that is most appropriate for the overall exhibition. Applications received after October 23 will be assigned booth space on a first-come, first-served basis. Notification of booth assignments will be sent out in early December. Complimentary exhibitors will receive notification of their booth assignment following paying exhibitors.

If two or more companies want exhibit space adjacent to one another, each organization must indicate so on the exhibit application at the time of submission. Requests submitted prior to October 23 will be considered in the original exhibit hall floorplan assignment. AAAAI will try to accommodate all such requests; however, unaffiliated exhibitors will not be moved to new booths to accommodate late requests. AAAAI reserves the right to assign booth locations as is most appropriate for the overall exhibition.

Booth/Promotional Activity

Booth/promotional activities, such as demonstrations, live interviews, market research, etc., may not interfere with normal traffic flow nor infringe on neighboring exhibits. Booth/promotional activities will not be permitted outside of the exhibitor's assigned booth space. Exhibitors should reserve a reasonable portion of their exhibit space for the crowds or lines that popular activities may attract. "Meet the Expert" panels and product theaters are not allowed in the exhibit hall.

Booth Relocation

If it becomes necessary to relocate an exhibitor after a booth assignment has been made, AAAAI will contact the company involved and every effort will be made to reassign the exhibitor to a similar booth space.

Booth Rental Fees

Inline booths	\$44/sq ft
Corner booths	\$47/sq ft
Island booths	\$50/sq ft
Larger Island booths (30' x 30' or larger)	\$55/sq ft

Cancellation/Downsizing Policy

Cancellations or requests to downsize booth space must be sent to the AAAAI in writing. A refund less \$1,000 per 100 sq ft, will be given if notice is received by January 3, 2020. No refunds will be given after

January 3, 2020. AAAAI can sell cancelled or downsized booth space to another exhibitor without any refund. AAAAI retains the right to relocate an exhibitor after downsizing.

Continuing Medical Education (CME) Activities

All activities offering CME credit occurring at or in conjunction with the Annual Meeting must be provided directly or jointly by the AAAAI, and planned and executed in accordance with the ACCME's guidelines for accredited CME activities, including the Standards for Commercial Support. Therefore:

- Exhibitors defined as commercial interests by the ACCME are prohibited from offering or distributing CME activities or access to CME activities.
- Exhibitors not defined as commercial interests by the ACCME may offer or distribute CME activities or access to CME activities, provided those activities are listed on the exhibit application and approved by AAAAI.

Deposits and Payments

A minimum deposit of 50% of the booth rental fee is due with the completed application. A deposit must be received in order to be included in priority space assignment. Applications received after January 3, 2020 require full payment of the booth rental fee. Space assignment will not be made without the appropriate deposit/payment.

Booths will not be allowed to exhibit if the full payment has not been received by AAAAI prior to move-in.

Disclosure

It is the policy of AAAAI that any exhibitor whose booth space, exhibit display or exhibit materials are provided through an educational grant from another organization prominently disclose that information to all delegates visiting or viewing that booth.

Distribution of Advertising Material

Canvassing or distribution of advertising material by an exhibitor or anyone representing a non-exhibiting firm is strictly prohibited outside of the exhibitor's booth space or in any part of the exhibit hall, meeting rooms, press rooms or public areas of the convention center or headquarters hotel.

Drawings/Prizes/Raffles, Etc.

Prize contests, awards, drawings, raffles or lotteries of any kind held at any time or place within the 2020 Annual Meeting properties are not permitted. Attendees may not be registered for drawings, raffles or lotteries, which might be conducted after the Annual Meeting. Gaming devices of any kind are not allowed in the exhibit hall.

Educational/Non-Profit Organizations

Organizations may apply for complimentary exhibit space, if they meet the following criteria: they are a non-profit organization as defined by maintaining 501(c) tax status; are national in scope; their overall mission is educational in nature; and their mission would appeal to the AAAAI membership and further the AAAAI strategic goals. Applications



Exhibit Rules and Regulations, continued

for complimentary space must include a copy of the IRS letter of determination verifying their 501(c) tax status, and should include any documentation that demonstrates compliance with the criteria listed above. Even when an application meets the basic criteria above, AAAAI reserves the right to deny any request for complimentary exhibit space. Email AAAAI at annualmeeting@aaaai.org for complete instructions on submitting an application for complimentary exhibit space.

Electrical Regulations

All equipment must comply with federal, state and local electrical codes. All exhibitor equipment must be UL-approved. Exhibitors should contact Freeman with any special requirements.

Exhibit Directory

Information submitted on the exhibit application, including organization name, address, city, state, zip code, phone number, website, product/service listing and product/service description will be printed in the 2020 Annual Meeting Final Program. Company name, city, state and product/service description will also be listed in the mobile app. Any changes to information must be submitted by Friday, January 3, 2020 at 5:00 pm CST.

Exhibit No-Shows

A company that reserves booth space and fails to inform AAAAI in writing of its plans not to attend automatically forfeits 100% of the total cost of the exhibit space assigned; may not be invited to participate in future AAAAI exhibitions; and forfeits all priority points earned over the past five years. Exhibiting companies will be considered a no-show if the booth space is unoccupied by 8:00 pm on Friday, March 13, 2020.

Exhibitor Personnel

Exhibitors must staff their exhibit booth during the scheduled hours of the exhibit hall. Exhibit personnel, as well as registered EAC staff, will be allowed in the exhibit hall at 7:45 am on Saturday, March 14 and 8:45 am on Sunday and Monday, March 15 & 16. Exhibitors and registered EAC staff may remain in the exhibit hall up to one hour after the exhibits close each day.

Exhibitors vacating their booth before the closing of the show any day or prior to the final close of the show may incur a loss of priority points and/or be denied exhibit space at future AAAAI exhibitions.

No exhibitors, including vendors/contractors, may solicit attendees or other exhibitors from outside of their booth or elsewhere at the Annual Meeting. Exhibit personnel may not enter another exhibitor's booth space without obtaining permission. At no time, may anyone enter an unstaffed booth of another exhibitor.

Facility Regulations

Exhibitors are responsible to abide by all facility policies, procedures, rules, regulations and guidelines, including, but not limited, to those listed below:

Animals are not permitted, with the exception of guide, signal or service animals or animals approved in writing by AAAAI and the facility.

Cell phones may not be used while operating equipment or heavy machinery.

Children under 16 years old are only permitted in the exhibit hall on show days during open show hours.

Drones are not permitted.

Lasers and x-ray equipment will require written permission from the facility.

Each exhibitor is responsible for disposal of any and all medical/biohazard waste.

Exhibitors may not nail, staple, tack or otherwise affix anything to the ceiling, walls, painted surfaces, fire sprinklers, columns or windows.

Acceptance of the Right of Entry terms and conditions is a mandatory requirement to work at the convention center. All contractors, including those acting as a contractor, must read, understand, sign and obey the Right of Entry to work at the convention center.

All vehicles must be approved by both the facility and AAAAI. All facility requirements regarding move-in, move-out and placement of vehicle during the event must be followed.

A complete list of facility requirements can be found online in these documents:

<https://www.paconvention.com/exhibitors>

<https://www.paconvention.com/assets/doc/Plan-of-Ops-Revised-July-2019-536eac51ec.pdf>

FDA Regulations

Exhibitors must abide by all applicable Food and Drug Administration (FDA) regulations, including but not limited to any and/or all approval requirements. Exhibitors are reminded that the FDA generally prohibits the advertising or other promotion of investigational or unapproved drugs and devices. The FDA also forbids the commercial promotion of approved drugs or devices for unapproved uses. Unapproved devices may be displayed only if they are the subject of an effective investigational device exemption (IDE) or if they are the subject of a pending 510(k) pre-market notification application. Any investigational product that is displayed or graphically depicted within the exhibit must (a) contain no claims of safety or effectiveness, (b) contain no comparative claims to other marketed products, and (c) be accompanied by a sign clearly and prominently stating that the device is limited by federal law to investigational use and is not approved by the FDA for commercial distribution in the United States.

Exhibitors may not sell, commercialize, or take orders or names with respect to an investigational drug or device, or a device that is the subject of a pending 510(k) application, unless limited to research or investigational use. These restrictions are not intended to limit the full exchange of scientific information regarding an investigational drug or device. If the FDA or a court of competent jurisdiction determines that a company's exhibit at the Annual Meeting is in violation of any FDA regulations, including but not limited to the promotional restrictions



Exhibit Rules and Regulations, continued

and rules described above, the company may be subject to sanctions, including but not limited to exclusion from exhibiting at subsequent AAAAI exhibitions.

Concerns or questions regarding compliance with FDA regulations should be addressed to the FDA as follows:

FDA Division of Drug Marketing
Human Drug Information
Division of Drug Information (CDER)
Office of Communications
W051-2201
10903 New Hampshire Avenue
Silver Spring, MD 20993
Phone: (888) 463-6332
Email: druginfo@fda.hhs.gov

FDA Office of Compliance Center for Devices and Radiological Health
HFZ-300 2094
Gaither Road
Rockville, MD 20850
Phone: (301) 594-4692
www.fda.gov

Fire & Safety Regulations

Exhibitors must comply with all federal, state and local fire and building codes that apply to the facility.

Floor Load Restrictions

The exhibit floor load limit is 350 lbs/sq ft.

Food and Beverage

Exhibitors may distribute food and beverage items from their booth space upon AAAAI approval. Items must be ordered through the catering department at the convention center. Outside food and beverage vendors will be prohibited. A catering order form will be included in the Exhibitor Service Manual. Nuts and alcoholic beverages are prohibited.

Function Space Requests

AAAAI may be willing to approve and release meeting space for use by exhibiting companies, universities and/or non-profit organizations that have members, personnel or other affiliated individuals attending the 2020 Annual Meeting. Appropriate functions may include: advisory board meetings, committee meetings, focus groups, staff meetings or social events. Private social events proposed in conflict with any official Annual Meeting session or activity will not be allowed. Forms will not be accepted after February 14, 2020.

To reserve function space within the 2020 Annual Meeting hotel block, groups must first fill out a function space form to be approved by AAAAI. Following approval, groups may contact the hotels directly to reserve function space, if space was unable to be assigned by AAAAI.

Any requests for function space from an exhibitor who subsequently cancels their exhibit booth will be forfeited.

Exhibitors defined as commercial interests by the ACCME can host private social events. Companies interested in hosting an invite-only event, for a limited number of Annual Meeting delegates, should complete the function space request form. Companies interested in hosting a social event that is open to all Annual Meeting delegates should contact the AAAAI Executive Office for more information on the sponsorship fees associated with this type of event. Exhibitors not defined as commercial interests by the ACCME may host private social events, either invite only or open to all Annual Meeting delegates, by completing the function space request form.

Events held off-site (not at the headquarters hotel or the convention center) are considered unapproved and as such, the sponsoring company/exhibitor may be denied exhibit booth space at future AAAAI events.

By approving your application, AAAAI does not endorse or sanction your function, and no such relationship should be inferred by you or implied to the participants.

Giveaways

Giveaways and product samples approved by AAAAI may be distributed from your exhibit booth. Requests for items other than product samples or educational materials must be submitted to AAAAI with a sample by February 14, 2020. Samples will not be returned. Written notification will be sent upon AAAAI approval of the items. In accordance with AMA ethical guidelines, giveaways must be available to all delegates, be of minimal value, provide a benefit to patients or be used during the conference or in the professional activities of the delegate.

Insurance

All exhibitors shall, at their sole cost and expense, procure and maintain throughout the 2020 AAAAI Annual Meeting, held at the Pennsylvania Convention Center (PCC), from a company licensed to do business in the Commonwealth of Pennsylvania and with a Best's Insurance Guide rating of at least "A-":

Comprehensive General Liability Insurance: Broad Form Comprehensive General Liability coverage with limits not less than:

- \$2,000,000 General Aggregate
- \$1,000,000 Each Occurrence
- \$1,000,000 Personal and Advertising Injury
- \$1,000,000 Products and Completed Operations Aggregate
- \$1,000,000 Damage to Rented Premises
- \$10,000 Medical Expense

If higher amounts are required, the PCC will notify the Exhibitor in writing and provide a reasonable cause for such increase.

Such insurance shall provide coverage against claims for:

- Bodily injury or death
- Property damage occurring in or upon or resulting from the use of the Pennsylvania Convention Center or entry upon any part thereof



Exhibit Rules and Regulations, continued

Such insurance shall include blanket contractual liability under the indemnification of the Indemnified Parties listed below as additional insured:

- Pennsylvania Convention Center Authority
- SMG
- City of Philadelphia
- Philadelphia Convention & Visitors Bureau
- Commonwealth of Pennsylvania
- American Academy of Allergy, Asthma & Immunology

The PCC reserves the right to request additional miscellaneous coverage from any Exhibitor for any activities that involve increased exposure or liability to the premises which have been approved by the PCC's Compliance Department. The following is a list of some of the activities but is not meant to be inclusive: sporting events, carnival activities, ice skating rinks, water sports, water apparatus, moon bounce, mechanical bull, rock climbing, concerts, fire/sword swallowing and aerialists.

Exhibitor shall provide the following unless a waiver of such coverage has been received in writing by the Pennsylvania Convention Center:

- Worker's Compensation Insurance:
 - \$100,000 each accident
 - \$500,000 policy limit
 - \$100,000 each employee
- Automobile Liability Insurance - \$1,000,000 each occurrence

Exhibitor further agrees:

- Exhibitor agrees to provide certificates of insurance to the PCC and AAAAI by January 17, 2020.
- To provide, if applicable, Legal Liability coverage with limits of liability of not less than \$1,000,000 for damage to property of other in the care, custody or control of Exhibitor.
- To obtain the written agreement on the part of each insurance company to notify the PCC and AAAAI a minimum of 30 days prior to cancellation or non-renewal of any insurance required for the 2020 AAAAI Annual Meeting.
- To carry Special Form Cause of Loss Property Coverage on any and all materials, supplies, equipment and furnishings brought on site to the PCC. Any loss caused by the Exhibitor (or a party for whom the Exhibitor is responsible) which is under any deductible amount is the sole responsibility of the Exhibitor.
- That the specified coverage or limits of insurance in no way limit the liability of the Exhibitor.

Labor Regulations

Exhibitors are required to conform to all local labor regulations. Labor can be ordered through Freeman. More information will be included in the Exhibitor Service Manual.

Lead Retrieval

Make gathering and managing your leads more productive with lead retrieval. More information will be included in the Exhibitor Service Manual.

Mailing List

Industry partners and exhibitors can get a head start by purchasing the pre-registration mailing list and sending product information or invitations in advance to Annual Meeting registrants. As delegates continue to register up until and including on site, a later request date for a mailing list will result in more names included. Mailing list request forms must be submitted no later than February 14, 2020. Phone numbers and email addresses will not be included in the purchased information. Please note that AAAAI cannot be responsible for bad addresses.

Market Research

Companies that perform market research will only be assigned exhibit booth space if research is being conducted for an approved Annual Meeting exhibitor and if space is available. All surveys are required to be conducted within the confines of the booth space. A list of exhibitors for which market research is being conducted for must be submitted in writing to AAAAI prior to applying for booth space.

Marketing Free Zones

AAAAI has created a marketing free zone around the immediate vicinity of the convention center and the headquarters hotel. Exhibitors are prohibited from all street marketing activities in this area which include: segways, street teams, decals or literature distribution. AAAAI also restricts exhibitors from conducting these marketing activities on the property of official hotels.

A map of the marketing free zone may be found in the Exhibitor Service Manual.

Mobile App Enhancements

Utilize our mobile app to provide valuable information about your company and product/services to all attendees. Each offering is available at \$500 and can be purchased individually.

- Logo included with your exhibit booth name and in the detailed listing as well as on the floorplan (maximum of 300x300 pixels with 300 DPI or less)
- Handouts can provide additional information for your guests on your products/services (up to (5) handouts can be added to your listing; files should be PDF format)
- Videos can demonstrate your product/service and drive more traffic to your booth (up to (3) videos can be added to your listing; files should be MP4 and a maximum of 30 seconds each)

Music Licensing

Each exhibitor using music in conjunction with its exhibit is responsible for maintaining compliance with the appropriate music licensing organizations.



Exhibit Rules and Regulations, continued

Penalties

As a condition for exhibiting, each exhibitor agrees to observe all rules and regulations. Violators will forfeit priority points for each rule or regulation violated.

First violation: The exhibitor will not accrue priority points for its participation for the year.

Second violation: The exhibitor will lose half of its accrued priority points.

Third violation: The exhibitor will not be eligible to exhibit at future AAAAI events.

These are merely examples. AAAAI reserves the right to impose additional penalties.

Photography/Videotaping

The designated official photographer of the 2020 Annual Meeting is Karras Photography and an order form will be included in the Exhibitor Service Manual. Except for services ordered through the official photographer, all outside vendors hired by exhibitors to videotape or photograph their exhibit booth, activities, personnel, etc. must submit a written request to AAAAI no later than February 14, 2020. These vendors will only be allowed into the hall during show hours. All other videotaping and photographing within the exhibit hall is prohibited. AAAAI may take photographs at any time and may use them in any media for AAAAI purposes.

Press

Exhibitors may not issue press releases or media alerts unless they directly relate to abstracts being presented as part of the 2020 Annual Meeting. Press releases or media alerts directly related to abstracts that use the American Academy of Allergy, Asthma & Immunology (AAAAI) name or the name of the 2020 Annual Meeting, must be reviewed and approved a minimum of two weeks in advance by AAAAI. The release or alert must be embargoed until the time of presentation or AAAAI press conference presenting the study, whichever comes first. Releases and media alerts may not indicate AAAAI endorsement, use AAAAI in the headline or use AAAAI logos. Please contact Megan Brown at mbrown@aaaai.org with any questions or to submit drafts for review.

If an exhibitor fails to comply with these regulations, AAAAI reserves the right to remove the exhibitor from the exhibit hall, or deny participation in future AAAAI exhibitions. Exhibitors will not be granted access to the Press Room or the Press Conference Room at the Annual Meeting. Exhibitors cannot post press releases in the press room. Non-AAAAI news briefings or other media events are prohibited in meeting areas, including hotels, during the Annual Meeting.

Priority Points

Priority booth assignment is based on the total number of priority points accrued: companies receive 2 points for every 100 sq ft of space rented in 2015-2019; 10 bonus points are given to companies for exhibiting at all of the last five AAAAI Annual Meetings regardless of the amount of space rented each year; companies are given 1 point for every \$10,000 in sponsorships paid to the AAAAI between August 1, 2018 to July 31, 2019; companies are given 1 point for every \$10,000 in donations made to the AAAAI Foundation between the same dates. Exhibit applications must be received by October 23 in order to be considered for priority booth assignment. Non-profit companies receiving complimentary booth space do not accrue priority points.

Product/Service Descriptions

Product or service descriptions are a required part of the application process. This description will appear with the company name, city and state in the Final Program and the mobile app. All descriptions should be in sentence form, typed and no longer than 50 words. Descriptions longer than this will be edited for length. Descriptions for the Final Program will be accepted until January 3, 2020 at 5:00 pm CST.

Restriction of Exhibits

AAAAI reserves the right to restrict or prohibit exhibits that are deemed unacceptable for any reason. This may include people, items, conduct, printed materials, or anything that may be objectionable to the exhibition. If such restriction occurs, AAAAI will not be liable for any refunds, rentals or exhibit expenses. The decision of the AAAAI regarding exhibit applications is final.

Safe Environment Policy

AAAAI is committed to providing a safe, productive, and welcoming environment for all meeting participants and AAAAI/EDI staff. All participants, including, but not limited to, attendees, speakers, volunteers, exhibitors, AAAAI/EDI staff, service providers, and others are expected to abide by this Meeting Safety & Responsibility Policy. This Policy applies to all AAAAI meeting-related events, including those sponsored by organizations other than AAAAI but held in conjunction with AAAAI events, in public or private facilities.

Responsible Drinking: At most AAAAI networking events both alcoholic and non-alcoholic beverages are served. AAAAI expects participants at our events to drink responsibly. AAAAI, AAAAI/EDI staff and Meeting host event staff have the right to deny service to participants for any reason, and may require a participant to leave the event.

Unacceptable Behavior

- Harassment, intimidation, or discrimination in any form.
- Physical or verbal abuse of any attendee, speaker, volunteer, exhibitor, AAAAI/EDI staff member, service provider, or other meeting guest.



Exhibit Rules and Regulations, continued

- Examples of unacceptable behavior include, but are not limited to, verbal comments related to gender, sexual orientation, disability, physical appearance, body size, race, religion, national origin, inappropriate use of nudity and/or sexual images in public spaces or in presentations, or threatening or stalking any attendee, speaker, volunteer, exhibitor, AAAAI/EDI staff member, service provider, or other meeting guest.
- Disruption of presentations at sessions, in the exhibit hall, or at other events organized by AAAAI at the meeting venue, hotels, or other AAAAI-contracted facilities.

AAAAI has zero-tolerance for any form of discrimination or harassment, including but not limited to sexual harassment by participants or our staff at our meetings. If you experience harassment or hear of any incidents of unacceptable behavior, AAAAI asks that you inform either Kay Whalen, CAE, Executive Director, kwhalen@aaaai.org or (414) 272-6071, Rebecca Brandt, CAE, Associate Executive Director, rbrandt@aaaai.org or another AAAAI/EDI staff member so that we can take the appropriate action.

AAAAI reserves the right to take any action deemed necessary and appropriate, including immediate removal from the meeting without warning or refund, in response to any incident of unacceptable behavior, and AAAAI reserves the right to prohibit attendance at any future meeting.

Security

AAAAI will provide 24-hour security in the exhibit hall. Neither the security company, AAAAI, Freeman nor the Convention Center is responsible for any loss or damage to exhibitor property.

Selling of Products and Services

Sales and order taking are permitted in the exhibit hall provided all transactions are conducted within the professional nature of the meeting. AAAAI reserves the right to restrict sales activities that it deems inappropriate or unprofessional. Exhibitors are only allowed to demonstrate and sell products/services as listed on the exhibit application; additional products will require AAAAI's approval prior to being demonstrated or sold.

It is the responsibility of the exhibitor to have all licenses, permits and/or registrations required by the venue, city or municipality and/or state. The exhibitor is solely responsible for compliance with all applicable tax laws.

For more information, please visit these websites or contact the appropriate department(s) as listed below:

Online business tax information: www.revenue.state.pa.us

Online business license/tax application: www.pa100.state.pa.us

State Tax & Licensing contact:
PA Department of Revenue District Office
Licensing Specialist
110 N. 8th St., Suite 204 A & B
Philadelphia, PA 19130
(215) 560-2484

City Tax & Licensing contact:
City of Philadelphia Department of Revenue
Municipal Services Building
1401 John F. Kennedy Blvd
Concourse Level
Philadelphia, PA 19102
(215) 686-6501

General Business Tax contact:
PA Dept of Revenue
Taxpayer Services & Information Center
(717) 787-1064

Smoking

Smoking is prohibited at the 2020 Annual Meeting.

Subletting Space

Subletting of exhibit space is prohibited. Sharing of exhibit space is not permitted unless it is within divisions of the same company and approved by AAAAI.

AAAAI reserves the right to interpret and make final decisions regarding all rules and regulations.

Advertising Opportunities

Advertise with Impact

The Special Annual Meeting Edition of *Impact*, the AAAAI's quarterly membership magazine, is delegates' trusted resource for the latest Annual Meeting news and updates.

This dual edition of the magazine is a great value and venue for product placement. In addition to being mailed to AAAAI members prior to the meeting, this issue will also be provided complimentary to delegates on site.

Extend the reach of your Annual Meeting visibility by securing space in this publication. Do it today as prime page location sells fast! Contact our Communications Team at (414) 272-6071 or media@aaaai.org to take advantage of two-for-one advertising in the AAAAI's membership magazine.

Exhibitor Prospectus



AAAAI American Academy of
Allergy Asthma & Immunology
ANNUAL MEETING
PHILADELPHIA, PA · MARCH 13-16, 2020

2019 AAAAI Annual Meeting Exhibitors

Abbott Nutrition	eClinicalWorks	Loma Linda University Faculty Medical Group	Rabbit Air
AbbVie BSG/Medical	Edge Pharmaceuticals	Mead Johnson Nutrition	RB
Absolute Allergy Products	Elsevier	Medical College of Wisconsin	Red Maple Trials Inc.
Accredo	Enjoy Life Foods	Medical Practice Purchasing Group (MPPG)	Regeneron and Sanofi Genzyme
Aimmune Therapeutics	Food Allergy & Anaphylaxis Connection Team (FAACT)	METHAPHARM INC	Riverbay Softworks LLC
ALK, Inc.	Food Allergy Research & Education	Micro Direct, Inc.	Rosch Visionary Systems, Inc.
Allergy & Asthma Network	Genentech - Novartis	MIR-Medical International Research	Sanofi Consumer Healthcare (Formerly Chattem, Inc)
Allergy and Asthma Proceedings	Global Food Therapy	Mission: Allergy, Inc.	Shire
Allergy Partners	GSK	ModuleMD	Simply Peanut by Allergenic Solutions
AllergyEHR	Healix, LLC	Molekule	SmartPractice
Altus Infusion	Helen of Troy/Kaz USA, Inc.	Morgan Scientific, Inc.	Springer
American Board of Allergy and Immunology	Hitachi Chemical Diagnostics	MotherToBaby Pregnancy Studies conducted by OTIS	Stallergenes Greer
American Partnership for Eosinophilic Disorders	HollisterStier Allergy	National Allergy / Allergy Control Products	Teva Respiratory
Amerimmune LLC	Horizon Pharma, Inc.	National Death Index	The Emmes Corporation
Association of PAs in Allergy, Asthma & Immunology	Hudson Scientific, LLC	National Eczema Association	The Mastocytosis Society, Inc.
Asthma and Allergy Foundation of America	Hycor Biomedical	NeilMed Pharmaceuticals	The Permanente Medical Group, Inc.
AstraZeneca	Immune Deficiency Foundation	Nestle Health Science	Thorasys Thoracic Medical Systems Inc.
Autoinflammatory Alliance	Immune Epitope Database and Analysis Resource	Novartis Pharmaceutical Corporation	Tivic Health Systems
Belay	Indoor Biotechnologies, Inc.	nSpire Health	Ursatec Verpackung GmbH
BriovaRx Infusion Services	Integrity Continuing Education	Nutricia North America	US Hereditary Angioedema Association
Certa Dose	International Eosinophil Society, Inc.	Octapharma	USIDNET
Circassia Pharmaceuticals, Inc.	International FPIES Association (I-FPIES)	Officite	Vitalograph, Inc.
Clinical Immunology Society	International Institute for the Advancement of Medicine	Optim LLC	Weave
Covis Pharma	Invitae	OptiNose US, Inc	Wiley
CSL Behring	Johnson & Johnson Consumer Inc	Panatrex, Inc.	World Allergy Organization
CURED	Kaleo	Pfizer	Xtract Solutions
CVS Specialty	Karger Publishers	Phadia AB	
DBV Technologies	Kedrion Biopharma Inc.	Pharming Healthcare Inc	
DLS Research & Ventures	Kossan International Sdn Bhd	Probionase Therapies Inc.	
Dove Medical Press Ltd	Latitude Food Allergy Care	Propeller Health	
DrChrono	Leadiant Biosciences, Inc.	PulmOne Advanced Medical Devices	
EAACI	Lincoln Diagnostics, Inc.	Quidel Corporation	



annualmeeting.aaaai.org

Dates to Remember

October 23, 2019

Application deadline for priority booth assignment
Right of first refusal deadline for sponsorships

November 13, 2019

Exhibitor registration and housing opens

December 4, 2019

Booth assignments emailed
Exhibitor Service Manual available online

January 3, 2020

Balance of exhibit booth fees due
Last day to obtain partial refund of cancelled exhibit space
Print deadline for exhibit descriptions in the Final Program
Print deadline for private social functions in the Final Program

January 17, 2020

Exhibit floorplans and elevation drawings due
Exhibitor Appointed Contractor (EAC) forms due
Insurance forms due to the AAAAI

January 31, 2020

Exhibitor housing cancellation deadline

February 14, 2020

Deadline for giveaway requests
Deadline for mailing list requests
Deadline for function space requests
Deadline for photography/videography requests

February 28, 2020

Deadline for exhibit booth applications

March 6, 2020

Exhibitor badge registration deadline



American Academy of Allergy, Asthma & Immunology (AAAAI)

Attn: Meetings Team

555 East Wells Street, Suite 1100

Milwaukee, WI 53202-3823

Phone: (414) 272-6071

Fax: (414) 272-6070

Email: annualmeeting@aaaai.org