



Pennsylvania Allergy & Asthma Association

# 75<sup>th</sup> Annual Meeting Exhibitor Prospectus



June 21-23, 2024 • The Hotel Hershey • Hershey, Pennsylvania

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# General Information

## Online Registration Available at

<https://www.paallergy.org/exhibitor-info.html>

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

## Set-up:

Thursday, June 20th 3:00 pm – 5:00 pm  
or Friday, June 21st 6:00 am

## Exhibit Hours:

Friday, June 21st 7:00 am – 1:00 pm and  
Saturday, June 22nd 7:00 am – 1:00 pm

## Dismantle:

Saturday, June 22nd 1:00 pm – 2:30 pm

## Food and Beverage:

Continental breakfasts and breaks will be held in the exhibit area. Dessert reception with exhibitors will be held on Friday, June 21st 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.

**Exhibitor Reps:** Switching reps during the day is not permitted. Companies may purchase up to one additional rep badge for a fee of \$500.

## Exhibit Cancellation Policy:

Exhibit companies will incur a 20% cancellation fee if cancellation occurs 30 days prior to the meeting (May 22nd, 2024). Refunds will not be issued 29 days or less prior to the event (May 23rd, 2024). Cancellations must be received in writing.

# Hotel Information

## Hotel Room Reservations:

Rooms are being held at The Hotel Hershey specifically for the 2024 PAAA Annual Meeting attendees. As the headquarters for the 2024 PAAA meeting, all meetings, exhibits, and social functions will be held on the grounds of The Hotel Hershey.

**Reservation information will be shared with you after payment has been received. If registering after attendee registration has opened, hotel information will be provided in your confirmation email.**



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# Shipping Information

(Applies to UPS, FedEx, US Mail, etc.) Materials shipped to The Hotel Hershey will be accepted no earlier than Tuesday, June 18th. Materials received earlier than June 18th may be refused or subject to a storage fee.

## The Hotel Address for Shipping/Shipments:

### 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 18th. Items delivered prior to June 20th may be refused or subject to a storage fee. The Hotel Hershey requires an approximate drop-off and pick-up schedule.

## Vendors 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.



# Acknowledgments

All companies providing support to the PAAA's 75th Annual Meeting in 2024, through educational grants or exhibit table purchase will be acknowledged at the meeting and in associated literature distributed during the meeting.

**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 2024 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 9th.**

A 10% late fee will be applied to any payments received between June 10th and June 19th. You will not be able to display if we do not have payment by Wednesday, June 19th, 2024.

**Checks should be made payable to PAAA and mailed to:**

PAAA  
400 Winding Creek Blvd.  
Mechanicsburg, PA 17050-1885



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# Exhibit Table Options

## Platinum Exhibit Table | \$8,000.00

*(Limited to (7) Companies)*

Includes the following:

- (2) 6-foot (or (1) 8-foot) tabletop display draped and skirted.
- Preferred location ensuring maximum exposure to meeting attendees. Table placement selection will be based on order of registration (first come, first served).
- A maximum of (4) (or 5 if an additional badge is purchased) company representatives, per Platinum space, are permitted on the exhibit floor at any given time.
- Tables located in high traffic areas near food and beverage
- Up to (4) reps are invited to attend the Friday Dessert Reception with physicians on June 21st, 2024, from 8:00 pm –10:00 pm in the Fountain Lobby.
- You will receive a contact list for all attendees who have opted in to sharing their information and an on-site program. An updated attendee list with walk-in registrants will be emailed to you following the program.

## Standard Exhibit Table | \$5,500.00

Includes the following:

- (1) 6-foot tabletop display draped and skirted.
- A maximum of (2) (or 3 if an additional badge is purchased) company representatives per exhibit table, are permitted on the exhibit floor at any given time.
- Tables will be set throughout the Starlight Terrace Ballroom where morning and mid-morning refreshment breaks are held.
- Up to (2) reps are invited to attend the Friday Dessert Reception with physicians on June 21st, 2024, from 8:00 pm –10:00 pm in the Fountain Lobby.
- You will receive a contact list for all attendees who have opted in to sharing their information and an on-site program. An updated attendee list with walk-in registrants will be emailed to you following the program.



# Sponsorship & Advertising Opportunities

There are several sponsorship opportunities for company recognition at our Annual Meeting. Sponsorships are available to PAAA Exhibitors ONLY.

## Lanyard Sponsor | \$5,000

Provide lanyards for all attendees with your company logo and PAAA 75th Anniversary logo. Purchasing company will order/design lanyards and ship to the hotel. Lanyards will be placed in the exhibit hall for attendees to grab for their badges.

## Tote Sponsor | \$5,000

Provide meeting totes for all attendees with your company logo. Purchasing company will order/design totes with PAAA 75th Anniversary logo and ship to the hotel (design must be approved by PAAA before production). Totes will be placed in the exhibit hall for attendees to grab at their convenience.

## Logo on Hotel Key Card | \$7,000

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. PAAA staff will provide specific

details for Key Card printing and print area. Must be reserved and paid by May 1st, 2024. Artwork due by May 10th, 2024. If cancelled before May 1st, a 20% cancellation fee will be applied. Cancellation must be received in writing.

## FIT Sponsorship | \$15,000

With this sponsorship, you will have an exclusive audience with all registered FITs (Fellows in training) during a one hour In Training and Networking Reception on Friday, June 21st (before the Dessert Reception for all attendees). Purchasing company will have 5 minutes to address the group to provide a mentor focused message. This reception is meant to connect FITs and early career physicians with our esteemed faculty and seasoned leadership. Food and beverages provided by PAAA.

## Advertising Opportunities

Attendees will receive a meeting program which will include a listing of advertisements. Take advantage of this invaluable exposure.

**Full Page (7.5 in x 10 in, 300 PPI) | \$700**

**Half Page (7.5 in x 5 in, 300 PPI) | \$400**

**¼ Page (3.875 in x 5 in, 300 PPI) | \$275**

*Ads are due to PAAA Meeting Manager by May 31, 2024*



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

There are three 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 charitable arm of PAAA that supports educational research by fellows-in-training in the fields of Allergy and Immunology.

**Available PAERF Support Options & Fees:**  
**In Training & Networking Reception,**  
**Friday, June 21st - Napkins | \$2,000**

**Dessert Reception, Friday,**  
**June 21st - Napkins | \$2,000**

**75th Anniversary Gala, Saturday,**  
**June 22nd - Napkins | \$2,000**



**Friday In Training & Networking - Napkins**  
**Friday, June 21st, 2024, 7:00 pm - 8:00 pm**

**Friday Dessert Reception - Napkins**  
**Friday, June 21st, 2024, 8:00 pm - 10:00 pm**

**Saturday 75th Anniversary Gala- Napkins**  
**Saturday, June 22nd, 2024,**  
**6:30 pm - 10:00 pm**

With the purchase of this opportunity, your logo/company name will be featured on the beverage napkins at the selected event. Company will supply the napkins with logo printed on them. Napkins must be provided to the meeting manager by Tuesday, June 11th.

*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.

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# Industry Sponsored Symposium Information

## Available ISS Times & Fees:

### Friday, June 21st - Lunch\* | \$10,000

*\*There is a possibility a second, concurrent lunch product theater could become available.*

### Saturday, June 22nd - Breakfast | \$10,000

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.

## ISS Criteria:

- PAAA will coordinate and arrange for all event details including AV, room rental, and food and beverage.
- Symposium sponsors may request one list of PAAA Annual Meeting registrants prior to the meeting. PAAA will provide the mailing address of all meeting opted in attendees registered at the time of the request.
- A draft of the mailed marketing piece 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.

- 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 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 PAAA Annual Meeting Agenda.

## Fees and Considerations:

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 45 days from date of registration. If payment is not received within 45 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 (May 9th) to the scheduled date. At this time, 50% of the fee will be refunded. No refunds will be given 44 days (May 10th) or fewer before the meeting. The company is responsible for any fees associated with cancellation through the hotel.

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# Thank You

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**Thank you for your continued support throughout the years;  
we could not provide this meeting without your valuable contributions.  
We look forward to celebrating our 75<sup>th</sup> meeting with you!**

Register by visiting our website

<https://www.paallergy.org/exhibitor-info.html>



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