

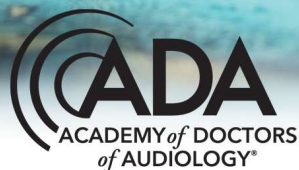
FORGEAHEAD & FORGEAHEAD DOWN UNDER

October 16-17, 2020
Virtually, Everywhere



Sponsor & Exhibitor Prospectus

Three Associations.
Two Hemispheres.
One Agenda.
Zero Boundaries.



Independent audiologists
australia

Independent audiologists
new zealand



3 Associations

Expected audience includes
1000 practice owners,
audiologists, students and
thought leaders from the
U.S., Australia, New Zealand,
and around the world.

2 Hemispheres

Independent audiologists
australia



Independent audiologists
new zealand



1 Agenda

More than 40 hours of total
continuing education
opportunities including ADA,
IAA, and IANZ led programming
as well as workshops and
industry updates.

0 Boundaries

Agenda features “out of the
ballroom” opportunities for
programming and engagement,
including practice tours, cases,
and interviews not confined to
in-person hotel ballrooms



Lead Retrieval

Expand your customer base without expanding your budget.



Branding & Marketing

Showcase your products using print, social media, digital signage, video, and more.



Thought Leadership

Show off your industry expertise through informative content delivery.



Networking

Meet with decision-makers from around the world, right from your office.

AuDacity offers a venue that is digitally superior

AuDacity Sessions will Apply Design Thinking Concepts to Audiology: Meet the Keynote Presenters



Bon Ku, M.D.

Dr. Ku is the Assistant Dean for Health and Design and leads the Medicine+Design initiatives at Sidney Kimmel Medical College at Thomas Jefferson University in Philadelphia, PA. As the Director of the Health Design Lab, he manages a medical device incubator program (JeffSolves), directs the early decision program for Princeton University undergraduates (IDeA) and oversees the Scholarly Inquiry Design track.



José Colucci, Ph.D.

Dr. Colucci serves as the Director of Research & Development of the Design Institute for Health (DIH), a collaboration between the Dell Medical School and the College of Fine Arts at the University of Texas at Austin. DIH is a unique institution, where design approaches to solving systemic healthcare challenges are integrated into medical education at Dell Medical School and applied in practice to population health.



Schedule of Events (All Times Eastern USA)

Friday, October 16, 2020

- 8:00 a.m. Tour of Virtual Space
- 8:30 a.m. Early Riser Sessions
- 9:30 a.m. **Wake Up Call in Marketplace Exhibit Hall**
- 10:00 a.m. ADA President's Welcome & Keynote Presentation
- 10:45 a.m. Featured Session
- 11:30 a.m. **Lunch & Scheduled Exhibit Hall Activities**
- 12:30 p.m. Featured Session
- 1:15 p.m. Featured Session
- 2:00 p.m. **Break & Scheduled Exhibit Hall Activities**
- 2:30 p.m. Featured Session
- 3:15 p.m. Featured Session
- 4:00 p.m. **Break & Scheduled Exhibit Hall Activities**
- 4:30 p.m. Keynote Presentation & Recognition of IAA and IANZ Leaders
- 5:30 p.m. Featured Session
- 6:00 p.m. **Roaming Happy Hours, Exhibit Hall Activities**
- 8:00 p.m. Down Under Featured Session







- 9:15 p.m. **Tea & Scheduled Exhibit Hall Activities**
- 9:45 p.m. Down Under Featured Session
- 11:00 p.m. Break & Networking
- 11:30 p.m. Down Under Featured Session

Saturday, October 17, 2020

- 1:00 a.m. Break & Networking
- 2:00 a.m. Keynote Session (Replay) & Discussion
- 2:45 a.m. Featured Session (Replay) & Discussion
- 3:30 a.m. Break & Networking
- 4:30 a.m. Featured Session (Replay) & Discussion
- 9:00 a.m. Design Thinking Breakout Groups
- 10:00 a.m. ADA Member Business Meeting
- 11:30 a.m. Student Workshop
- 11:30 a.m. Front Office Training
- 11:30 a.m. Workshop 1
- 11:30 a.m. Workshop 2
- 11:30 a.m. Workshop 3
- 5:00 p.m. Conference Adjourns

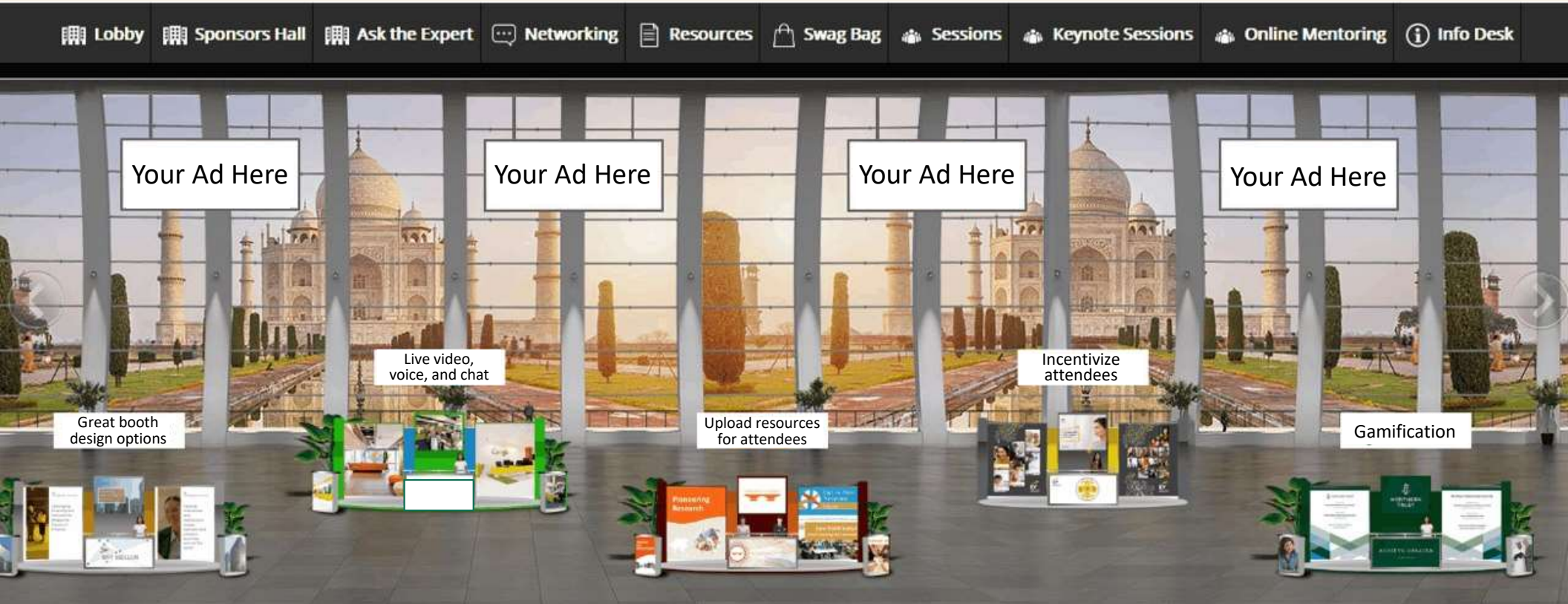


The AuDacity Virtual Conference Center Will Offer Many Opportunities for Interaction

 Lobby  Sponsors Hall  Ask the Expert  Networking  Resources  Swag Bag  Sessions  Keynote Sessions  Online Mentoring  Info Desk



The AuDacity Exhibit Hall Delivers Excellent Communication Features and Capabilities



Example of actual exhibit hall built in Vfairs platform, June 2020

AuDacity Presenting Sponsorship (*Exclusive*)

Fee: \$25,000



- Featured corporate logo placement on digital signage throughout the conference center
- Virtual Auditorium naming rights
- Recognized sponsor of the two keynote presentations. Opportunity to welcome the audience and make a two (2) minute speech or play a video and to introduce the speaker
- Virtual chair drop during keynote sessions
- Opportunity to include one (1) promotional item and two (2) collateral pieces in mailed swag bag (sponsor to provide materials). ADA will assemble and ship sponsored materials to attendees who have registered by August 15, 2020.
- Opportunity to host a sanctioned satellite symposium or preconference workshop during AuDacity
- Use of a private virtual meeting room throughout AuDacity for customer or staff meetings
- A branded “Zoom Room” to use during the AuDacity Virtual Reception on Friday, October 16, 2020
- Opportunity to upload four (4) additional educational pre-recorded webinars, and resources including case studies and promotional materials into the virtual library
- Virtual exhibit booth with premium placement and all listed exhibit benefits
- Scavenger hunt item placed in virtual booth to incentivize traffic
- Unlimited company representatives (full conference registrations)
- Ten (10) complimentary full conference registrations to share with customers
- Twelve (12) social media posts that ADA will post to its platforms on your behalf to use leading up to or during the conference
- Four (4) push notifications to promote attendee action and awareness during the conference
- Three (3) targeted attendee email blasts (ADA will send)
- Preconference attendee list available at regular intervals beginning September 1st
- Post conference attendee list distributed within two weeks of the conference
- Listed as AuDacity presenting sponsor in ADA-distributed promotional emails
- Sponsor recognition on ADA homepage and AuDacity conference page
- Recognition as Enduring Sponsor for an estimated 40 hours of conference recordings, which will be available to attendees for CE credit for at least one year

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AuDacity Student Education Sponsorship (*SOLD!*)



- Featured corporate logo placement throughout the virtual conference center and student-only networking lounge
- Recognition as the official Future Doctor of Audiology education sponsor and underwriter of AuDacity student scholarships on materials related to the student scholarship program
- Recognized as a premier sponsor of the AuDacity Career and Externship Fair
- Opportunity to host a virtual student mixer at AuDacity
- Opportunity to provide collateral, materials, and a promotional item in a swag bag to be mailed to registered students ahead of the conference (students must be registered by August 15, 2020 to be assured a bag). ADA will assemble and ship materials to student attendees.
- Opportunity to develop and execute a three-hours of student programming at the virtual AuDacity Conference
- Opportunity to host two student webinar/town hall meetings leading up to the conference or as post conference events
- Opportunity to include up to four (4) additional educational pre-recorded student webinars into the virtual conference session library, along with other digital resources.
- Virtual exhibit booth with premium placement and all listed exhibitor benefits
- Scavenger hunt item placed in virtual booth to incentivize traffic
- Eight (8) additional complimentary full conference registrations for company representatives
- Eight (8) complimentary full conference registrations to share with customers
- Ten (10) social media posts that ADA will post to its platforms on your behalf to use leading up to or during the conference
- Four (4) push notifications to promote attendee action and awareness during the conference
- Preconference student attendee list available at regular intervals
- Preconference full attendee list (distributed two weeks before conference and the day before)
- Post conference attendee list (distributed within two weeks after the conference)
- Sponsor recognition on ADA homepage and AuDacity conference page
- Listed as AuDacity sponsor in ADA-authored promotional emails

Engagement Sponsorship (*Exclusive*)

Fee: \$20,000



- Featured corporate logo placement throughout the virtual conference center Exclusive sponsor of the General Attendee Lounge, featuring exclusive branding and access
- The opportunity to deliver a pre-recorded video message to attendees
- The opportunity to facilitate chat discussions that expand on conference educational sessions
- Exclusive sponsor of the Leaderboard, which will track and reward attendee activity and engagement
- Opportunity to include one (1) promotional item and one (1) collateral piece in mailed swag bag (sponsor to provide materials). ADA will assemble and ship sponsored materials to attendees who have registered by August 15, 2020.
- Use of a private virtual meeting room throughout AuDacity for customer or staff meetings
- A branded “Zoom Room” to use during the AuDacity Virtual Reception on Friday, October 16, 2020
- Virtual exhibit booth with premium placement and all listed exhibitor benefits
- Scavenger hunt item placed in virtual booth to incentivize traffic
- Six (6) additional complimentary full-conference registrations for company attendees
- Six (6) additional complimentary registrations to share with customers
- Ten (10) social media posts that ADA will post to its platforms on your behalf leading up to or during the conference
- Two (2) push notifications to promote attendee action and awareness during the conference
- Two (2) targeted attendee email blasts (ADA to send)
- Preconference attendee list (distributed two weeks before conference)
- Post conference attendee list (distributed within two weeks after the conference)
- Sponsor recognition on ADA homepage and AuDacity conference page
- Listed as AuDacity sponsor in ADA-authored promotional emails

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Gold Sponsorship (3 Available)

Fee: \$15,000



- Recognized as a featured session sponsor for one plenary session
- Opportunity to run 30-second pre-recorded video to kick off featured session
- Logo placement on digital signage throughout the virtual conference center
- Opportunity to conduct a digital chair drop by providing a resource to include in the attendee briefcase
- Recognized as an underwriting sponsor for a live educational workshop on Saturday, October 17, 2020
- Opportunity to upload two pre-recorded educational webinar sessions into session library
- Opportunity to include one (1) promotional item and one (1) collateral piece in mailed swag bag (sponsor to provide materials). ADA will assemble and ship sponsored materials to attendees who have registered by August 15, 2020.
- Virtual exhibit booth with all listed exhibitor benefits
- Four (4) additional complimentary full-conference registrations for company attendees
- Four (4) complimentary full-conference registrations to share with customers
- Six (6) social media posts that ADA will post to its platforms on your behalf leading up to or during the conference
- One (1) push notification to promote attendee action and awareness during the conference
- Two (2) targeted attendee email blasts (ADA to send)
- Preconference attendee list (distributed two weeks before conference)
- Post conference attendee list (distributed within two weeks after the conference)
- Sponsor recognition on ADA homepage and AuDacity conference page
- Listed as AuDacity sponsor in ADA-authored promotional emails

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Silver Sponsorship (4 Available)

Fee: \$10,000



- Recognized as entertainment sponsor throughout the AuDacity Conference and for a specific musical performance, artist performance, comedic performance or similar activity
- Digital logo placement on signage in the virtual conference center
- Recognized as sponsor of AuDacity Virtual Happy Hour
- Opportunity to upload one (1) pre-recorded educational webinar session into AuDacity virtual library
- Opportunity to include one (1) collateral piece for the mailed swag bag (sponsor to provide the insert). ADA will assemble and ship sponsored materials to attendees who have registered by August 15, 2020.
- Virtual exhibit booth and all listed exhibitor benefits
- Two (2) additional complimentary full-conference registrations for company attendees
- Two (2) complimentary full-service conference registrations to share with customers
- Three (3) social media posts that ADA will post to its platforms on your behalf leading up to or during the conference
- One (1) push notification to promote attendee action and awareness during the conference
- Two (2) targeted attendee email blasts (ADA to send)
- Preconference attendee list (distributed two weeks before conference)
- Post conference attendee list (distributed within two weeks after the conference)
- Sponsor recognition on ADA homepage and AuDacity conference page
- Listed as AuDacity sponsor in ADA-authored promotional emails

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AuDacity Exhibit & Career Fair Booth

Fee: \$3,000* (Audiology Practice Career Fair Only Booth, \$500)

- Fully branded exhibit booth in virtual exhibit hall
- Two (2) full-conference registrations and up to four (4) additional exhibit-only representatives*
- Five (5) lengthy dedicated exhibit hall time slots in the meeting schedule
- Live online audio, video, or chat options with customers, as well as exhibitor-specific group chat features
- 30-day post meeting access to virtual exhibit hall (unstaffed)
- Lead retrieval
- Opportunity to upload documents and videos into booth-specific data center
- Company listing on AuDacity website and in digital program
- Pre-conference and onsite marketing and gamification to encourage attendees to visit exhibits
- Option to participate in the career fair with no additional fees
- Virtual booth design assistance included
- On-site conference attendee list

*Non-Profit exhibit booth available for \$1,000 and includes one (1) full-conference registration and up to two (2) additional exhibit-only representatives (organization must be recognized by the IRS under Section 501).

Audiology Practice Career Fair Only Exhibit Booth

- This career fair-only exhibit booth includes the same technical features as those outlined for all exhibits but is designed for audiology practice owners and clinic managers who want to participate in the externship and career fair.*
- Includes one (1) full-conference registration and up to two (2) additional exhibit-only representatives.
- Must be listed under practice/clinic name and may not be used to market products or services beyond available externship and employment positions.

FORGE AHEAD
&
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DOWN UNDER

AuDACITY

RESERVE A
BOOTH!



Supplemental Advertising Opportunities

Available to exhibiting and sponsoring companies

- **Digital logo placement** on signage in conference center: \$1,000 each or 3,000 for 6 (space permitting)
- **Email blast** to attendees: \$1,500
- **In-session push notification**: \$1,000
- **Social media post**: \$500 each (3 for \$1,000)
- **Printed folio insert** mailed in swag bag: \$2,500 (plus cost of printing and delivery to ADA headquarters)
- **Promotional item** mailed in swag bag: \$5,000 (plus cost of item and delivery to ADA headquarters)
- **1-Page ad** in printed conference program: \$5,000



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AuDacity Contacts

Ilse Dehner, Sponsorship & Exhibits Manager

idehner@audiologist.org

Brian Doty, Director of Education

bdoty@audiologist.org

Stephanie Czuhajewski, Executive Director

sczuhajewski@audiologist.org

Chris Walls, Creative Services

cwalls@audiologist.org

Paul Scarnegie, Director of Technology

pscarnegie@audiologist.org

Andrew Abernathy, Project Manager

aabernathy@audiologist.org

Parker Allen, Registration Services

pallen@audiologist.org



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