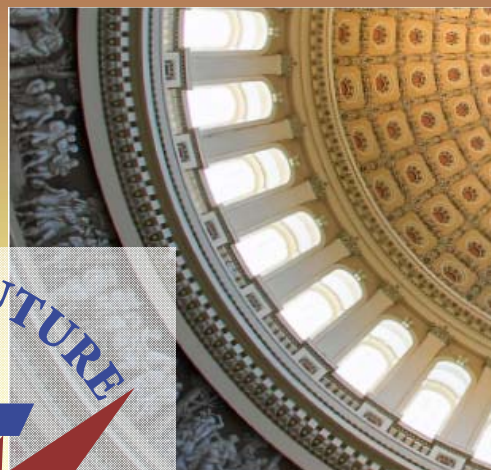




*Exhibitor Prospectus
&
Sponsorship Opportunities*

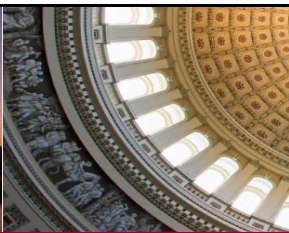


NAVIGATING THE FUTURE
25
FOR TWENTY-FIVE YEARS



The Association of Otolaryngology Administrators invites you to participate in our 25th Annual Education Conference in Washington D.C. The AOA is a national organization of over 1000 professional business managers for ENT-HNS practices. We foster professional growth and networking through online discussion forums, regular publications, annual salary and benchmarking surveys, legislative updates, and our annual educational meeting. Our members manage medical practices specializing in General Otolaryngology, Head & Neck Surgery, Pediatric Otolaryngology, Reconstructive & Facial Plastic Surgery, Audiology, Speech, Laryngology, Allergy & SinoNasal Disease, and related fields. We are pleased to be celebrating our 25th Anniversary in 2007.

*September 12-15, 2007
Washington, DC*



The AOA Annual Educational Conference

General Information

This spectacular event will be held at the JW Marriott Hotel in the heart of the nation's capital, immediately preceding the American Academy of Otolaryngology Head & Neck Surgery's Annual Meeting. You will have the opportunity to network in an intimate setting with the management professionals instrumental in purchasing and implementing major equipment and services into their practice. Many of our members anticipate this annual event to stay abreast of new products and services available in their field.

As an exhibitor at the AOA's 25th Annual Educational Meeting, you will have the opportunity to

- Expand your base of prospective customers
- Build visibility for your company
- Provide product demonstrations
- Interact one-on-one with healthcare administrators who are tremendously influential in the purchasing activity of their practice.

Location

JW Marriot Hotel
1331 Pennsylvania Ave
Washington, DC 20004

If you decide to participate in AOA25, you will receive a vendor participation packet at a later date that includes details on shipping, hotel regulations, and making a reservation through the AOA at the convention rate. All room blocks must be booked through the AOA Office.

Preliminary Exhibit Dates & Hours

Wednesday, Sept. 12- 8am-Noon (Set-up)
 Wednesday, Sept. 12- Noon-4pm
 Thursday, Sept. 13- 8am-Noon, 1:30-4pm
 Friday, Sept 14- 8am-Noon, 1:30-4pm
(For those exhibitors also at the AAO-HNS meeting, please ensure that your booth is occupied until 4pm on Friday.)

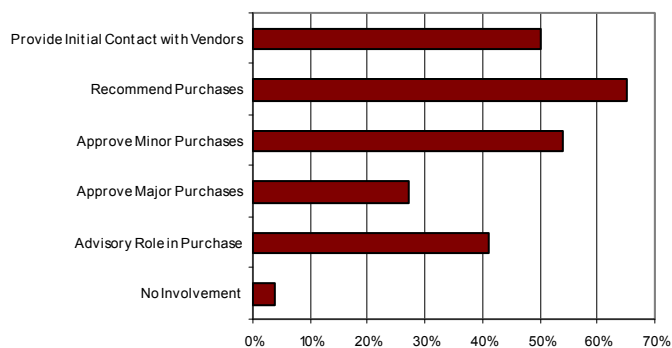
Exhibit Fees

(6 foot skirted tabletop space)
Basic Exhibitor Rate \$2,500
Additional sponsorship opportunities available.

Show Sponsor/Information Contact

Association of Otolaryngology Administrators
1844 Ardmore Blvd
Pittsburgh, PA 15221
Tel: (412) 243-5156
Fax: (412) 243-5160
www.oto-online.org

Purchasing Power of AOA-24 Attendees



The AOA Annual Educational Conference features nationally recognized speakers covering relevant healthcare management topics, including:

- Coding
- Marketing
- Human Resources
- Financial Management
- Technology Implementation

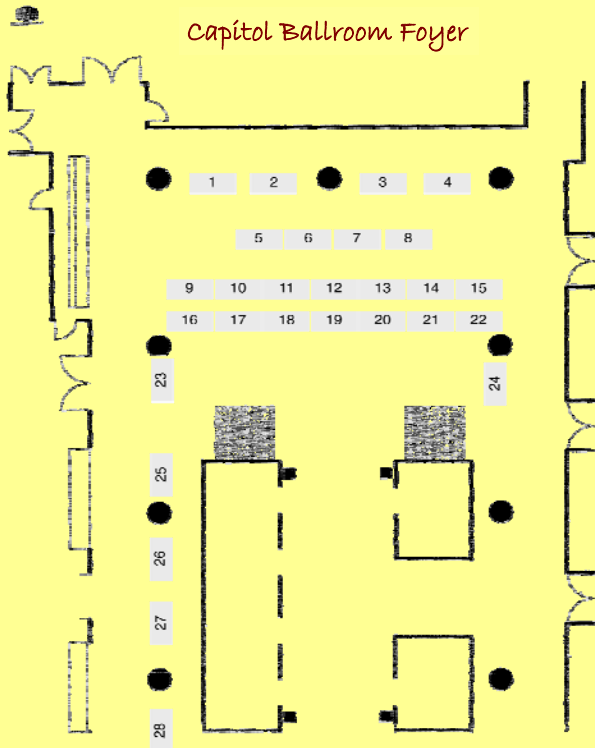




AOA25 Vendor Timeline

- Nov 30-** Exhibitor Prospectus mailed.
- Feb 1-** Deadline for advertising submission in promotional Conference brochure.
- Feb 15-** Deadline for recognition of participation in promotional Conference brochure.
- June 1-** Product and service descriptions due for publication in Conference program.
- June 1-** Deadline for advertising submission for pre-Conference edition of *Oto'sScope* (Contact AOA Office for details)
- July 2-** Last day for withdrawal with refund (less \$300 processing fee).
- July 20-** Deadline for Scavenger Hunt application.
- September 12-** Exhibitor Set-Up 8am-Noon
Exhibit Hours Noon-4pm
- September 13-** Exhibit Hours 8am-Noon, 1:30-4pm
- September 14-** Exhibit Hours 8am-Noon, 1:30-4pm
Exhibit Breakdown 4pm-7

Capitol Ballroom Foyer



Booth Location and preference, as indicated on vendor contract, will be assigned based upon your sponsorship level and then by the date that a signed contract and payment is received.

Prior Sponsors of the AOA Annual Educational Conference

Alcon
 Alk-Abello
 AllMeds
 American Hearing Aid Associates
 CallPointe
 CareCredit
 Cash Flow Solutions, Inc.
 CDxLaboratories
 CTronics
 Daiichi-Sankyo, Inc.
 The Doctor's Company
 ENT Billing Services
 Epic Hearing Healthcare
 GBS Computer Solutions
 GE Healthcare
 Geneva Management Corporation
 Global Surgical Corporation
 Greenbranch Publishing

Greenway Medical Technologies
 Hycor Biomedical, Inc.
 Intellisound, Inc.
 JCB Labs
 KayPentax
 Kenwood Therapeutics
 Medfusion
 Medtronic Xomed
 Misy
 NextGen
 NotifyMD
 PTMS Medical
 Salient, LLC
 Sinucare, Inc.
 Sonus USA
 Starkey Laboratories
 TeleVox
 Xoran

Levels of Sponsorship

All AOA25 Exhibitors receive the following benefits:

- 6 foot skirted tabletop space
- Registration fee to include participation in all courses, receptions, lunches & breaks for ONE person
- Website banner ad (level I) for 30 days on the AOA website
- AOA Conference Tote
- Two Sets of Mailing lists (pre-Conference of Membership, post - Conference of Attendees in Electronic Form—*One use each*)
- Business Card size ad in the post-Conference *Oto's Scope*
- Company Name will appear in the pre-Conference Brochure sent to over 2,000 Otolaryngology Physicians & Administrators (if registered by our printing deadline)
- Eligible for sponsorship of Early Bird Session, pending availability.
- Onsite listing of attendees
- Participation in AOA25 Scavenger Hunt, guaranteed to generate traffic and face-to-face interaction with attendees (pending receipt of application by deadline)
- Listing in Pocket Program or Exhibitor Map
- Logo in Conference Proceedings

Silver Sponsor (receive the above listed items) \$2,500 - \$4999

Gold Sponsor (receive the following *in addition* to Silver) \$5,000 - \$9,999

- Registration fee to include participation in all courses, receptions, lunches & breaks for TWO people
- Website banner ad (level I) for 60 days on the AOA website

Platinum Sponsor (receive the following *in addition* to Silver & Gold) \$10,000 - \$50,000

- One year associate membership to AOA
- Registration fee to include participation in all courses, receptions, lunches & breaks for FOUR people
- Website banner ad (level II) for 90 days on the AOA website
- ½ page ad in the post-Conference *Oto's Scope*
- ¼ page ad in the pre-Conference Brochure sent to over 2,000 Otolaryngology Physicians & Administrators. (if registered by our printing deadline)
- Business card size ad in the Conference Workbook



Beyond AOA25....

Sponsorship of AOA25 offers you and your company exposure beyond that of Conference attendees. Exhibitors will be entitled to these additional advertising opportunities:

- Electronic list of meeting attendees and full AOA membership (over 1000) valid for one direct mailing.
- Business card-size ad (1/2 page for Platinum Sponsors) in the post-Conference edition of *Oto's Scope*, the AOA's quarterly publication with distribution to our OVER 1000 MEMBERS.
- Company logo featured in the Annual Meeting Brochure, sent to OVER 2,000 PHYSICIANS AND ADMINISTRATORS (If registered by print deadline). Additionally, Platinum sponsors receive a 1/4 page ad.
- Banner ad on the AOA website www.oto-online.org. [Oto-online.org](http://www.oto-online.org) is a valuable member resource featuring various tools for the practice manager, and is visited regularly by our membership.

Additional advertising opportunities for the pre-Conference Brochure, website, and pre-Conference *Oto's Scope* are available to all exhibitors. Contact the AOA Office for details.



Increase



your



Exposure



The AOA offers numerous opportunities for additional exposure to attendees. The following events & items may be sponsored by your organization:

Early-Bird Session

(\$2,500)

Limited Space – reserve early as these are sell outs! First come, first served! This is available for all sponsorship levels and the fee is in addition to sponsorship level. Only one product or service type will be permitted during the early bird sessions (i.e.: EMR, CT scanner, billing company, etc). This gives vendors the opportunity to provide 1 hour presentations or interactive sessions to showcase their product or service. There is no additional charge to AOA attendees for these sessions. These sessions will take place Wednesday afternoon, September 12, 2007.

Opening Ceremony (Call AOA)

Sponsor the Opening Event and keynote speaker for AOA-25. This is a great opportunity to make an early impression on attendees.

Welcome Reception (Call AOA)

Scheduled to take place on the first evening of the conference, the Welcome Reception will include drinks and hors d'oeuvres for attendee and vendor networking.

25th Anniv. Reception (Call AOA)

This very special event will celebrate the achievements and growth of the AOA on its silver anniversary.

Keynote Speakers (Call AOA)

According to attendee surveys of previous years, our keynote speakers are always highlights of the meeting experience. Sponsor a keynote speaker session.

Evening Out Event (Call AOA)

TBA

COPM Reception (\$4000)

This intimate event will include AOA leaders and designees of the AOA's Certification in Otolaryngology Practice Management (COPM) program.

Welcome Banner (\$1,000)

Make a big visual impact by sponsoring the AOA25 Welcome Banner. The Banner will be displayed near the Conference Registration Desk in the main foyer.

Cyber-Café (\$10,000)

This highly utilized service will include four computers open to use by meeting attendees. Sponsorship of the Cyber-Café will include your company screen-saver, pens, tablets, and banners or other promotional materials (with AOA approval) to be featured in the café space.

Breakfasts or Breaks (\$3000)

Conference Workbook w/ Full Page Ad (\$6,000)

Attendees are given a bound workbook including a full conference schedule, event map, vendor listing, and handouts and slides featured in all lectures. Workbook sponsorship includes a FULL-PAGE AD in the workbook and logo on the cover.

Meeting Brochure (\$5,000)

Conference Totes (\$4,000)

Quality canvas bags featuring AOA and Sponsor Company logos are distributed to all attendees as a convenient way to tote conference materials. **In addition to conference attendees, totes are included in AOA New Member Packets throughout the year.**

CDRom of Educational Content (\$2,500)

Your company name and logo are incorporated into the cover graphics and content of CD-Roms featuring handouts and slides of all meetings at the conference, distributed to all attendees.

Neck Wallets for Name Badges & Tickets (\$1,500)

Your company logo will be featured on highly visible neck wallets/name badge holders worn by attendees throughout the duration of the meeting.

Conference Tablets (\$1,000)

Tablets featuring your company logo will be included in registration packets – a great opportunity for longer-term name recognition.

Conference Pens (\$500)

In addition to distribution to conference attendees, **pens featuring your company logo are included in AOA New Member Packets distributed throughout the year.**

Conference Bag Insert (Call AOA)

Include a promotional insert in the conference bags. A great opportunity to put promotional material directly into attendee hands.

Pocket Program (\$2,000)

Pocket Programs are a convenient way to keep the complete conference schedule at attendee fingertips.

Please call to discuss additional options or partial sponsorships.



Exhibit Space Terms & Conditions Agreement

Conference Management:



Association of
Otolaryngology
Administrators

1844 Ardmore Blvd
Pittsburgh, PA 15221
Fax: (412)-243-5160

Contacts:

Robin Wagner
(412) 243-5156 ext 24
rwagner@cmemanage.com

Autumn Forrest
(412) 243-5156 ext 20
aforrest@cmemanage.com

Eligible Exhibits

The Conference Management reserves the right to determine the eligibility of any Company or Product to exhibit in the Conference and further reserves the right to reject any application and/or limit space assigned to any one Company.

Liability for Exhibits

Exhibitor assumes responsibility and agrees to indemnify and defend AOA and The JW Marriott, and their respective employees and agents against any claims or expenses arising out of the use of the exhibition premises.

The Exhibitor understand that neither Association of Otolaryngology Administrators nor The JW Marriot, maintains insurance covering the Exhibitor's property and it is the sole responsibility of the Exhibitor to obtain such insurance.

The Exhibitor agrees to make no claim for any reason whatsoever against Conference Management and/or Conference Sponsor and the City and/or State wherein Conference is held, for loss, theft, damage or destruction of goods, nor for any injury to himself or employees while Conference is in progress, being set up or taken down. Exhibitor agrees to indemnify and hold harmless Conference Management and AOA.

Management, Conference Sponsor and the Hotel wherein the Conference is held, and their employees, are held harmless against any and all claims of any person, arising out of facts, omissions or negligence or Exhibitor, its agents, or employees.

Limitation of Exhibits

Conference Management reserves the right to stop or remove from the Conference any Exhibitor, or his representative, performing an act or practice when in the opinion of Conference Management is objectionable or detracts from the dignity of the Conference or is unethical to the business purpose of the Conference. Conference Management reserves the right to refuse admittance of exhibits or materials to the Conference until all dues and fees are paid in full. No exhibitor shall hold any social event which Buyers are invited, or entice Buyers off the Conference floor during official Conference hours.

Cancellation or Withdrawal

Cancellation of space and refund is subject to the following conditions: Exhibitors shall give written notice of cancellation; if written notice is received on or before July 2, 2007 a refund of all monies minus a charge of \$300 will be refunded. **Cancellation for any reason after July 2, 2007 will not be eligible for any refund.**

Exhibit Restrictions

No Exhibitor or part of an exhibit will be admitted to any space until rental of that space has been paid in full. No Exhibitor may dismantle the exhibit except according to the guidelines set forth in the schedule unless prior written approval is given by Conference Management or AOA. The Exhibitor shall properly staff the exhibit during the Conference hours. Exhibitors are liable for any damages caused to building walls, floors or columns or other Exhibitors' property.

Boundaries

All parts of all exhibits must be exhibited within Exhibitor's assigned space boundaries. Aisle space is under control of Conference Management.

Fireproofing

All decorations must be fireproof in accordance to the Fire Marshall rules and regulations.

I have read and agree to the terms and conditions as outlined above.

Exhibitor Company Name

Company Representative Name (Please Print)

Company Rep Signature

Date



Exhibit Space Application
 AOA 25th Annual Educational Conference
 Washington, DC; September 12-15, 2007

We hereby contract with the Association of Otolaryngology Administrators (AOA) for exhibition space as described below, in conjunction with the AOA 25th Annual Education Conference to be held at the JW Marriot in Washington, DC. The undersigned has read the contract and agrees to abide by and be bound by said contract. Spaces confirmed are not transferable and a charge of \$300 will be made for any cancellations made by the Exhibitor prior to July 2, 2007. No refunds for exhibit space will be made after July 2, 2007. The AOA will not be responsible for any expenses incurred in the provision of the exhibit.

Company Name	Telephone
Company Address	Website
	Conference Contact Name
Company City, State, Zip	Conference Contact Phone
<i>If different from above:</i>	Conference Contact email
Company Representative Name (to be listed in program)	Phone: Email:
Additional Company Representative Name #1	Phone: Email:
Additional Company Representative Name #2	Phone: Email:
Additional Company Representative Name #3	Phone: Email:

Exhibit Fee/ Basic Sponsorship	\$2,500	
Additional Sponsorship	oEarly Bird Presentation (Limited Space—Reserve Early!) (\$2,500) oOpening Ceremony (call) oWelcome Reception (call) oKeynote Speaker (call) oCyber Café(\$10,000) oWelcome Recept(call) oConference Workbook \$6,800) oEvening Out (call) oMtg Brochure(\$5,000) oBreakfast(\$3000) oBreak(\$3000) oTote(\$4,000) oCDRom(\$2,500) oNeck Wallets (\$1,500) oTablets(\$1,000) oPens(\$500) oPocket Program(\$2,000) oWelcome Banner(\$1,000) oCOPM Reception o25th Aniv.Celebration(call)	
Additional Representatives	\$300 for each representative attending in addition to number included with sponsorship level.	
TOTAL SPONSORSHIP AMOUNT		

Table preference (See page 3): 1st choice___ 2nd choice___ 3rd choice___

Companies from whose tables you choose to be separated:

Which is more important?:

- Requested location
- Requested table separation

Payment Options

Check

Make Payable and mail to:

AOA
PO Box 503269
St. Louis, MO 63150-3269

Visa/MasterCard _____ - _____ - _____ Expiration Date ____/____/____ CID _____

Signature _____

Date ____/____/____

Credit Card Payment may be faxed to AOA Office; 1844 Ardmore Blvd; Pittsburgh, PA 15221; or faxed to (412) 243-5160.



Join us for the AOA25 Scavenger Hunt!

The AOA25 Scavenger Hunt is an easy way for your team to generate one-on-one contact with meeting attendees. Participation is simple!

1. Submit a question and donate a prize.
2. We will list your question with all others on a scavenger hunt flyer which will be given to meeting attendees at registration.
3. During AOA25, meeting attendees will stop by your table to get an answer.
4. Completed scavenger hunts will be entered for a prize drawing during the conference.

All scavenger hunt questions must be answered before being eligible for a drawing, guaranteeing face-to-face visits with attendees. Drawings will be held Friday afternoon at a designated time with special recognition to the company sponsoring the prize.

QUESTIONS MUST BE SUBMITTED BY FRIDAY, JULY 20, 2007.

Company Name: _____

Question: _____

Answer: _____

Prize Donated: _____

Submit Completed form to:



1844 Ardmore Blvd
Pittsburgh, PA 15221
(412) 243-5156 ext 20
Fax: (412) 243-5160
rwagner@cmemanage.com

**Prizes should be submitted to
the AOA Registration Desk
during conference set-up hours.**