



The AAO-HNS Academy Advantage Program is an affinity program offering selected products and services to AAO-HNS members. These products and services for our member's professional business needs can offer substantial discounts to benefit their practice. It leverages the group buying power of the Academy's more than 10,000 members to create a win-win-win program for our members, the Academy, and Academy Advantage participating vendors. AAO-HNS offers non-endemic companies – those that are not medical device or pharmaceutical companies - wishing to participate in the Academy Advantage Program two levels of participation.

### Academy Advantage Premier Partner:



All Partner level benefits, plus:

- Right to market a co-branded product/ services and special offers to AAO-HNS membership;
- Recognition at the Annual Meeting, including sponsorship of a proprietary component (additional production costs assessed);
- Opportunity to insert company literature/promotional merchandise in AAO-HNSF Annual Meeting Registration Bag;
- First right of refusal on any additional marketing opportunities available throughout the year in print, online, or social media;
- Featured four times a year in AAO-HNS weekly e-newsletter, *The NEWS*

*Premier Partner Requirements: Two-year contract including a \$50,000 minimum annual royalty guarantee.  
Premier Partners receive category exclusivity at \$100,000 annual royalty*

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### Academy Advantage Partner:



- Inclusion in Academy Advantage mailing with letter from AAO-HNS CEO promoting special offer;
- One time access to the AAO-HNS mailing list;
- One time access to the AAO-HNSF Annual Meeting & OTO EXPO<sup>SM</sup> pre attendee mailing list;
- Complimentary 10'x10' booth space at AAO-HNSF Annual Meeting & OTO EXPO<sup>SM</sup>;
- Opportunity to display products and services at AAO-HNS/F Leadership Forum. (fee associated)
- Signage displaying company logo and booth number on Annual Meeting collateral designating your company as a supporter of AAO-HNS;
- Year-round logo and link promoting offer on appropriate sections of AAO-HNS home page;
- Featured product editorial included in one monthly issue of the *Bulletin* (online and in print);
- Featured for one month, twice a year, on the MarketPlace online 'rotating banner acknowledgement';
- Featured twice a year in AAO-HNS weekly e-Newsletter, *The News*

*Partner Requirements: One-year minimum contract including a \$10,000 annual royalty guarantee.*

<b>Networking Opportunities</b>	<b>Premier Partner</b>	<b>Partner</b>
<ul style="list-style-type: none"> <li>• Right to market a co-branded product/service and special offer to AAO-HNS members</li> </ul>	<b>X</b>	
<ul style="list-style-type: none"> <li>• Opportunity to display products and services at the AAO-HNS/F Leadership Forum (fee associated)</li> </ul>	<b>X</b>	<b>X</b>
<ul style="list-style-type: none"> <li>• Access to the AAO-HNS mailing list once per year (USPS addresses only)</li> </ul>	<b>X</b>	<b>X</b>
<ul style="list-style-type: none"> <li>• One time access to the AAO-HNSF Annual Meeting &amp; OTO EXPO<sup>SM</sup> attendee mailing list</li> </ul>	<b>X</b>	<b>X</b>
<b>Year Round Recognition</b>		
<ul style="list-style-type: none"> <li>• Priority recognition and positioning benefits in print and online materials</li> </ul>	<b>X</b>	
<ul style="list-style-type: none"> <li>• Priority choice of feature months in print and online materials</li> </ul>	<b>X</b>	
<ul style="list-style-type: none"> <li>• First right of refusal of any additional marketing opportunities available throughout the year in print, online or social media</li> </ul>	<b>X</b>	
<ul style="list-style-type: none"> <li>• Opportunity to include printed promotional product in New Member AAO-HNS welcome packet</li> </ul>	<b>X</b>	
<ul style="list-style-type: none"> <li>• Year-round logo, hyperlink, and promotional offer on Academy Advantage web page</li> </ul>	<b>X</b>	<b>X</b>
<ul style="list-style-type: none"> <li>• Inclusion in Academy Advantage mailing with letter from AAO-HNS CEO promoting special offer</li> </ul>	<b>X</b>	<b>X</b>
<ul style="list-style-type: none"> <li>• Featured product editorial included in one monthly issue of the <i>Bulletin</i> (online and in print)</li> </ul>	<b>X</b>	<b>X</b>
<ul style="list-style-type: none"> <li>• Featured in the weekly Academy e-Newsletter, <i>The NEWS</i></li> </ul>	<b>X</b> <i>(4 times each year)</i>	<b>X</b> <i>(2 times each year)</i>
<b>Annual Meeting Visibility</b>		
<ul style="list-style-type: none"> <li>• Recognition at the Annual Meeting &amp; OTO EXPO<sup>SM</sup>, including sponsorship of a proprietary component (production costs not included)</li> </ul>	<b>X</b>	
<ul style="list-style-type: none"> <li>• Opportunity to insert company literature / promotional piece in Annual Meeting &amp; OTO EXPO<sup>SM</sup> registration materials</li> </ul>	<b>X</b>	
<ul style="list-style-type: none"> <li>• Complimentary 10'x10' booth space at AAO-HNS/F Annual Meeting &amp; OTO EXPO<sup>SM</sup></li> </ul>	<b>X</b>	<b>X</b>
<ul style="list-style-type: none"> <li>• Company logo on Annual Meeting &amp; OTO EXPO<sup>SM</sup> collateral, designating company as a supporter of AAO-HNS/F</li> </ul>	<b>X</b>	<b>X</b>

All participating Academy Advantage companies are featured in the bi-monthly full page Academy Advantage Program *Bulletin* ad and bi-monthly *Journal-Otolaryngology Head and Neck Surgery* ad.