

AAO-HNS Industry Round Table – Reach Your Target Market

At the American Academy of Otolaryngology-Head and Neck Surgery (AAO-HNS), we believe that forming collaborative relationships with industry companies allows each of us to leverage the important work of the other. Mutually beneficial partnerships provide the opportunity to better serve and communicate with the ENT specialty, its practitioners and patients.

Elevate your Leadership

The IRT Program offers companies that support the AAO-HNS mission an unprecedented package of benefits and opportunities that enable maximum specialty exposure and interaction. By participating in the IRT Program, you are able to leverage the world's largest organization representing ENT specialists. AAO-HNS works jointly with IRT partners to promote the partnership through a year-round platform. We provide the tools and resources to ensure that members are educated on the support IRT provides. We deliver multiple opportunities through a full range of valuable resources, including positioning and recognition, leadership access and networking, and high-caliber services.

Become an AAO-HNS Industry Round Table Partner Today

IRT recognition is achieved by giving charitable gifts in support of our mission, Continuing Medical Education (CME) grants, and corporate support for the Annual Meeting & OTO EXPOSM during the program year. The IRT Program offers three levels of participation:



Recognition starting at \$100,000



Recognition starting at \$50,000



Recognition starting at \$25,000

For more information or to join the AAO-HNS IRT Program, please contact David Buckner, Corporate Relations Manager, at 1-703-535-3718 or dbuckner@entnet.org, or visit our website at <http://www.entnet.org/IRT/>

Better Serve and Communicate

We believe that working together both the AAO-HNS and industry can better serve and communicate with the otolaryngology specialty, its practitioners, and patients. We invite you to consider providing a grant or charitable gift to support:

- Our overall mission
- Annual Meeting & OTO EXPOSM educational programs
- Awarding several CORE Research Grants
- Humanitarian Travel Grants
- Resident Leadership Grants
- Public Education Resources and Campaigns
- Dissemination of educational products or clinical guidance
- AcademyU[®]

Benefits & Recognition

Logo size in all recognition is commensurate with level of support

Networking Opportunities	Leader	Member	Associate
• Inclusion in annual Industry Round Table	X	X	X
• Individual meeting with AAO-HNS/F Executive Staff	X		
Year-Round Recognition			
• Logo in thank-you ad or grouping of company logos in <i>Otolaryngology – Head and Neck Surgery</i> (Journal), <i>Bulletin</i> , Member Directory, and Annual Report	X	X	X
• Website link on Industry Round Table Page, from AAO-HNS Home Page	X	X	X
• Ability to use IRT designation and/or IRT logo in corporate communications, website, press releases, professional education materials and advertisements	X w/Leader designation	X w/Member designation	X w/Associate designation
Annual Meeting & OTO EXPO SM Visibility			
• Company/product information distribution in insert in Annual Meeting registration portfolio (additional fee)	X		
• Exclusive right to include company media kits in the Annual Meeting & OTO EXPO SM newsroom	X		
• First right of refusal - Annual Meeting corporate symposia	X	X	
• First right of refusal – Annual Meeting & OTO EXPO SM “New Product Showcase”	X	X	
• Logo on recognition signage in the Annual Meeting & OTO EXPO SM registration area, Opening Ceremony, President’s Reception, International Dessert Reception, and at company exhibit booth	X	X	X
• Logo in thank you ad or grouping of company logos in Daily Preview, Daily Editions, Final Program, Exhibit Directory, and Exhibit Floor Map	X w/Leader designation	X w/Member designation	X w/Associate designation
• Website link on Industry Round Table page from Annual Meeting & OTO EXPO SM home page	X	X	X
• Verbal acknowledgement by Academy staff/leadership at the Opening Ceremony, President’s Reception, and International Dessert Reception	X	X	X
• Invitations to the Board of Directors reception, Opening Ceremony breakfast, International Dessert Reception, VIP seating at the Opening Ceremony, and Complimentary Annual Meeting registrations	X (Contact dbuckner@entnet.org for details)		

Program benefits subject to periodic revision and enhancement. Program year runs from January 1 – December 31