



2023 ARO MIDWINTER MEETING

Sponsor & Exhibitor Prospectus

Connect with us!

About ARO

OUR HISTORY

The association was founded in 1973. It is under the direction of the ARO Council that consists of a President, a Past President, a President-Elect, a Secretary-Treasurer, a Communications Officer, a Program Committee chair, a Nomination Committee chair, and three Council Members At-Large, all of whom are elected from and by the membership. The functions of the organization are established through bylaws carried out with the help of committees and counsel from past presidents.

OUR MISSION STATEMENT

The mission of the Association shall be to encourage and promote basic and clinical research in the broad fields of Otolaryngology, hearing and balance science, and related areas. To achieve these objectives, and to foster collegial assembly and stimulate scientific collaboration among its members, the Association shall encourage year-round scientific engagement through meetings and other activities.

OUR VISION

Our vision is to pioneer inventive excellence in pure and applied science by nurturing researchers to perform the most rigorous and exciting science in the study of hearing and balance and related otolaryngological fields. We seek to use our collective knowledge to make fundamental discoveries and develop ground-breaking treatments that improve quality of life.

OUR CORE VALUES

- **Science:** We promote rigorous original (same as mission) basic science and clinical research that moves forward our understanding of hearing and balance sciences and related fields. We strive to provide a forum for dissemination and meaningful discussion of results.
- **Diversity:** We acknowledge and honor the fundamental value and dignity of all individuals. We are committed to maintaining an inclusive environment that removes barriers and respects diverse people, approaches, and ideas.
- **Integrity:** We maintain the highest ethical standards in the collection, sharing and dissemination of research and champion best practices in both basic and clinical experimentation.
- **Collaboration:** We believe in listening and evolving together by embracing the exchange of ideas through initiatives including, but not limited to, interdisciplinary research, education, mentorship, and professional networking.
- **Education:** We support and empower our community by providing multi-faceted educational and mentorship opportunities relevant to early career professionals and throughout the career-span.

Invitation to Exhibit

The 46th Annual MidWinter Meeting of the Association for Research in Otolaryngology (ARO) will be held in Orlando, Florida from February 11 -15, 2023. Sponsorship and exhibit opportunities are now available, and we would be delighted to have your participation and invite you to complete the enclosed Exhibit and Sponsorship Application.

ARO provides a national and international forum for scientists of diverse backgrounds to advance the understanding of Otolaryngology and work to understand how the ear and the brain process sound and control balance.

Since 1973, a major focus of the ARO's activities has been to convene an annual Mid-Winter Meeting. This event serves as a forum to bring together basic scientists and clinical investigators from industry, academia, and government. We expect to have approximately 1,800 attendees for the 2023 Meeting, including many international attendees.

Exhibitor Details

As part of your exhibit fee, two (2) complimentary exhibitor registrations are included. Additional exhibitor badges can be purchased at a reduced rate for up to four (4) additional company representatives.

Enhance your presence at the ARO 2023 MidWinter Meeting. See Sponsorship Opportunities below for more details and cost.

We look forward to working with you to make your exhibit at the ARO 2023 MidWinter Meeting a success. Please contact us at headquarters@aro.org if you need additional information.

Next steps are located on the last page of this packet.

Meeting Details

MEETING DATES:

February 11-15, 2023

LOCATION:

Renaissance Orlando at SeaWorld
Orlando, Florida, USA

EXHIBITION SCHEDULE:

Show Dates: Saturday, February 11 to Wednesday, February 15, 2023.

CONFERENCE SITE: aro.societyconference.com

FOR ADDITIONAL INFO: headquarters@aro.org
or (615) 432-0100

EXHIBIT PACKAGE DETAILS AND PRICING

ARO is pleased to offer exhibitors the following options in exhibit space:

INDUSTRY EXHIBIT BOOTH: \$1,700*

NON-PROFIT EXHIBIT BOOTH: \$850*

Includes:

- Live Exhibit Booth (details can be found on page 5 of the prospectus)
- Two (2) complimentary exhibit personnel badges that grant access to all conference activities
- Sponsor Listing on ARO Conference Website, Mobile App and Walk-in Slides
- Logo included in digital program book

LIVE Booth Space Includes:

- 10' x 10' area
- Pipe & drape back wall/side rails
- 7" x 44" ID sign
- 6 ft. skirted table
- Two (2) chairs
- Wastepaper basket

Additional equipment may be rented from the General Service Contractor. Order forms will be available in the Exhibitor Service Kit on the conference website soon.

LIVE BROWSE TABLE: \$450

Unmanned table space is available at a cost of \$450. Literature may be sent to the attention of the Exhibit Manager and will be set up and maintained throughout the exhibit hours. Unused literature will not be returned.

EXHIBIT LOCATION

The Exhibit Floor is co-located with the poster sessions. This placement ensures the exhibits are in an area of maximum traffic flow. The Exhibit Hall is open 24 hours for poster viewing and protected by security during non-exhibit hours.

SPACE ASSIGNMENTS

Space will be assigned on a first-come, first-served basis. Contracts for Exhibit Space and Sponsorships or Partnership Packages must be accompanied by full the full deposit. A 50% cancellation refund is available through November 8, 2022. After that all payments are non-refundable. Contracts submitted without payment will not be processed and space will not be held.

Sponsorship Options

DIGITAL PROGRAM BOOK AD

ARO offers the option to provide an ad for the digital Program Book:

- Full Page: \$750*
- Half Page: \$500*
- Quarter Page: \$250*

*25% discount available for Non-profits

AWARDS & HONORS RECEPTION:

\$8,000 EXCLUSIVE OR \$4,000 PARTIAL

This reception honors the ARO Award of Merit recipient and is open to all attendees. Company logo/name will be listed on signage.

TRAVEL AWARDS LUNCHEON:

\$5,000 EXCLUSIVE OR \$2,500 PARTIAL

This well attended luncheon is an attendee favorite. The luncheon recognizes the recipients of the travel award grants and their mentors.

DIVERSITY & MINORITY AFFAIRS ROUNDTABLE

\$5,000 EXCLUSIVE OR \$2,500 PARTIAL

This well attended event is another standout among attendees. Lunch is provided while attendees have the opportunity to discuss topics of diversity, equity and inclusion.

STUDENT SPONSOR: CUSTOM PRICING AVAILABLE

Help keep student registration costs low. Becoming a student sponsor ensures those just starting their career can attend the MidWinter meeting at a fraction of the cost. Sponsorship includes recognition on the registration site and conference site, as well as a listing in the program book and signage.

COFFEE BREAK: \$3,000 EACH

Eight (8) half day breaks are available throughout the conference. Company logo/name will be listed on signage.

HEADSHOT PHOTOGRAPHER: 5,000

Give our attendees the opportunity to get professional headshots. Company logo/name will be listed on signage and invites informing attendees of the dates/times the photographer(s) will be available.

Sponsorship Options Cont.

MOBILE APP SPONSOR: \$6,000

The mobile app lead sponsor will be a true partner in taking the ARO MidWinter Meeting to the next level of interactivity. The app sponsor will have a splash page that is shown to all conference attendees every time they open the app. Please reach out to AROHQ for more details on Mobile App Sponsorship Options!

WELCOME RECEPTION: \$8,000

The opening Welcome Reception is held in the poster and exhibit hall and is open to all registrants. Attendees enjoy small bites as they peruse the poster session and mingle with exhibitors and colleagues. Sponsorship of this reception includes signage throughout the event space, as well as a listing in the conference program book, daily email, conference schedule and other promotional materials.

SESSION RECORDING: \$10,000

Help make the MidWinter Meeting accessible to attendees unable to travel. Recording will include a slide prior to select recorded sessions with your logo on it showcasing your sponsorship, as well as a listing in the program book and signage.

WIRELESS INTERNET SPONSOR:

\$25,000 EXCLUSIVE OR \$10,000 PARTIAL

Be the one who makes access possible! ARO hopes to offer wireless internet to all attendees in all session rooms and meeting places. Help keep attendees connected. Wi-Fi will include a splash page with your logo on it showcasing your sponsorship, as well as a listing in the program book and signage.

SPONSORSHIPS & ADVERTISING

Individual conference items are available for sponsorship, including event sponsorships and advertising opportunities. Partnership packages, which offer a variety of items at a deep discount, are also available. For information on available opportunities or custom sponsorship packages contact headquarters@aro.org or call 615-432-0100.

ARO offers a wide variety of marketing and sponsorship opportunities designed to fit every style and budget. These traffic builders will increase your visibility in Orlando and help you achieve greater return on your exhibit investment. Sign up for one of these opportunities today!

Exhibit Information

TENTATIVE EXHIBIT SCHEDULE

ARO is still finalizing their schedule and we will update specific exhibit times when the schedule is finalized.

HOTEL ACCOMMODATIONS/AMENITIES

ARO's 2023 MWM is taking place at the Renaissance Orlando at SeaWorld Hotel. Please refer to our [website](#) for all up-to-date information on hotel accommodations. Group rate only available to exhibitors purchasing a live booth or sponsorship.

GENERAL SERVICE CONTRACTOR

A General Service Contractor will be available to Exhibitors, along with Exhibitor Service Manuals, approximately 60 days prior to the show. Shipping and handling of show materials, furniture, labor, drayage, electrical, signs, and other booth furnishings may be ordered directly from the Decorator. All charges for additional services are the sole responsibility of the exhibitor.

REGISTRATION

Each staffed exhibit booth includes two complimentary conference registrations. Additional exhibit personnel registrations may be purchased at \$50 each. Additional exhibit personnel badges do not allow access to any education sessions or meal functions.

CANCELLATION POLICY

Exhibitors shall give written notice of cancellation. If written notice is received by November 25, 2022, total contract amount less a 50% cancellation fee will be refunded to the Exhibitor. No refunds will be allowed for any cancellation after November 25, 2022.

Exhibitor Policies

LIABILITY/HOLD HARMLESS

Exhibitor hereby agrees to and does indemnify, hold harmless, and defend ARO from and against all liability, responsibility, loss, damage, cost or expense of any kind whatsoever (including attorney's fees), which may incur, pay or be required to pay, incidents, or indirect employee negligence, acts or omissions by Exhibitor/Attendees; and ARO and its respective agents or employees shall not be responsible for loss, damage or destruction of property.

ENFORCEMENT OF RULES AND REGULATIONS

The rules and regulations of ARO exhibits are intended to bring order and fairness to the Conference. ARO shall have the final determination for enforcement of all rules, regulations and conditions. ARO reserves the right without recourse to control or prohibit any exhibit or part of any exhibit that is contrary to the ARO mission and values. This includes the conduct of persons and the content. ARO may dismiss an exhibitor from the conference for unethical conduct. It is agreed that no refund of fees shall be made upon dismissal.

EXHIBITOR RESPONSIBILITY AND BADGES

Each exhibitor must name at least one person to be representative in connection with operation of the exhibit. Each sponsorship includes a maximum of two (2) complimentary registrations. Additional representatives may register for an additional fee.

TERMS AND CONDITIONS

By submitting an exhibit application, I hereby authorize ARO to reserve exhibit space for use by my company or organization. I hereby acknowledge receipt of and agree to abide by these Exhibit Rules and Regulations and to all conditions under which exhibit space is leased to ARO. ARO reserves the absolute right, at any time, to determine the eligibility of any company or product for inclusion in the exhibit. I have signed the exhibit application indicating that I understand the rules and regulations.

NEXT STEPS

Thank you for considering supporting the Association for Research in Otolaryngology as a sponsor or exhibitor. Please complete the form [LINKED HERE](#) to allow us to secure additional information. After submission, the ARO Executive Office will contact you to initiate a Letter of Agreement to solidify the sponsorship and to discuss payment options.

If you have questions, please contact the ARO Executive Office headquarters@aro.org. You will receive an email from the Executive Office regarding your request within 48 hours.