



| 2025 Prospectus

 **ARO 48TH ANNUAL**
MidWinter Meeting
February 22-26, 2025

Renaissance Orlando at SeaWorld

Orlando, Florida

aro.org

About ARO

MISSION

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

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.

VISION

- **Science:** We promote rigorous original 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.



About the MidWinter Meeting



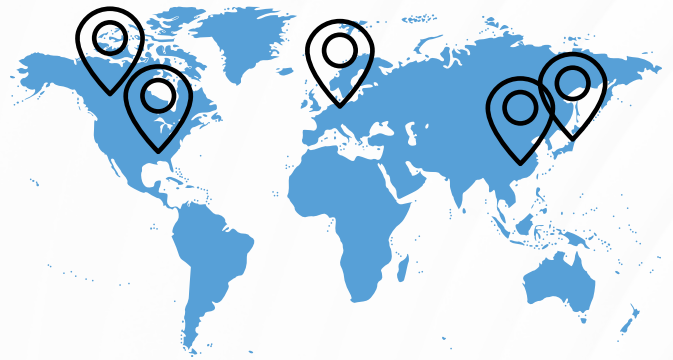
Orlando, Florida
Renaissance Seaworld



February 22-26,
2025

1700 *annual attendees*

38 Countries
Represented



WORTH THE INVESTMENT

95%

conference goers reported
it was worth the time they
invested to attend



SPONSORSHIP PACKAGES 1

ACCESSIBILITY SPONSOR

\$ 5000 – 4 AVAILABLE, CLAIM ONE OR MORE TODAY!

ARO is proud to provide cutting edge audio/visual, both human and AI captioning, and listening technology for our vast membership, many of whom experience hearing loss. You can be a standout in our sponsorship and provide one of the meaningful aspects of the MidWinter Meeting.

- A slide with your logo, seen by all attendees throughout the conference
- Verbal recognition at the Business & Town Hall Meeting
- Logo in the program book and mobile app
- Logo on signage and sponsor slides
- Special recognition in all marketing materials leading up to the conference
- One time email sent to ARO Membership provided by you and approved & sent by ARO
- Available add-on: +\$1000 to include the Industry Exhibitor Booth package

TRAVEL AWARD LUNCHEON SPONSOR

\$ 5000 Exclusive or share the limelight with Partial Sponsorship for \$ 2500

ARO and the Henderson Fund provide over 100 Travel Awards annually to deserving trainees. Help honor their achievement and that of their mentors with this sponsorship. Exclusive sponsorship includes the same package as the Accessibility Sponsor above. Partial sponsorship includes the following:

- Verbal recognition at the luncheon
- Logo in the program book and mobile app
- Logo on signage and sponsor slides
- Special recognition in all marketing materials leading up to the conference

SPONSORSHIP PACKAGES 2

WIFI SPONSOR

\$10,000

WiFi is now a basic need for conferences, and it is one of the most expensive things to provide. Be the one who makes access possible and get:

- A slide with your logo, seen by all attendees throughout the conference
- Verbal recognition at the Business & Town Hall Meeting
- Logo in the program book
- Logo on signage and sponsor slides
- Logo in the mobile app
- Special recognition in all conference marketing materials leading up to the conference
- One time email sent to ARO Membership provided by you and approved & sent by ARO
- Industry Exhibitor Booth package included

CLOSING EVENT SPONSOR

\$5000

The most exciting and most well attended social function at the meeting could be sponsored by you! This sponsorship provides support for the event DJ, Audio/Visual needs, and light snack and beverage.

- A slide with your logo, seen by all attendees throughout the conference
- Verbal recognition at the closing event
- Logo on in the program book
- Logo on signage and sponsor slides
- Special recognition in all marketing materials leading up to the conference
- One time email sent to ARO Membership provided by you and approved & sent by ARO.
- Available add-on: +\$1000 to include the Industry Exhibitor Booth package



SPONSORSHIP PACKAGES 3

PROGRAM POCKET GUIDE SPONSOR

\$ 5000

One of ARO Memberships most requested items is back this year – for attendees to purchase. Be the reason we can provide them to attendees for free instead and they will never forget you!

- A slide with your logo, seen by all attendees throughout the conference
- Verbal recognition at the closing event
- Exclusive 1 page ad in the program book
- Logo in the program book and mobile app
- Logo on signage and sponsor slides
- Special recognition in all marketing materials leading up to the conference
- One time email sent to ARO Membership provided by you and approved & sent by ARO
- Available add-on: +\$1000 to include the Industry Exhibitor Booth package

AWARDS RECEPTION SPONSOR

\$ 5000 Exclusive or share the limelight with \$2500 Partial Sponsorship

This prestigious event honors the ARO Award of Merit, Pioneer Award in Basic Science, ARO Award for Clinical Innovation, Geraldine Dietz Fox Young Investigator Award recipients as well as the Poster Blitz winners.

- Verbal recognition at the Awards Ceremony
- Logo on signage out during the reception
- Logo in the program book and mobile app
- Logo on signage and sponsor slides
- Special recognition in all marketing materials leading up to the conference



SPONSORSHIP PACKAGES 4

DAILY MIDWINTER MEETING EMAIL SPONSOR

\$2000 / Day or \$8500 for all 5 Days

Make sure business is the first thing attendees see each morning as they plan their day and then throughout the day as they reference our daily emails to navigate the MidWinter Meeting.

- Logo prominently displayed on each daily email
- Logo in the program book and mobile app
- Logo on signage and sponsor slides
- One time email sent to ARO Membership provided by you and approved & sent by ARO.

PROGRAM BOOK AD

Provide an ad for both the printed and digital Program Book, a key reference item for all attendees that they will view countless times throughout the MidWinter Meeting.

- Full Page: \$800*
- Half Page: \$550*
- Quarter Page: \$300*

***25% discount for non-profit organizations**

SIGNAGE SPONSOR

\$2000

Ensure that your business is on every sign and in every corner of the MidWinter Meeting space. Attendees rely on signage to navigate their way from session to session.

- Logo on signage and sponsor slides
- Logo in the program book and mobile app



EXHIBITOR PACKAGES

The 2025 ARO MidWinter Meeting program will include time designated for posters and exhibits, allowing increased exposure to the conference attendees. Exhibits are located outside the Poster Hall. This year doors will be locked/unlocked strategically so that all exhibitors experience the maximum amount of foot traffic possible.

INDUSTRY EXHIBIT BOOTH

\$ 1900

- 8'X10' space, with pipe and drape back and side walls
- One (1) 6' Skirted table and two (2) chairs
- Two (2) Complimentary Exhibitor registrations
- Sponsor listing on ARO Conference Website, Mobile App and Walk-in Slides

NONPROFIT EXHIBIT BOOTH

\$ 1000

- 8'X10' space
- One (1) 6' table and two (2) chairs
- Two (2) Complimentary Exhibitor registrations
- Sponsor listing on ARO Conference Website, Mobile App and Walk-in Slides

EXHIBITOR DISPLAY TABLE

\$ 500

This option is for an un-staffed exhibit table to hold company materials, booklets, contact information, etc. This option does not include conference registration. Conference staff will set up your materials per your instructions and maintain it throughout exhibit hours. Unused materials will not be returned.



SUBMIT YOUR
SPONSORSHIP FORM
TODAY

THANK YOU

FOR YOUR SUPPORT

