



## Exhibitor Advisory Panel December 2009 RECAP

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### **EXHIBITOR Representatives**

Dale Thorstad; Kevin Kouba; Henning Falster; Cheryl Anderson; Kelly Breece

### **ACADEMY Representatives**

Cheryl Kreider Carey, Executive Director; Lisa Yonkers, Sr. Director, Meeting Services; Shannon Kelley, Director, Industry Services; Brittany Kuntz, Industry Services Coordinator; Sabrina Moton, Meeting Services Manager

### **GENERAL COMMENTS-** Lisa Yonkers

- Lisa called the panel to order.
- Introductions were given by Lisa

### **AudiologyNOW! 2010 Updates**

- Exhibitor manual is now online. [www.audiologynow.org](http://www.audiologynow.org)
- New with exhibITs, any exhibiting company who has been in the news, send us your article to publish in our newsletter
- Send in your best exhibiting tip to win a free lead retrieval, sponsored by Experient
- We have 1,323 registered to attend AudiologyNOW! At this time last year we had 1,057.
- Exhibitors have had issues getting meeting rooms due to space limitations in the convention center. We are working with the hotels to ensure that everyone is able to get the meeting space they need. .
- There are 19 exhibitor courses & industry updates session. Submissions are now closed
- Exhibitor industry updates (new this year) will be in towards the rear of Hall H the back of the hall with hard walls for sound control.
- New Product Showcase (NPS) is on the show floor this year. The NPS is a 50x30 booth with white carpet and a spotlight to shine on booth.
- Voting for best new product will be electronically in the NPS booth. Winner will have their new product highlighted in the May issue of AT and newsletter
- The AudiologyNOW! 2011 booth will have past winners of Best in Show listed with the current booth numbers
- 2<sup>nd</sup> Audiology & Industry forum will be Friday, April 16 from 8-9am. All exhibitors will be again invited to send one representative to the breakfast.

### **AudiologyNOW! 2011**

- There will be a Zero dollar value for exhibitor giveaways for 2011
- Food and beverages are not viewed as giveaways and will be permitted in your booth
- Potential site visit to Chicago is being planned. Exhibitors will be invited to participate in a day trip in late February or early March to tour Chicago McCormick Place Convention Center. The EAP and the Program Committee will still meet in June.
- Exhibit booth rate to remain the same for AN! 2011 (remaining flat for 4 years).

### **Other items:**

- Tim Johnson is no longer with HearingMed. Shannon will be looking for an exhibitor for the EAP position of 200 to 700 sq ft booths
- The question of apparent decrease in exposure for some sponsorships this year was raised. Discussion included the fact that 2010 is a transition year for sponsorships and was announced in a letter from President English with the 2010 Sponsorship Menu. The four (4) "gift-like" items (bags, badge holders, lanyards, notebooks) will not have exhibitor logos on them at AN! 11, only the Academy logo

### **Next Meeting**

- Next meeting will be February 9<sup>th</sup> 3PM EST

## **Adjournment**