

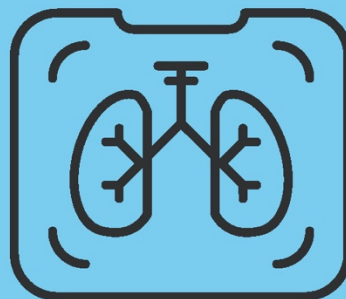
# 2021 VIRTUAL CONFERENCE

## Leading the Way

Bringing the Nation's Premiere Conference for Asthma Educators Directly to Your Home or Office!

**NOVEMBER 12, 2021**

Session 1: 1:00 pm - 4:00 pm  
Break with Virtual Fitness Class  
Session 2: 5:00 pm - 8:00 pm  
8:00 PM Happy Hour/ Networking  
All Times Eastern



### TOPICS INCLUDE:

- Motivational Interviewing: An Important Tool to Promote Adherence
- AAE's COVID-19 Task Force Update
- Reducing Barriers to Medication Access
- Addressing the Disproportionate Burden of Asthma on Black, Hispanic and Indigenous People

### MORE INFORMATION/ REGISTER

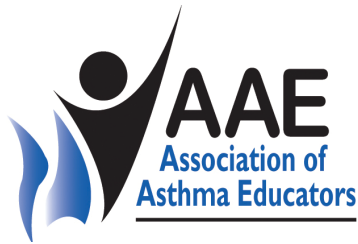
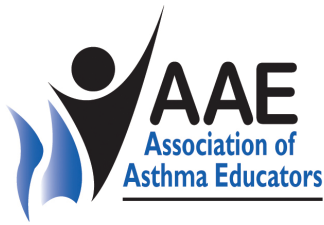
FLEXIBILITY: 2 Sessions for Your Convenience

REGISTRATION: Non-Members: \$99.00 (includes a 12 mo. membership)

REGISTRATION: Members: Discount rate \$59.99

REGISTRATION: Military: \$59.99 (Includes a 12 mo. Membership)

COMPLETE DETAILS: [www.asthmaeducators.org](http://www.asthmaeducators.org)



## Association of Asthma Educators 2021 Virtual Annual Conference

The Association of Asthma Educators (AAE) is the premier national nonprofit organization devoted to excellence and raising the competency of diverse individuals who educate patients and families living with asthma. The AAE Annual Conference is the most prominent educational offering of AAE, drawing over 300 asthma educators from all professions – physicians, nurse practitioners, physician assistants, respiratory therapists, pharmacists, health-system, clinic, school, and public health nurses, community health workers, and athletic trainers. The common denominator of our conference attendees is passion for improving asthma care through asthma education. The inter-professional nature of the AAE Conference makes it unique as attendees gain new knowledge, skills, ideas, and insights to improve patient care when they return to their practice sites. Our one-day medical conference will offer **6.0 AMA PRA Category 1 Credits™**.

Virtual 2021 Conference to be held **November 12, 2021** and the Virtual Exhibit Hall to take place from November 12-19, 2021 in addition to the scheduled times throughout the event.

We also hope that you will look to the future and 2022. The AAE Board of directors has also voted to continue with the basic program structure and hold our conference in the next predetermined state: TN in 2022! Save the Date: April 29, 2022-May 1, 2022.

AAE has a long history of producing excellent and widely acclaimed inter-professional asthma education materials and training programs. Our dedicated learners are committed to continually improving the asthma care and education they provide to a growing number of increasingly diverse individuals and families affected by this dangerous, expensive, and common condition. Our goal is to provide state of the art information to our diverse asthma educators to elevate their practice to the next era of health care. Because asthma disproportionately affects underserved populations in the US, reaching culturally diverse patients requires understanding of asthma pathobiology and an individualized approach to both pharmacotherapy and education to achieve asthma control. Your support will facilitate dissemination of our innovative education programs to 1000's of health care providers virtually in 2021.

Your support, presence, and shared knowledge as industry professionals assists our members and attendees to manage asthma more effectively in their community and clinical programs. With your support, we are able to support asthma educators in all communities in diagnosing, educating, and teaching their patients. Product theaters and sponsorships provide a wealth of knowledge that extends well after the conference. Our attendees confidently share their new knowledge and insights as they return home and reach out to colleague prescribers, practices, colleagues, families and patients in the days, months and years to follow. Attendees share their new knowledge about medications, digital health devices, biologics, and other controllers and rescue aids in a highly effective manner. Furthermore, these educators work directly with patients that they serve in the community resulting in increased adherence with therapies to bring better outcomes.

We appeal to you for your financial support, sponsorship, and presence to make our 2021 Virtual Annual Conference possible. Our conference attracts approximately 300 - 350 medical professionals from across the country. Attendees include both prescribers and support personnel - physicians, nurse practitioners,

70 Buckwalter Road  
Ste 900 #330

Royersford, PA 19468

1-888-988-7747

C: 215-353-2477 or 610-772-0661

### President

Teresa Summe AE-C, BS, RRT

Immediate Past President

Mona Tsoukleris PharmD, MS, RPh

### President-Elect

Melinda Shuler AE-C, BSBA, RCP, RRT,  
CTTS, HHS

### Vice President

Kevin Collins, PhD

AE-C, BS, CPFT, MS, RPFT, RRT,  
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Julio Rebolledo AE-C, PharmD

### Secretary

Lorene Alba, MPH, AE-C

### Board of Directors

Ezinne Chinemere, AE-C

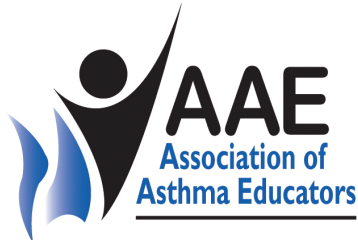
Clifton Dennis, AE-C, BHA, RRT

Andrea Jensen, CHES® AE-C

Jared Rice,

RN, MBA, AE-C, RPFT, RRT-NPS

Elisa Thompson, APRN, MSN, NP-C



physician assistants, respiratory therapists, pharmacists, nurses, community health workers, and athletic trainers, making our conference a unique opportunity to reach a highly competent, diverse, and influential target group.

We appreciate what you offer in asthma management and education and hope we can count on your support support of this important program. Through your support and sponsorship, AAE will be able to increase its reach to improve asthma outcomes and appropriate use of asthma medications, biologics, and devices.

Sincerely yours,

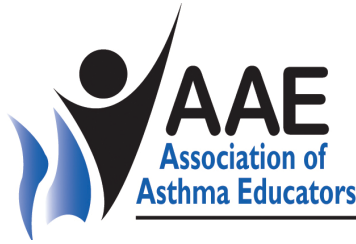
Teresa Summe, AE-C, BS, RRT  
President, Association of Asthma Educators  
Manager, Asthma & COPD Management  
*2021 Conference Board Liaison*

Karen L Gregory, DNP, APRN, CNS, RRT, AE-C, FAARC  
*AAE 2021-2022 Conference Co-Chair*  
Assistant Professor, Georgetown University  
Oklahoma Allergy and Asthma Clinic

**Association of Asthma Educators: 2021 Virtual Annual Conference  
Remittance details:**

Payee INFORMATION:  
Association of Asthma Educators  
AAE tax ID # 58-2386990

ADMINISTRATIVE Contact information:  
[admin@asthmaeducators.org](mailto:admin@asthmaeducators.org) or 215-353-2477  
70 Buckwalter Road  
Suite 900, Box 330  
Royersford, PA 19468



## Additional Course Offerings from AAE

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In addition to AAE's Annual Conference, we also offer:

**Asthma AE-C Certification Prep Course:** Present an in-depth review of asthma education based on the National Asthma Educator Certification Board (NAECB) detailed content outline.

*12 Contact Hours*

Objectives: (1) Explain trends in asthma prevalence. (2) Determine individual patient's levels of severity and control. (3) Evaluate barriers to adherence as they apply to self-assessment and self-management of asthma. (4) Utilizing problem based learning, optimize a plan of care for patients' with asthma.

**becoming an Asthma Educator and Care Manager (BAECM) Course:** *This course is dedicated to teaching participants to holistically approach the education of patients and families with asthma. Care topics discussed are asthma prevalence, goals of therapy, pathophysiology, controlling factors that contribute to severity, pharmacotherapy, medical administration, monitor symptoms, co-morbidities, and optimizing education. Application of core topics is reviewed through interactive case studies.*

*Learning Objectives: 4 Contact Hours*

*Describe the Burden of Asthma in the US*

*Outline key components of Asthma management from the EPR-3 NHLBI Clinical Asthma Guidelines.*

*Optimize inspiratory flow for given inhalation devices.*

*Evaluate patients and caregivers' educational need and select management tools to optimize partnerships in care.*

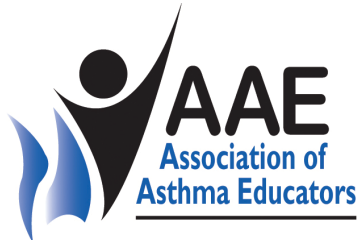
**Community Health Worker Certification Course.** prepare entry-level community health workers (CHW) to effectively provide basic asthma management education. The program is available to community and healthcare organizations with an interest in enabling staff and volunteers to improve the care and understanding of the disease for patients and families living with asthma.

## Conference Accreditation:

### NAECB Re-Certification

If you are a Certified Asthma Educator (AE-C) who plans to complete their recertification by continuing education, this asthma-specific education program may be included in your transcript of the required 35 asthma-related continuing education credits.

Seeking: ACPE, CE, and CRCE



## Conference Virtual Exhibit Hours and Sponsorship Opportunities:

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This Sponsorship Level will provide **Product Theatre Presentation(s)** with the option to present either a Branded or Non-Branded Product Theatre listing on the AAE Conference program, and announced via the website 2 weeks leading up to the event for attendees to plan accordingly and are cordially invited to attend. Logo and link placed on AAE's website.

**BRANDED PRODUCT THEATRE PRESENTATION: Virtual Product Theatre: 45-minute marketing presentations about your company's products or services.** These sessions do not offer continuing education; rather, they give exhibitors the freedom to create a presentation centered on their company's products and services.

- Recognition as a Premier Sponsorship
- Virtual Booth Space included.

**NON- BRANDED PRODUCT THEATRE PRESENTATION: Virtual Product Theatre: 45-minute scientific presentation. These sessions will offer continuing education.**

- Recognition as a Premier Sponsorship
- Virtual Booth Space included

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**November 12, 2021:** Exhibit Hall Hours: 11:30am - 12:30pm

**Virtual Lunch (Product Theatre-Sponsorship available) Premier Sponsor**

**Virtual Lunch (Product Theatre-Sponsorship available) Premier Sponsor**

**Virtual Happy Hour (Product Theatre-Sponsorship available) Premier Sponsor**

OPEN VIRTUAL EXHIBIT HALL- Grand Reception /Virtual Exhibit Hall, prescribers, educators, and medical professionals networking for the good of Asthma.

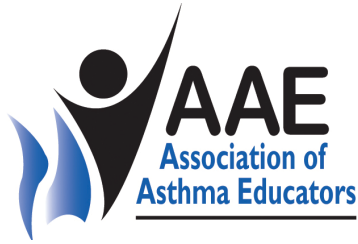
## Levels of Sponsorship

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**Premier Product Theatre: \$2750.00. (November 12, 2021) Branded or Non-Branded presentation**

**Product Theatre: \$2050.00. (November 15-19, 2021) Branded or Non-Branded presentation**

**Virtual Exhibitor: \$400.00. Exhibit Space**



All exhibitors and sponsors receive the following **Benefits Package**:

1. Recognition of sponsorship on all virtual materials distributed to the conference attendees
2. Complimentary registration for two representatives to attend the learning sessions
3. Virtual Exhibition booth space
4. Conference attendee list with emails

AAE will record the product theater presentation and provide them to the sponsor in raw footage. Sponsor will have full rights to it for editing and use beyond the AAE event for training and other marketing resources.

### **Sponsorship as an Accredited Product Theatre.** \$2050-\$2750

- The requirements of the sponsor must meet industry requirements.
- This hour will be unopposed and AAE will be listed as a Co-provider of the industry sponsor. • Please contact AAE administrators for assistance.

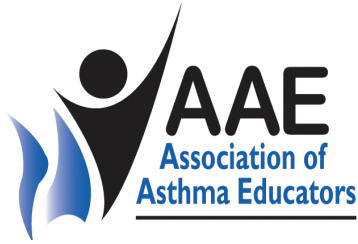
**Premier Sponsor** contributes \$2750 and receives the Benefits Package plus • Recognition as Premier Sponsorship and present on November 12, 2021.

- Recognition Premier Sponsor
- Logo and link placed on the AAE website
- Present on November 12, 2021. 11:30am (ET), 4:00 pm ET, or 8pm ET

**Sponsor** contributes \$2050 and receives the Benefits Package plus • Recognition as a Sponsor

- Recognition as a Sponsor
- Logo and link placed on the AAE website
- Present November 15-19, 2021 @ 12pm ET or 5 pm ET and put out to all AAE Members

**Virtual Presidents 5K Fun Run/Walk/Fitness Class Sponsor** contributes \$150.00 and Receives name/logo on the finish line poster advertising the event (displayed throughout the conference) Multiple Sponsorships available. This event will take place on your own and adding yourself to the finish line that will be available in the virtual exhibit hall throughout the event. Participate in a virtual fitness class, walk, run and complete before November 12, 2021.



## Sponsor/Exhibitor Form

Choose your exhibitor sponsor level and specify the amount where indicated

|                          |                                 |                           |          |
|--------------------------|---------------------------------|---------------------------|----------|
| <input type="checkbox"/> | Premier Product Theatre Sponsor | \$2,750                   | \$ _____ |
| <input type="checkbox"/> | Product Theatre Sponsor         | \$2,050                   | \$ _____ |
| <input type="checkbox"/> | Virtual exhibitor               | \$400 by November 5, 2021 | \$ _____ |
| <input type="checkbox"/> | Presidents 5K Fun Run/Walk      | \$150                     | \$ _____ |

## Sponsor/Exhibit Information

Mail: Association of Asthma Educators, Suite 900, #330, 70 Buckwalter Road, Royersford, PA 19468.  
Phone 215-353-2477 fax: (215)361-9920 email: admin@asthmaeducators.org

## Company information

\_\_\_\_\_  
Company name

\_\_\_\_\_  
Exhibitor contact name

\_\_\_\_\_  
Address

\_\_\_\_\_  
City

\_\_\_\_\_  
State

\_\_\_\_\_  
Zip

\_\_\_\_\_  
Phone number

\_\_\_\_\_  
Fax number

\_\_\_\_\_  
Email address

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Website

## Method of payment

\_\_\_\_\_  
\$ \_\_\_\_\_

Print name

Date

Amount

Choose one  Check  MasterCard  Visa  AMX  Discover

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Card number

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Expiration date

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Security code

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Name of cardholder (please print)