



Friends and Colleagues,

Thank you for your interest in supporting the Arizona Society of Otolaryngology as we continue our tradition of in-person meetings this coming winter. As you may have heard, we are planning this year's meeting for Friday, January 12, 2024.

The format for the meeting will be different than prior iterations, as our board of directors and planning co-chairs have identified a potential knowledge gap among our members. Based on their evaluation, we have decided to focus the meeting content on tumors, cancers and related disorders arising from their treatment.

We hope this meeting format will allow our providers to stay current on medical advances and scientific breakthroughs while still broaching a wide swath of subject matter, including ear, hearing, sinus, endocrine, voice, swallowing, wound management, imaging and tumor surveillance. This patient population is large and significantly underserved in Arizona and comprises a previously unrealized beneficiary of your corporation's services and products.

To achieve the goals of this meeting, the Society has partnered with ENT-specialist faculty from both the Mayo Clinic and Barrow ENT. Spearheading this effort, our keynote speaker will be Dr. Michael Hinni. Dr. Hinni is a world-renowned head and neck cancer specialist, immediate past chair of the Department of Otolaryngology Mayo-Scottsdale and a prominent leader in our field at multiple other levels.

Dr. Hinni should be an excellent draw for our ENT colleagues to this meeting, given his prominent role in the field of head and neck surgery and various impactful leadership positions held locally, regionally and nationally over the years. In addition to this fantastic keynote speaker, our meeting will, as usual, allow the ENT membership to obtain CMEs, network with peers and continue to reestablish old friendships disrupted by the pandemic.

Given the above, we think sponsorship of this meeting will once again carry great value to your corporation and be an excellent opportunity to gain exposure to our membership. The meeting will again be held at my home institution, Barrow Neurological Institute, and space will be provided for sponsored booths/tables depending on the sponsorship tier selected.

Please also note that there will also be an opportunity to sponsor an after-event of a less formal nature that will be held on the evening of the conference. This opportunity should provide excellent access to Dr. Hinni, our Society leadership and other participating Society members in ways that an in-conference vendor presence would not be able to achieve. As we finalize plans for this social event, more details will be provided.

On behalf of the Society, we greatly appreciate your support and look forward to joining you in January for this conference. Our team will provide the sponsorship tiers and a copy of the meeting agenda for your review. Please do not hesitate to reach out with any questions.

Sincerely,

Shawn M. Stevens, MD, FACS

President, Arizona Society of Otolaryngology

Barrow Neurological Institute

Neurotology, Otology and Lateral Skull Base Surgery

Barrow Department of Otolaryngology and Skull Base Surgery