Permission to rent Academy Mailing List will be granted to organizations, firms or individuals who agree to and comply with the terms and conditions below.

Procedure:
• You must submit the following with each order:
  • A sample of the final mailing piece – submit every piece that will be included in the mailing.
  • A completed order form.
  • A completed and signed copy of the attached Confidentiality Agreement for Mailing List (Licensee) form.
  • Following approval of your mailing piece by the Academy, the Academy will send you one set of label or if requested, a CD containing the mailing list will be shipped to your 3rd party mailing house. The Academy requires that your mailing house sign a copy of the Academy’s Confidentiality Agreement for Mailing List (mailing house) form, which will be sent to them by us after we receive your complete order and are ready to process it. Your mailing house will be bound by the Confidentiality Agreement for Mailing List (mailing house) that will be sent with the CD.

Terms of Use:
• To prevent misunderstandings, promotional copy for exhibitor meetings, booth presentations, seminars, events, functions, and gatherings may not use the phrase “in conjunction with the Academy,” or use similar language that in any way states, conveys, or implies Academy sponsorship, endorsement, joint presentation, or support. Exhibitors may use “during AAO 2014” in their promotional copy.
• Academy mailing lists are available only for the communications germane to the scientific or practical aspects of medicine.
• Academy mailing lists will not be made available for any communication on drugs, medical equipment or devices involving the offer of a rebate, discount, or other remuneration, which in the sole discretion of the academy, may be illegal or unethical.
• Academy mailing lists will not be made available for any fund raising or survey mailing purposes.
• Academy mailing lists will not be made available for any communications that would tend to mislead, misinform, or deceive.
• Mailings are subject to advance approval by the Academy.
• Rental of the Academy’s mailing list does not imply Academy endorsement, and no implication of endorsement, approval, co-sponsorship or cooperation will be made in any mailings.
• Academy mailing lists may not be used to create or update any database. The mailing list is the property of the Academy and may not be duplicated.
• Each set of Academy labels or mailing list may be used only once and only for the purpose approved by the Academy.

Mailing List Pricing
• To order a mailing list, please the enclosed order form and return it to us with the final mailing piece. Once your mailing piece has been approved, a list will be produced according to your specifications and shipped within 7 business days.
• Lists are sorted by Zip Code, unless you specify otherwise.
• Labels are printed on Pressure Sensitive (peel and stick) paper. CDs are also available. When requesting a CD, place your 3rd party mail house information in the “ship to” section of the order form.

EXHIBITOR PRICING

<table>
<thead>
<tr>
<th>Base Costs</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Set Up Fee</td>
<td>$150.00</td>
</tr>
<tr>
<td>Per Record Cost</td>
<td>$0.25</td>
</tr>
<tr>
<td>Pressure Sensitive Labels</td>
<td>$0.02  (Cost per label)</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Geographic Breakdown</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Country*</td>
<td>$20.00</td>
</tr>
<tr>
<td>State*</td>
<td>$20.00</td>
</tr>
<tr>
<td>Zip Code**</td>
<td>$20.00</td>
</tr>
<tr>
<td>Specialty Program**</td>
<td>$25.00</td>
</tr>
</tbody>
</table>

| Record Count Limit     | $30.00 |

<table>
<thead>
<tr>
<th>Shipping &amp; Handling***</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Regular (Default)</td>
<td>$15.00</td>
</tr>
<tr>
<td>2-Day</td>
<td>$20.00</td>
</tr>
<tr>
<td>Overnight</td>
<td>$40.00</td>
</tr>
</tbody>
</table>

Cancellation Fee:
$50 prior to mailing, full payment required for orders cancelled after mail date.

To order return your completed order form and final mailing piece by one of the following methods to:

1) Mail: American Academy of Ophthalmology
          PO Box 7424
          San Francisco, CA 94120-7424

2) Fax: (415) 561-8575 Attn: Member Services

3) Email: member_services@aao.org;
          Subject line: Attendee Mailing List Request

* Cost is per area within each category
** Cost per selection or range
***By default, all orders are shipped via FedEx Super Saver
(2-Day if super saver is not available in your area)
Shipping time is not included in the time it takes to process your order.
This Confidentiality Agreement is made and effective as of ____________________________, by and between AMERICAN ACADEMY OF OPHTHALMOLOGY, INC., a Minnesota nonprofit corporation ("AAO"), and ______________________________ ("Licensee"). The parties hereby agree as follows:

1. The AAO Lists. AAO has compiled and owns all rights in and to certain mailing lists of its members, containing names and postal addresses segmented by zip codes or reasonably selected member characteristics (the “AAO Lists”). The AAO Lists are updated from time to time and are available via compact disc, or other electronic means, including but not limited to secure ftp sites, or in hard copy form, including, but not limited to, pre-printed labels. AAO has all rights to fulfill orders for the AAO Lists.

2. Use by Licensee. Licensee is in the business of ______________________________, and in connection with providing such services, AAO grants Licensee a limited license to use all or a portion of the AAO Lists, provided that:
   • Licensee shall be in full compliance with “Policies Governing the Rental of AAO Mailing Labels,” attached hereto as Exhibit 1 and incorporated by reference as if fully set forth herein; and
   • Licensee shall use the AAO Lists only for the specific purpose of ______________________________ (the “Permitted Use”).

3. Confidentiality. Licensee acknowledges that the AAO Lists are and will remain the sole property of AAO and that the AAO Lists are a trade secret of AAO. Licensee agrees to hold and maintain the AAO Lists in the strictest confidence and in trust for the sole and exclusive benefit of AAO. Licensee agrees not to copy the AAO Lists in whole or in part or extract or retain any information from the AAO Lists, and not to permit any third party, agent, employer or contractor, or their respective agents or employees to do so. Licensee will ensure that its employees and contractors will be bound by this Agreement. Except as set forth herein, Licensee will not at any time allow any AAO List to pass into the hands of any other person, association, organization or company. Licensee expressly understands and agrees that this Agreement does not assign or release any of AAO’s rights, including but not limited to, common law and statutory rights of intellectual property and copyright in the AAO Lists, and that the data contained therein is not assigned or released as a result of this Agreement. AAO reserves and retains all of the above rights subject to the limited use permitted under this Agreement. Any disclosure or misappropriation of any portion or all of the AAO Lists will cause irreparable harm to AAO, which will be difficult to ascertain, and therefore, AAO has the right to enjoin Licensee from any such further disclosure or misappropriation in addition to any other relief or remedies available to AAO.

4. Delivery Fees. Licensee agrees that it will be responsible for the following fees for mail delivery of the AAO Lists:
   - Shipping and Handling **
     - Regular $15.00  
     - 2-Day $20.00  
     - Overnight $40.00
   **By default, all orders are shipped via FedEx Super Saver (2-day if super saver is not available in your area)

5. Cancellation Fee. Licensee understands and agrees that it will be liable for a cancellation fee (“Cancellation Fee”) of $50 prior to mailing. Full payment will be required for orders cancelled after mail date.

6. General Provisions. This Agreement constitutes the sole understanding of the parties about its subject matter and may not be amended or modified except in writing signed by both parties. This Agreement shall be governed by and construed in accordance with the laws of the State of California and the prevailing party in any legal proceeding arising out of the enforcement or interpretation of this Agreement shall be entitled to reasonable attorneys’ fees.

American Academy of Ophthalmology, Inc. 
Licensee: ______________________________

Sign: ______________________________ 
Sign: ______________________________

Name: Jill Hartle 
Name: ______________________________

Title: Director Member & Customer Service 
Title: ______________________________

Date: ______________________________ 
Date: ______________________________
**Exhibitor AAO 2014 & Subspecialty Day ATTENDEE Mailing List Order Form**

To order labels: Complete this form along with the Confidentiality Agreement (Licensee) form and return it to us with the final mailing piece. Use a separate form for each order. Once your mailing piece has been approved, your list will be produced according to your specifications and shipped within 7 business days.

IMPORTANT: To prevent misunderstandings, promotional copy for exhibitor meetings, booth presentations, seminars, events, functions, and gatherings may not use the phrase “in conjunction with the Academy,” or use similar language that in any way states, conveys, or implies Academy sponsorship, endorsement, joint presentation, or support. Exhibitors may use “during AAO 2014” in their promotional copy.

**Contact Information:**

<table>
<thead>
<tr>
<th>Field</th>
<th>Information</th>
</tr>
</thead>
<tbody>
<tr>
<td>Name: First / Last</td>
<td>Date: MM / DD / YYYY</td>
</tr>
<tr>
<td>Telephone: Area code / Number / Extension</td>
<td>Fax: Area Code / Number</td>
</tr>
<tr>
<td>Organization/Firm</td>
<td></td>
</tr>
<tr>
<td>Bill To:</td>
<td></td>
</tr>
<tr>
<td>Call for Credit Card #</td>
<td></td>
</tr>
<tr>
<td>Email Address</td>
<td></td>
</tr>
<tr>
<td>Ship To:</td>
<td></td>
</tr>
<tr>
<td>Check here if billing and shipping information is the same (Not applicable for CD orders)</td>
<td></td>
</tr>
<tr>
<td>Organization/Firm</td>
<td></td>
</tr>
<tr>
<td>First Name</td>
<td>Last Name</td>
</tr>
<tr>
<td>Street Address</td>
<td></td>
</tr>
<tr>
<td>City</td>
<td>State</td>
</tr>
<tr>
<td>Country</td>
<td>Email Address</td>
</tr>
<tr>
<td>Telephone: Area Code/Number</td>
<td>Fax: Area Code/Number</td>
</tr>
</tbody>
</table>

**Target Group:**

Select every target group you wish to have included on your list.

**Practicing Ophthalmologists:**

- Academy members
  - Canada
  - US
  - International
- Non-members
  - Canada
  - US
  - International

**Ophthalmologists in Training:**

- Academy members
  - Canada
  - US
  - International
- Non-members
  - Canada
  - US
  - International

**Retired Ophthalmologists:**

- All are Academy members
  - Canada
  - US
  - International

**Additional Notes:**

- AAO 2014

**Target Specialty Program:**

Note: An additional charge of $25 per program will apply.

- **Cornea** 2014: Restocking the Toolbox: Concepts and Techniques for the Toughest Jobs
- **Glaucma** 2014: Integrating New Technologies and Approaches Into Your Daily Practice
- **Ocular Oncology and Pathology** 2014: Saving Eyes and Saving Lives
- **Oculofacial Plastic Surgery** 2014: A Global Summit
- **Pediatric Ophthalmology and Strabismus** 2014: A Magnificent Mile of Innovations
- **Refractive Surgery** 2014: Mission 20/20
- **Retina** 2014: Reaching New Heights
- **Uveitis** 2014: Extinguishing the Great Fire

**Account # (Optional)**

**Shipment & Handling:**

- Regular
- 2-Day
- Overnight

**File Format:**

- Excel worksheet (*.xls)
- Tab delimited ASCII (*.txt)
- Comma delimited (*.csv)

**File Medium:**

- Pressure Sensitive (3-across peel & stick labels)
  - Additional charge of $.02 per label
- CD (A 3rd party mailing house is required for this option)

**Geographic Selection:**

(for specific country, state or zip code)

**Please return all completed required documents to:**

American Academy of Ophthalmology – Member Services
PO Box 7424
San Francisco, CA 94120-7424
Tel: (415) 561-8581    Fax: (415) 561-8575
Email: member_services@aoa.org