



American Academy of Ophthalmology 2008 Joint Meeting

Registrant's Folder

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Advertise on a folder that will be sent to all Joint Meeting registrants before the meeting. This folder will be used by attendees to carry all of their pre-meeting materials and collateral collected. Folder can include one direct mail piece from the sponsoring company. This is an excellent opportunity to reach attendees before the meeting and provide them with a useful gift.



Marketing Opportunity Includes:

- Send this folder to approximately 12,000 attendees that are pre-registered for the Joint Meeting.
- The front of the folder will include the official Joint Meeting logo and one product or company logo from the sponsoring company.
- The translucent pocket folder measures 10"w x 13"h x 1/2" and the imprint area is 6"w x 3 1/2"h.
- The sponsoring company has the option to include one direct marketing piece to be sent with the folder.
- The Academy will produce the folders and send to the sponsoring company by Oct. 1.
- The sponsoring company must produce an envelope or polybag with mailing sheet insert and is responsible for postage and mailing house costs.
- The academy will supply the sponsoring company with the pre-registrants list by Oct. 17. Preregistration closes on Oct. 15.
- Cost: \$40,000 plus the costs of postage, envelope production, and insert.

Contact to Reserve:

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