

Academy Mailing Labels

Targeted groups of ophthalmologists can be reached through use of the Academy's mailing label service. Labels are sold on a per mailing basis, and their release is governed by strict guidelines. Normal delivery time is three to four weeks. Rush delivery is available for an additional fee, with a delivery time of seven working days.

For further information, contact the following:

Member Services

Tel. 415.561.8581

E-mail member_services@aao.org

Promotional Opportunities

Enhance your company's presence at the Joint Meeting or Subspecialty Day by taking advantage of the Academy's wide variety of promotional opportunities, available exclusively to exhibiting companies.

Advertising space is available in the Advance Program, Pocket Guide, Final Program, and Subspecialty Day

Meeting Guide. Marketing opportunities are available for a range of products and price points.

For details, see the enclosed "Promotional Opportunities" brochure or visit the Academy's Web site at Exhibitor Central

For marketing opportunities, contact:

Nicole Naughten

Promotions Manager

Tel. 415.447.0309

E-mail nnaughten@aao.org

For advertising opportunities, contact:

Karen Cristello

Promotions Coordinator

Tel. 415.561.8564

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EyeNet Magazine

Utilize *EyeNet's* Joint Meeting and Subspecialty Day offerings to reinforce and enhance your media presence in Atlanta.

October's EyeNet is the Joint Meeting issue. In addition to clinical and practice management information and Academy news, this issue will also include events and courses of special interest, and much more.

EyeNet's "Destination Atlanta." Joint Meeting attendees will read this section of *EyeNet* for a heads-up on Meeting deadlines, program highlights, and updates on Atlanta.

EyeNet's "Free Papers and Posters." This pull-out booklet provides a listing of free papers and posters at the Joint Meeting.

EyeNet's Academy News is a special convention tabloid that provides meeting attendees with coverage of Subspecialty Day and various symposia, as well as information about what's taking place in the Exhibition Hall floor.

EyeNet's Guide to Academy Exhibitors is a convenient Exhibit Hall guide that contains contact information for all exhibitors, along with a fold-out Exhibit Hall map and important meeting locations and times.

EyeNet Selections are at-a-glance references to the important subspecialty discoveries and advancements, as presented in *EyeNet* during the previous year.

EyeNet's Ophthalmic Photography Calendar showcases glossy clinical images from the Ophthalmic Photographers' Society and includes reminders of important dates relating to the Joint Meeting.

EyeNet's Academy Live is a series of four daily E-newsletters with reports live from the Academy and clinical highlights from the Academy's Subspecialty Days and Joint Meeting.

For information on *EyeNet's* Joint Meeting advertising opportunities, contact:

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