



AMERICAN ACADEMY  
OF OPHTHALMOLOGY®

# Ophthalmic Business Council

2020 - 2021 | Connecting Academy and industry leaders for more than 25 years



Protecting Sight. Empowering Lives.®

# Lead the conversation

The Ophthalmic Business Council (OBC) is an excellent way for leaders in the ophthalmic community to connect and share ideas. Membership in the OBC gives you the opportunity to:

- Collaborate with key stakeholders on ways to **improve patient care**
- **Network face-to-face** with Academy leaders, physicians and industry experts
- Engage in timely conversations about **critical issues facing ophthalmology**
- Successfully navigate **reimbursement and policy issues**

## Symposia

**OBC Fall Symposium**  
**September 10-11, 2020**  
**San Francisco**

Held in conjunction with the Academy's Board of Trustees meeting, this event covers the timeliest and most relevant issues facing ophthalmology today. In-depth presentations and open-forum discussions allow you to hear from all perspectives: physician, industry, health policy and government. The Fall Symposium is the perfect way to gain meaningful insights from key players.

**OBC Spring Symposium**  
**April 22, 2021**  
**Washington, D.C.**

Hear the latest first-hand from experts on FDA, Medicare and reimbursement issues. As the speed of innovation grows, this event helps you navigate the complexities of introducing new technologies and treatments to patients

### Priority Points – New: Earn Additional Points

As a better reflection of total corporate support, industry will receive additional priority points for Academy and Foundation sponsorship support and for aggregate advertising spend. Exhibitors and non-exhibiting companies will be able to accumulate up to an additional 10 points in each area for a total of 20 points.

#### Academy Sponsorship and Foundation Support

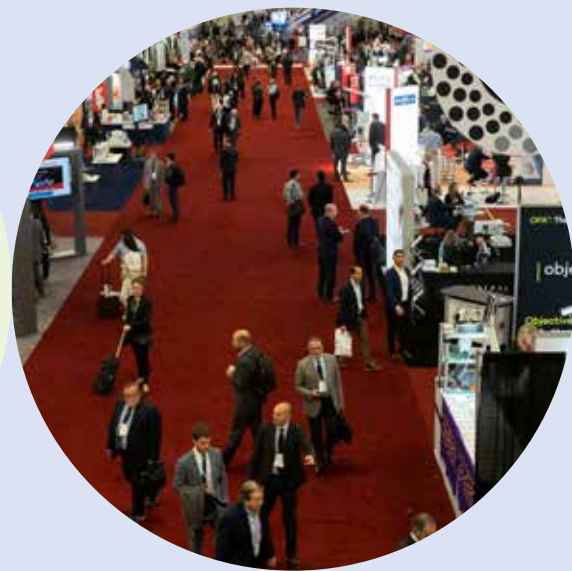
- Sponsoring any Academy programs
- Sponsoring any Foundation activity, including the Orbital Gala
- Membership in the Ophthalmic Business Council
- Making an in-kind asset-transfer donation to the Foundation (e.g., product donation to the Orbital Gala)

The points will be accumulated based on the following scale:

|                       |           |
|-----------------------|-----------|
| \$1,500 - \$49,999    | 1 point   |
| \$50,000 - \$99,000   | 2 points  |
| \$100,000 - \$149,000 | 3 points  |
| \$150,000 - \$199,000 | 4 points  |
| \$200,000 - \$249,000 | 5 points  |
| \$250,000 - \$299,000 | 6 points  |
| \$300,000 - \$349,000 | 7 points  |
| \$350,000 - \$399,000 | 8 points  |
| \$400,000 - \$449,000 | 9 points  |
| >\$450,000            | 10 points |



To learn more, contact  
**Todd Lyckberg** at  
[tlyckberg@aao.org](mailto:tlyckberg@aao.org)  
or 415.447.0361



# OBC Member Benefits

Membership in the categories below is available for companies who will be exhibiting at AAO 2020 in Las Vegas.

## **\$2,500 – Member**

Benefits include:

- Invitation for one representative to attend the 2020 Fall Symposium
- OBC member recognition with a link to your company website from the Academy's website
- Accumulate 1 Academy Priority Point (Cumulative support \$1,500 to \$49,999)
- Advance notification of Academy sponsorship opportunities via the Spring and Fall Prospectuses
- Enhanced visibility to 32,000 Academy members worldwide
- Company recognition on the Foundation donor wall and in the Meeting Guide at AAO 2020
- Complimentary annual subscription to *EyeNet® Magazine*
- Complimentary subscription to the weekly Academy member e-newsletter, *Academy Express*

## **\$5,000 – Subscriber**

All Member-level benefits, plus:

- Invitation for two representatives to attend the 2020 Spring and Fall Symposia
- One complimentary corporate representative registration to attend a Subspecialty Day\*\* meeting at AAO 2020
- Priority housing for AAO 2020

## **\$7,500 – Patron**

All Subscriber-level benefits, plus:

- Invitation for three representatives to attend the 2020 Fall Symposia
- Two complimentary corporate representative registrations to attend a Subspecialty Day\*\* meeting at AAO 2020
- Special bulk discounts on Academy products

## **\$15,000 – Benefactor**

All Patron-level benefits, plus:

- Invitation for one representative to attend a special OBC Benefactor meeting, chaired by the Academy's CEO
- Opportunity to attend a special meeting of the OBC Steering Committee
- Three complimentary corporate representative registrations to attend a Subspecialty Day meeting\*\* at AAO 2020

## **\$25,000 – Crown Benefactor**

All Benefactor-level benefits, plus:

- Invitation for four representatives to attend the 2020 Fall Symposium
- Four complimentary corporate representative registrations to attend a Subspecialty Day meeting\*\* at AAO 2020
- Invitation for two representatives to attend a special OBC Benefactor meeting, chaired by the Academy's CEO
- Invitation for one representative to attend the President's Reception at AAO 2020
- Annual IRIS Registry industry report

## **\$35,000 – Platinum Benefactor**

All Crown Benefactor-level benefits, plus:

- Invitation for five representatives to attend the 2020 Fall Symposium
- Five complimentary corporate representative registrations to attend a Subspecialty Day\*\* meeting at AAO 2020
- Invitation for two representatives to attend the President's Reception at AAO 2020



\*AAO 2020: \$1,700 value per registrant

\*\*Subspecialty Day: \$625 - \$1,350 value per registrant

# 2019 – 2020 Members

**Platinum Benefactors** (\$35,000)  
Novartis Pharmaceuticals

**Crown Benefactors** (\$25,000)

Alcon, Inc.  
Allergan, Inc.  
Carl Zeiss Meditec, Inc.  
Genentech, Inc.  
Johnson & Johnson Vision  
Mallinckrodt Pharmaceuticals  
Optos, Inc.  
Regeneron Pharmaceuticals, Inc.  
Shire

**Benefactors** (\$15,000)

Bausch + Lomb  
Horizon Pharma  
Verana Health

**Patrons** (\$7,500)

Aerie Pharmaceuticals, Inc.  
Allegro Ophthalmics  
Boehringer Ingelheim  
Dompé  
EyePoint Pharmaceuticals  
Glaukos Corporation  
Kala Pharmaceuticals, Inc.  
Leadiant Biosciences, Inc.  
Santen, Inc.

**Subscribers** (\$5,000)

Biogen, Inc.  
Bio-Tissue, Inc.  
Heidelberg Engineering  
Nevakar, Inc.  
Omeros Corporation  
REGENXBIO, Inc.  
Spark Therapeutics, Inc.  
W. L. Gore & Associates

**Members** (\$2,500)

Apellis Pharmaceuticals  
Aura Biosciences, Inc.  
Clearside Biomedical, Inc.  
NeoMedix Corporation  
New World Medical, Inc.  
Ocunexus Therapeutics  
Oxurion  
Sun Ophthalmics

*Membership year:  
April 2019 – March 2020*

**About the American Academy  
of Ophthalmology**  
[aao.org](http://aao.org)

The American Academy of Ophthalmology is the world's largest association of eye physicians and surgeons. A global community of 32,000 medical doctors, we protect sight and empower lives by setting the standards for ophthalmic education and advocating for our patients and the public. We innovate to advance our profession and to ensure the delivery of the highest-quality eye care.

**About the American Academy of  
Ophthalmology Foundation**  
[aao.org/foundation](http://aao.org/foundation)

For more than 35 years, the Foundation of the American Academy of Ophthalmology has raised funds to support the Academy's educational, quality of care research and service programs. These include the Ophthalmic News and Education (ONE®) Network, the Hoskins Center for Quality Eye Care, Truhlsen-Marmor Museum of the Eye™, and the award-winning public service program, EyeCare America®.

“The OBC fosters collaboration, generates ideas and raises awareness about a wide range of topics impacting both the clinical and business sides of ophthalmology.”

JULIE VU, PHARM.D.  
SENIOR DIRECTOR  
MEDICAL COMMUNICATIONS  
SANTEN, INC.

