



AMERICAN ACADEMY  
OF OPHTHALMOLOGY®

# Ophthalmic Business Council

2021 – 2022 | 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 Spring Symposium** **April 9, 2021** **Virtual**

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.

### **OBC Fall Symposium** **September 9-10, 2021** **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.

### **Priority Points – Earn Additional Points**

As of Jan. 1, 2019, exhibitors now receive additional priority points for Academy and Foundation sponsorship support and for aggregate advertising spend. Coming soon this year, the Academy will announce a new calculation of priority points for aggregate Academy and Foundation support and advertising spend with no limits on the amount of priority points earned in a calendar year.

Aggregate Academy and Foundation sponsorship support and advertising spend includes:

#### **Academy Sponsorship and Foundation Support**

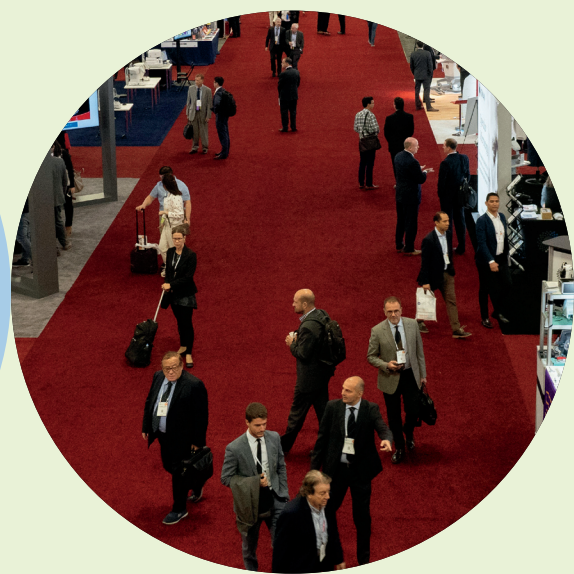
- Sponsoring any Academy programs.
- Sponsoring any Foundation activity, including the Orbital Gala
- Membership in the Ophthalmic Business Council
- Making an in-kind asset-transfer donation to the Foundation (e.g., product donation to the Orbital Gala).

#### **Advertising**

- Running a digital or print ad in *Ophthalmology*, *Ophthalmology Retina*, and *Ophthalmology Glaucoma*.
- Running a digital or print ad in *EyeNet* Magazine or any of its related publications, such as AAO 2021 News, *EyeNet* Selections
- Supporting an *EyeNet* Corporate Lunch.
- Running a digital ad on AAO.org or in an Academy e-newsletter.
- Reserving a promotional opportunity at the Academy's annual meeting.



**To learn more, contact  
Todd Lyckberg at  
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or 415.447.0361**





# OBC Member Benefits

Membership in the categories below is available for companies who will be exhibiting at AAO 2021 in New Orleans.

## **\$2,500 – Member**

Benefits include:

- Invitation for **one** representative to attend the 2021 Spring and Fall Symposia
- OBC member recognition with a link to your company website from the Academy's website
- 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 at AAO 2022
- 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 2021 Spring and Fall Symposia
- **One** complimentary corporate representative registration to attend a Subspecialty Day\*\* meeting at AAO 2021
- Priority housing for AAO 2021

## **\$7,500 – Patron**

All Subscriber-level benefits, plus:

- Invitation for **three** representatives to attend the 2021 Spring and Fall Symposia
- **Two** complimentary corporate representative registrations to attend a Subspecialty Day\*\* meeting at AAO 2021
- 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 2021

## **\$25,000 – Crown Benefactor**

All Benefactor-level benefits, plus:

- Invitation for **four** representatives to attend the 2021 Spring and Fall Symposia
- **Four** complimentary corporate representative registrations to attend a Subspecialty Day\*\* meeting at AAO 2021
- 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 2021
- Annual IRIS Registry industry report

## **\$35,000 – Platinum Benefactor**

All Crown Benefactor-level benefits, plus:

- Invitation for **five** representatives to attend the 2021 Spring and Fall Symposia
- **Five** complimentary corporate representative registrations to attend a Subspecialty Day\*\* meeting at AAO 2021
- Invitation for **two** representatives to attend the President's Reception at AAO 2021



\* AAO 2021: \$1,700 value per registrant

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

# 2020 – 2021 Members

## **Platinum Benefactors (\$35,000)**

Biogen  
Novartis Pharmaceuticals

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

Alcon, Inc.  
Allergan, an AbbVie Company  
Genentech, Inc.  
Horizon Therapeutics  
Mallinckrodt Pharmaceuticals  
Optos, Inc.  
Regeneron Pharmaceuticals, Inc.

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

Bausch + Lomb  
Johnson & Johnson Vision  
Santen, Inc.

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

Aerie Pharmaceuticals, Inc.  
Bio-Tissue, Inc.  
Boehringer Ingelheim  
Carl Zeiss Meditec, Inc.  
Dompé  
EyePoint Pharmaceuticals  
Glaukos Corporation  
Leadiant Biosciences, Inc.  
REGENXBIO, Inc.  
Spark Therapeutics, Inc.  
Verana Health

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

Apellis Pharmaceuticals  
Ivantis, Inc.  
Nevakar, Inc.  
Sight Sciences, Inc.

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

Immunovant, Inc.  
MicroOptx  
Notal Vision  
Omeros Corporation  
Sun Ophthalmics  
Versant Health  
W. L. Gore & Associates

*Membership year:*

*April 2020 – March 2021*

## **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.

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

For more than 40 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®.

