

Marketing Opportunities/AAO

Academy Mailing Labels

Description: The pre-registrant mailing list, available exclusively to exhibiting companies, is a cost-effective option for promoting your company to AAO 2019 meeting registrants.

Distribution: Select your target audience from ophthalmologists or practice management staff registered for AAO 2019.

Promotional Benefits: The list is rented on a per-mailing basis and a great way to increase your organization's visibility to ophthalmologists and ophthalmic staff. Use the list to connect with prospective customers and promote your organization's presence at AAO 2019.

Cost: Determined by the target audience(s) you select; contact the Academy for more information.

Deadline: Although our regular mailing list can be rented throughout the year, the pre-registrant list is only available for a limited time. All pre-registrant list orders for AAO 2019 must be placed before **Friday, Sept. 27**. No orders will be shipped before **Monday, Aug. 26**.

Contact: Place your order with Eusi Pease at epease@ao.org, reference "Pre-registrant Mailing List Rental Request" in the subject line or call 415.561.8581.

EyeNet

EyeNet[®] Magazine Advertising Opportunities

Bolster your marketing campaign with the official AAO 2019 publications from *EyeNet*[®] to maximize your exposure in San Francisco.

EyeNet's AAO 2019 Issue (October)

Advertising: Cover tips, inserts, 4 premium placements, run of book ads, email blast banners, and website banners.

Exposure: Regular mailing to all members (22,000) plus distribution from multiple convention center floor locations, including the Academy's Resource Center in the exhibit hall.

AAO 2019 News (formerly Academy News)

Advertising: Cover tips, inserts, 4 premium placements, and run of book ads are available for both editions.

Exposure: The Friday edition features guaranteed distribution to approximately 11,300 meeting attendees, delivered right to their hotel room door, plus convention floor distribution in multiple highly trafficked locations, including the Academy's Resource Center in the exhibit hall.

Exhibitor Guide

Advertising: Cover tips, 3 premium placements, run of book ads, and upgraded booth listings.

Exposure: Distribution will be in multiple highly trafficked locations throughout the convention center and in the Academy's Resource Center in the exhibit hall.

Distribution Bins

Advertising: Ad space on two publication bins on the top, side, and kick panels.

Exposure: Two high-profile locations in the convention center from Friday, Oct. 11, through Tuesday, Oct. 15.

For detailed information, visit ao.org/eyenet/advertise.

To advertise, contact M.J. Mrvica Associates at mjmrsvica@mrsvica.com or 856.768.9360.

Hotel Door Drop

Exhibitors may distribute promotional materials in official Academy hotels only through Convention Communications, the official supplier of this service. If you are planning to participate in the hotel door drop, you must submit a copy of the material for approval no later than **Monday, Sept. 16**. This distribution service is offered on Thursday, Oct. 10 and Friday, October 11, between the hours of 9:00 p.m. and 6:00 AM. Individual door drops and in-room distributions may be arranged.

Contact Tom Marshall at tom@doordrop.com for details.

Media Activities

The Academy invites exhibiting companies to prepare and supply appropriate media materials for distribution in the Academy newsroom. These materials should be formatted as news releases and press kits. No sales literature or promotional items will be permitted. Exhibitor-sponsored media events, including news conferences, may not be held on the Moscone Center premises or be scheduled through the Academy newsroom. Company representatives may leave written messages for reporters in the newsroom, but representatives are otherwise prohibited from soliciting or making uninvited contact with reporters in or around the newsroom.

Orbital Gala

Get Noticed: Make an In-Kind Donation or Sponsor the 2019 Orbital Gala Auction!

Looking for an impactful and cost-effective way to raise your visibility for AAO 2019? The Academy Foundation's annual fundraiser, the Orbital Gala (October 13 at the Palace Hotel), is a prime opportunity to market your company.

There are two exciting opportunities to support the gala. You can contribute to the gala's silent auction with an in-kind donation of ophthalmic equipment, instruments or services. You can also choose to sponsor the event at the Champion (\$15,000), Patron (\$10,000), or Star (\$5,000) level. This is an excellent opportunity for prominent visibility for your company. Past auction donors include Optos, Lumenis, Allergan, HEINE USA, Welch Allyn, DigiSight Technologies, Ellman, and Mobius Therapeutics.

The auction will be open to all U.S. Academy members, expanding your reach beyond just those attending the Orbital Gala. Ophthalmologists will be able to bid on your product from anywhere nationwide using their smart phone or computer.

**"Each year, we put together a basket filled with our most popular products for the Orbital Gala. When we manufacture products for donation, our employees feel a connection to the doctors and patients they serve. We highly recommend it."
– Elliot Franz, General Manager, Gulden Ophthalmics**

Look for a mailing in May with more information about the Orbital Gala support opportunities or contact Claire Lewis at 415.447.0356/ clewis@aao.org. You can also visit our website: aao.org/foundation/gala-support-opportunities

Promotional Opportunities

Share your company's message, improve brand visibility and increase booth traffic by taking advantage of the many AAO 2019 promotional opportunities - available exclusively to exhibiting companies.

Print advertising space is available in the Meeting Program. This publication is distributed in the meeting bag to all healthcare professionals attending the Academy's annual meeting.

Marketing opportunities include postcards in the AAO Card Pack mailing, hotel key cards, convention center banners, attendee bag inserts, hotel door drops and presentations in the Product Theater.

For a full listing of opportunities visit aao.org/promo-opps.

Reservations open Monday, May 13 at 9:00 a.m. (Pacific Daylight Time). All promotional opportunities are available on a first-come basis.

Questions? Contact Abigail Greber, Promotions Manager at 415.561.8564 or agreber@aao.org.