Commercial Support Opportunities

Spring 2020

Priority Points – New: Earn Additional Points

As a better reflection of total corporate support, beginning Jan. 1, 2019, exhibitors 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 and Foundation sponsorship support includes:

**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 2020 News, EyeNet Selections, and the Exhibitor Guide.
- Supporting an EyeNet Corporate Lunch or Breakfast.
- Running a digital ad on AAO.org or in an Academy e-newsletter.
- Buying advertising in the Academy’s annual meeting printed Meeting Program.
- Reserving a promotional opportunity at the Academy’s annual meeting.

**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:

<table>
<thead>
<tr>
<th>Amount Range</th>
<th>Points</th>
</tr>
</thead>
<tbody>
<tr>
<td>$1,500 - $49,999</td>
<td>1 point</td>
</tr>
<tr>
<td>$50,000 - $99,000</td>
<td>2 points</td>
</tr>
<tr>
<td>$100,000 - $149,000</td>
<td>3 points</td>
</tr>
<tr>
<td>$150,000 - $199,000</td>
<td>4 points</td>
</tr>
<tr>
<td>$200,000 - $249,000</td>
<td>5 points</td>
</tr>
<tr>
<td>$250,000 - $299,000</td>
<td>6 points</td>
</tr>
<tr>
<td>$300,000 - $349,000</td>
<td>7 points</td>
</tr>
<tr>
<td>$350,000 - $399,000</td>
<td>8 points</td>
</tr>
<tr>
<td>$400,000 - $449,000</td>
<td>9 points</td>
</tr>
<tr>
<td>&gt;$450,000</td>
<td>10 points</td>
</tr>
</tbody>
</table>
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.

The American Academy of Ophthalmology Foundation provides funding for the Academy’s educational, quality of care and service programs, which benefit physicians and patients worldwide.

Through Academy sponsorships, you can reach:

- Practicing ophthalmologists worldwide
- Young ophthalmologists (first five years in practice), residents and medical students
- Non-ophthalmic physicians
- Allied health professionals
- Practice managers and administrators

As a corporate partner, you can choose from a variety of opportunities across all subspecialties and formats. From live educational events to online resources, we can help you find the perfect match for your marketing and philanthropic goals. With a sponsorship, you can:

- Increase your visibility to a target-rich audience specific to your business
- Raise your company’s profile with ophthalmologists and the public
- Develop and strengthen relationships with Academy leaders
- Contribute to the advancement of ophthalmology and the prevention of visual impairment worldwide

To learn more or secure a support opportunity, contact:
Todd Lyckberg
Director of Development
Phone: 415.447.0361
Fax: 415.561.8567
Email: tlyckberg@aao.org
CME Accreditation
The American Academy of Ophthalmology is accredited by the Accreditation Council for Continuing Medical Education (ACCME) to provide continuing medical education for physicians.

<table>
<thead>
<tr>
<th>Locate Target</th>
<th>Audiences at a Glance</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>CME</strong></td>
<td>CME</td>
</tr>
<tr>
<td><strong>CAT</strong></td>
<td>Cataract/Anterior Segment</td>
</tr>
<tr>
<td><strong>COR</strong></td>
<td>Cornea/External Disease</td>
</tr>
<tr>
<td><strong>GLA</strong></td>
<td>Glaucoma</td>
</tr>
<tr>
<td><strong>NEU</strong></td>
<td>Neuro-Ophthalmology</td>
</tr>
<tr>
<td><strong>PLA</strong></td>
<td>Oculoplastics</td>
</tr>
<tr>
<td><strong>ONC</strong></td>
<td>Ocular Oncology</td>
</tr>
<tr>
<td><strong>PED</strong></td>
<td>Pediatric Ophthalmology/Strabismus</td>
</tr>
<tr>
<td><strong>REF</strong></td>
<td>Refractive Management/Intervention</td>
</tr>
<tr>
<td><strong>RET</strong></td>
<td>Retina/Vitreous</td>
</tr>
<tr>
<td><strong>UVE</strong></td>
<td>Uveitis</td>
</tr>
<tr>
<td><strong>YO</strong></td>
<td>Young Ophthalmologists</td>
</tr>
<tr>
<td><strong>SO</strong></td>
<td>Senior Ophthalmologists</td>
</tr>
<tr>
<td><strong>PM</strong></td>
<td>Practice Management</td>
</tr>
<tr>
<td><strong>COD</strong></td>
<td>Coding</td>
</tr>
<tr>
<td><strong>ADV</strong></td>
<td>Advocacy</td>
</tr>
</tbody>
</table>
# Sponsorship Opportunities

## The Truhlsen-Marmor Museum of the Eye™
- A New Public Education Center ................................................................. 4

## AAO 2020
- General Meeting Support ........................................................................ 5
- Learning Lounge, Academy Café, Scientiﬁc Poster Theater and Subspecialty Track ................................................................. 6
- Virtual Meeting [RET GLA CAT COR REF] .................................................. 7
- Subspecialty Day [RET GLA COR ONC PED PLA REF UVE] ................. 8
- Cataract Monday [CAT] ........................................................................... 9
- Orbital Gala ............................................................................................. 10
- Young Ophthalmologists and Senior Ophthalmologists ...................... 11-12
- AAO 2020 Daily .......................................................................................... 13
- Global Forum ........................................................................................... 14

## Ophthalmic Education
- The Ophthalmic News and Education (ONE®) Network [RET CAT COR] ................................................................. 15
- Industry Developed Subspecialty Webinars ........................................ 15
- Ophthalmology® Retina for Residents [RET] ............................................. 16
- Focal Points™ ........................................................................................ 17
- EyeNet® Magazine Supplements ......................................................... 18

## Patient Education and Public Service
- Patient Education Videos [RET GLA CAT PED PLA REF] ...................... 19
- EyeWiki® [RET GLA CAT COR NEU PED PLA REF UVE] ....................... 20
- EyeSmart® and Patient Education [RET GLA CAT COR NEU PED PLA REF UVE] ......................................................... 20
- EyeCare America® [RET GLA CAT] ......................................................... 21
- Eye Screenings ...................................................................................... 22-23

## Practice Management
- AAOE Program at AAO 2020 ................................................................. 24
- EyeNet Practice Management Supplement ......................................... 26
- Proﬁtable Retina Practice ................................................................... 27
- Audit Success Tool Kit ........................................................................ 28
- Ophthalmology Business Summit ....................................................... 29
- Lean Training & Development .............................................................. 32
- Webinars, Webcasts and Courses ....................................................... 33
- Coding Products [RET GLA CAT COR PED PLA] ................................. 33-37

## Professional Development
- Minority Ophthalmology Mentoring Program ..................................... 38-39
- Leadership Development Program ....................................................... 40
- Mid-Year Forum ................................................................................... 41
- SCOPE e-Newsletter ........................................................................... 42

## International Audiences
- Global Outreach Programs ................................................................. 42
- International Society of Refractive Surgery (ISRS) [RET CAT COR] ......................... 43-46

## ASORN Opportunities ........................................................................ 47

## Appendix: Advertising and Marketing Opportunities
- AAO 2020 .............................................................................................. 50
- EyeNet Magazine .................................................................................. 51
- Banner Advertisements ........................................................................ 53
The Truhlsen-Marmor Museum of the Eye™

A Public Education Center

The Academy’s Museum of the Eye will now have a permanent educational showcase for visitors of all ages to explore our most treasured sense: sight. This historic undertaking will be placed at the Academy’s headquarters in San Francisco. Located in the heart of San Francisco’s Fisherman’s Wharf, a top tourist spot, the museum will be a must-see destination for both ophthalmologists and visitors from around the world. The museum will not only delve into ophthalmic history, but transport visitors into a world of innovation and vision science utilizing the latest in technology. Displays will be dynamic, hands-on and appropriate for all ages, inspiring a sense of wonder and cultivating excitement in the next generation of ophthalmologists.

The space is large enough to display up to 5% of the collection (2,000 objects) at one time, host school tours, and hold educational and social events. With breathtaking views of the San Francisco Bay and Golden Gate Bridge, the Museum of the Eye will be ophthalmology’s stunning showplace and, based on market research, we anticipate welcoming 30,000 plus visitors in our first year alone. The museum will be open and featured to donors for AAO 2020 in San Francisco.

There are a limited number of naming and sponsorship opportunities for corporate support. To find out more contact Todd Lyckberg – tlyckerg@ao.org

AAO 2020

Nov. 14 – 17, Las Vegas

AAO 2020, where all of ophthalmology meets*, is expected to attract more than 23,000 U.S. and international attendees. AAO 2020 is the premier ophthalmic event in the world, with Academy members, industry representatives, health professionals and practice administrators convening to exchange ideas and information.

Provide general support for AAO 2020 and help advance the continuing education of ophthalmologists worldwide.

AAO 2020 Platinum: $75,000

• Two invitations to the President’s Reception at AAO 2020
• Two carpet decals on the perimeter of company’s booth
• Platinum Sponsor ribbons for booth staff
• Verbal recognition from the podium by the Secretary for Annual Meeting
• Recognition in the printed AAO 2020 Meeting Program, the online Mobile Meeting Guide and on session walk-in slides.
• Recognition* in the Academy Foundation annual report, and on aao.org and the donor wall
AAO 2020 Gold: $50,000
• One carpet decal on the perimeter of company’s booth
• Gold Sponsor ribbons for booth staff
• Recognition in the printed AAO 2020 Meeting Program, the online Mobile Meeting Guide and on session walk-in slides.
• Recognition* in the Academy Foundation annual report, and on aao.org and the donor wall

AAO 2020 Silver: $25,000
• Silver Sponsor ribbons for booth staff
• Recognition in the printed AAO 2020 Meeting Program, the online Mobile Meeting Guide and on session walk-in slides.
• Recognition* in the Academy Foundation annual report, and on aao.org and the donor wall

AAO 2020 Bronze: $12,500
• Bronze Sponsor ribbons for booth staff
• Recognition in the printed AAO 2020 Meeting Program, the online Mobile Meeting Guide and on session walk-in slides.
• Recognition* in the Academy Foundation annual report, and on aao.org and the donor wall

Deadline: Sept. 1, 2020

* Cumulative support will be recognized in 2020
Learning Lounge
This small group learning space on the exhibit floor provides an intimate setting for in-depth conversations with experts and Academy Leaders. With three separate theaters, over 36 presentations are provided on various topics throughout the meeting. This popular area is often standing room only.

Support Benefits
- Signage at the Learning Lounge
- Recognition in the printed AAO 2020 Meeting Program and the online Mobile Meeting Guide
- Recognition* in the Academy Foundation annual report, and on session walk-in slides, aao.org and the donor wall

Support Level: $20,000
Deadline: Sept. 1, 2020

Academy Café
Since its inception in 2008, the Academy Café has become a favorite of meeting attendees. Presented in a talk show panel format, attendees can relax in a comfortable chair while they hear the leading experts discuss the latest in the leading subspecialties. Attendees ask questions of the panel by texting, which provides a lot of interaction.

Support Benefits
- A sign outside the Academy Café and a slide on the screen in the room
- Recognition* in the printed AAO 2020 Meeting Program, Academy Foundation annual report, and on session walk-in slides, aao.org and the donor wall

Support Level: $25,000
Deadline: Sept. 1, 2020

Scientific Poster Theater
Implemented in 2017, the scientific poster theater is the poster discussion of the future. This area provides an essential space for poster authors and attendees to discuss the latest research. Experts lead a moderated poster discussion in the leading subspecialties.

Support Benefits
- A sign at the Scientific Poster Theater
- Recognition* in the printed AAO 2020 Meeting Program and the online Mobile Meeting Guide
- Recognition* in the Academy Foundation annual report, and on session walk-in slides, aao.org and the donor wall

Support Level: $25,000 for the entire program; $10,000 per subspecialty track
Deadline: Sept. 1, 2020

* Cumulative support will be recognized in 2020
Subspecialty Track
AAO 2020’s scientific program is developed to cover a wide breadth of subspecialty topics across a variety of learning formats. While some attendees like to pick and choose across tracks, most attendees are interested in one of the main tracks: cataract, cornea, retina, glaucoma, pediatrics, oculofacial plastics.

Support Benefits
- Recognition* in the printed AAO 2020 Meeting Program, Academy Foundation annual report, and on session walk-in slides, aao.org and the donor wall

Support Level: $20,000 per subspecialty track
Deadline: Sept. 1, 2020

AAO 2020 Virtual Meeting [ RET GLA CAT COR REF ]
The Virtual Meeting will be live-streamed from AAO 2020 in Las Vegas from Nov. 14 to 17 to an expected audience of 3,000 ophthalmologists from all over the world.

The Virtual Meeting is designed to enhance the face-to-face meeting experience with a virtual component, as well as reach physicians who are unable to attend the live meeting. Content will be archived for ophthalmologists to access after AAO 2020.

Participants will be able to view 20 total hours of content covering a variety of topics, including AMD; lens and cornea refractive surgery; glaucoma; cornea; cataract; anterior segment; ocular infections; diabetic retinopathy and retinal vascular disease; and optic neuritis. These valuable educational sessions will address the challenges of implementing the most up-to-date guidelines for the diagnosis and treatment of these conditions.

A physician moderator is assigned to each live stream to engage the virtual audience and pass their questions along to the speakers in the live meeting. The Virtual Meeting does not offer CME credit.

Support Benefits
- Acknowledgment on the landing page on the platform and in the virtual theater
- Recognition* in the Academy Foundation annual report, and on aao.org and the donor wall

Support Level: $25,000 for the entire program; $10,000 per subspecialty track
Deadline: Sept. 1, 2020

* Cumulative support will be recognized in 2020
AAO 2020 Subspecialty Day
Nov. 14 to 17, Las Vegas

For 24 years, the Academy’s Subspecialty Day has set the gold standard for live educational meetings. These meetings have grown in popularity each year and are an integral part of the annual meeting for thousands of ophthalmologists.

Support Benefits
• Acknowledgment on the syllabus title page for the sponsored meeting (print and electronic versions)
• Recognition* in the printed AAO 2020 Meeting Program and the online Mobile Meeting Guide
• Recognition* in the Academy Foundation annual report, and on session walk-in slides, aao.org and the donor wall

Deadline: Sept. 1, 2020

Retina Subspecialty Day: $75,000 [RET CME]
This two-day meeting is designed to provide a comprehensive update on the diagnosis and management of vitreoretinal diseases, as well as provide insight into new therapeutic options for treatment of a variety of disorders. More than 3,500 ophthalmologists are expected to benefit from approximately 60 eight-minute presentations and panel discussions each day.

Glaucoma Subspecialty Day: $40,000 [GLA CME]
A one-day meeting providing a comprehensive update on the diagnosis of glaucoma and its pathophysiology and treatment. An expected attendance of more than 1,200 ophthalmologists will learn from approximately 60 eight-minute presentations and panel discussions.

Cornea Subspecialty Day: $40,000 [COR CME]
An expected 1,000 ophthalmologists will receive the latest information on advancements in cornea and external disease, with an emphasis on innovative and emerging trends in medical and surgical care. This one-day meeting will consist of approximately 40 ten-minute presentations and panel discussions.

Oculofacial Plastic Surgery Subspecialty Day: $20,000 [PLA CME]
This one-day meeting will provide more than 500 attendees with a comprehensive, cutting-edge update on treatments in oculofacial plastic surgery. This meeting features approximately 40 ten-minute presentations and panel discussions.

* Cumulative support will be recognized in 2020
Ocular Oncology and Pathology Subspecialty Day: $20,000 [ONC CME]

This one-day meeting provides a comprehensive update on state-of-the-art diagnostic and treatment procedures for retinoblastoma, melanoma, other intraocular tumors, conjunctival tumors, eyelid tumor and orbital tumors. More than 125 ophthalmologists are expected to attend this one-day meeting, which includes approximately 30 ten-minute presentations and panel discussions.

Pediatric Ophthalmology Subspecialty Day: $20,000 [PED CME]

Focusing on a broad-based update on the diagnosis and management of pediatric ophthalmic diseases and strabismus, this one-day meeting will also provide insight into new therapeutic options for treatment of a variety of pediatric eye disorders. An expected attendance of 500+ ophthalmologists will experience approximately 30 ten-minute presentations and panel discussions.

Refractive Surgery Subspecialty Day: $20,000 [REF CME]

This one-day meeting will provide attendees with a comprehensive update on refractive surgery procedures, developments in corneal, lens-based, cataract and refractive surgery, and techniques for managing and avoiding complications. Attendees will learn from approximately 30 eight-minute presentations and panel discussions.

Uveitis Subspecialty Day: $20,000 [REF CME]

This one-day meeting will provide an estimated 1,500 ophthalmologists with a comprehensive update on challenges in the diagnosis and management of uveitis and various ocular inflammatory diseases. Attendees will also discuss current work and studies that may lead to new managing approaches and standards of care in the future. More than 300 ophthalmologists expected to attend.

Cataract Monday [CAT CME]

An annual meeting favorite for more than 3,000 ophthalmologists each year, this popular session features two programs:

- Cataract Spotlight with expert panels and more than 20 rapid-fire presentations on strategies for the prevention and management of complications
- American Society of Cataract and Refractive Surgery (ASCRS) Symposium, which examines the challenges and controversies in cataract surgery

Both interactive sessions feature presentations of actual cases and follow-up discussion by expert panelists. Attendees can participate in real-time polling, express opinions and weigh in on best-practice strategies.

Support Benefits

- Acknowledgment signage outside the session room
- Recognition* in the Academy Foundation annual report, and on session walk-in slides, aao.org and the donor wall

Support Level: $50,000

Deadline: Sept. 1, 2020

* Cumulative support will be recognized in 2020
The Orbital Gala

The Foundation’s 17th annual fundraising event is dedicated to supporting the Academy’s educational, quality of care and service programs. The gala will be the premier social event at AAO 2020, attended by Academy leaders and prominent ophthalmologists from around the world.

Our 2020 gala will be held on Sunday, Nov. 15. Guests will enjoy a cocktail reception, silent auction, dinner, dancing and live entertainment. In-kind donations of ophthalmic equipment for the silent auction are welcome.

"Making an in-kind donation to the Orbital Gala auction is a win-win: Optos receives great exposure among a key group of customers and it’s an effective way to show support for the Academy’s programs." - Leslie Amodei, VP of Global Marketing, Optos

This year’s sponsorship opportunities have been revamped to include brand new benefits and levels of support!

**Visionary: $25,000 (or auction donation valued at $50,000 or more)**
- A table of 8 with prominent seating
- Invitation for 2 guests to AAO’s President’s Reception
- Special recognition section in FAAO’s Annual Report
- Full-page ad in the honoree tribute book

**Innovator: $15,000 (or auction donation valued between $30,000-$49,999)**
- 6 complimentary event tickets
- Full-page ad in the honoree tribute book

**Partner: $7,500 (or auction donation valued between $15,000-29,999)**
- 4 complimentary event tickets
- Half-page ad in the honoree tribute book

**Additional Support Benefits**
- Acknowledgment in event materials, including the website, marketing materials, onsite signage and honoree tribute book
- Invitation for 1 guest to the Foundation’s Donor Reception
- Recognition* in the Academy Foundation annual report, and on aao.org and the donor wall

**Deadline: Sept. 1, 2020**

* Cumulative support will be recognized in 2020
Young Ophthalmologist Program and Lounge [YO]

This two-item sponsorship bundle is an excellent way to reach the next generation of ophthalmology’s leaders and decision makers. The Young Ophthalmologist (YO) Program is a highly interactive, four-hour session addressing important clinical and practice management topics of interest to residents and those in their first five years of practice.

The popular YO Lounge is an ideal place for young ophthalmologists to meet one-on-one with Academy leaders and the Young Ophthalmologist Committee, access computers and Wi-Fi, and relax between AAO 2020 sessions. The YO Committee and its three subcommittees also host several networking and educational events for YOs in the lounge.

Support Benefits

- Acknowledgment by an Academy leader during the YO Program
- Invitation for one representative to attend the YO Program and visit the YO Lounge
- Recognition in promotions and on program materials
- Acknowledgment on YO Program audio and video presentations on the Academy website
- Recognition* in the Academy Foundation annual report, and on session walk-in slides, aao.org and the donor wall

Support Level: $60,000
Deadline: Aug. 1, 2020

Global Young Ophthalmologist Reception [YO]

This fun-filled event is an overwhelming favorite among young ophthalmologists at the annual meeting. It’s the perfect place for them to build relationships with their peers and Academy leaders in a relaxed environment.

Support Benefits

- Invitation for one representative to attend
- Recognition* in the Academy Foundation annual report, and on session walk-in slides, aao.org and the donor wall

Support Level: $25,000
Deadline: Sept. 1, 2020

* Cumulative support will be recognized in 2020
Welcome to the Real World: Reality 101 for Residents and Fellows

Designed to prepare young ophthalmologists for the transition to practicing ophthalmologists, this highly interactive educational session features advice and guidance from seasoned leaders in ophthalmology.

Support Benefits

- Invitation for one representative to attend
- Acknowledgment by an Academy leader during the session
- Recognition* in promotional material and the Academy Foundation annual report, and on aao.org and the donor wall

Support Level: $15,000

Deadline: Aug. 1, 2020
Senior Ophthalmologist Program and Lounge [so]

This sponsorship bundle is a great way to reach influential ophthalmologists who are a diverse group with diverse goals. Some are preparing for the transition to retirement and others are extending their career in ophthalmology.

The Senior Ophthalmologist Program at AAO 2020 will feature presentations about the history and uniqueness of Las Vegas.

The Senior Ophthalmologist Lounge is a popular gathering spot for SOs to relax between AAO 2020 sessions, connect with their peers, Academy Laureate Award recipients and access computers and Wi-Fi. Additionally, the SO Committee hosts educational and networking events in the lounge in collaboration with the Ophthalmic Mutual Insurance Company (OMIC) and the American Academy of Ophthalmic Executives (AAOE).

Support Benefits

• Invitation for one representative to attend the SO Program and visit the SO Lounge
• Acknowledgment by an Academy leader during the SO Program
• Recognition* in promotional material and the Academy Foundation annual report, and on aao.org and the donor wall

Support Level: $15,000
Deadline: Aug. 1, 2020

AAO 2020 Daily

Get increased exposure to ophthalmologists at AAO 2020 through Academy Express special editions delivering the meeting’s daily clinical highlights. AAO 2020 Daily is sent to more than 70,000 recipients, including Academy and AAOE members, and those pre-registered for AAO 2020.

Support Benefits

• Recognition and company website link at the beginning and end of each issue
• Option of adding up to 50 employees to the distribution list
• Recognition* in the Academy Foundation annual report, and on aao.org and the donor wall

Support Level: $40,000
Deadline: Sept. 1, 2020

* Cumulative support will be recognized in 2020
Global Forum
Since 1992, the Global Forum at the Academy’s annual meeting has presented topics of interest to the worldwide ophthalmic community. More than 100 U.S. and international ophthalmologists are expected to attend the 2020 Global Forum titled Artificial Intelligence (AI) and Machine Learning: Promise and Purpose for Global Ophthalmology Moderated by Drs. Richard Abbott, Hunter Cherwek, Suzanne Gilbert, Luxme Hariharan, Jeff Pettey, Benjamin Thomas and Vivian Yin, the Forum will discuss how artificial intelligence (AI) can help ophthalmologists to improve care. As telemedicine expands to reach those with the greatest need around the globe, AI offers diagnostic capabilities and even provides potential mentorship to existing eye care professionals where resources are limited. Presenters will examine AI and how this may be best utilized to address unmet needs, connect ophthalmologists and data internationally, and assist the chronic human resource gaps in eye care.

The Global Forum presentations will be followed by a Global Volunteer Fair providing NGOs with an opportunity to speak with attendees regarding volunteer opportunities.

Support Benefits
• Acknowledgment on event promotional materials and onsite handouts
• Recognition* in the Academy Foundation annual report, and on aao.org and the donor wall

Support Level: $5,000
Deadline: Sept. 1, 2020

* Cumulative support will be recognized in 2020
Ophthalmic Education

ONE® Network Subspecialty Education Centers

The ONE Network is the online educational resource of choice for more than 80,000 ophthalmologists worldwide. The Academy will continue to expand the site with more state-of-the-art subspecialty education centers that clinicians can rely on for the latest diagnosis and treatment information. The ONE Network’s subspecialty education centers will give ophthalmologists the specialized tools they need to treat patients with more effectiveness, knowledge and confidence.

Subspecialty education centers available for support include:

- Cataract/Anterior Segment
- Cornea/External Disease
- Glaucoma – SOLD
- Laser Surgery – SOLD
- Pediatric Ophthalmology/Strabismus – SOLD
- Retina/Vitreous

Support Levels and Benefits: Contact Todd Lyckberg at tlyckberg@aao.org or 415.447.0361

Industry-Developed Subspecialty Webinars

In 2020, by working with industry partners the Academy will produce a selected number of 60-minute webinars to address the specific needs of subspecialists across the spectrum of ophthalmology. Propose preferred speakers and topics, and work with the Academy’s webinar program committee to teach focused audiences about new surgical devices, diagnostic technologies, and medical therapies. Possible topics include therapeutics in trial or recently approved, new imaging systems, novel intraocular lenses, implantable devices or drug delivery systems, and any other advances, published data or outcomes that are of interest to subspecialist clinicians.

Support would provide up to 500 ophthalmologists with access to the live webinar session, which the Academy will promote, host and produce along with the experts selected by an industry partner.

After the live session, a recording of the webinar will be available on the Academy website and available for viewing. The sponsor will be recognized on both the live and recorded webinar.

Support Level: $20,000 per webinar

To learn more, contact Todd Lyckberg at tlyckberg@aao.org or 415.447.0361
Ophthalmology® Retina: Monthly Subscription for Residents  

Ophthalmology Retina, the Academy’s retina-focused peer-reviewed journal which launched in 2017, publishes clinical and basic science research and ensures that ophthalmologists have access to important clinical advances. Monthly issues provide readers with access to high-quality, cutting-edge articles in both surgical and medical retina.

The journal has an outstanding editorial board committed to selecting papers that present the latest advances in the diagnosis and management of retinal disease. Each issue features articles on critical topics including:

- Frequency of Retinal Redetachment after Cataract Surgery in Eyes with Previous Scleral Buckling Surgery
- Machine Learning to Analyze the Prognostic Value of Current Imaging Biomarkers in Neovascular Age-Related Macular Degeneration
- Genome Editing in Retinal Diseases using CRISPR Technology

Sponsoring a complimentary, one-year subscription to Ophthalmology Retina is an ideal way to reach an estimated 1,400 U.S. residents.

Support Benefits

- Letter insert in each issue distributed to the U.S. residents covered by your support
- Email sent to residents who will receive the subscription
- Letter accompanying the initial mailing (written by the Academy or the sponsoring company)
- Recognition* in the Academy Foundation annual report, and on aao.org and the donor wall

Support Level: $299 per resident. Distribution can be customized. (For example: For $130,000, all third-year residents will receive a one-year subscription.)

* Cumulative support will be recognized in 2020
2020 Focal Points™: Clinical Practice Perspectives [CME]

This monthly subscription series provides solutions for the clinical challenges that ophthalmologists face every day. In a concise new format that started in January 2020, each module focuses on selected recent research articles and their application to practice. Each module, written by a leading expert in the field, is designed to help readers to identify key research and use it to improve patient care. Modules also come with an audio version that’s perfect for ophthalmologists and residents on the go. For more than 30 years, Focal Points has been a favorite among ophthalmologists, with a base of over 1,000 subscribers.

Subscribers also have access to a digital archive of more than 100 back issues that include exclusive videos and content.

2020 topics include:

• Update on Migraine: New Understanding of Pathophysiology and Treatments
• Systemic Immunomodulation Therapy for Eye Disease
• Retinoblastoma
• Ocular Surface Tumors
• Treatment Options for Central Serous Chorioretinopathy
• Growth Models for the Detection of ROP
• Dry Eye
• Presbyopia
• Corneal Melts: Treatment, Management, Sequelae
• Dermatologic Disorders of the Periorbital Region

Support Benefits

• Acknowledgment on each Focal Points issue cover and on all product marketing materials
• Recognition* in the Academy Foundation annual report, and on aao.org and the donor wall

Support Level: $55,000 for 12 months

* Cumulative support will be recognized in 2020
2020 Focal Points Distribution to Ophthalmology Residents [ YO CME ]

Sponsoring a complimentary, one-year subscription to Focal Points is an ideal way to reach an estimated 1,400 U.S. residents. See p. 18 for 2020 topics.

Support Benefits
Acknowledgment via the following items:

• Cover of each Focal Points issue distributed to U.S. residents
• Email sent to all U.S. residents (June or September)
• Letter accompanying the June or September mailing (written by the Academy or the sponsoring company)
• Product marketing materials
• Recognition* in the Academy Foundation annual report, and on aao.org and the donor wall

Support Level: $75,000

EyeNet® Magazine Supplements

As a newsmagazine, EyeNet stays abreast of current topics in ophthalmology. When topics meet certain criteria (e.g., depth and breadth of topic, importance to readership, timeliness, general interest, etc.), they are considered for extended coverage. Those that are developed into supplements are polybagged with an issue of EyeNet and mailed to the circulation list (23,500 recipients).

Support Benefits

• Recognition and logo on cover of supplement and on electronic version posted on the EyeNet website
• Mention of the supplement and sponsor in EyeNet’s monthly email, sent to its circulation list at the beginning of the month
• Recognition* in the Academy Foundation annual report, and on aao.org and the donor wall

Sponsorships are available as supplements become available. Please inquire about current topics.

Support Level: $35,000

EyeNet® AAO 2020 Daily

A daily, clinical e-newsletter reported over four days in Las Vegas, AAO 2020 Daily allows ophthalmologists throughout the world—at the meeting and at home—to stay on top of news from AAO 2020 and Subspecialty Day. It is emailed to more than 70,000 recipients and is available to single or multiple advertisers as a complete package or on a day-to-day basis. Advertising is available on a first-come basis. 25% open rate in 2019

Support Level: $40,000 all four days.

* Cumulative support will be recognized in 2020
Patient Education and Public Service

Patient Education Subspecialty Video Collections

These five subspecialty video collections are the first and only video tools of their kind among all medical specialty societies.

Each collection—containing multiple short, compelling videos—addresses the most commonly-used eye treatments in the ophthalmic practice.

Each video improves a patient’s understanding of their eye condition/disease and the benefits, risk and alternatives of a specific procedure recommended by their ophthalmologist. They feature high-quality animations and are provided in both English and Spanish.

These videos are designed for easy use in patient portals and on practice websites, as well as on tablets and desktop computers.

Collections available for support:

- **Cataract and Refractive Surgery: $15,000 per year**
  21 videos; projected annual sales: 200 units

- **Glaucoma: $15,000 per year**
  9 videos; projected annual sales: 100 units

- **Oculoplastics: $10,000 per year**
  7 videos; projected annual sales: 75 units

- **Pediatric Ophthalmology: $10,000 per year**
  9 videos; projected annual sales: 75 units

- **Retina: $15,000 per year**
  21 videos; projected annual sales: 75 units

Support Benefits

- Acknowledgment on the product download pages and promotional materials.
- Recognition* in the Academy Foundation annual report, and on aao.org and the donor wall

* Cumulative support will be recognized in 2020
**EyeWiki**

EyeWiki is an online eye encyclopedia written by ophthalmologists that covers eye disease, diagnosis and treatment. The site is open to anyone, attracting ophthalmologists and other medical professionals as well as the general public. EyeWiki receives 500,000 visitors each month and more than 8 million-page views each year.

We offer three levels of support, all with a year term:

**Single Area Disease/Treatment** - a comprehensive and informative article in EyeWiki includes the most relevant and up-to-date clinical information on the disease and current treatment options. Please see the attached example from EyeWiki and recognition.

**Sponsorship:** $10,000

**Multiple Area Disease/Treatment Area** - supporting these sections of EyeWiki will cover both detail information on a disease with multiple areas

**Sponsorship:** $20,000

**Entire Subspecialty** - supporting a full section of EyeWiki provides an impression on more than 150 articles with more than 1.5 million views each year.

**Sponsorship:** $50,000

**Sponsorship benefits include:**

- Placement of company name or logo on EyeWiki supported content pages
- Invitation for representatives to attend the special AAO 2020 EyeWiki symposium, celebrating its 10-year anniversary
- Cumulative support will be recognized in the Academy Foundation annual report, and on aao.org and the Foundation donor wall

---

**EyeSmart® and Patient Education Subspecialty Materials [ RET GLA CAT COR NEU PED PLA REF UVE ]**

This sponsorship bundle is an excellent, subspecialty-focused opportunity to effectively reach both ophthalmologists and patients. Your company will receive visibility on the following high-profile resources:

**EyeSmart®**

The Academy’s EyeSmart website contains comprehensive, ophthalmologist-reviewed information to help people understand how to keep their eyes healthy and when to see an ophthalmologist. The site, part of aao.org, draws more than three million unique page views a month. It features English and Spanish content, videos, news articles, “Ask an Ophthalmologist” questions and answers, and a searchable ophthalmologist directory.

**Patient Materials (brochures, booklets and downloadable handouts)**

The Academy’s patient education materials pair full-color images with plain-language content that makes it easy for patients and their families to understand condition and treatment options. Thousands of practices across the U.S. use these materials to reach nearly two million patients annually.
Areas available for support include:

- Cataract
- Cornea (dry eye and infections)
- **NEW!** Giant Cell Arteritis
- Glaucoma
- Neuro-Ophthalmology
- Oculoplastics
- Pediatric Ophthalmology
- Refractive Surgery
- Retina (AMD and diabetic retinopathy)
- Uveitis

**Support Level and Benefits**

Choose from three options:

**Tier 1: $20,000 per year**
Company logo on EyeSmart and EyeWiki sponsored sections

**Tier 2: $40,000 per year**
Company logo on EyeSmart and EyeWiki sponsored sections and patient education materials

**Tier 3: $60,000 per year**
Product advertisements on EyeSmart and EyeWiki, and company logo on patient education materials

All support levels receive recognition* in the Academy Foundation annual report, and on aao.org and the donor wall

* Cumulative support will be recognized in 2020

**EyeCare America**

EyeCare America is one of the largest public service programs in American medicine. Since 1985, this award-winning program has provided vision-saving eye care at no out-of-pocket cost to qualifying seniors and those at increased risk for glaucoma. To date, the program has helped more than 2 million people receive educational information and access to sight saving medical eye care through a pool of more than 5,000 dedicated volunteer ophthalmologists nationwide.

EyeCare America promotes a series of monthly eye health campaigns to increase national awareness of eye diseases, risk factors and care. Each year, these campaigns secure millions of top-tier media impressions. This is an economical and effective way to maximize your exposure to ophthalmologists and the public.

You can choose to support one or more months to target specific topics. Promotions for each campaign will reach more than 10,000 print, web and broadcast media outlets (national and regional).

**2020 Eye Health Observances:**

January: Glaucoma Awareness Month
February: Age-Related Macular Degeneration Awareness Month
March: Workplace Eye Wellness Month
April: Sports Eye Safety Month
May: Healthy Vision Month

To learn more, contact Todd Lyckberg at tlyckberg@aao.org or 415.447.0361
June: Fireworks Eye Safety and Cataract Awareness Month
July: UV Safety Month
August: Children’s Eye Health/Safety Month
September: Healthy Aging Month
October: Halloween Safety Month
November: Diabetic Eye Disease Awareness Month
December: Safe Toys and Celebrations Month

Support Levels:

Gold: $25,000 (choice of four campaigns)
• Acknowledgment on press releases and related materials (risk factor cards, posters and flyers) distributed to EyeCare America partners
• Recognition* on the EyeCare America and aao.org websites, and in the Academy Foundation annual report and the donor wall

Silver: $10,000 (choice of two campaigns)
• Acknowledgment on press releases and related materials (risk factor cards, posters and flyers) distributed to EyeCare America partners
• Recognition* on the EyeCare America and aao.org websites, and in the Academy Foundation annual report and the donor wall

Bronze: $5,000 (choice of one campaign)
• Acknowledgment on press releases and related materials (risk factor cards, posters and flyers) distributed to EyeCare America partners
• Recognition* on the EyeCare America and aao.org websites, and in the Academy Foundation annual report and the donor wall

2020 American Legion Eye Screening Project
The Academy provides eye-screening services to veterans attending the American Legion’s annual convention, which attracts approximately 10,000 attendees each year. More than 1,400 veterans, American Legion members and spouses have been screened at prior conventions, resulting in vision-saving diagnoses of eye diseases and two cases of brain tumors.

The screening gives participating ophthalmologists an opportunity to stress the importance of early detection and treatment of eye problems to veterans and their family members.

This year’s event will take place at the American Legion Annual Convention in Louisville, KY from Aug. 28 to Sept. 3, 2020.

Support Benefits
• Recognition on convention materials, onsite at the event, and in subsequent publications covering the event
• Acknowledgment* in the Academy Foundation annual report, and on aao.org and the donor wall

Support Level: $7,000
Deadline: July 1, 2020
2020 National Medical Association Eye Screening Project

The Academy provides eye-screening services to members of the National Medical Association (NMA) at its annual meeting held every summer. Attendees include more than 4,000 African-American physicians and other health professionals from across the country. More than 200 attendees receive vision screenings each year, and a significant percentage have been found to have glaucoma and other eye diseases.

In addition to enhancing the image of ophthalmology, the screening helps to educate those who attend the NMA, reinforces the importance of targeting high-risk populations, and underscores the value of receiving eye examinations from ophthalmologists.

Support Benefits

• Recognition on meeting materials, onsite at the event, and in subsequent publications covering the event

• Acknowledgment* in the Academy Foundation annual report, and on aao.org and the donor wall

Support Level: $25,000

Deadline: June 1, 2020

* Cumulative support will be recognized in 2020
Practice Management

American Academy of Ophthalmic Executives® (AAOE) Program at AAO 2020

The American Academy of Ophthalmic Executives (AAOE), the Academy’s practice management affiliate, has a membership of more than 5,000 administrators and physicians. AAOE offers the relevant, timely information needed to manage the business side of an ophthalmic practice.

AAOE General Session [PM]

This opening session officially kicks off the AAOE program of AAO 2020 and is attended by approximately 500 administrators and physicians. Each year the General Session features a notable key speaker. Past speakers have included presenters with national and international reach and affiliations with TED talks.

Support Benefits

- Invitation for company representatives to attend
- Recognition Opportunities:
  - Announcement at the General Session
  - Event signage
  - Recognition in the printed AAO 2020 Meeting Program and online Mobile Meeting Guide
  - Promotional materials
  - AAOE section of the website
  - Recognition* in the Academy Foundation annual report and the donor wall

Support Level: $15,000
Deadline: Sept. 1, 2020

* Cumulative support will be recognized in 2020
AAOE Instruction Courses [ PM ]

Each year AAOE instruction course selection undergoes a rigorous review by content experts. All courses address a critical competency needed by practice administrators and physician managers and/or showcase a major trend in ophthalmic practice. Attendees have a choice of approximately 90 courses covering all aspects of practice management for new and seasoned administrators.

Support Benefits

• Invitation for company representatives to attend each sponsored course

• Recognition Opportunities:
  • Announcement at the General Session
  • Announcement at course podium
  • Event signage
  • Print AAO 2020 Meeting Program and online Mobile Meeting Guide
  • Promotional materials
  • AAOE section of the website
  • Recognition* in the Academy Foundation annual report and the donor wall

Support Level: $5,000 per course or $7,500 for two courses

Deadline: Sept. 1, 2020

AAOE Reception [ PM ]

Members continually rate face-to-face networking as one of their most important reasons for attending the AAOE program. This widely attended members-only reception is an excellent opportunity to meet practice administrators and physicians responsible for making the day-to-day business decisions for a practice.

Support Benefits

• Invitation for up to three company representatives to attend

• Recognition Opportunities:
  • Announcement at the General Session
  • Announcement at reception podium
  • Event signage
  • Online Mobile Meeting Guide
  • Promotional materials
  • AAOE section of the website
  • Recognition* in the Academy Foundation annual report and the donor wall

Support Level: $20,000

Deadline: Sept. 1, 2020

* Cumulative support will be recognized in 2020
AAOE Member Lounge [PM]

The AAOE Lounge is a place for members to network and access a variety of resources targeted to practice administrators and physicians. Open from 8:30 a.m. to 5:00 p.m. for the run of the annual meeting, the lounge provides extended exposure to practice management resources and services. The lounge sponsorship would also include a kick-off wine and cheese reception to thank the lounge sponsors and connect them with members.

Support Benefits
• Exclusive networking with members at the kick-off wine and cheese reception
• Recognition Opportunities:
  • Announcement at the General Session
  • Event signage
  • Print meeting guide and online Mobile Meeting Guide
  • Promotional materials
  • AAOE section of the website
  • Recognition* in the Academy Foundation annual report and the donor wall

Support Level: $20,000
Deadline: Sept. 1, 2020

EyeNet® Magazine Practice Management Supplements

As a newsmagazine, EyeNet stays abreast of current topics in ophthalmology. In 2019, 54% of physicians said that they need specific practice management advice and information to stay successful and efficient in an environment of declining reimbursement and complex market challenges, while also providing a quality patient experience.

This proposed practice management supplement would provide tips and advice to meet the current practice challenges from key Academy leaders and content creators. It will serve as an enduring resource, for both, practice administrators and ophthalmologists to continuously improve management of the practice.

The supplement will be 12-16 pages in length with 6-8 articles on cutting edge practice management insights and advice on the following areas:
• A review of key factors affecting the practice environment and how to respond the challenges
• Tips to maintain the financial health of your practice
• Methods to improve practice flow
• Medicine management and billing
• Risk and malpractice advice
• Emotional Intelligence- why is it important in managing your practice successfully
• Enhancing the entire Eyecare Team.

Support Benefits
• Recognition and logo on cover of supplement and on electronic version posted on the EyeNet website
• Mention of the supplement and sponsor in EyeNet’s monthly email, sent to its circulation list at the beginning of the month
• Recognition* in the Academy Foundation annual report, and on aao.org and the donor wall
• Sponsorships are available as supplements become available. Please inquire about current topics.

Support Level: $35,000
Sponsors can collaborate with AAOE to author one of the finalized article topics (except in the areas of coding and billing). The content will be reviewed and vetted by the AAOE content committee.
This supplement will be polybagged with the 2020 annual meeting issue of EyeNet and mailed to the circulation list (22,000 recipients).

The Profitable Retina Practice [PM]
Designed specifically for retina physicians and practice administrators, this valuable resource uses real-life case studies and detailed checklists to help retina practices produce steady and healthy growth.

Module One: Strategically Growing Your Retina Practice. This downloadable handbook helps you:
• Identify growth potential through key performance indicators
• Evaluate financial reporting and uncover improvements for profitability
• Lead the strategic action plan and seize opportunities to implement meaningful changes

Module Two: Medication Inventory Management. This module includes: basics of inventory control, identifying the key areas to monitor, Implementing a process for medication inventory based on practice needs, developing of reporting system and use continuous process improvement principles

Support Benefits
• Recognition and logo on the book covers and in product promotions
• Acknowledgment* in the Academy Foundation annual report, and on aao.org and the donor wall

Support Level: $25,000
Deadline: July 31, 2020

* Cumulative support will be recognized in 2020
Coding Audit Success Toolkit

Audits continue to wreak havoc on practices. Practices are not doing enough to proactively prepare. The Coding Audit Success Toolkit provides the tools for practices to implement an effective compliance plan.

Content contains: Checklists for every CERT, Recovery Audit, SMRC, TPE, ZPIC. The workbook will discuss the importance of these checklists and how to implement them.

Checklist provided for these targeted areas:

- Anti-VEGF Treatments
- Blepharoplasty
- Botox Injections
- Cataract Surgery
- Exams E/M and Eye visit codes
- CD-10 Checklist
- Medical Necessity
- Lesion Removal
- Punctal Plugs
- Testing Services
- YAG Capsulotomy

Support Benefits

- Recognition and logo on the book cover and in product promotions
- Acknowledgment* in the Academy Foundation annual report, and on aao.org and the donor wall

Support Level: $7,500

Deadline: 12 month sponsorship
**Fundamentals of Ophthalmic Coding and Coding Camp Intermediate/Advanced Course**

These two courses will address the complexity practices face in documenting and coding correctly for CPT and ICD-10 linking. Case studies will be presented on cataract, cornea, glaucoma, neuro-ophthalmology, oculoplastics, pediatrics, strabismus and retina, including systemic diseases with ophthalmic manifestations.

**Support Benefits**
- Acknowledgment from the podium
- Recognition on event signage, promotional materials and the AAOE section of aao.org
- Recognition* in the Academy Foundation annual report, and on aao.org and the donor wall

**Educational Credit:** AAPC, COE, CME and JCAHPO

**Instructors:** Kristin Carter, MD, Michael X. Repka, MD, MBA; Matthew Baugh, MHA, OCS and Joy Woodke, COE, OCS

**Moderator:** Sue Vicchrilli, COT, OCS

**Support Level:** $15,000 per course

**Deadline:** Sept. 1, 2020

---

**Ophthalmology Business Summit – March 2021**

The business of health care is shifting dramatically, and the American Academy of Ophthalmology has developed a solutions-oriented program to address the key financial and operational challenges facing our practices right now. Over a day and a half, business experts and Academy leaders provide attendees with actionable strategies for running a successful modern practice.

Attendance is capped at 200 to allow to maximum interactivity and in-depth learning. Program was launched in 2018 and received rave reviews. This practice management summit was created to foster collaboration and innovation in the business of practice management.

The program is promoted to all US AAO and AAOE members.

**Support Levels:**

**Level 1- Silver- $ 10,000**
- Recognition on the AAOE website
- Acknowledgment at the 2021 Ophthalmology Business Summit (at podium and on signage)
- Acknowledgement of printed Ophthalmology Business Summit Resources handbook
- Acknowledgment in the Academy Foundation annual report, on aao.org and the donor wall at AAO 2021
- Recognition on Ophthalmology Business Summit communications sent to U.S. Academy and AAOE members, including 2,500 young ophthalmologists
Level 2- Gold - $15,000
• Recognition as sponsor for the Saturday Networking Reception
• Invitation for 2 representatives to attend the Ophthalmology Business Summit
• Recognition on the Ophthalmology Business Summit page on AAOE website
• Acknowledgment at the 2021 Ophthalmology Business Summit (at podium and on signage)
• Acknowledgement of printed Ophthalmology Business Summit Resources handbook
• Acknowledgment in the Academy Foundation annual report, on aao.org and the donor wall at AAO 2021
• Recognition on Ophthalmology Business Summit communications sent to U.S. Academy and AAOE members, including 2,500 young ophthalmologists

Level 3- Platinum - $20,000
• Recognition as sponsor for the Breakfast and Networking Luncheon
• Invitation for 3 representatives to attend the Ophthalmology Business Summit.
• Recognition on the Ophthalmology Business Summit page on AAOE website
• Acknowledgment at the 2021 Ophthalmology Business Summit (at podium and on signage)
• Acknowledgement of printed Ophthalmology Business Summit Resources handbook
• Acknowledgment in the Academy Foundation annual report, on aao.org and the donor wall at AAO 2021
• Recognition on Ophthalmology Business Summit communications sent to U.S. Academy and AAOE members, including 2,500 young ophthalmologists.

Commitment due by Feb. 1, 2020

* Cumulative support will be recognized in 2020
EyeNet® AAOE Electronic Health Records Supplement

This supplement is a collection of informative articles and resources to help practices transition to EHRs and make the most of their system. The supplement will be mailed to all EyeNet Magazine subscribers.

Support Benefits

• Acknowledgment in the supplement and promotional materials
• Recognition and company website link in the PDF version posted on EyeNet’s website.
• Recognition* in the Academy Foundation annual report, and on aao.org and the donor wall

Support Level: $35,000

Deadline: Mar. 1, 2020

* Cumulative support will be recognized in 2020
The Lean Practice: Master Class

Lean management principles, used for years in the manufacturing industry, help streamline processes and eliminate waste. These proven methods have helped hospitals and medical practices improve clinic flow, increase patient satisfaction, and grow the bottom line. AAOE is the first to create ophthalmic-specific lean educational tools and resources for immediate implementation. Lean products and services meet a growing need among ophthalmic professionals who are asked to do more with less. Growing interest in lean ophthalmic practice improvement is reflected in AAOE’s highly attended introductory lean courses and in-depth master classes at our annual meetings.

Current Lean Practice products developed by AAOE:

• The Lean Practice: A Step-by-Step Guide to Running an Efficient and Profitable Ophthalmic Practice (e-book) to help practices perform lean assessment of their practice and implement Lean principles
• An online course providing deep-dives into core lean concepts and their implementation

2020 Lean Practice product:

• Live master class at AAO 2020, “Lean Training and Development” (includes development of course workbook)

Support Benefits

• Recognition on dedicated lean practice page on AAOE website
• Acknowledgment at live 2020 lean master class (at podium and on signage)
• Acknowledgment* in the Academy Foundation annual report, and on aao.org and the donor wall
• Recognition on lean promotional and educational communications sent to AAOE members and U.S. Academy members, including 2,500 young ophthalmologists

Support Levels: $15,000 2020 live master class

Deadlines: June 1, 2020 for AAO 2020 live master class

* Cumulative support will be recognized in 2020
**Practice Management On-Demand Courses for the Young Ophthalmologist [PM YO]**

The business aspects of practicing ophthalmology can be daunting for young ophthalmologists who often do not receive practice management as part of their training. To address this training gap, AAOE annually captures seven to ten AAOE instruction courses during the annual meeting. These are made available online as a free resource for 6,000 young ophthalmologists for up to a year. In addition to promoting these on-demand presentations, each course capture will be available for download via the ONE® Network.

**Support Benefits**
- Acknowledgment on each presentation and promotional materials
- Recognition and company website link on the AAOE website
- Acknowledgment* in the Academy Foundation annual report, and on aao.org and the donor wall

**Support Level:** $20,000  
**Deadline:** Aug. 1, 2020

**2021 Coding Update Annual Webinar [PM COD CME]**

AAOE’s most popular webinar was attended by more than 300 practices in 2019. Presented by AAOE’s coding specialists in January 2021, this invaluable course will provide an overview of new coding and reimbursement changes, as well as timely topics including CPT and ICD-10 updates, third-party payer audits and more. The webinar will also be recorded for those unable to attend the live event.

**Support Benefits**
- Recognition at the beginning of the webinar, on the AAOE website and in promotional materials
- Acknowledgment* in the Academy Foundation annual report, and on aao.org and the donor wall

**Educational Credit:** CME

**Support Level:** $20,000  
**Deadline:** Oct. 1, 2020

* Cumulative support will be recognized in 2020
American Academy of Ophthalmology Codequest™

The American Academy of Ophthalmology Codequest is a four-hour in-person coding and documentation seminar presented across the country. This course provides much-needed instruction on coding changes, audit information and regulatory updates that ophthalmologists and their staff must know to stay in compliance and appropriately maximize reimbursement.

Codequest’s expert instructors and authoritative content make it a sought-after event in ophthalmology. More than 25 courses are planned per year with an estimated total of 2,500 attendees.

With increasing frequency of audits and increasing complexity of state and federal regulations, we expect a strong attendance from ophthalmologists and their staff year after year.

Support Benefits

- Acknowledgment at all seminars from the podium
- Recognition on signage, the AAOE section of aao.org, and on promotional materials
- Invitation for representatives attend the seminars
- Acknowledgment* in the Academy Foundation annual report, and on aao.org and the donor wall

Educational Credit: AAPC, CME, COE and JCAHPO

Support Level: $50,000 per year

Deadline: Oct. 31, 2020

* Cumulative support will be recognized in 2020
2021 Learn to Code Series

This series of self-study products give physicians, technicians, administrators, coders and billers the most comprehensive and up-to-date ophthalmic coding information available.

2021 Ophthalmic Coding: Learn to Code the Essentials covers:

• Introduction to Ophthalmic Coding
• Introduction to CPT® and Diagnosis Coding
• Evaluation and Management and Eye Code Documentation (with chart examples for each specialty)
• Mastering Modifiers
• Major and Minor Surgical Procedures
• Testing Services
• Frequently Asked Questions
• Audits

The Learn to Code Series is the recommended study guide for the Ophthalmic Coding Specialist (OCS) exam.

2021 Ophthalmic Coding: Learn to Code the Subspecialties Collection covers:

• Cornea
• Glaucoma
• Oculofacial
• Pediatrics/Strabismus
• Optical Dispensing

Support Benefits

• Recognition and logo on the book covers and in product promotions
• Acknowledgment* in the Academy Foundation annual report, and on aao.org and the donor wall

Support Levels: $15,000 (both Essentials and Subspecialties Collection) or $7,500 (either Essentials and Subspecialties Collection)

Deadline: July 1, 2020

* Cumulative support will be recognized in 2020
2021 Coding Coach: Complete Ophthalmic Coding Reference Book

The most comprehensive coding reference book available, this must-have, three-volume resource features detailed content on each CPT® code affecting ophthalmology. Topics include:

- CPT code and descriptor
- Layperson’s definitions
- ICD-10-CM diagnosis code links
- Correct coding initiative
- Assistance-at-surgery
- RVUs for the office and facility
- HCPCS code links
- Associated procedures
- ASC coverage
- Modifier usage
- Site of service differential
- Testing services
- Helpful coding clues
- Global surgical periods for Medicare and private payers

Support Benefits

- Recognition and logo on the book cover and in product promotions
- Acknowledgment* in the Academy Foundation annual report, and on aao.org and the donor wall

Support Level: $25,000
Deadline: July 1, 2020

2021 Coding Coach: Complete Ophthalmic Coding Reference Online Subscription

This online version of our bestselling Ophthalmic Coding Coach enables users to search by keyword or code, as well as print out pages for documentation.

Support Benefits

- Recognition and logo within the product for one year, and in product promotions
- Acknowledgment* in the Academy Foundation annual report, and on aao.org and the donor wall

Support Level: $25,000
Deadline: July 1, 2020

* Cumulative support will be recognized in 2020
Ophthalmic Coding Specialist Exams  

Ophthalmic Coding Specialist Exam: Ophthalmologists and their staff are encouraged to test their coding competency by taking this online, 100 multiple-choice question test covering all core competency areas of ophthalmic coding. Approximately 500 physicians and staff take the exam annually.

Ophthalmic Coding Specialist Retina Exam: In April 2018, the Academy began offering the first and only coding competency exam developed especially for retina practices. Retina subspecialists and their staff are encouraged to test their coding competency by taking this online, 100 multiple-choice question test covering retina coding.

Support Benefits
- Recognition and logo on the website aao.org/ocs
- Acknowledgement in all product promotions
- Acknowledgment* in the Academy Foundation annual report, and on aao.org and the donor wall

Support Level: $15,000
Deadline: Ongoing


The only ophthalmology-specific book of ICD-10 codes to assist physicians, administrators, billers, coders and technicians with the accurate diagnosis coding.

Support Benefits
- Recognition and logo within the product for one year, and in product promotions
- Acknowledgment* in the Academy Foundation annual report, and on aao.org and the donor wall

Support Level: $15,000 per year
Deadline: July 1, 2020

* Cumulative support will be recognized in 2020
2021 Retina Coding: Complete Reference Guide Book

The ultimate, comprehensive source for all aspects of coding for medical and surgical retina including:

- Exam examples (E/M and eye code)
- Testing services
- Injections
- Laser procedures
- Minor surgical procedures
- Major surgical procedures
- Diagnosis coding
- Local coverage determination (LCD)
- Frequently asked questions
- Audits: what every retina practice should know

Support Benefits

- Recognition and logo on the book cover and in product promotions
- Acknowledgment* in the Academy Foundation annual report, and on aao.org and the donor wall

Support Level: $25,000
Deadline: July 1, 2020

The Minority Ophthalmology Mentoring Program

The Minority Ophthalmology Mentoring program is a partnership between the American Academy of Ophthalmology and Association of University Professors of Ophthalmology (AUPO).

The purpose of the program is to increase diversity in the field of ophthalmology by helping well-qualified students who are underrepresented in medicine become competitive ophthalmology residency applicants.

Public health evidence reveals that access to care improves when the physician community reflects the population at large. Although underrepresented minority groups comprise 30.7% of the U.S. population, they only make up 6% of practicing ophthalmologists.

Impact of the Minority Ophthalmology Mentoring Program

- Over 160 ophthalmologists are involved as volunteers, serving as mentors, committee members, speakers and liaisons at medical schools.
- There is a total of 50 students in the Classes of 2018 and 2019, selected from a pool of 150 applicants and representing a 33% acceptance rate.
- The program grew from 20 students in the Class of 2018 to 30 students in the Class of 2019. Plans are to continue to increase class size.
- All students report “high” or “very high” interest in ophthalmology after participating in annual Student Engagement Weekend, which takes place during the Academy’s annual meeting, and would recommend the program to a friend.
Professional Development

Opportunities Provided by the Minority Ophthalmology Mentoring Program

- At the heart of the program is a dynamic team of ophthalmologist mentors dedicated to supporting students on their paths to becoming competitive ophthalmology residency applicants.
- Students are given the opportunity to:
  - Connect one-on-one with enthusiastic ophthalmologists who support students’ academic and career development
  - Explore the field of ophthalmology and gain hands-on experience with ophthalmic technology
  - Learn how ophthalmologists positively impact community health by preventing vision loss from diseases such as diabetes and glaucoma
  - Discover why ophthalmologists enjoy rewarding work and report high career satisfaction
  - See how ophthalmologists are passionate about protecting sight and empowering lives

$10,000 Bronze

- Recognition as a sponsor of the Minority Ophthalmology Mentoring program for 2020-21, on program materials distributed at AAO 2020, the program’s website
- Recognition as a sponsor of the Minority Ophthalmology Mentoring program for 2020-2021
- Recognition on the program’s website
- Recognition on Minority Ophthalmology Mentoring program materials distributed at Student Engagement Weekend at AAO 2020 in Las Vegas November 14 and 15 and from the podium by an Academy leader
- AAO 2020 Booth sign indicating Minority Ophthalmology Mentoring Bronze Sponsor

$20,000 Silver

All Bronze benefits, plus:

- One Invitation for a representative to attend a segment of Student Engagement Weekend program
- One Invitation for a representative to attend student networking reception during Student Engagement Weekend at AAO 2020
- AAO 2020 Booth sign indicating Minority Ophthalmology Mentoring Sliver Sponsor

$40,000 Gold

All Silver benefits, plus:

- Two Invitations for representatives to attend a segment of Student Engagement Weekend program
- Listed as a sponsor of the student networking reception during Student Engagement Weekend at AAO 2020; two invitations for representatives to attend reception
- Right of first refusal to have students visit booth on exhibit hall tour (in order of level)
- AAO 2020 Booth sign indicating Minority Ophthalmology Mentoring Gold Sponsor
Leadership Development Program XXI, Class of 2020

The Academy’s Leadership Development Program is an ideal way to gain visibility with ophthalmology’s future leaders and decision makers. The profession’s rising stars are nominated for the program by state and subspecialty societies, and meet to train with Academy leaders through four meetings, beginning with an orientation session held at AAO 2020.

In addition to rising up the ranks of ophthalmic societies at the state, national and international levels, many program graduates go on to assume major leadership positions within the Academy, including the Board of Trustees. Additionally, this influential, award-winning program has been duplicated by several U.S. and international medical associations.

Support Benefits

• Speaking and networking opportunities
• Recognition at all four Leadership Development Program meetings and on signage and meeting materials
• Recognition in Academy publications including EyeNet Magazine, Academy Express, YO Info, LDP Alumni Newsletter and the Council Newsletter
• Acknowledgment* in the Academy Foundation annual report, and on aao.org and the donor wall

Support Level: $20,000

Deadline: Sept. 1, 2020

* Cumulative support will be recognized in 2020
Professional Development

Mid-Year Forum 2020, Washington, D.C.  [ADV PM YO]

The Mid-Year Forum is one of the American Academy of Ophthalmology’s most significant yearly meetings, bringing the ophthalmology community together to instigate change and shape our profession’s future.

The annual Mid-Year Forum meeting, celebrating its 28th year in 2020, is designed to educate ophthalmologists on critical issues facing ophthalmology in the areas of politics, policy and practice management. This popular event offers strategic and practical knowledge that can be immediately applied to managing a practice, and brings the ophthalmology community together to effect change.

The Mid-Year Forum attracts ophthalmology’s elite: more than 500 influential Academy members and leaders from ophthalmic state, subspecialty and specialized interest societies. Attendees also include more than 170 young ophthalmologists, who find the experience invaluable for their role as future leaders of the profession. These YOs are also offered dedicated programming including the Mid-Year Forum session, L.E.A.P. Forward, with modules on leadership, engagement, advocacy and practice management.

The Mid-Year Forum leads off with Congressional Advocacy Day and includes a working dinner briefing for attendees to prepare them for their Congressional visits on current advocacy issues affecting medicine.

Support Levels

Platinum (Thursday Mid-Year Forum Dinner): $35,000

- Invitation to the Mid-Year Forum welcome reception
- Dinner seated with Academy physician leadership and keynote speaker
- Recognition during dinner as the commercial supporter of the keynote speaker
- Acknowledgment on promotional materials and aao.org
- Recognition* in the Academy Foundation annual report, and on aao.org and the donor wall

Gold (Friday Mid-Year Forum Lunch): $25,000

- Invitation to the Mid-Year Forum luncheon and sit with Academy physician leadership
- Recognition from the podium during lunch
- Acknowledgment on promotional materials and aao.org
- Recognition* in the Academy Foundation annual report, and on aao.org and the donor wall

Silver (Saturday Council Lunch): $20,000

- Invitation to The Council luncheon (attended by 100+ members of the advisory body to the Academy’s Board of Trustees)
- Lunch seated with Academy physician leadership
- Recognition from the podium during lunch
- Acknowledgment on promotional materials and aao.org
- Recognition* in the Academy Foundation annual report, and on aao.org and the donor wall

Deadline: Mar. 31, 2020 for recognition in the printed and online final program and electronic agenda book provided to attendees.
**SCOPE e-Newsletter**

This quarterly e-newsletter is sent to more than 6,000 U.S. and international senior ophthalmologists. It features articles regarding Academy and ophthalmic heritage and history; a YO/SO advice column, and resources and information of particular interest to those still practicing as well as those transitioning from practice. Scope articles show a consistently high “open rate” of more than 30 percent, similar to Academy Express. Scope is also posted as a PDF on the Academy’s web site.

**Support Benefits**

- Recognition and company website link in 12 issues over a three-year period
- Recognition* in the Academy Foundation annual report, and on aao.org and the donor wall

**Support Level: $15,000**

---

**International Audiences**

**Rotary Club Host Project**

Working in partnership with Rotary Clubs across the country, this program brings ophthalmologists from developing nations to the United States for two weeks for clinical and cultural educational experiences. Participants spend a week in the sponsoring Rotary Club’s community working side-by-side with local ophthalmologists. Their visit concludes at AAO 2020 in Las Vegas, where guest ophthalmologists will attend Subspecialty Day and instruction courses, as well as visit the exhibit floor. Since the Rotary Host Project’s start in 2000, 132 guests from 61 countries have participated in this learning experience.

The Rotary Club Host Project is an invaluable, once-in-a-lifetime opportunity for practitioners from the developing world to gain first-hand training from leading ophthalmologists. Participants will then take their new gained knowledge and train colleagues in their home countries, enabling them to improve patient care in their communities.

**Support Benefits**

- Recognition in the letter of invitation to the guest ophthalmologist.
- Invitation to attend the Global Welcome Lunch at AAO 2020 to meet their guest
- Acknowledgment* in the Academy Foundation annual report, and on aao.org and the donor wall

**Support Level: $4,000 per guest**

*Note: Mailing list is limited to ISRS members and does not include Academy members who are not ISRS members.*
Education Distribution Program

This program donates complete, 13-volume sets of the Basic and Clinical Science Course (BCSC) to training institutions in developing countries. The BCSC is the core curriculum used by ophthalmology residents worldwide and is a critical resource for programs that lack the means to purchase quality educational materials.

You may choose the recipients of your BCSC sets from a list of identified training programs in priority areas.

Support Benefits

- Recognition in the letter accompanying the sponsored BCSC sets
- Acknowledgment* in the Academy Foundation annual report, and on aao.org and the donor wall

Support Level: $500 for two BCSC sets (serving an average of 16 residents)

* Cumulative support will be recognized in 2020

International Society of Refractive Surgery: General Support

The International Society of Refractive Surgery (ISRS), a partner of the Academy, is the world’s leading eye care organization for refractive surgeons. ISRS provides more than 2,000 members in 80+ countries with the latest clinical and research developments in refractive, cornea, cataract and lens-based surgery.

Your support will help provide ISRS members with:

- Subscriptions to the Journal of Refractive Surgery and the Refractive Surgery Outlook e-newsletter
- Free access to the ISRS Multimedia Library, refractive and cataract content on the ONE® Network, and members-only clinical content on isrs.org
- Networking opportunities through the ISRS Listserv connecting refractive surgeons worldwide
- Free access to the ISRS Webinar Series where experts discuss hot topics in refractive surgery
- Educational opportunities at refractive surgery meetings around the world, including ISRS co-sponsored meetings

Support Levels:

Platinum: $50,000

- Two invitations to attend an ISRS Executive Committee Meeting held during AAO 2020
- Three invitations to the ISRS Member Lunch (held on Refractive Surgery Subspecialty Day at AAO 2020) and recognition from the podium
- Eight complimentary registrations to Refractive Surgery Subspecialty Day at AAO 2020, plus recognition in the session room and in the syllabus and meeting guide
- Eight months of banner ad placement on isrs.org
- Five uses of the ISRS member mailing list*
- Five subscriptions to the Journal of Refractive Surgery

* Five uses of the ISRS member mailing list*
Gold: $25,000
• One invitation to attend an ISRS Executive Committee Meeting held during AAO 2020
• One invitation to the ISRS Member Lunch (held on Refractive Surgery Subspecialty Day at AAO 2020) and recognition from the podium
• Five complimentary registrations to Refractive Surgery Subspecialty Day at AAO 2020, plus recognition in the session room and in the syllabus and meeting guide
• Six months of banner ad placement on isrs.org
• Three uses of the ISRS member mailing list*
• Three subscriptions to the Journal of Refractive Surgery

Silver: $12,500
• Three complimentary registrations to Refractive Surgery Subspecialty Day at AAO 2020, plus recognition in the session room and in the syllabus and meeting guide
• Four months of banner ad placement on isrs.org
• Two uses of the ISRS member mailing list*
• Two subscriptions to the Journal of Refractive Surgery

Bronze: $7,500
• Two months of banner ad placement on isrs.org
• One use of the ISRS member mailing list*
• One subscription to the Journal of Refractive Surgery

Additional Support Benefits
• Acknowledgment on isrs.org with a link to your website
• Recognition* in the Academy Foundation annual report, and on aao.org and the donor wall

ISRS Webinar Series
Dedicated to the scientific study of refractive surgery and dissemination of expertise worldwide, ISRS will enhance the global exchange of knowledge by offering the ISRS Webinar Series, consisting of four webcasts per year.
These 60-minute webcasts will feature leading experts in refractive surgery from around the world, covering topics such as Corneal Crosslinking, Wavefront Guided vs. Total Wavefront Ablation and Cornea vs. Lens Based Correction of Presbyopia. Participants will be able to interact with presenters using live text chat and polling. Those who are unable to attend the live webcast will be able to access it on-demand from the ISRS website.

Support Benefits
• Recognition at the beginning of the webinar, on the ISRS website and in promotional materials
• One complimentary registration for each
• Acknowledgment* in the Academy Foundation annual report, and on aao.org and the donor wall

Support Levels
Annual series (4 webinars): $25,000
Individual webinar: $7,500

* Cumulative support will be recognized in 2020
**ISRS Externship Program**

The ISRS Externship Program assists ISRS members in increasing their knowledge and improving their clinical and/or surgical skills by shadowing an expert surgeon in his or her practice.

Externships will focus on critical areas of a refractive/cornea practice, such as patient screening, imaging technology and interpretation, diagnostic devices and mastering surgical platforms including laser, intraocular lenses and phaco.

The Externships will last between two weeks and four months, depending on the externs’ needs and the hosts’ availability. Stipends will be made available to the extern to help cover approved expenses (such as airfare, transportation, lodging, meals).

This opportunity is available for 1) the United States and Canada and 2) Latin American region.

**Support Benefits**
- Recognition on the ISRS website and in promotional materials
- Acknowledgment* in the Academy Foundation annual report, and on aao.org and the donor wall

**Support Level**
$25,000 per region per year

---

**ISRS Multimedia Library**

The Multimedia Library contains more than 500 refractive, cataract and cornea videos, presentations and podcasts (conversations with the experts). This robust online tool on isrs.org allows members around the world to showcase their expertise and techniques.

**Support Benefits**
- Recognition and company website link on the library page and in the monthly ISRS Multimedia Library e-newsletter
- Acknowledgment* in the Academy Foundation annual report, and on aao.org and the donor wall

**Support Level**: $7,500 per year

---

**ISRS Symposium at ESCRS 2020**

Top faculty from around the world will gather for a three-hour, refractive-focused symposium at the European Society of Cataract and Refractive Surgery (ESCRS) Congress in Paris in Sept. 2020. Expected attendance is 450.

Attendees will learn about the latest refractive surgery techniques, devices, drugs and innovations. The symposium will also cover how to recognize, manage and avoid complications.

**Support Benefits**
- Recognition in the symposium program and on promotional materials and onsite signage
- Acknowledgment from podium by the moderator
- Recognition* in the Academy Foundation annual report, and on aao.org and the donor wall

**Support Level**: $7,500

* Cumulative support will be recognized in 2020
ISRS Find a Refractive Surgeon

The Find a Refractive Surgeon directory on isrs.org lists all practicing ISRS members worldwide. Visitors to the ISRS website, including the public, can search for contact and background information for refractive surgeons or practices in their area. ISRS members are also able to view additional information on colleagues, including e-mail address, committee membership and awards received.

Support Benefits

- Recognition and company website link on isrs.org
- Acknowledgment* in the Academy Foundation annual report, and on aao.org and the donor wall

Support Level: $10,000 per year

ISRS Listserv

The ISRS Listserv provides ISRS members with a forum to openly exchange clinical information, ask questions of their colleagues and get advice on troubling cases.

Support Benefits

- Recognition and company website link in the ISRS Listserv section of isrs.org
- Quarterly recap of ISRS Listserv discussions
- Acknowledgment* in the Academy Foundation annual report, and on aao.org and the donor wall

Support Level: $7,500 per year

* Cumulative support will be recognized in 2020
American Society of Ophthalmic Registered Nurses

The American Society of Ophthalmic Registered Nurses (ASORN) is a membership organization founded in 1976 committed to fostering excellence in ophthalmic patient care while supporting the ophthalmic team through individual development, education and evidence based practice. ASORN educational programs support these initiatives and give access to this strategic community of ophthalmic health professionals.

ASORN 2020 Regional Meetings
Dallas Ophthalmic Update – Dallas, Texas, April 4, 2020

This one-day educational symposium is attended by more than 200 ophthalmic nurses and technicians.

Breakfast: $2,500 or Lunch: $5,000
- Recognition for meal opportunities on the meeting webpage, in marketing materials, verbally at the meeting podium and in signage at the supported event

Registration bags: $3,000
- Company logo printed on the meeting bag opposite the ASORN meeting logo

Registration packet insert: $500
- Company’s choice of marketing materials to include with the registration packet

Exhibit Opportunity
Full day dedicated 6’ x 30” tabletop space in the exhibit hall and two representative registrations.
- Non-Profit $600
- Corporate Members $1,000
- Non-Members $1,500

Boston Regional Meeting – Boston, MA, June 27, 2020

This one-day educational symposium is attended by ophthalmic nurses and technicians.

Breakfast: $2,500 or Lunch: $5,000
- Recognition for meal opportunities on the meeting webpage, in marketing materials, verbally at the meeting podium and in signage at the supported event

Registration bags: $3,000
- Company logo printed on the meeting bag opposite the ASORN meeting logo

Registration packet insert: $500
- Company’s choice of marketing materials to include with the registration packet

To learn more, contact Todd Lyckberg at tlyckberg@aoa.org or 415.447.0361
Exhibit Opportunity

Full day dedicated 6’ x 30” tabletop space in the exhibit hall and two representative registrations.

- Non-Profit $600
- Corporate Members $1,000
- Non-Members $1,500

2020 EyeQ Webinar Series – Focus On Your Future

ASORN’s webinar series draws approximately 100 attendees per webinar for the live and recorded formats. Webinars are available as a recorded activity for 2-3 months after the live event.

Webinar sponsorship $2,000 per webinar (4-5 opportunities)

* Recognition on the webinar webpage, in marketing materials, and during the introduction of the webinar that becomes part of the recorded material
2020 Corporate Affiliate Membership Program
This benefits program for ophthalmic commercial organizations includes:
* One free half-page ad in INSIGHT, ASORN’s scientific journal
* One eblast to the ASORN mailing list of over 3000 contacts
* One article submission in EYE kNOW, ASORN’s monthly e-newsletter
* One-time use of membership mailing list (USPS addresses)
* 20% off additional ads in INSIGHT
* Subscription to INSIGHT Journal
* Priority on sponsorship opportunities

One-year membership $2,250

INSIGHT: The Journal of ASORN
INSIGHT is a peer-reviewed, scientific online journal written by ophthalmic nurses and other ophthalmic medical personnel. INSIGHT is published quarterly in January, April, July and October and is available to ASORN members and nonmember subscribers.

Journal sponsorship $7,000 per issue (4 opportunities)
* Recognition includes a complimentary inside front cover advertisement in the sponsored journal, recognition on the journal webpage, in the journal table of contents, and in the notification eblast

Advertising pricing:
Full page: $1500
Half page: $750
1/3 page: $600
1/4 page: $375
Appendix: Advertising and Marketing Opportunities

In addition to sponsoring an Academy program or product, choose from a range of high-visibility advertising and marketing options to reach your target audience.

AAO 2020 Promotional Opportunities

Increase your exhibitor booth traffic and generate more sales leads at AAO 2020.

Promotional opportunities may include:

• Card Pack (cellophane wrapped postcard packet sent to domestic registrants before the meeting)
• Charging Lounge
• Convention center signage
• Exhibition Floor Plan sponsorship
• Hotel keycards
• Meeting Program advertising
• Mobile Meeting Guide sponsorship
• Shuttle bus graphics

Reservations for AAO 2020 promotional opportunities will be accepted on a first-come basis starting in the spring. Find more information about these opportunities and more at aao.org/promo-opps.

To learn more about AAO 2020 promotional opportunities, contact Abigail Greber at agreber@aao.org or visit aao.org/promo-opps.
EyeNet® Magazine: AAO 2020 Advertising Opportunities

To secure an EyeNet advertising opportunity, contact Mark Mrvica or Kelly Miller at M.J. Mrvica Associates: 856.768.9360 or mjmrvica@mrvica.com.

EyeNet AAO 2020 News (formerly Academy News)

The Academy’s glossy, full-color king-sized tabloid provides attendees with extensive meeting news and information onsite. Two editions—one distributed on Friday, the other on Sunday—are available throughout the hall.

Ad Pricing

Full Page Color: $10,210
Junior Page Color: $8,715
Half Page Color: $7,275

Deadline: Contact M.J. Mrvica Associates

EyeNet AAO 2020 News Distribution Bins

AAO 2020 News, the Academy’s convention tabloid, is distributed onsite in two high-profile locations in the convention center from Friday, Nov. 13, through Tuesday, Nov. 17. Both editions contain the information attendees need to stay on top of meeting news and events.

Pricing: $25,000

Deadline: Contact M.J. Mrvica Associates
**EyeNet Exhibitor Guide**

Unveiling a new product in Las Vegas. Anchor your AAO 2020 marketing efforts with an ad in this handy directory. Attendees consistently refer to it throughout the meeting as a way to quickly identify new products on the exhibit floor.

Several affordable levels of advertising are available to exhibitors, including cover advertising. It is available in the convention center and distribution is also guaranteed by hotel door drop to 11,000 attendees to meeting attendees in their registration bags — a total distribution of more than 15,000.

**Pricing**

Basic Listing: Free to all AAO 2020 exhibitors

Upgrade #1: $295 (25-word profile)

Upgrade #2: $605 (60-word profile)

Upgrade #3: $1,215 (60-word profile and color image)

Upgrade #4: $1,825 (60-word profile and color image on inside cover)

Full Page Color Ad: $7,280

Half Page Color Ad: $3,650

**Deadline:** Contact M.J. Mrvica Associates

**EyeNet AAO 2020 Daily**

A daily, clinical e-newsletter reported over four days in Las Vegas, AAO 2020 Daily allows ophthalmologists throughout the world—at the meeting and at home—to stay on top of news from AAO 2020 and Subspecialty Day. It is emailed to more than 70,000 recipients and is available to single or multiple advertisers as a complete package or on a day-to-day basis. Advertising is available on a first-come basis. 26% open rate in 2018.

**Pricing:** $40,000 for all four days or $12,500 per day

**Deadline:** Nov. 1, 2020
**EyeNet Best Of**

A quick summary of the important discoveries, issues and trends in a subspecialty, as reported in *EyeNet* during the year. Glaucoma, Refractive/Cataract and Retina are each mailed with the November *EyeNet* and are distributed at Subspecialty Day. If you have interest in covering a different subspecialty, the EyeNet team would be happy to work with you on additional possibilities.

**Pricing:** $30,000 (discounts for 2-year contract available)

**Deadline:** Contact M.J. Mrvica Associates

---

**EyeNet® Magazine: Monthly Advertising Opportunities**

To secure an *EyeNet* advertising opportunity, contact Mark Mrvica or Kelly Miller at M.J. Mrvica Associates: 856.768.9360 or mjmrvica@mrvica.com.

The Academy's newsmagazine delivers practical clinical information that can be applied immediately in patient care, plus coverage of a broad range of subjects of interest to ophthalmologists, including business, news and editorials—all in a concise, highly readable format. Loyalty discounts, agency discounts and other reductions create added value to ad placements. Custom discounted ad packaging with web or other *EyeNet* publications is also available.

**EyeNet Cover Tip Advertising**

Cover ads make a strong first impression. A series of these high-profile positions coupled with inside ads reinforce your brand.

---

**EyeNet Industry-Developed Supplements**

Get your message out with a supplement polybagged with the monthly issue. Tell the full story of your products or services to ophthalmologists. Develop your own content and design your own cover and layout—or use the modified *EyeNet* design template provided by the Academy.

**Pricing**

- 8 pages: $21,000
- 12 pages: $23,500
- 16 pages: $23,350
- 24 pages: $27,550

**Deadline:** Contact M.J. Mrvica Associates
EyeNet Video Ads
EyeNet offers two options for video advertising on aao.org/eyenet:

- **Leading into a Multimedia Extra:** Multimedia Extras — videos, slideshows, or podcasts — may accompany an article on the EyeNet website. Placing a 7-second video spot at the beginning of an article guarantees undivided attention from ophthalmologists, as they must watch the ad before viewing the clinical content.

- **Freestanding:** Create a stand-alone video about your product for placement on aao.org/eyenet. We will drive traffic to the video by mentioning it in a native ad on the e-table of contents.

**Pricing:** Contact M.J. Mrvica Associates

**Deadline:** Two weeks before the issue month

EyeNet Website (aao.org/eyenet)
The EyeNet Magazine home page provides high visibility for your advertising message and links potential customers to your website. Multiple advertising opportunities are available, including leaderboard, skyscraper, buttons and banners (all carry over to EyeNet subpages). Advertising in these spaces leads to significant brand exposure, as aao.org/eyenet gets more than 212,000 page views and 197,000+ unique visitors per month.

**Pricing**
- Leaderboard: $4,300
- Skyscraper: $3,800
- Skyscraper 2: $3,800
- Banner: $3,300
- Button: $995

**Deadline:** Two weeks before the issue month

EyeNet Electronic Table of Contents Email Newsletter (eTOC)
EyeNet’s eTOC, EyeNet’s monthly electronic Table of Contents blasts provide both U.S. and international members with on-the-go highlights of EyeNet’s print content. With more than 22,500 recipients, this monthly blast show a consistently high open rate of 32%. The email blast features prominent ad positioning that stands out in both horizontal and vertical preview panes. Along with standard advertisements, EyeNet also accepts native advertising.

**Pricing:** $3,100 for top banner; $3,000 for middle banner; $2,800 for bottom banner

**Deadline:** The 12th of blast month
**Monthly Spotlight Image**

This is a unique opportunity for an imaging device company to piggyback off *EyeNet*’s highly trafficked Blink section. Your company gets several prominent placements as well as a dedicated page on aao.org/eyenet, giving you the expanded space you need to show rather than tell the story of your product via a rotating monthly image. Showcase your product with *EyeNet*’s Spotlight Advertisement. Your content appears on a dedicated page on aao.org/eyenet. The Spotlight Advertisement gives you the expanded space you need to showcase your product and deliver your message straight to *EyeNet*’s loyal readers.

**Pricing**

4,000/month

Contact M.J. Mrvica Associates

---

**EyeNet Retina Express Email Newsletter**

This monthly e-blast provides 9,500 retina specialists and comprehensive ophthalmologists with the latest retina news, products, and services provided by the Academy.

**Pricing:**

- $5,500 per month (exclusive support)
- $3,500 per month (nonexclusive support)

---

**Academy Website Banner Advertisements**

The Academy offers opportunities for banner ads throughout the member-focused pages of aao.org, which generate 5.5 million visitors and 18 million page views a year. For more information, visit aao.org/advertising-policies.

---

**Academy Email Newsletters**

The Academy’s email newsletters offer some of the highest open rates in the industry — 30% to 45%, depending on the topic and audience. Advertise in Academy Express, Practice Management Express, EyeSmart Express or YO Info. For more information, visit aao.org/advertising-policies.

---

**ISRS Refractive Surgery Outlook: Banner Advertisements**

For rates and/or to reserve space, contact Annamarie Hastings at 415.447.0398 or ahastings@aao.org.

The ISRS member e-newsletter offers industry news, expert advice on the latest refractive surgery advances, and highlights from peer-reviewed clinical journals. *Refractive Surgery Outlook* is sent monthly to more than 2,000 refractive surgeons in 80+ countries.

Space for one banner advertisement is available in each issue (monthly) on a first-come basis. Advertiser has the option to add up to 50 employees to the newsletter distribution list.
To secure a support opportunity, contact Todd Lyckberg at 415.447.0361 or tlyckberg@aao.org.

655 Beach Street
San Francisco, CA 94109
www.aao.org