



AMERICAN ACADEMY
OF OPHTHALMOLOGY®

Ophthalmic Business Council

2023 - 2024 | Connecting Academy and industry leaders for more than 25 years



Protecting Sight. Empowering Lives.®

Lead the Conversation

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

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

Symposia

OBC Spring Symposium April 20, 2023 Washington, DC

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

OBC Fall Symposium September 21–22, 2023 San Francisco

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

Priority Points – Earn Additional Points

Exhibitors now receive additional priority points for Academy and Foundation sponsorship support and for aggregate advertising spend. The calculation of priority points for aggregate Academy and Foundation support and advertising spend will be based on 1 point for each \$5,000 spent with no limits on the amount of priority points earned in a calendar year. In addition, priority point ranking will now be calculated on the company's prior three years' points.

Aggregate Academy and Foundation sponsorship support and advertising spend includes:

Advertising

- Running a digital or print ad in *Ophthalmology*, *Ophthalmology Science*, *Ophthalmology Retina*, and *Ophthalmology Glaucoma*
- Running a digital or print ad in *EyeNet Magazine* or any of its related publications, such as AAO 2023 News or *EyeNet Selections*
- Supporting an *EyeNet* Corporate Lunch
- Running a digital ad on AAO.org or in an Academy e-newsletter
- Reserving a promotional opportunity at the Academy's annual meeting

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)



**To learn more, contact
Todd Lyckberg at
tlyckberg@aa.org
or 415.447.0361**



OBC Member Benefits

Membership in the categories below is available for companies who will be exhibiting at AAO 2023 in San Francisco.

\$2,500 – Associate (Available only for companies in pre-market development)

Benefits include:

- Invitation for **one** representative to attend the 2023 Spring and Fall Symposium
- OBC member recognition on the Academy's website

\$5,000 – Member

Benefits include:

- Invitation for **one** representative to attend the 2023 Spring and Fall Symposium
- **Accumulate one Academy Priority Point**
- OBC member recognition from the Academy's website
- Advance notification of Academy sponsorship opportunities via the Spring and Fall Prospectuses
- Enhanced visibility to 32,000 Academy members worldwide
- Company recognition on the Foundation donor wall and in the 2023 Mobile Meeting Guide at AAO 2023
- Complimentary annual subscription to *EyeNet® Magazine*
- Complimentary subscription to the weekly Academy member e-newsletter, *Academy Express*

\$7,500 – Subscriber

All Member-level benefits, plus:

- Invitation for **two** representatives to attend the Fall Symposium
- **One** complimentary corporate representative registration to attend a Subspecialty Day* meeting at AAO 2023
- Priority housing for AAO 2023

\$15,000 – Patron

All Subscriber-level benefits, plus:

- Invitation for **three** representatives to attend the 2023 Spring and Fall Symposium
- **Accumulate three Academy Priority Points**
- **Two** complimentary corporate representative registrations to attend a Subspecialty Day* meeting at AAO 2023
- Special bulk discounts on Academy products

\$25,000 – Benefactor

All Patron-level benefits, plus:

- Invitation for **one** representative to attend a special OBC Benefactor meeting, chaired by the Academy's CEO
- **Accumulate five Academy Priority Points**
- Opportunity for **one** representative to attend a special meeting of the OBC Steering Committee
- **Three** complimentary corporate representative registrations to attend a Subspecialty Day meeting* at AAO 2023

\$35,000 – Crown Benefactor

All Benefactor-level benefits, plus:

- Invitation for **four** representatives to attend the 2023 Spring and Fall Symposium
- **Accumulate seven Academy Priority Points**
- **Four** complimentary corporate representative registrations to attend a Subspecialty Day meeting* at AAO 2023
- Invitation for **two** representatives to attend a special OBC Benefactor meeting, chaired by the Academy's CEO
- Invitation for **one** representative to attend the President's Reception at AAO 2023

\$50,000 – Platinum Benefactor

All Crown Benefactor-level benefits, plus:

- Invitation for **five** representatives to attend the 2023 Spring and Fall Symposium
- **Accumulate ten Academy Priority Points**
- **Five** complimentary corporate representative registrations to attend a Subspecialty Day* meeting at AAO 2023
- Invitation for **two** representatives to attend the President's Reception at AAO 2023

* Subspecialty Day: \$725 – \$1,550 value per registrant



2022 - 2023 Members

Platinum Benefactors (\$50,000)

Novartis Pharmaceuticals

Crown Benefactors (\$35,000)

Alcon, Inc.

Allergan, an AbbVie Company

Biogen

Genentech, Inc.

Horizon Therapeutics

Regeneron Pharmaceuticals, Inc.

Benefactors (\$25,000)

The Janssen Pharmaceutical

Companies of Johnson & Johnson

Santen, Inc.

Sight Sciences, Inc.

Patrons (\$15,000)

Amgen, Inc.

Bausch + Lomb

Carl Zeiss Meditec, Inc.

Dompé

EyePoint Pharmaceuticals

Johnson & Johnson Vision

Mallinckrodt Pharmaceuticals

Optos, Inc.

Subscribers (\$7,500)

Aerie Pharmaceuticals, Inc.

Apellis Pharmaceuticals

Bio-Tissue, Inc.

Glaukos Corporation

Leadiant Biosciences, Inc.

Notal Vision

Ocular Therapeutix

Outlook Therapeutics

REGENXBIO, Inc.

Sun Ophthalmics

Verana Health

Vyluma

Members (\$5,000)

Centricity Vision, Inc.

Immunovant, Inc.

Tarsus Pharmaceuticals, Inc.

Associate Members (\$2,500)

W. L. Gore & Associates

About the American Academy of Ophthalmology aao.org

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

American Academy of Ophthalmology Foundation aao.org/foundation

For more than 40 years, the Foundation of the American Academy of Ophthalmology has raised funds to support the Academy's educational, quality of care research and service programs. These include the Ophthalmic News and Education (ONE®) Network, the Hoskins Center for Quality Eye Care, Truhlsen-Marmor Museum of the Eye®, and the award-winning public service program, EyeCare America®.

