

Promote your meeting presence through Academy channels for optimum exposure to your target audience.

### Academy Mailing Labels

**Description:** The pre-registrant mailing list, available exclusively to exhibiting companies, is a cost-effective option for promoting your company to AAO 2022 meeting registrants

**Distribution:** Select your target audience from ophthalmologists and/or practice management staff registered for AAO 2022. The mailing list consists of names and physical addresses. Email addresses and phone numbers are not available for rental per Academy policy.

**Promotional Benefits:** The list is rented on a per-mailing basis and a great way to increase your organization's visibility to ophthalmologists and ophthalmic staff. Use the list to connect with prospective customers and promote your organization's presence at AAO 2022.

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

**Deadline:** Although our regular mailing list can be rented throughout the year, the pre-registrant list is only available for a limited time. All pre-registrant list orders for AAO 2022 must be placed before Friday, Sept. 16. No orders will be shipped before Tuesday, July 25.

**Contact:** Place your order with Member Services at [member\\_services@aao.org](mailto:member_services@aao.org), reference "Pre-registrant Mailing List Rental Request" in the subject line or call 415.561.8581.

## EyeNet

### Magazine Advertising Opportunities

The Academy's annual meeting is ophthalmology's most high-profile exposition. Reach ophthalmologists and their staff members at AAO 2022 in Chicago. Don't miss out on these high-visibility advertising opportunities in the Academy's EyeNet publications.

#### AAO 2022 Issue (September)

**Advertising:** Inserts, premium placements, run-of-book ads.

**Exposure:** The September EyeNet will be distributed at multiple convention center locations, including the Academy's Resource Center in the exhibit hall. As always, EyeNet will be mailed to all members (23,500).

#### AAO 2022 News (Tabloid size)

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

**Exposure:** The Academy's convention tabloid provides news and insights on the meeting. The Friday edition features guaranteed distribution to meeting attendees, delivered right to their hotel room door. Both the Friday and Sunday editions are distributed on the convention floor in multiple highly trafficked locations, including the Academy's Resource Center in the exhibit hall.

### Exhibitor Guide

**Advertising:** Cover tip, premium placements, run-of-book ads, and upgraded booth listings.

**Exposure:** The Exhibitor Guide is a booklet with listings of all booths in the exhibit hall and showcasing new products. Distribution will be in multiple highly trafficked locations throughout the convention center and in the Academy's Resource Center in the exhibit hall.

**Selections:** Cornea

**Advertising:** Covers 2, 3, and 4, and run-of-book ads.

**Exposure:** Selections are booklets of reprints, each dedicated to a single subspecialty and mailed to all domestic Academy members. Bonus distribution at Cornea Subspecialty Day. (Selections: Glaucoma and Selections: Retina have been sold.)

**EyeNet AAO 2022 Daily**

**Advertising:** Banner spaces in each issue.

**Exposure:** AAO 2022 Daily is a news blast that is emailed daily during the meeting, Friday through Monday, plus a preview blast on Thursday, to all ophthalmologists and ophthalmic executives (domestic and international) in the Academy's database, including AAO 2022 and Subspecialty Day attendees.

For detailed information, visit [aao.org/eyenet/advertise](http://aao.org/eyenet/advertise).

To advertise, contact M.J. Mrvica Associates at [mjmrvica@mrvica.com](mailto:mjmrvica@mrvica.com) or 856.768.9360.

**Hotel Door Drop**

Exhibitors may distribute promotional materials in official Academy hotels only through Convention Communications, the official supplier of this service. If you are planning to participate in the hotel door drop, you must submit a copy of the material for approval no later than Thursday, Oct. 8. This distribution service is offered on Thursday, Oct. 29 and Friday, Oct. 30, between the hours of 9:00 p.m. and 6:00 AM. An individual door drop and in-room distributions may be arranged.

Contact Tom Marshall at [tom@doordrop.com](mailto:tom@doordrop.com) for details.

**Corporate Sponsorship**

The Academy's Foundation offers several support opportunities highlighted in the [Commercial Support Spring Prospectus](#). A few of these options are listed below. Take a moment to review the Spring Prospectus for a complete list.

**Orbital Gala**

The Foundation's 19th annual fundraising event is dedicated to supporting the Academy's educational, quality of care and service programs. The gala is the premier social event at AAO 2022, attended by Academy leaders and prominent ophthalmologists from around the world. Our 2022 gala will be held on Sunday, Oct. 2 in Chicago at the prestigious Adler Planetarium. Guests will enjoy a cocktail reception and silent auction.

We are building on prior years' success and excitement by hosting an in-person event and an online silent auction - maximizing exposure for our corporate supporters. The Orbital Gala is the premier social event at AAO 2022 that brings our community together in a high-energy and exciting, serving the purpose to raise funds for important Academy programs. It's a must-attend for Academy leaders and ophthalmologists from around the globe. Supporting is a cost-effective and impactful way to get noticed by our Academy members. The event will be open to all 32,000 Academy members - maximizing your exposure.

**" 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 which include the opportunity to earn Priority Points!

For more information about the Orbital Gala support opportunities contact Todd Lyckberg [tlyckberg@aao.org](mailto:tlyckberg@aao.org) or 415.447.0361. You can also visit our website: [aao.org/foundation/gala-support-opportunities](http://aao.org/foundation/gala-support-opportunities).

**General Meeting Support**

Provide general support for AAO 2022 and help advance the continuing education of ophthalmologists worldwide. Supporting companies will be acknowledged at AAO 2022 in Chicago and on the virtual component.

Support Ranges: \$25,000 - \$100,000

**AAO 2022 Subspecialty Day Sept. 30 - Oct. 1**

For 27 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. Industry can provide a medical education grant for any of the 2022 Subspecialty Days.

### Subspecialty Track

AAO 2022'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, more attendees are interested in one of the main tracks: cataract, cornea, retina, glaucoma, pediatrics, and oculofacial plastic surgery.

Support level: \$20,000 per track

### Cataract Spotlight

An annual meeting favorite, the Cataract Spotlight will be part of AAO 2022 with expert panels and rapid-fire presentations on strategies for the prevention and management of complications.

This interactive session features presentations of actual cases and follow-up discussion by expert panelists. Attendees will still be able to interact with the panel of experts to get answers to their burning questions.

Medical education grants: \$25,000 - \$50,000

As of Jan. 1, 2019, exhibitors now receive additional priority points for Academy and Foundation sponsorship support and for aggregate advertising spend. Redesigned in 2021, the calculation of priority points for aggregate Academy and Foundation support and advertising spend will be based on 1 point for each \$5000 spent with no limits on the amount of priority points earned in a calendar year.

### Ophthalmic Business Council

The Ophthalmic Business Council (OBC) provides Academy and ophthalmic industry leaders with opportunities to build relationships and collaborate on ways to improve patient care. Among the many benefits of OBC membership are its annual Fall Symposium and biennial Spring Symposium.

The Fall Symposium is held every September in conjunction with the Academy's Board of Trustees meeting in San Francisco. This highly interactive event features presentations from leaders in government, medicine and health policy, providing attendees with an ideal platform to exchange information and ideas.

The Spring Symposium is held every other year in Washington, D.C. It features experts from government agencies presenting updates on FDA, Medicare and reimbursement issues. As the speed of innovation and new knowledge in ophthalmology grows, this event has become increasingly valuable in providing helpful insights for bringing new technologies and procedures to patients. The next Spring Symposium will be held in April 2023.

The OBC provides a variety of prominent recognition opportunities for its members. For more information on the OBC and how it can benefit your company, please visit [aao.org/ophthalmic-business-council](http://aao.org/ophthalmic-business-council) or contact:

Contact: Todd Lyckberg  
Director of Development, Foundation American Academy of Ophthalmology  
Tel: 415.447.0361  
Email: [tlyckberg@aao.org](mailto:tlyckberg@aao.org)  
[aao.org/foundation](http://aao.org/foundation)

### Promotional Opportunities

Share your company's message, improve brand visibility and increase booth traffic by taking advantage of the many AAO 2022 promotional opportunities - available exclusively to exhibiting companies. A full list of options is available at [aao.org/promo-ops](http://aao.org/promo-ops).

### Before the Meeting

Get an early start with a card in the AAO Card Pack mailed to registrants before the meeting or create your own mailing when you rent the pre-registrant mailing list.

Greet attendees when they land in Chicago with airport and outdoor options provided by our official contractor, EMC Outdoor.

### During the Meeting

Provide up-to-date information on your company's products and services during 30 min. Industry Showcases. Sessions take place in their very own theater located in the Expol

Inside the convention center you will find a variety of branding options including banners, rotating ad kiosks and Charging Lounges.

You can also create a presence in the hotels with through the hotel door drop coordinated by our official contractor Convention Communications.

All promotional opportunities are available on a first-come basis.

Contact: Abigail Greber  
Promotions Manager  
Tel: 415.561.8564  
Email: [agreber@aao.org](mailto:agreber@aao.org).