

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 2021 meeting registrants.

Distribution: Select your target audience from ophthalmologists and/or practice management staff registered for AAO 2021. The mailing list consists of names and physical addresses. Email address 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 2021.

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 2021 must be placed before Friday, Oct. 29. No orders will be shipped before Tuesday Aug. 31.

Contact: Place your order with Lauren Ioka at lioka@aao.org, reference "Pre-registrant Mailing List Rental Request" in the subject line or call 415.561.8581.

EyeNet

Magazine Advertising Opportunities

After a year of virtual events, it's more important than ever to look toward new opportunities for your marketing campaign, and advertising with the official AAO 2021 publications from *EyeNet* is the best way to maximize your exposure in New Orleans.

AAO 2021 Issue (November)

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

Exposure: The November EyeNet will be mailed to all members (22,000), plus bonus distribution in the convention center at the Academy's Resource Center in the exhibit hall.

AAO 2021 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, AAO 2021 News, will be distributed onsite on Friday, Nov. 12, and Sunday, Nov. 14. The Friday edition features guaranteed distribution to meeting attendees, delivered right to their hotel room door. Both editions will contain the information attendees need to stay on top of meeting news and events.

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. It will be mailed to all U.S. Academy members, plus bonus distribution in the Academy Resource Center in the exhibit hall.

Selections: Refractive-Cataract

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 Cataract Spotlight Session and Refractive Surgery Subspecialty Day. (Selections: Glaucoma and Selections: Retina have been sold.)

EyeNet AAO 2021 Daily

Advertising: Banner spaces in each issue.

Exposure: Reported over 5 days in New Orleans, AAO 2021 Daily allows ophthalmologists at the convention and at home to stay on top of news from the Academy's Subspecialty Day and AAO 2021. It is emailed to all Academy members, members of the American Academy of Ophthalmic Executives, Subspecialty Day and AAO 2021 attendees.

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

To advertise, contact M.J. Mrvica Associates at 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, Nov. 12 and Friday, Nov. 13, 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 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

Get Noticed: Make an In-Kind Donation or Sponsor the 2021 Orbital Gala Auction!

The Foundation's 18th 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 2021, attended by Academy leaders and prominent ophthalmologists from around the world. Our 2021 gala will be held on Sunday, Nov. 14. 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!

Look for a mailing this summer with more information about the Orbital Gala support opportunities or contact 415.447.0356. You can also visit our website: aao.org/foundation/gala-support-opportunities.

General Meeting Support

Provide general support for AAO 2021 and help advance the continuing education of ophthalmologists worldwide. Supporting companies will be acknowledged at AAO 2021 in New Orleans and on the virtual component.

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

AAO 2021 Subspecialty Day Nov. 12 - 13

For 25 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 2021 Subspecialty Days.

Subspecialty Track

AAO 2021'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 plastics.

Support level: \$20,000 per track

Cataract Spotlight

An annual meeting favorite, the Cataract Spotlight will be part of AAO 2021 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

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 Spring Symposium will be held virtually in April 2021.

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 or contact:

Contact: Todd Lyckberg

Director of Development, Foundation American Academy of Ophthalmology

Tel: 415.447.0361

Email: tlyckberg@aao.org

aao.org/foundation

Promotional Opportunities

Share your company's message, improve brand visibility and increase booth traffic by taking advantage of the many AAO 2021 promotional opportunities - available exclusively to exhibiting companies. A full list of options is available at 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. You could also become the exclusive sponsor of the Mobile Meeting Guide, filled with essential meeting and program information, which launches in October.

During the Meeting

New for 2021! The Academy is extending Industry Showcase learning opportunities for attendees in both New Orleans and in the Virtual Meeting. We are building two brand new theaters in the Expo, as well as a special section of the virtual meeting platform, just for you to provide up-to-date information on your company's products and services during 30 min. sessions.

Meet attendees when they land in New Orleans with **airport and outdoor options** provided by our official contractor, EMC Outdoor. You can also create a presence in the hotels with **branded keycards** and the **hotel door drop** coordinated by our official contractor Convention Communications.

Inside the convention center you will find a familiar variety of banners, ad kiosks, escalator packages and door clings to catch the attention of attendees. Look for the expanded inventory of video walls to highlight your message in moving color (no sound) as well as Charging Lounge options conveniently placed in the Expo.

Finally, as the Academy re-creates the annual meeting experience, the print Meeting Program has gotten a new, streamlined layout. It includes a new Virtual Meeting section specifically guiding registrants through that content. With only five tabs your ad is sure to stand out.

Reservations open April 7 at 10 a.m. PT. All promotional opportunities are available on a first-come basis.

Contact: Abigail Greber
Promotions Manager
Tel: 415.561.8564
Email: agreber@aao.org.