Partner with the Academy to increase your organization’s visibility, boost booth traffic and generate more sales leads at AAO 2020 Virtual.

**ACADEMY PRE-REGISTRANT MAILING LIST FOR AAO 2020 VIRTUAL**

As the world’s largest association of eye physicians and surgeons, the American Academy of Ophthalmology owns the most extensive database in ophthalmology. The Academy’s live annual meeting—the largest in the industry—typically convenes ophthalmologists, practice managers, technicians and other ophthalmic health professionals. This year, with all ophthalmic meetings moving to virtual platforms and our uniquely vast offering of sessions, networking opportunities and the Virtual Expo, the Academy expects to retain our standing as the place “Where all of ophthalmology meets”.

The Academy’s annual meeting pre-registrant mailing list is available exclusively to AAO 2020 Virtual exhibitors. This is a budget-friendly option to increase your organization’s visibility to ophthalmologists and their staff who register for our annual meeting.

The Academy’s pre-registrant mailing list does not contain members who have opted out of receiving unsolicited mail from third-party organizations and companies.

The mailing list consists of names and physical addresses. You may rent the complete list or segmented versions (by target audience or geographic location). To protect the privacy of our members, email addresses and phone numbers are not available for rental. Labels are rented on a per-mailing basis and their release is governed by Academy guidelines.

The Academy manages its attendee mailing lists directly. We do not supply any contact information to third-party vendors or agents that claim they are offering to make Academy mailing lists available. Companies purporting to offer our annual meeting attendee lists are not affiliated with the Academy in any way. The Academy will not have the ability to assist you with any issues that may arise from using an unauthorized vendor.

**FREQUENTLY ASKED QUESTIONS**

**Q:** What is a mailing piece?
**A:** A mailing piece is the advertisement that you are sending out to the pre-registrants. Your mailing piece will be approved according to the policies governing publicity and advertising, as outlined in the Exhibition Rules and Regulations.

**Q:** Are your lists certified?
**A:** No, our lists are rented as-is and are not certified and are not National Change of Address (NCOA) compliant. However, you are receiving the same exact list used by the Academy for daily correspondence. Data is regularly updated.

**Q:** What is the difference between the pre-registrant list for AAO 2020 Virtual and lists from previous annual meetings?
**A:** Participants at AAO 2020 Virtual purchase an all-access pass and gain access to all programs offered at this meeting, including all 8 subspecialty days. As a result, we are unable to provide separate lists for subspecialty day like we did for previous years.

**Q:** I have a mailing house that will do my mailing. Will I still need to sign the Confidentiality Agreement for Mail List (Licensee) form?
**A:** Yes. If a mailing house will be doing your mailing, the Academy will require them to sign our mailing house confidentiality agreement form. This form is NOT included in this information packet. We will contact your mailing house and send the appropriate agreement form to them to complete. No list will be released until all forms are completed, signed and returned.

**Q:** How do I rent the list?
**A:** Make your request by completing both the List Rental Agreement and the order form. An exact copy of the item to be mailed (e.g., brochure, flyer, pamphlet) must accompany your request for approval. All requests will be reviewed to ensure they meet Academy guidelines. Questions about the Academy’s mailing list rental should be directed to member_services@aao.org.
EXHIBITOR POLICIES GOVERNING THE RENTAL OF ACADEMY PRE-REGISTRANT MAILING LIST FOR AAO 2020 VIRTUAL

TERMS OF USE:
• Academy mailing lists are available only for the communications germane to the scientific or practical aspects of medicine.
• Academy mailing lists will not be made available for any communication on drugs, medical equipment or devices involving the offer of a rebate, discount or other remuneration, which in the sole discretion of the Academy may be illegal or unethical.
• Academy mailing lists will not be made available for any fundraising or survey mailing purposes.
• Academy mailing lists will not be made available for any communications that would tend to mislead, misinform or deceive.
• Mailings are subject to advance approval by the Academy.
• Rental of the Academy’s mailing list does not imply Academy endorsement. No implication of endorsement, approval, co-sponsorship or cooperation will be made in any mailings.
• Academy mailing lists may not be used to create or update any database. The mailing list is the property of the Academy and may not be duplicated.
• Each set of Academy labels or mailing lists may be used only once and only for the purpose approved by the Academy.

MARKETING POLICIES
The purpose of the Academy’s marketing policies for publicity and advertising is to ensure that exhibitors adhere to the highest professional standards of a medical meeting. All product demonstrations and presentations must be in accordance with these policies.

The Academy reserves the right, in its sole discretion, to determine what is acceptable publicity and advertising, and also to restrict at any time any display, demonstration, presentation, or activity it deems inappropriate or undesirable.
• No exhibitor shall, without permission, use the name of the American Academy of Ophthalmology, or any symbol, logo, trademark, or service mark identified therewith, in any manner representing that the exhibitor or its products or services possess the approval or endorsement or are associated or affiliated with the Academy.
• Product literature, both printed and visual, must be in accord with the professional nature of AAO 2020 Virtual.
• To prevent misunderstandings, promotional copy for exhibitor meetings, booth presentations, seminars, events, functions, and gatherings may not use the phrase “in conjunction with the Academy,” or use similar language that in any way states, conveys, or implies Academy sponsorship, endorsement, joint presentation, or support.
• All promotional copy must include a disclaimer that the meeting, booth presentation, seminar, event, function or gathering is not affiliated with the official program of AAO 2020 Virtual. Failure to comply with this policy may result in priority point forfeiture.
• Exhibitors may not reference the Academy’s scientific program, such as poster or course titles, in their promotional materials nor use any terminology similar to Academy terms.
• Exhibitors must check the Academy’s copyrighted and trademarked terms as they may not be used in marketing materials.
• Exhibitors may use the statements: “at AAO 2020 Virtual” or “during AAO 2020 Virtual” in their promotional copy.

EXHIBITOR PRICING

<table>
<thead>
<tr>
<th>Setup/Admin Fee</th>
<th>$150 Flat</th>
</tr>
</thead>
<tbody>
<tr>
<td>Base Rate</td>
<td>$300/M</td>
</tr>
<tr>
<td>Demographic Selection</td>
<td></td>
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<tr>
<td>1 Selection</td>
<td>$35/M</td>
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<tr>
<td>2 Selections</td>
<td>$70/M</td>
</tr>
<tr>
<td>3 or more Selections</td>
<td>$95/M</td>
</tr>
</tbody>
</table>

Minimum (M) = 1,000 records (rounded up)

CANCELLATION POLICY
No cancellations or refunds after the list has been distributed.

TO ORDER
Submit your completed order form, agreement page and final mailing piece by one of the following methods to:

Mail: American Academy of Ophthalmology - Member Services  
PO Box 7424, San Francisco, CA 94120-7424
Fax: +1 415.561.8575, Attn: Member Services
Email: member_services@aao.org;  
Subject line: AAOO 2020 Virtual Pre-registrant Mailing List Request

Following approval of your mailing piece by the Academy, the Academy will send you one set of labels, or if requested, a CD containing the mailing list will be shipped to your 3rd party mailing house. The Academy requires that your mailing house sign a copy of the Academy’s Confidentiality Agreement for Mailing List (mailing house) form, which we will send to them after we receive your complete order and are ready to process it. Your mailing house will be bound by the Confidentiality Agreement for Mailing List (mailing house) that will be sent with the CD.
CONFIDENTIALITY AGREEMENT FOR MAILING LISTS (LICENSEE)

This Confidentiality Agreement is made and effective as of ____________________________, by and between AMERICAN ACADEMY OF OPHTHALMOLOGY, INC., a Minnesota nonprofit corporation (“AAO”), and ____________________________ (“Licensee”). The parties hereby agree as follows:

1. The AAO Lists. AAO has compiled and owns all rights in and to certain mailing lists of its members, containing names and postal addresses segmented by zip codes or reasonably selected member characteristics (the “AAO Lists”). The AAO Lists are updated from time to time and are available via compact disc, or other electronic means, including but not limited to secure ftp sites, or in hard copy form, including, but not limited to, pre-printed labels. AAO has all rights to fulfill orders for the AAO Lists.

2. Use by Licensee. Licensee is in the business of ____________________________, and in connection with providing such services, AAO grants Licensee a limited license to use all or a portion of the AAO Lists, provided that:
   • Licensee shall be in full compliance with “Policies Governing the Rental of Academy Pre-registrant Mailing List,” on page two and incorporated by reference as if fully set forth herein; and,
   • Licensee shall use the AAO Lists only for the specific purpose of ____________________________ (the “Permitted Use”).

3. Confidentiality. Licensee acknowledges that the AAO Lists are and will remain the sole property of AAO and that the AAO Lists are a trade secret of AAO. Licensee agrees to hold and maintain the AAO Lists in the strictest confidence and in trust for the sole and exclusive benefit of AAO. Licensee agrees not to copy the AAO Lists in whole or in part or extract or retain any information from the AAO Lists, and not to permit any third party, agent, employer or contractor, or their respective agents or employees to do so. Licensee will ensure that its employees and contractors will be bound by this Agreement. Except as set forth herein, Licensee will not at any time allow any AAO List to pass into the hands of any other person, association, organization or company. Licensee expressly understands and agrees that this Agreement does not assign or release any of AAO’s rights, including but not limited to, common law and statutory rights of intellectual property and copyright in the AAO Lists, and that the data contained therein is not assigned or released as a result of this Agreement. AAO reserves and retains all of the above rights subject to the limited use permitted under this Agreement. Any disclosure or misappropriation of any portion or all of the AAO Lists will cause irreparable harm to AAO, which will be difficult to ascertain, and therefore, AAO has the right to enjoin Licensee from any such further disclosure or misappropriation in addition to any other relief or remedies available to AAO.

4. Shipping and Handling. Licensee agrees that it will be responsible for the following fees for FedEx delivery of the Academy Lists:
   Regular, $15; 2-Day, $20; Overnight, $40. By default, all orders are shipped via FedEx Super Saver (2-day if super saver is not available in your area.)

5. Cancellation Policy. No cancellations after the list has been mailed.

6. General Provisions. This Agreement constitutes the sole understanding of the parties about its subject matter and may not be amended or modified except in writing signed by both parties. This Agreement shall be governed by and construed in accordance with the laws of the State of California and the prevailing party in any legal proceeding arising out of the enforcement or interpretation of this Agreement shall be entitled to reasonable attorneys’ fees.

7. Penalties. The penalty for a first-time violation of this Agreement is $500. A second violation will result in immediate termination of the Agreement and loss of access to the Academy Lists.

American Academy of Ophthalmology, Inc.  Licensee:

Signature: ____________________________  Signature: ____________________________

Name: Jessica Kuo, MBA  Name: ____________________________

Title: Director, Membership & Customer Service  Title: ____________________________

Date: ____________________________  Date: ____________________________
AAO 2020 VIRTUAL PRE-REGISTRANT MAILING LIST ORDER FORM

To rent a list, complete this form along with the Confidentiality Agreement (Licensee) form and return it to us with the final mailing piece. Use a separate form for each order. Once your mailing piece has been approved, your list will be produced according to your specifications and shipped within 7 business days.

TARGET GROUP:
Select every target group you wish to have included on your list.

Practicing Ophthalmologists:
- Academy members
- Non-members

Ophthalmologists in Training:
- Academy members
- Non-members

Practice Management Staff:
- US Members only

CONTACT INFORMATION:

Organization/Company
First Name Last Name
Email Address
Telephone: Area code/Number/Extension
Fax: Area Code/Number

TYPE OF LABEL:
- Printed Labels
- CD (A 3rd party mailing house is required for this option)

BILL TO:
Organization/Company
First Name Last Name
Street Address
City State Zip
Country Email Address
Telephone: Area Code/Number Fax: Area Code/Number

SHIP TO:
☐ Check here if billing and shipping information is the same (For CD orders a 3rd party mailing house required)

Organization/Company
First Name Last Name
Street Address
City State Zip
Country Email Address
Telephone: Area Code/Number Fax: Area Code/Number

SHIPPING & HANDLING:
☐ FedEx Regular (default) ☐ FedEx 2-Day ☐ FedEx Overnight
☐ We will use our own account number

FedEx Account Number

FULL PAYMENT IS REQUIRED PRIOR TO SHIPPING:
- Visa ☐ MC ☐ Amex ☐ Discover ☐ Check # ☐ PO #

Credit Card # Expiration Date
Billing Address
Name (if different)
Signature

Return all completed required documents to:
American Academy of Ophthalmology – Member Services
PO Box 7424
San Francisco, CA 94120-7424
Tel: (415) 561-8581
Fax: (415) 561-8575
Email: member_services@aao.org