

AAO 2022 Daily Exhibitor Videos

PRODUCT TO PROMOTE? Showcase your products in the Exhibitor Video section of AAO 2022 Daily, the popular blast from the annual meeting. It is emailed five nights, with a preview blast on Thursday, Sept. 29, and during the meeting, Friday, Sept. 30 through Monday, Oct. 3.

Available only to AAO 2022 exhibitors, this special section features your video still, with a link to the video on your website. Choose the basic placement or an upgraded package that allows for greater promotional opportunity.

Reserve early! Each night's list of video stills will be arranged on a first-come basis, based on when signed paperwork arrives.

RATES (All rates are net.)

Pricing is per video, per night.

- 1 **Basic.** Includes video still, URL linking to the video on your website, company name, and product name. \$1,030
- 2 **Upgrade.** Basic + 25-words of promotional copy. \$1,290
- 3 **Upgrade Plus.** Basic + 50-words of promotional copy. \$1,545

DEADLINES

Ad close: August 26
Materials close: September 2

MATERIALS CHECKLIST

Submit electronically to markmrvica@mrvica.com.

_____ Company name and product name.

_____ Video still. 168(W) x 140(H) pixels 72 dpi. PNG or JPEG.

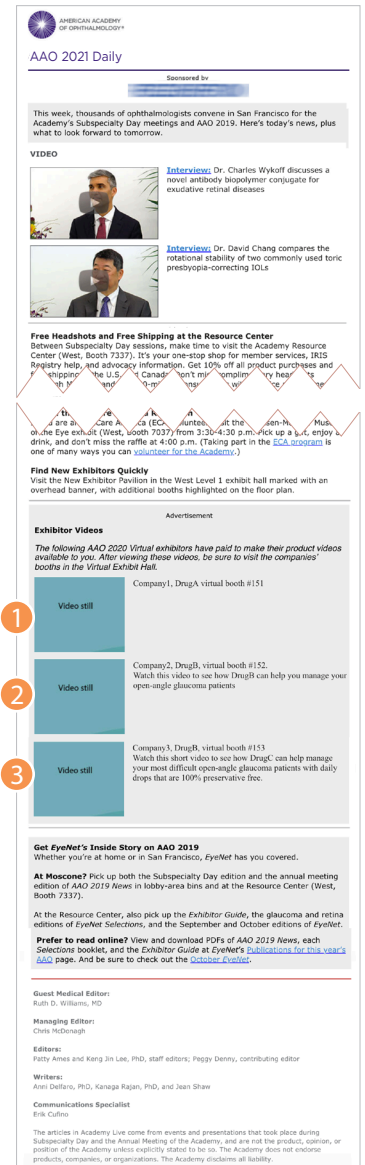
Video still must be clear and, ideally text within the still must be legible; minimal text is recommended.

_____ URL to link to the video on your website.

Note that a disclaimer will state that the Academy is not responsible for the video, nor does it endorse the contents of the videos, the companies, or products.

_____ Copy for Upgrade or Upgrade Plus.

If copy exceeds word count limit, EyeNet will edit it accordingly. All copy is subject to the Academy's approval.



RESERVE YOUR SPACE

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