Priority Points – Earn Additional Points

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. The points will be calculated by dividing the total dollars from all qualifying areas by 5000.

Aggregate Academy and Foundation sponsorship support and advertising spend includes:

**Advertising**

- Running a digital or print ad in *Ophthalmology, Ophthalmology Retina, and Ophthalmology Glaucoma*
- Running a digital or print ad in *EyeNet Magazine* or any of its related publications, such as *AAO 2022 News, EyeNet Selections, Exhibitor Guide, or AAO Daily*
- Supporting an *EyeNet Corporate Lunch*
- Running a digital ad 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)
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.

The American Academy of Ophthalmology Foundation provides funding for the Academy’s educational, quality of care and service programs, which benefit physicians and patients worldwide.

Through Academy sponsorships, you can reach:

• Practicing ophthalmologists worldwide
• Young ophthalmologists (first five years in practice), medical students, residents and fellowship trainees
• Non-ophthalmic physicians
• Allied health professionals
• Practice managers and administrators

As a corporate partner, you can choose from a variety of opportunities across all subspecialties and formats. From live educational events to online resources, we can help you find the perfect match for your marketing and philanthropic goals. With a sponsorship, you can:

• Increase your visibility to a target-rich audience specific to your business
• Raise your company’s profile with ophthalmologists and the public
• Develop and strengthen relationships with Academy leaders
• Contribute to the advancement of ophthalmology and the prevention of visual impairment worldwide

To learn more or secure a support opportunity, contact:

Todd Lyckberg
Director of Development
Phone: 415.447.0361
Fax: 415.561.8567
Email: tlyckberg@aao.org
CME Accreditation
The American Academy of Ophthalmology is accredited by the Accreditation Council for Continuing Medical Education (ACCME) to provide continuing medical education for physicians.

Locate Target Audiences at a Glance

CME  CME
CAT  Cataract/Anterior Segment
COR  Cornea/External Disease
GLA  Glaucoma
NEU  Neuro-Ophthalmology
PLA  Oculoplastics
ONC  Ocular Oncology
PED  Pediatric Ophthalmology/Strabismus
REF  Refractive Management/Intervention
RET  Retina/Vitreous
UVE  Uveitis
YO   Young Ophthalmologists
SO   Senior Ophthalmologists
PM   Practice Management
COD  Coding
ADV  Advocacy
Sponsorship Opportunities

Diversity, Equity and Inclusion ................................................................. 4

Minority Ophthalmology Mentoring Program ........................................... 5

The Truhlsen-Marmor Museum of the Eye* .................................................. 6
A New Public Education Center ................................................................. 6

AAO 2022
General Meeting Support ........................................................................... 7
Subspecialty Track ..................................................................................... 8
Subspecialty Day [ RET GLA COR NEU ONC PED PLA REF ] ......................... 9-10
Cataract Spotlight [ CAT ] ....................................................................... 10
Orbital Gala ............................................................................................. 11-12
Young Ophthalmologists ...................................................................... 13-14

Ophthalmic Education
The Academy’s Myopia Initiative ............................................................. 15
The ONE® Network Resource Centers ...................................................... 16
Accelerating Clinical Trials and Scientific Discovery Through Digital Healthcare ............................................................................. 16
NEW Ophthalmology Virtual Reality Simulation Platform ...................... 17
Ophthalmology Resident Portal .............................................................. 17
Industry Developed Subspecialty Webinars ............................................ 18
EyeNet® Magazine Supplements ........................................................... 19

Patient Education and Public Service
Patient Education Videos [ GLA CAT PED PLA ] ......................................... 20
EyeWiki® [ GLA CAT COR NEU PED PLA REF ] ......................................... 21
EyeSmart® and Patient Education [ RET GLA CAT COR NEU PED PLA REF ] ......................................................................................... 21
Animated Motion Graphics for Patient Awareness and Education [ RET GLA CAT COR NEU PED PLA ] ....................................................... 22
EyeCare America® [ GLA ] ...................................................................... 23-24
Eye Screenings ....................................................................................... 24-25

Practice Management
AAOE Business Modules .......................................................................... 26
AAOE Webinar Series ............................................................................. 27
AAO 2022: AAOE Leadership Summit ..................................................... 27
AAOE Opening Session .......................................................................... 28
Profitable Retina Practice ...................................................................... 29-30
Coding Products [ GLA CAT COR PED ] ................................................... 30-38

Professional Development
Leadership Development Program ......................................................... 37-38
Mid-Year Forum ...................................................................................... 38-39
SCOPE e-Newsletter ............................................................................. 39

International Audiences
Global Outreach Programs ..................................................................... 40-41
International Society of Refractive Surgery (ISRS) [ CAT ] ................. 41-45

ASORN Opportunities .............................................................................. 46-48

Appendix: Advertising and Marketing Opportunities ................................ 48
EyeNet Magazine ................................................................................... 48-52
Banner Advertisements .......................................................................... 52
Mid-Year Forum Advertising .................................................................. 53
Diversity, Equity and Inclusion

The American Academy of Ophthalmology is committed to nurturing a diverse ophthalmic community that addresses the complex eye care needs of a diverse patient population in our communities.

Diversity is the variety of personal experiences, values and views that define our unique differences along the dimensions of race, ethnicity, gender, age, religion, language, abilities/disabilities, sexual orientation, gender identity, socioeconomic status, geographic region and more.

Public health evidence reveals that access to care improves when the physician community reflects the population at large. Although underrepresented minority groups in medicine comprise 30.7% of the U.S. population, they only make up 6% of practicing ophthalmologists. While in recent years we have initiated a number of initiatives and programs to combat this inequity, much remains unfulfilled.

What the Academy Is Doing

The Academy organized task forces to examine our own organization through the diversity lens and seeks to ensure that we are inclusive, welcoming, diverse and engaged in providing meaningful resources for the public, our patients and members to fulfill this objective.

One of these task forces is focused on health equity in eye care. Health equity is a complex subject involving social determinants of health and medical care, access to care, cost of care, multifactorial risk factors to disease and outcomes of care.

The Academy’s Task Force on Disparities in Eye Care has been charged with developing a white paper that provides a broad, deep look at eye care disparities and is accompanied by four papers and commentaries that focus on:

• Improving access to eye care
• Enhancing workforce diversity in eye care
• Organizing and growing educational resources for the public
• Leveraging data sources

Ideally, these papers will be combined into a supplement that is published in print by Ophthalmology in 2022 so that all content is brought together to provide the greatest impact. This landmark publication addressing eye care disparities will include what has been previously published about disparities and identify where the gaps in knowledge lie.

The Academy is seeking multi-company support for the supplement.

Total Sponsorship Cost: $150,000

The Minority Ophthalmology Mentoring Program

The Minority Ophthalmology Mentoring program is a partnership between the American Academy of Ophthalmology and Association of University Professors of Ophthalmology (AUPO).

The purpose of the program is to increase diversity in the field of ophthalmology by helping well-qualified students who are underrepresented in medicine become competitive ophthalmology residency applicants.

Impact of the Minority Ophthalmology Mentoring Program

• At the heart of the program is a dynamic team of over 2460 ophthalmologists dedicated to supporting students on their paths to becoming competitive ophthalmology residency applicants. They are involved as volunteers, serving as mentors, committee members,
presenters for the Student Engagement Program and monthly Zoom sessions, speakers promoting the program to medical students and champions who act as liaisons at academic institutions.

• The Minority Ophthalmology Mentoring program grew from 20 students in the Class of 2018, to 30 students in the Class of 2019, then to 50 students with the Class of 2020 and now has grown to 101 students in the class of 2021. The hard work of the students and mentors are providing excellent results as they are beginning to match into ophthalmology residency programs. To date, Minority Ophthalmology Mentoring students have matched into many ophthalmology programs across the country, including the W.K. Kellogg Eye Center, Duke University Eye Center, Jules Stein Eye Institute and Howard Ophthalmology.

• Eighty-nine percent of our students indicate an increased interest or maintained the same level of interest in ophthalmology after enrollment in the program.

Mentoring the Future of Ophthalmology

Through the Minority Ophthalmology Mentoring program, students are provided with the opportunity to:

• Connect one-on-one with enthusiastic ophthalmologists who support students’ academic and career development
• Receive financial support for Step exam preparation resources
• Explore the field of ophthalmology and gain hands-on experience with ophthalmic technology
• Network with ophthalmologists and fellow students in their own online Ophthalmology Community
• Access ophthalmology research mentors
• Explore ophthalmology as a career through monthly educational Zoom sessions
• Enhance skills through workshops on communications and interviewing
• See how ophthalmologists are passionate about protecting sight and empowering lives

Sapphire $15,000

• Recognition as a sponsor of the Minority Ophthalmology Mentoring program for 2022-23 on the program’s website
• Recognition on Minority Ophthalmology Mentoring program materials distributed to students and mentors
• Recognition as a sponsor during the program by an Academy leader
• AAO 2022 booth sign indicating Minority Ophthalmology Mentoring Program Sapphire Sponsor

Emerald $25,000

All Sapphire benefits, plus:

• Right of first refusal to have students visit booth on Expo tour (in order of level)
• AAO 2022 booth sign indicating Minority Ophthalmology Mentoring Program Emerald Sponsor

Ruby $50,000

All Emerald benefits, plus:

• Recognition in the quarterly Minority Ophthalmology Mentoring Newsletter sent to students in current and past classes, mentors, committee members and champions
• AAO 2022 booth sign indicating Minority Ophthalmology Mentoring Program Ruby Sponsor

Diamond $100,000+

All Ruby benefits, plus:

• Listed as a sponsor of the student networking reception during the Student Engagement Program
• AAO 2022 booth sign indicating Minority Ophthalmology Mentoring Program Diamond Sponsor
The Truhlsen-Marmor Museum of the Eye®

A Public Education Center

The American Academy of Ophthalmology Truhlsen-Marmor Museum of the Eye® is the world’s only free, public museum dedicated to the fascinating science of sight. Look through the pupil of an enormous eye, explore interactive displays and try on a virtual reality headset to see how new technology can impact medicine. Through high-tech exhibits and a renowned collection of ophthalmic artifacts, you’ll discover surprising facts about how your vision works and the field of medicine devoted to protecting it.

The American Academy of Ophthalmology is excited to be preparing exhibits for the new Museum of the Eye at our headquarters in San Francisco. Before our 38,000-piece collection was accessible only by appointment or online. Now visitors can enjoy—for free—rotating exhibits and public programs in our popular Fisherman’s Wharf location.

The space can host school tours and hold educational and social events. With breathtaking views of the San Francisco Bay and Golden Gate Bridge, the Museum of the Eye is ophthalmology’s stunning showplace.

There are a limited number of naming and sponsorship opportunities for corporate support. To find out more contact Todd Lyckberg – tlyckberg@aoa.org

Support Accessibility, Diversity and Inclusion

Museum App: $30,000

The museum is staying current with the times by creating a downloadable app. Tours, access to the collection, and visitor surveys will capture the curious minds both at home, and at the museum. To make our museum even more accessible to all, we are designing tours that target various groups of people.

Tours

Audio Description Tour: $10,000

Designed specifically for those with low vision and blindness, this tour will provide a descriptive audio overview of major exhibits within the museum. This tour will be hosted in the app and docents will offer the tour in person.

Youth-Friendly Tours: $10,000 each

These tours of the museum will be accessible to youth (8+) who visit with their families or school group. They will be hosted in the app and docents will offer them in person.
Sub-Specialty Tours: $10,000 each
Sponsor a tour of the museum through the lens of a sub-specialty. These tours will be hosted in the app and docents will offer them in person.

Diversity Theme Tours: $10,000 each
A series of tours of the museum that explore various exhibits through the lens of minority groups. These tours will be hosted in the app and docents will offer them in person.

Translation of the Tours: $10,000 each language
Help make the museum accessible to those who speak other languages by supporting the translation of our app tours into different languages.

AAO 2022 Sept. 30 — Oct. 3 Chicago
AAO 2022, where all of ophthalmology meets®, is the premier ophthalmic event in the world, with Academy members, industry representatives, health professionals and practice administrators convening to exchange ideas and information.

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.

AAO 2022 Platinum: $100,000
• Three carpet decals on the perimeter of company’s booth in Chicago
• Three invitations to the President’s Reception in Chicago
• Recognition from the podium at the Opening Session by an Academy leader or the Secretary for Annual Meeting
• Recognition of the company’s platinum level on signage at the AAO 2022 live meeting and a sponsor sign on the virtual platform
• Ability to have one (30 minute) live industry showcase at AAO 2022
• Recognition on promotional materials, including a special e-mail sent to all Academy members
• Recognition of the platinum level support on the AAO 2022 website and Mobile Meeting Guide
• Recognition of cumulative support in the Academy Foundation annual report, and on aao.org and the AAO 2023 donor wall

AAO 2022 Gold: $75,000
• Two carpet decals on the perimeter of company’s booth in Chicago
• Two invitations to the President’s Reception at in Chicago
• Recognition from the podium by an Academy leader or the Secretary for Annual Meeting
• Recognition of the company’s gold level on signage at the AAO 2022 live meeting and a sponsor sign on the virtual platform
• Recognition on promotional materials, including a special e-mail sent to all Academy members
• Recognition of the gold level support on the AAO 2022 website and Mobile Meeting Guide
• Recognition of cumulative support in the Academy Foundation annual report, and on aao.org and the AAO 2023 donor wall

AAO 2022 Silver: $50,000
• Recognition of the company silver level on signage at the AAO 2022 live meeting and a sponsor sign on the virtual platform
• Recognition on promotional materials, including a special e-mail sent to all Academy members
• Recognition of the silver level support on the AAO 2022 website and Mobile Meeting Guide
• Recognition of cumulative support in the Academy Foundation annual report, and on aao.org and the AAO 2023 donor wall

AAO 2022 Bronze: $25,000
• Recognition of the company bronze level on signage at the AAO 2022 live meeting and a sponsor sign on the virtual platform
• Recognition of the bronze level support on the AAO 2022 website and Mobile Meeting Guide
• Recognition of cumulative support in the Academy Foundation annual report, and on aao.org and the AAO 2023 donor wall

Deadline: July 1, 2022

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, most attendees are interested in one of the main tracks: cataract, cornea, retina, glaucoma, pediatrics and oculofacial plastics.

Support Benefits
• Recognition* in the online Mobile Meeting Guide, Academy Foundation annual report, and on session walk-in slides, aao.org and the AAO 2023 donor wall

Support Level: $20,000 per
Deadline: July 1, 2022

*Cumulative support will be recognized in 2023
AAO 2022 Subspecialty Day
Sept. 30 – Oct. 1

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.

Support Benefits

- Acknowledgment on a slide in the Subspecialty Day meeting room and on the title page of the electronic syllabus. Recognition* in the online Mobile Meeting Guide
- Recognition* in the Academy Foundation annual report, and on session walk-in slides, aao.org and the AAO 2023 donor wall

Deadline: July 1, 2022

Retina Subspecialty Day: $60,000 [RET CME]
Retina Subspecialty Day 2022 is a two-day meeting designed to provide a comprehensive update on the diagnosis and management of vitreoretinal diseases, as well as provide insight into new therapeutic options for treatment of a variety of disorders.

Glaucoma Subspecialty Day: $40,000 [GLA CME]
Glaucoma Subspecialty Day 2022 is a one-day meeting providing a comprehensive update on the diagnosis of glaucoma and its pathophysiology and treatment.

Cornea Subspecialty Day: $40,000 [COR CME]
Cornea Subspecialty Day 2022 is a one-day meeting providing ophthalmologists with the latest information on advancements in cornea and external disease, with an emphasis on innovative and emerging trends in medical and surgical care.

Uveitis Subspecialty Day: $20,000 [UVE CME]
Uveitis 2022 is a one-day meeting designed to provide attendees with a comprehensive update on the diagnosis and management of uveitis, and insight into new therapeutic options for treatment.

Oculofacial Plastic Surgery Subspecialty Day: $20,000 [PLA CME]
Oculofacial Plastic Surgery Subspecialty Day 2022 is a one-day meeting that will provide attendees with a comprehensive, cutting-edge update on treatments in oculofacial plastic surgery.

Pediatric Ophthalmology Subspecialty Day: $20,000 [PED CME]
Pediatric Ophthalmology Subspecialty Day 2022 will focus on a broad-based update on the diagnosis and management of pediatric ophthalmic diseases and strabismus. This one-day meeting will also provide insight into new therapeutic options for treatment of a variety of pediatric eye disorders.
**Refractive Surgery Subspecialty Day: $20,000 [REF CME]**
Refractive Surgery Subspecialty Day 2022 is a one-day meeting that will provide attendees with a comprehensive update on refractive surgery procedures, developments in corneal, lens-based, cataract and refractive surgery, and techniques for managing and avoiding complications.

**Cataract Spotlight [CAT CME]**
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.

**Support Benefits**

- Acknowledgment at the beginning of the Cataract Spotlight
- Recognition* in the online Mobile Meeting Guide, in the Academy Foundation annual report, on session walk-in slides, aao.org and the AAO 2023 donor wall

**Support Level: $50,000**
**Deadline: July 1, 2022**
The 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, is 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.

In-kind donations of ophthalmic equipment for the silent auction are welcome.

Visionary: $50,000 (or auction donation valued at $100,000 or more)
- Invitation for four company representatives to attend the 19th annual Orbital Gala
- Special acknowledgement on the walk-in slide (shown before all sessions)
- Special acknowledgement and thank you by an Academy leader during the event
- Special thank you signage prominently displayed in the convention center
- Recognition by the Secretary for Annual Meeting at the Opening Session
- Invitation for one company representative to be on the Orbital Gala Planning Committee
- Acknowledgment in event materials, including the website, and promotional e-mails
- Recognition* in the Academy Foundation annual report, and on aao.org and the AAO 2023 donor wall

Innovator: $25,000 (or auction donation valued between $50,000-$99,999)
- Invitation for two company representatives to attend the 19th annual Orbital Gala
- Special acknowledgement on the walk-in slide (shown before all sessions)
- Special thank you signage prominently displayed in the convention center
- Special acknowledgement and thank you by an Academy leader during the event
- Acknowledgment in event materials, including the website, and promotional e-mails
- Recognition* in the Academy Foundation annual report, and on aao.org and the AAO 2023 donor wall

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

AAO 2022
Partner: $10,000 (or auction donation valued between $20,000-$49,999)

- Invitation for one company representative to attend the 19th annual Orbital Gala
- Special acknowledgement on the walk-in slide (shown before all sessions)
- Special thank you signage prominently displayed in the convention center
- Special acknowledgment and thank you by an Academy leader during the event
- Acknowledgment in event materials, including the website, and promotional e-mails
- Recognition* in the Academy Foundation annual report, and on aao.org and the AAO 2023 donor wall

Deadline: Aug. 15, 2022

*Cumulative support will be recognized in 2023
Young Ophthalmologist Program and Lounge [YO]

This two-item sponsorship bundle is an excellent way to reach the next generation of ophthalmology’s leaders and decision makers. The Young Ophthalmologist (YO) Program 2022 will be a highly interactive, three-part session addressing important clinical and practice management topics of interest to residents and those in their first five years of practice.

The popular YO Lounge is an ideal place for young ophthalmologists to meet with Academy leaders and the Young Ophthalmologist Committee between AAO 2022 sessions. The YO Committee and its three subcommittees will host networking and educational events for YOs in the lounge.

Support Benefits

• Acknowledgment by an Academy leader during the YO Program
• Invitation for one representative to attend the YO Program and YO Lounge
• Recognition in promotions and on program materials
• Acknowledgment on YO Program audio and video presentations on the Academy website
• Recognition* in the Academy Foundation annual report, and on session walk-in slides, aao.org and the AAO 2023 donor wall

Support Level: $60,000
Deadline: July 1, 2022

*Cumulative support will be recognized in 2023
Welcome to the Real World: Reality 101 for Residents and Fellows [YO]

Designed to prepare young ophthalmologists for the transition to practicing ophthalmologists, this highly interactive educational session features advice and guidance from seasoned leaders in ophthalmology.

Support Benefits

- Invitation for one representative to participate in the session
- Acknowledgment by an Academy leader during the session
- Recognition* in promotional material and the Academy Foundation annual report, and on aao.org and the AAO 2023 donor wall

Support Level: $15,000
Deadline: July 1, 2022

*Cumulative support will be recognized in 2023
Ophthalmic Education

The Academy’s Myopia Initiative

The prevalence of myopia has been increasing and is an important cause of visual impairment in different parts of the world. The Academy is undertaking a unique initiative to address myopia as a significant eye health condition. The Academy’s goal is to take a leadership role and work with other organizations around the world to reduce the global burden from myopia by delaying myopia onset in children and reducing myopic progression in children and adolescents to prevent the more severe consequences of higher levels of myopia.

The Academy will accomplish this goal with initiatives in four major areas:

• Education – Providing educational resources to inform ophthalmologists, other eye care providers, patients and their families, policy makers and the public about the growing burden imposed by myopia and the scientific evaluation of effective interventions
• Research – Fostering communication and collaboration between researchers, academic centers and other health care organizations to share learnings and advance research on novel interventions
• Public Health – Supporting the development and dissemination of public health initiatives to implement safe and effective approaches to delay myopia onset and reduce myopic progression in children and adolescents
• Advocacy – Promoting the appropriate access to technologies for control of or reduction of myopia progression

The Academy’s current and planned resources for myopia include:

• Journal(s) – 46 articles to date with expansion to come and curated on the Ophthalmology® journal myopia page
• ONE® Network – Featuring 11 presentations/lectures and interviews with four more in development, a recorded webinar with the American Association for Pediatric Ophthalmology and Strabismus, 35 news stories covering literature and headlines with a dozen more planned in 2021, and guidelines including Ophthalmic Technology Assessments and Preferred Practice Patterns
• EyeNet Magazine – Five past articles available online and an additional article upcoming
• Patient Education – A new handout “Myopia Control in Children” which covers treatment options including low-dose atropine drops, peripheral defocus contact lenses and Ortho-K

The Academy invites industry to co-sponsor this groundbreaking myopia initiative. By helping charter these resources, industry can further enable the initiative and maximize its impact. The Academy will have a new first-of-its-kind online center, providing one stop for both the current and planned resources.

The multi-company, sponsored initiative will be vital for education and dissemination to all health care providers and their patients. To accomplish this the Academy requires a commitment of $25,000 per year over 5 years ($125,000 per company). Each company’s support will be prominently recognized and acknowledged.
ONE Network Resource Centers [ RET CAT COR CME ]

The Ophthalmic News and Education (ONE) Network is the online educational resource of choice for more than 80,000 ophthalmologists worldwide. The Academy will continue to expand the site with more state-of-the-art resources that clinicians can rely on for the latest diagnosis and treatment information. The ONE Network’s resource centers will provide ophthalmologists the specialized tools they need to treat patients in a convenient one-stop location within the site.

The centers can include curated collections of courses, cases, surgical skills videos and interviews, journal articles and more.

A few of the resource centers available for support include:

• Premium IOLs
• Thyroid eye disease — SOLD
• Retinal disease imaging and diagnosis
• MIGS
• Dry eye disease

Support ranges are dependent on content included.
Contact Todd Lyckberg at tlyckberg@aao.org or 415.447.0361

Accelerating Clinical Trials and Scientific Discovery Through Digital Healthcare

The future of digital healthcare relies on data and images moving from setting to setting, readily amalgamated to accelerate clinical trial data collection by pharmaceutical and device companies, and garnering insights for scientific discovery for the public good. Clinical images are a crucial source of information in eye care, yet the lack of standardized image formats and the gap in standards for flowing images from clinical practices to clinical trial sponsors and research groups hinders advancement of artificial intelligence and big data analytics in ophthalmology. The Academy plans to address these gaps through:

• Education of ophthalmologists about advances in information technology through webinars and creation of a new interest group.
• Promotion of rapid implementation of existing image standards through sponsorship of challenges to develop open-source solutions, and development of new standards to delineate pathways for sending and receiving images and clinical data.
• Creation of a white paper to evaluate the use and exchange of retinal images considering their identifiable status. This proposed infrastructure of standardization could save significant amounts of time and money for clinical trial sponsors and companies seeking to leverage big data and large collections of clinical images to further drug and device development.

Support ranges from $50,000-$100,000
Contact Todd Lyckberg at tlyckberg@aao.org or 415.447.0361 for additional information.
Ophthalmology Virtual Reality Simulation Platform

The American Academy of Ophthalmology plans to build upon its past, nascent successes in online simulation and virtual reality (VR) to design, develop, and implement a series of VR surgical simulation programs to support the training needs of ophthalmologists ranging from residents to experienced ophthalmologists. This form of simulation will be based on readily available gaming PC hardware and will incorporate sophisticated haptics to enable a full-force feedback experience across different tissue textures.

In addition to providing a safe, repeatable environment to teach, practice, and assess surgical techniques at a variety of stages in an ophthalmologist’s career, the simulations may also have extensible utility in continuing education, low-friction R&D, and clinical trials due to the precise measurement of learner interactions and the inherent auditable efficacy of the virtual environment.

The Academy invites industry to co-sponsor this groundbreaking, next-generation education initiative, with each company’s support prominently recognized and acknowledged. Some ophthalmic surgical procedures in the proposed roadmap for development include phacoemulsification, trabeculectomy, MIGS, vitreoretinal and extraocular surgery.

Support ranges are dependent on simulation type.
Contact Todd Lyckberg at tlyckberg@aao.org or 415.447.0361 for additional information.

Ophthalmology Resident Knowledge Exchange

The American Academy of Ophthalmology hosts a portal designed and launched in 2021 to facilitate ophthalmology residents and faculty sharing their educational and study materials.

The Resident Knowledge Exchange encourages collaborative learning and content development and helps speed up the process of valuable and timely content being made available to residents and trainees. It is designed specifically for curating crowd-sourced content, knowledge sharing and community building, and includes features such as ratings, commenting, leaderboards and moderator management by Academy committee members.

This opportunity offers great value to reach residents and educators over the course of multiple years.

This Resident Knowledge Exchange will be promoted by the Academy as an adjunct to the ONE Network. Single sign-on ensures a seamless path from aao.org to the portal destination. In time we expect all US residents (2,000+ individuals) will use it, as will many Canadian and other English-language international residents. More than 500 new residents join US programs each year, and thousands take part in trainee programs worldwide. An estimated 300 faculty members will use the program to share and discover content to use in their residents’ training curricula.

The portal is linked from aao.org and branded as an Academy web destination. It will be featured in presentations provided by key opinion leaders in ophthalmology education and in demonstrations by Academy staff at the Academy’s annual meeting and the Association of University Professors of Ophthalmology annual meeting. The Academy will promote the portal on the Program Directors’ listserv and Academy communications channels such as the YO Info newsletter, which is distributed to all ophthalmologists with five years or less in practice.
The Academy urges companies to support this project now, because online learning is in more urgent demand than ever due to the COVID-19 pandemic.

Support Level: $20,000 per year

**Industry-Developed Subspecialty Webinars**

The Academy produces a selected number of 60-minute webinars to address the specific needs of subspecialists across the spectrum of ophthalmology. Use the Academy’s webinar platform to teach focused audiences about new surgical devices, diagnostic technologies, and medical therapies.

Possible topics include therapeutics in trial or recently approved, new imaging systems, novel intraocular lenses, implantable devices or drug delivery systems, and any other advances, published data or outcomes that are of interest to subspecialist clinicians. An Academy committee will review proposed topics and content to ensure they meet educational standards.

Support provides up to 1,000 ophthalmologists with access to the live webinar session, which the Academy will promote, host and produce along with the experts selected by an industry partner.

After the live session, a recording of the webinar will be available for viewing on the Academy website. The sponsor will be recognized on both the live and recorded webinar. There are a limited number of webinars produced each year – industry is encouraged to secure early to ensure availability.

Support Level: $20,000 per webinar
EyeNet® Magazine Supplements

As a newsmagazine, EyeNet stays abreast of current topics in ophthalmology. When topics meet certain criteria (e.g., depth and breadth of topic, importance to readership, timeliness, general interest, etc.), they are considered for extended coverage. Those that are developed into supplements are polybagged with an issue of EyeNet and mailed to the circulation list (23,500 recipients).

Support Benefits

- Recognition and logo on cover of supplement and on electronic version posted on the EyeNet website
- Recognition* in the Academy Foundation annual report, and on aao.org and the AAO 2023 donor wall

Sponsorships are available as supplements become available. Please inquire about current topics.

Support Level: $35,000
Patient Education and Public Service

Patient Education Subspecialty Video Collections

These five subspecialty video collections are the first and only video tools of their kind among all medical specialty societies.

Each collection—containing multiple short, compelling videos—addresses the most commonly-used eye treatments in the ophthalmic practice. These videos are specifically designed to reinforce and enhance the informed consent discussion.

Each video improves a patient’s understanding of their eye condition/disease and the benefits, risk and alternatives of a specific procedure recommended by their ophthalmologist. They feature high-quality animations and are provided in both English and Spanish.

These videos are designed for easy use in patient portals and on practice websites, as well as on tablets and desktop computers.

Collections available for support:

- **Cataract and Refractive Surgery:** $25,000 per year
  22 videos
- **Glaucoma:** $15,000 per year
  10 videos
- **Oculoplastics:** $10,000 per year
  7 videos
- **Pediatric Ophthalmology:** $10,000 per year
  9 videos
- **Retina:** $15,000 per year
  23 videos

**Support Benefits**

- Acknowledgment on the product download pages and promotional materials.
- Recognition* in the Academy Foundation annual report, and on aao.org and the AAO 2023 donor wall

*Cumulative support will be recognized in 2023
EyeWiki

EyeWiki is an online eye encyclopedia written by ophthalmologists that covers eye disease, diagnosis and treatment. The site is open to anyone, attracting ophthalmologists and other medical professionals as well as the general public. EyeWiki receives 500,000 visitors each month and more than 8 million page views each year.

We offer three levels of support, all with a 1-year term:

**Single Area Disease/Treatment** - A comprehensive and informative article in EyeWiki includes the most relevant and up-to-date clinical information on the disease and current treatment options.

**Sponsorship: $10,000**

**Multiple Area Disease/Treatment Area** - Supporting these sections of EyeWiki will cover detailed information on a disease with multiple areas.

**Sponsorship: $20,000**

**Entire Subspecialty** - Supporting a full section of EyeWiki provides an impression on more than 150 articles with more than 1.5 million views each year.

**Sponsorship: $50,000**

**Sponsorship benefits include:**
- Placement of company name or logo on EyeWiki supported content pages
- Cumulative support will be recognized in the Academy Foundation annual report, and on aao.org and the AAO 2023 donor wall

EyeSmart® and Patient Education

**Subspecialty Materials [ RET GLA CAT COR NEU PED PLA REF UVE ]**

This sponsorship bundle is an excellent, subspecialty-focused opportunity to effectively reach both ophthalmologists and patients. Your company will receive visibility on the following high-profile resources:

**EyeSmart®**

The Academy’s EyeSmart website contains comprehensive, ophthalmologist-reviewed information to help people understand how to keep their eyes healthy and when to see an ophthalmologist. The site, part of aao.org, draws more than three million unique page views a month. It features English and Spanish content, videos, news articles, “Ask an Ophthalmologist” questions and answers, and a searchable ophthalmologist directory.

**Patient Materials (brochures, booklets downloadable handouts, videos)**

The Academy’s patient education materials pair full-color images or high-quality animations with plain-language content (English and Spanish language) that makes it easy for patients and their families to understand conditions and treatment options. Thousands of practices across the U.S. use these materials to reach nearly two million patients annually.

To learn more, contact Todd Lyckberg at tlyckberg@aoa.org or 415.447.0361
Areas available for support include:

- Cataract
- Cornea (dry eye and infections)
- Glaucoma
- Neuro-Ophthalmology
- Oculoplastics
- Pediatric Ophthalmology
- Refractive Surgery
- Retina (AMD and diabetic retinopathy)
- Uveitis

Support Level and Benefits

Choose from three options:

**Tier 1: $20,000 per year**
Company logo on EyeSmart and EyeWiki sponsored sections

**Tier 2: $40,000 per year**
Company logo on EyeSmart and EyeWiki sponsored sections and patient education materials

**Tier 3: $60,000 per year**
Product advertisements on EyeSmart and EyeWiki, and company logo on patient education materials

Animated Motion Graphics for Patient Awareness and Education

Simple, compelling motion graphic videos enhance patient awareness and understanding in an eye-catching way. These short, colorful, animated videos combine informational and educational content about eye health, eye disease and treatment options in a fun and engaging way.
Topics could include:

- Diabetic eye disease
- Glaucoma
- Macular degeneration
- Cataracts
- Refractive errors/surgery
- Cosmetic eye procedures

Support Level and Benefits
$45,000 per year

Company logo at end of motion graphic, on EyeSmart and related patient education material.

All support levels receive recognition* in the Academy Foundation annual report, and on aao.org and the AAO 2023 donor wall

*Cumulative support will be recognized in 2023

**EyeCare America**

EyeCare America is one of the largest public service programs in American medicine. Since 1985, this award-winning program has provided vision-saving eye care at no out-of-pocket cost to qualifying seniors and those at increased risk for glaucoma. To date, the program has helped more than 2 million people receive educational information and access to sight saving medical eye care through a pool of more than 5,000 dedicated volunteer ophthalmologists nationwide.

EyeCare America promotes a series of monthly eye health campaigns to increase national awareness of eye diseases, risk factors and care. Each year, these campaigns secure millions of top-tier media impressions. This is an economical and effective way to maximize your exposure to ophthalmologists and the public.

You can choose to support one or more months to target specific topics. Promotions for each campaign will reach more than 10,000 print, web and broadcast media outlets (national and regional).

**2022 Eye Health Observances:**
January: Glaucoma Awareness Month
February: Age-Related Macular Degeneration Awareness Month
March: Workplace Eye Wellness Month
April: Sports Eye Safety Month
May: Healthy Vision Month
June: Fireworks Eye Safety and Cataract Awareness Month
July: UV Safety Month
August: Children’s Eye Health/Safety Month
September: Healthy Aging Month
October: Halloween Safety Month
November: Diabetic Eye Disease Awareness Month
December: Safe Toys and Celebrations Month

Support Levels:

**Gold: $25,000 (choice of four campaigns)**
- Acknowledgment on press releases and related materials (risk factor cards, posters and flyers) distributed to EyeCare America partners
- Recognition* on the EyeCare America and aao.org websites, and in the Academy Foundation annual report and the AAO 2023 donor wall

**Silver: $10,000 (choice of two campaigns)**
- Acknowledgment on press releases and related materials (risk factor cards, posters and flyers) distributed to EyeCare America partners
- Recognition* on the EyeCare America and aao.org websites, and in the Academy Foundation annual report and the AAO 2023 donor wall

**Bronze: $5,000 (choice of one campaign)**
- Acknowledgment on press releases and related materials (risk factor cards, posters and flyers) distributed to EyeCare America partners
- Recognition* on the EyeCare America and aao.org websites, and in the Academy Foundation annual report and the AAO 2023 donor wall

**2022 American Legion Eye Screening Project**

The Academy provides eye-screening services to veterans attending the American Legion’s annual convention, which attracts approximately 7,000 attendees each year. More than 1,500 veterans, American Legion members and spouses have been screened at prior conventions, resulting in vision-saving diagnoses of eye diseases and two cases of brain tumors.

The screening gives participating ophthalmologists an opportunity to stress the importance of early detection and treatment of eye problems to veterans and their family members.

This year’s event will take place at the American Legion Annual Convention in Milwaukee, Wis., Aug. 26 – Sept. 1, 2022.

**Support Benefits**
- Recognition on convention materials, onsite at the event, and in subsequent publications covering the event
- Acknowledgment* in the Academy Foundation annual report, and on aao.org and the AAO 2023 donor wall

**Support Level: $7,000**
**Deadline: July 1, 2022**
2022 National Medical Association Eye Screening Project

The Academy provides eye-screening services to members of the National Medical Association (NMA) at its annual meeting held every summer. Attendees include more than 4,000 physicians of African descent and other health professionals from across the country. More than 200 attendees receive vision screenings each year, and a significant percentage have been found to have glaucoma and other eye diseases.

In addition to enhancing the image of ophthalmology, the screening helps educate those who attend the NMA, reinforces the importance of targeting high-risk populations and underscores the value of receiving eye examinations from ophthalmologists. This year’s event will take place in Atlanta, GA, July 30 – Aug. 3, 2022

Support Benefits

• Recognition on meeting materials, onsite at the event, and in subsequent publications covering the event
• Acknowledgment* in the Academy Foundation annual report, and on aao.org and the AAO 2023 donor wall

Support Level: $25,000
Deadline: June 1, 2022

*Cumulative support will be recognized in 2023
Practice Management

American Academy of Ophthalmic Executives® (AAOE®)

Business Intelligence for the Ophthalmic Practice [PM]

The American Academy of Ophthalmic Executives® (AAOE®), the Academy’s practice management affiliate, is dedicated to meeting the educational needs of those responsible for managing the business side of ophthalmic practice.

AAOE-Talk

The brand-new AAOE-Talk (formerly E-Talk), is an online community used by over 1,000 practice administrators around the country to connect directly with peers throughout the day, have questions answered and offer support. Members consistently rank it among AAOE’s most valuable benefits because it offers professional networking and the ability to immediately crowdsource solutions. Sponsorship will run from June 1, 2022, to May 31, 2023.

Support Level: $25,000
Deadline: May 1, 2022

Practice Management Express

AAOE provides access to essential coding and practice management resources and information via its weekly e-newsletter, Practice Management Express. It covers trending topics in business practice and reaches over 5,000 readers and an open rate of 35%. Readers, including administrators, physicians and young ophthalmologists, look to Practice Management Express for advice on all facets of practice management as well as interviewing, opening an ophthalmology practice, partnership agreements and financial tips.

Support Benefits:

• Recognition language will be: “Sponsored, in part, by ....”
• Sponsorship will appear on the opening slide of the webinar.
• Webinars will be actively promoted to members via AAOE’s weekly e-newsletter (Practice Management Express) and in webinars, the website, and via E-Talk, the AAOE member listserv. Support will be acknowledged in these announcements with the above recognition language.

Sponsorship acknowledgment* will appear in the Academy Foundation annual report, and on aao.org and the AAO 2023 donor wall.

Support Level: $10,000
Deadline: May 1, 2022
AAOE Webinar Series

AAOE delivers a monthly webinar series, led by noted Academy leaders and experts in the ophthalmic field, to share business strategies with physicians, CEOs, and practice administrators. These webinars reflect hot button issues and include generous time for a highly interactive Q&A session.

Support Benefits:

• Recognition language will be: “Sponsored, in part, by ....”

• Sponsorship will appear on the opening slide of the webinar.

• Webinars will be actively promoted to members via AAOE’s weekly e-newsletter (Practice Management Express), the website, and via AAOE-Talk, the AAOE member community. Support will be acknowledged in these announcements with the above recognition language.

• Sponsorship acknowledgment* will appear in the Academy Foundation annual report, and on aao.org and the AAO 2023 donor wall.

Support Level: $10,000 per webinar
Deadline: May 1, 2022

AAO 2022: AAOE Leadership Summit

AAOE will launch its high-level AAOE Leadership Summit, (formerly, the Ophthalmology Business Summit), for physician leaders and practice administrators. Leadership and practice quality courses continue to rank among AAOE’s most highly attended programs. The Summit will take place during the Academy’s annual meeting to facilitate even greater physician participation.

What distinguishes the AAOE Leadership Summit will be its focus on crucial leadership topics such as emotionally intelligent leadership, building high power teams using the multiplier principle, communication and risk management, conflict resolution, and diversity, equity and inclusion.

Support Benefits:

• Sponsors will be acknowledged from the podium/virtual podium and will appear on the opening slide at the General Session.

• Recognition in promotions and on program materials.

• The Summit will be actively promoted to members via AAOE’s weekly e-newsletter, Practice Management Express and other Academy online newsletters, the AAOE website, and via AAOE’s online community, AAOE-Talk.

• Sponsorship acknowledgment will appear in the Academy Foundation annual report, and on aao.org and the AAO 2023 donor wall.

Support Level: $15,000
Deadline: July 1, 2022
AAOE Opening Session at AAO 2022

AAOE will present an engaging panel discussion by Academy leaders and practice experts at its Opening Session. The AAOE Opening Session will also be available online in AAO 2022 Virtual to make it accessible to as many people as possible.

Sponsorship Benefits:

• Recognition on meeting materials, onsite at the event, and in subsequent publications covering the event
• Sponsors will be acknowledged from the podium/virtual podium.
• Acknowledgment* in the Academy Foundation annual report, and on aao.org and the AAO 2023 donor wall

Support Level: $15,000
Deadline: July 1, 2022
AAOE Program at AAO 2022

AAOE hosts an extensive business management program at the Academy annual meeting. The program empowers physicians, administrators and the entire practice team with expert-led courses, in-person networking with peers, and valuable takeaways that can be immediately implemented in the practice. The AAOE® practice management program includes:

- Practice management master classes
- Conversations with the Experts
- Hot Topic Roundtables
- AAOE General Session and morning plenaries
- AAOE Member Reception
- AAOE Lounge

Support Benefits:

- Recognition in promotions and on program materials.
- Sponsors will be acknowledged from the podium/virtual podium and will appear on the opening slide of the session.
- The AAOE Program will be actively promoted to members via AAOE’s weekly e-newsletter, Practice Management Express and other Academy online newsletters, the AAOE website, and via AAOE’s online community, AAOE-Talk.
- Sponsorship acknowledgment will appear in the Academy Foundation annual report, and on aao.org and the AAO 2023 donor wall.

Support Level: $30,000
Deadline: July 1, 2022

The Profitable Retina Practice [RET PM]

Designed specifically for retina physicians and practice administrators, this valuable resource uses real-life case studies and detailed checklists to help retina practices produce steady and healthy growth.

Module One: Strategically Growing Your Retina Practice. This downloadable handbook helps you:

- Identify growth potential through key performance indicators
- Evaluate financial reporting and uncover improvements for profitability
- Lead the strategic action plan and seize opportunities to implement meaningful changes

Module Two: Medication Inventory Management. This module includes:

- Basics of inventory control
- Identifying the key areas to monitor
- Implementing a process for medication inventory based on practice needs

To learn more, contact Todd Lyckberg at tlyckberg@aao.org or 415.447.0361
• Developing of reporting system
• Use of continuous process improvement principles

Support Benefits
• Recognition and logo on the book covers and in product promotions
• Acknowledgment* in the Academy Foundation annual report, and on aao.org and the AAO 2023 donor wall

Support Level: $25,000 per year

*Cumulative support will be recognized in 2023

Fundamentals of Ophthalmic Coding and Coding Camp Intermediate/Advanced Course [PM COD CME]

These two three-hour courses presented during the Academy’s annual meeting will address the complexity practices face in documenting and coding correctly for CPT and ICD-10 linking. Case studies will be presented on cataract, cornea, glaucoma, neuro-ophthalmology, oculoplastics, pediatrics, strabismus and retina, including systemic diseases with ophthalmic manifestations.

Support Benefits
• Acknowledgment from the podium
• Recognition on event signage, promotional materials and the AAOE section of aao.org
• Recognition* in the Academy Foundation annual report, and on aao.org and the AAO 2023 donor wall

Educational Credit: CME and JCAHPO Category A CEUs

Instructors: Anthony Johnson, MD; Michael X. Repka, MD, MBA; Matthew Baugh, MHA, OSC, OCS, OCSR; Heather Dunn, COA, OCS; Joy Woodke, COE, OCS

Support Level: $15,000 per course
Deadline: July 1, 2022
Ultimate Documentation Compliance Training Program for Scribes and Technicians

To ensure that staff in the exam lanes comply with documentation requirements and guidelines, the Academy developed a comprehensive online course – comprising twelve subject modules and knowledge assessments – that will significantly improve the scribes’ ability to successfully document patient encounters, ensure payer requirements are satisfied and make each claim secure before the physician closes the chart note.

Subject modules include:

1. General Charting Competency
2. Medically Appropriate History
3. Medically Appropriate Exam
4. Testing Services
5. ICD-10 Diagnosis Link to CPT
6. Cataract/Anterior Segment
7. Cornea
8. Glaucoma
9. Pediatric/Strabismus
10. Neuro Ophthalmology
11. Oculofacial
12. Retina

Sponsorship Recognition:

• Recognition on product, on the AAOE website and in promotional materials
• Acknowledgment* in the Academy Foundation annual report, and on aao.org and the AAO 2023 donor wall

Sponsorship Level: $20,000 per year

New: Retina Coding and Practice Management Webpage

The ultimate retina-specific resource for all coding, MIPS and practice issues including COVID-19 waivers and documentation checklists. Averaging 1,000 monthly views, this site is a valued resource. Recognition includes company acknowledgement and logo on the website.
Support Level: $20,000 per year

New: Ocular Trauma Coding Webpage
This webpage is the ultimate resource for coding ophthalmic trauma emergency scenarios and best practice tips. Recognition includes company acknowledgement and logo on the website.

Support Level: $10,000

New: Coding and Practice Management for the Small Practice Webpage
This website is the ultimate coding and practice management resource for small practices. Practical solutions and educational videos unique to the small practice are available. Recognition includes company acknowledgement and logo on the website.

Support Level: $10,000

New: Pediatrics Coding and Practice Management Webpage
This website is the ultimate pediatric-specific coding and practice management resource. Recognition includes company acknowledgement and logo on the website.

Support Level: $10,000

New: Surprise Billing Webpage
The upcoming webpage will define the No Surprises Act and its impact on ophthalmic practice. Actionable steps for compliance will be provided, including form templates and ophthalmology case studies.

Support Level: $10,000

New: Customized Coding Fact Sheets or Checklists for Specific Products
Created to assist practices understand the nuances of coding and billing for new technology. Recognition includes company acknowledgement. Targeted mailing may be available for an additional fee.

Support Level: $10,000 per topic

2023 Coding Update Annual Webinar [COD CME]
AAOE’s most popular webinar was attended by more than 500 practices in 2022. Presented by AAOE’s coding experts in January 2023, this invaluable course will provide an overview of new coding and reimbursement changes, as well as timely topics including CPT and ICD-10 updates, third-party payer audits and more. The webinar will also be recorded for those unable to attend the live event.

Support Benefits
• Recognition at the beginning of the webinar, on the AAOE website and in promotional materials
American Academy of Ophthalmology Codequest™

The American Academy of Ophthalmology Codequest is a four-hour coding and documentation seminar presented across the country and via Zoom. This course provides much-needed instruction on coding changes, audit information and regulatory updates that ophthalmologists and their staff must know to stay in compliance and appropriately maximize reimbursement.

Codequest’s expert instructors and authoritative content make it a sought-after event in ophthalmology. More than 25 courses are planned per year with an estimated total of 2,500 attendees.

With increasing frequency of audits and increasing complexity of state and federal regulations, we expect a strong attendance from ophthalmologists and their staff year after year.

Support Benefits

• Acknowledgment at all seminars from the podium
• Recognition on signage, the AAOE section of aao.org, and promotional materials
• Invitation for representatives attend the seminars
• Acknowledgment* in the Academy Foundation annual report, and on aao.org and the AAO 2023 donor wall

Educational Credit: CME and JCAHPO Category A CEUs

Support Level: $50,000 per year

*Cumulative support will be recognized in 2023
2023 Virtual Fundamentals of Ophthalmic Coding

Developed specifically for new coders and those seeking a refresher of the basics, this comprehensive three-hour course is a collaboration with the Academy’s Young Ophthalmologist (YO) committee and will cover core coding competencies for every subspecialty.

Topics covered include:
• Core competencies and coding fundamentals
• Answers to coding quandaries
• Billing best practices
• Audit preparedness
• Practice management strategies

Educational Credit: CME and JCAHPO Category A CEUs
Support Level: $20,000

2023 Fundamentals of Ophthalmic Coding [ COD GLA CAT COR PED ]

This book is the optimal resource for those new to ophthalmic coding, those who have not had formal training, or those experienced coders who wish to keep their knowledge up to date. It is also the recommended study guide for the Ophthalmic Coding Specialist (OCS) exam.

Chapters include:
• Introduction to Ophthalmic Coding
• Introduction to CPT® and Diagnosis Coding
• Evaluation and Management and Eye Code Documentation (with chart examples for each specialty)
• Mastering Modifiers
• Major and Minor Surgical Procedures
• Testing Services
• Frequently Asked Questions
• Audits

Support Benefits
• Recognition and logo on the book covers and in product promotions
• Acknowledgment* in the Academy Foundation annual report, and on aao.org and the AAO 2023 donor wall

Support Levels: $25,000
Deadline: Nov. 1, 2022
**2023 Coding Assistant to the Subspecialties**

These modules cover subspecialty-specific coding information and scenarios to assist physicians and staff to code and document more precisely.

Modules include:
- Cataract/Anterior Segment
- Cornea
- Glaucoma
- Oculofacial
- Pediatrics/Strabismus

**Support Benefits**
- Recognition and logo on the book covers and in product promotions
- Acknowledgment* in the Academy Foundation annual report, and on aao.org and the AAO 2023 donor wall

**Support Levels: $20,000**
**Deadline: Nov. 1, 2022**

---

**2023 Coding Coach: Complete Ophthalmic Coding Reference Book [PM COD]**

The Academy's premier coding resource. The most comprehensive coding reference book available, this must-have, multivolume resource features detailed content on each CPT® code affecting ophthalmology. Topics include:
- CPT code and descriptor
- Layperson’s definitions
- ICD-10-CM diagnosis code links to CPT
- Correct coding initiative
- Assistance-at-surgery
- RVUs for the office and facility
- HCPCS code links
- Associated procedures
- ASC coverage
- Modifier usage
- Site of service differential
- Testing services
- Helpful coding clues
- Global surgical periods for Medicare and private payers

To learn more, contact Todd Lyckberg at tlyckberg@aao.org or 415.447.0361
Support Benefits
- Recognition and logo on the book cover and in product promotions
- Acknowledgment* in the Academy Foundation annual report, and on aao.org and the AAO 2023 donor wall

Support Level: $25,000
Deadline: Nov. 1, 2022

**Coding Coach: Complete Ophthalmic Coding Reference**
**Online Subscription [PM COD]**

This online version of our bestselling Ophthalmic Coding Coach book above enables users to search by keyword or code, as well as print out pages for documentation.

Support Benefits
- Recognition and logo within the product for one year, and in product promotions
- Acknowledgment* in the Academy Foundation annual report, and on aao.org and the AAO 2023 donor wall

Support Level: $25,000 per year

*Cumulative support will be recognized in 2023

**Ophthalmic Coding Specialist Exam [COD]**
**Ophthalmic Coding Specialist Retina Exam [COD]**

Physicians and staff test their coding competency via these online exams. Approximately 500 physicians and staff take the exams annually.

- The Ophthalmic Coding Specialist Exam includes 100 multiple-choice questions covering all core competency areas of ophthalmic coding.
- The Ophthalmic Coding Specialist Retina Exam is the first and only coding competency exam developed especially for retina practices. Retina subspecialists and their staff are encouraged to test their coding competency by taking this online, 100 multiple-choice question test covering retina coding.

Support Benefits
- Recognition and logo on the website aao.org/ocs
- Acknowledgement in all product promotions
- Acknowledgment* in the Academy Foundation annual report, and on aao.org and the AAO 2023 donor wall

Support Level: $15,000

**2023 ICD-10-CM for Ophthalmology: The Complete Reference Book [PM COD]**

The only ophthalmology-specific book of ICD-10 codes assists physicians, administrators, billers, coders and technicians with accurate diagnosis coding.
Support Benefits
• Recognition and logo within the product for one year, and in product promotions
• Acknowledgment* in the Academy Foundation annual report, and on aao.org and the AAO 2023 donor wall

Support Level: $15,000 per year
Deadline: July 1, 2022

*Cumulative support will be recognized in 2023

2023 Retina Coding: Complete Reference Guide Book [COD]
The ultimate, comprehensive source for all aspects of coding for medical and surgical retina including:
• New E/M and Eye visit code documentation guidelines with real-life case examples
• CPT and ICD-10-CM codes
• Modifiers
• Surgical coding overview
• Audits
• Testing services
• Minor and major surgical procedures with linkages to diagnosis codes
• Exam examples (E/M and eye code)
• Testing services
• Injections and drugs
• Frequently asked questions

Support Benefits
• Recognition and logo on the book cover and in product promotions
• Acknowledgment* in the Academy Foundation annual report, and on aao.org and the AAO 2023 donor wall

Support Level: $25,000
Deadline: Nov. 1, 2022

Leadership Development Program XXIII, Class of 2023
The Academy’s Leadership Development Program is an ideal way to gain visibility with ophthalmology’s future leaders and decision makers. The profession’s rising stars are nominated for the program by state and subspecialty societies and meet to train with Academy leaders through four meetings, beginning with a virtual orientation session held in conjunction with AAO 2022.
In addition to rising up the ranks of ophthalmic societies at the state, national and international levels, many program graduates go on to assume major leadership positions within the Academy, including President or other positions on the Board of Trustees or Committee of Secretaries. Additionally, this influential, award-winning program has been duplicated by several U.S. and international medical associations.

**Support Benefits**

- Speaking and networking opportunities
- Recognition at all four Leadership Development Program meetings, in meeting materials and on signage at the face-to-face meetings in October 2022, January 2023, April 2023 and November 2023
- Recognition in Academy publications including *EyeNet* Magazine, Academy Express, YO Info, Global LDP Alumni Newsletter and the Council Newsletter
- Acknowledgment* in the Academy Foundation annual report, and on aao.org and the AAO 2023 donor wall

**Support Level $25,000**

**Deadline:** Aug. 15, 2022

*Cumulative support will be recognized in 2023.

---

**Professional Development**

**Mid-Year Forum** April 19 – 22, 2023 [ADV PM YO]

The Mid-Year Forum is one of the American Academy of Ophthalmology’s most significant yearly meetings, bringing the ophthalmology community together to instigate change and shape our profession’s future.

The annual Mid-Year Forum meeting, celebrating its 30th year in 2023, is designed to educate ophthalmologists on critical issues facing ophthalmology in the areas of politics, policy and practice management. This popular event offers strategic and practical knowledge that can be immediately applied to managing a practice and brings the ophthalmology community together to effect change.

The Mid-Year Forum attracts ophthalmology’s elite — more than 500 influential Academy members and leaders from ophthalmic state, subspecialty and specialized interest societies — in addition to being open for the general member to participate. Attendees also include more than 170 young ophthalmologists, who find the experience invaluable for their role as future leaders of the profession. These YOs are also offered a separate, dedicated virtual program, L.E.A.P. Forward, with modules on leadership, engagement, advocacy and practice management.

**Support Levels**

**Platinum Level: $35,000**

- Recognition in the Welcoming and Closing remarks as a Platinum Sponsor during the Mid-Year Forum and Spring Council Meeting, and during the training webinar for Congressional
Advocacy Day
- One free full-page color ad with premium placement in the Mid-Year Forum Program Book
- Broadcast of corporate logo and support in a special Sponsor Recognition page with a direct link to your desired webpage
- Acknowledgment on promotional materials and aao.org
- Recognition* in the Academy Foundation annual report, and on aao.org and the AAO 2023 donor wall

**Gold Level: $25,000**
- Recognition during the Welcoming and Closing remarks as a Gold Sponsor of the Mid-Year Forum and Spring Council Meeting
- One free full-page color ad with premium placement in the Mid-Year Forum Program Book
- Broadcast of corporate logo and support in a special Sponsor Recognition page with a direct link to your desired webpage
- Acknowledgment on promotional materials and aao.org
- Recognition* in the Academy Foundation annual report, and on aao.org and the AAO 2023 donor wall

**Silver Level: $20,000**
- Recognition during the Welcoming and Closing remarks as a Silver Sponsor of the Mid-Year Forum
- Broadcast of corporate logo and support in a special Sponsor Recognition page with a direct link to your desired webpage
- Acknowledgment on promotional materials and aao.org
- Recognition* in the Academy Foundation annual report, and on aao.org and the AAO 2023 donor wall

**Deadline: Feb. 1, 2023** for recognition in the printed and online final program and electronic agenda book provided to attendees.

**SCOPE e-Newsletter** [so]

This quarterly e-newsletter is sent to more than 9,000 U.S. and international senior ophthalmologists. It features articles regarding Academy and ophthalmic heritage and history; and resources and information of particular interest to those still practicing as well as those transitioning from practice. **SCOPE** e-newsletter has a consistently high “open rate” of more than 40 percent, similar to Academy Express. **SCOPE** is also posted as a PDF on the Academy’s web site.

**Support Benefits**
- Recognition and company website link in 12 issues over a three-year period
- Recognition* in the Academy Foundation annual report, and on aao.org and the AAO 2023 donor wall

**Support Level: $15,000**
International Audiences

Rotary Club Host Project

Working in partnership with Rotary Clubs across the country, this program brings ophthalmologists from developing nations to the U.S. for two weeks for clinical and cultural educational experiences. Participants spend a week in the sponsoring Rotary Club’s community working side-by-side with local ophthalmologists. Their visit concludes at AAO 2022 in Chicago, where guest ophthalmologists will attend Subspecialty Day and tour the Expo. Since the Rotary Club Host Project’s start in 2000, 141 guests from 62 countries have participated in this learning experience.

The Rotary Club Host Project is an invaluable, once-in-a-lifetime opportunity for practitioners from the developing world to gain first-hand training from leading ophthalmologists. Participants will then take their newly gained knowledge and train colleagues in their home countries, enabling them to improve patient care in their communities.

Support Benefits

- Recognition in the letter of invitation to the guest ophthalmologist
- Invitation to attend the Global Welcome Lunch at AAO 2022 to meet their guest
- Acknowledgment* in the Academy Foundation annual report, and on aao.org and the AAO 2023 donor wall

Support Level: $4,000 per guest
**Education Distribution Program**

This program donates complete, 13-volume sets of the Basic and Clinical Science Course (BCSC) to training institutions in developing countries. The BCSC is the core curriculum used by ophthalmology residents worldwide and is a critical resource for programs that lack the means to purchase quality educational materials.

You may choose the recipients of your BCSC sets from a list of identified training programs in priority areas.

**Support Benefits**

- Recognition in the letter accompanying the sponsored BCSC sets
- Acknowledgment* in the Academy Foundation annual report, and on aao.org and the AAO 2023 donor wall

**Support Level: $500 for two BCSC sets (serving an average of 16 residents)**

*Cumulative support will be recognized in 2023

**International Society of Refractive Surgery: General Support**

The International Society of Refractive Surgery (ISRS), a partner of the Academy, is the world’s leading eye care organization for refractive surgeons. ISRS provides more than 1,400 members in 80+ countries with the latest clinical and research developments in refractive, cornea, cataract and lens-based surgery.

Your support will help provide ISRS members with:

- Subscriptions to the *Journal of Refractive Surgery* and the *Refractive Surgery Outlook* e-newsletter
- Free access to the ISRS Multimedia Library, refractive and cataract content on the ONE® Network and members-only clinical content on isrs.org
- Networking opportunities through the ISRS Community connecting refractive surgeons worldwide
- Free attendance to the ISRS Member Lunch during Refractive Surgery Subspecialty Day at AAO 2022
- Educational opportunities at refractive surgery meetings around the world, including ISRS co-sponsored meetings

**Support Levels:**

**Platinum: $50,000**

- Two invitations to attend an ISRS Executive Committee Meeting held during AAO 2022
- Three invitations to the ISRS Member Lunch (held on Refractive Surgery Subspecialty Day at AAO 2022) and recognition from the podium
- Eight complimentary registrations to Refractive Surgery Subspecialty Day at AAO 2022, plus recognition in the session room and in the syllabus and meeting guide
- Eight months of banner ad placement on isrs.org
- Five uses of the ISRS member mailing list*
- Five subscriptions to the *Journal of Refractive Surgery*
Gold: $25,000
• One invitation to attend an ISRS Executive Committee Meeting held during AAO 2022
• One invitation to the ISRS Member Lunch (held on Refractive Surgery Subspecialty Day at AAO 2022) and recognition from the podium
• Five complimentary registrations to Refractive Surgery Subspecialty Day at AAO 2022, plus recognition in the session room and in the syllabus and meeting guide
• Six months of banner ad placement on isrs.org
• Three uses of the ISRS member mailing list*
• Three subscriptions to the Journal of Refractive Surgery

Silver: $12,500
• Three complimentary registrations to Refractive Surgery Subspecialty Day at AAO 2022, plus recognition in the session room and in the syllabus and meeting guide
• Four months of banner ad placement on isrs.org
• Two uses of the ISRS member mailing list*
• Two subscriptions to the Journal of Refractive Surgery

Bronze: $7,500
• Two months of banner ad placement on isrs.org
• One use of the ISRS member mailing list*
• One subscription to the Journal of Refractive Surgery

Additional Support Benefits
• Acknowledgment on isrs.org with a link to your website
• Recognition* in the Academy Foundation annual report, and on aao.org and the AAO 2023 donor wall
ISRS Webinar Series

Dedicated to the scientific study of refractive surgery and dissemination of expertise worldwide, ISRS will enhance the global exchange of knowledge by offering the ISRS Webinar Series, consisting of four webcasts per year.

These 60-minute webcasts will feature leading experts in refractive surgery from around the world, covering topics such as Corneal Crosslinking, Wavefront Guided vs. Total Wavefront Ablation and Cornea vs. Lens Based Correction of Presbyopia. Participants will be able to interact with presenters using live text chat and polling. Those who are unable to attend the live webcast will be able to access it on-demand from the ISRS website.

Support Benefits

- Recognition at the beginning of the webinar, on the ISRS website and in promotional materials
- One complimentary registration for each
- Acknowledgment* in the Academy Foundation annual report, and on aao.org and the AAO 2023 donor wall

Support Levels

Annual series (4 webinars): $25,000
Individual webinar: $7,500

ISRS Externship Program

The ISRS Externship Program assists ISRS members in increasing their knowledge and improving their clinical and/or surgical skills by shadowing an expert surgeon in his or her practice.

Externships will focus on critical areas of a refractive/cornea practice, such as patient screening, imaging technology and interpretation, diagnostic devices and mastering surgical platforms including laser, intraocular lenses and phaco.

The Externships will last between two weeks and four months, depending on the externs’ needs and the hosts’ availability. Stipends will be made available to the extern to help cover approved expenses (such as airfare, transportation, lodging, meals).

This opportunity is available for the U.S. and Canada.

Support Benefits

- Recognition on the ISRS website and in promotional materials
- Acknowledgment* in the Academy Foundation annual report, and on aao.org and the AAO 2023 donor wall

Support Level $25,000 per region per year

*Note: Mailing list is limited to ISRS members and does not include Academy members who are not ISRS members.
ISRS Multimedia Library [REF CAT]

The Multimedia Library contains more than 900 refractive, cataract and cornea videos, presentations and podcasts (conversations with the experts). This robust online tool on isrs.org allows members around the world to showcase their expertise and techniques.

Support Benefits

• Recognition and company website link on the library page and in the monthly ISRS Multimedia Library e-newsletter
• Acknowledgment* in the Academy Foundation annual report, and on aao.org and the AAO 2023 donor wall

Support Level: $7,500 per year

ISRS Symposium at ESCRS 2022 [REF CAT]

Top faculty from around the world will gather for a three-hour, refractive-focused symposium at the European Society of Cataract and Refractive Surgery (ESCRS) Congress in Milan, Italy in September 2022. Expected attendance is 300.

Attendees will learn about the latest refractive surgery techniques, devices, drugs and innovations. The symposium will also cover how to recognize, manage and avoid complications.

Support Benefits

• Recognition in the symposium program and on promotional materials and onsite signage
• Acknowledgment from podium by the moderator
• Recognition* in the Academy Foundation annual report, and on aao.org and the AAO 2023 donor wall

Support Level: $7,500
Deadline: Aug. 1, 2022

*Cumulative support will be recognized in 2023

ISRS Find a Refractive Surgeon [REF CAT]

The Find a Refractive Surgeon directory on isrs.org lists all practicing ISRS members worldwide. Visitors to the ISRS website, including the public, can search for contact and background information for refractive surgeons or practices in their area. ISRS members are also able to view additional information on colleagues, including e-mail address, committee membership and awards received.

Support Benefits

• Recognition and company website link on isrs.org
• Acknowledgment* in the Academy Foundation annual report, and on aao.org and the AAO 2023 donor wall
Support Level: $10,000 per year

**ISRS Online Community** [REF CAT]

The ISRS Community provides ISRS members with a forum to openly exchange clinical information, ask questions of their colleagues and get advice on troubling cases.

**Support Benefits**

- Recognition and company website link in the ISRS Community section of isrs.org
- Quarterly recap of ISRS Community discussions
- Acknowledgment* in the Academy Foundation annual report, and on aao.org and the AAO 2023 donor wall

Support Level: $7,500 per year

*Cumulative support will be recognized in 2023
American Society of Ophthalmic Registered Nurses

The American Society of Ophthalmic Registered Nurses (ASORN) is a membership organization founded in 1976 committed to fostering excellence in ophthalmic patient care while supporting the ophthalmic team through individual development, education and evidence-based practice. ASORN educational programs support these initiatives and give access to this strategic community of ophthalmic health professionals.

ASORN 2022 Regional Meetings
Kansas City, MO April 30, 2022
Cleveland, OH June 25, 2022

This one-day educational symposium is attended by more than 200 ophthalmic nurses and technicians.

Breakfast: $2,500 or Lunch: $5,000
- Recognition for meal opportunities on the meeting webpage, in marketing materials, verbally at the meeting podium and in signage at the supported event

Registration bags: $3,000
- Company logo printed on the meeting bag opposite the ASORN meeting logo

Registration packet insert: $500
- Company’s choice of marketing materials to include with the registration packet

Exhibit Opportunity
Full day dedicated 6’ x 30” tabletop space in the exhibit hall and two representative registrations.
- Non-Profit $600
- Corporate Members $1,000
- Non-Members $1,500
2022 EyeQ Webinar Series - Leading the Way

ASORN’s webinar series draws approximately 100 attendees per webinar for the live and recorded formats. Webinars are available as a recorded activity for 2-3 months after the live event.

Webinar sponsorship $2,000 per webinar (8 opportunities)

* Recognition on the webinar webpage, in marketing materials, and during the introduction of the webinar that becomes part of the recorded material
2022 Corporate Affiliate Membership Program

Bronze Level: $2,500.00 - Sponsorship includes:
- Subscription to ASORN’s monthly newsletter EYE kNOW
- One free ad in ASORN’s EYE kNOW monthly e-newsletter
- One article submission in ASORN’s Eye kNOW monthly e-newsletter
- One eblast to the ASORN mailing list of over 3,000 contacts
- One membership mailing list (USPS addresses)
- 20% off additional ads in EYE kNOW
- 20% off ad space on website
- Priority on sponsorship opportunities
- Discounted exhibit price ($1,000.00)
- Recognition on the ASORN website

Silver Level: $3,000.00
All Bronze Level benefits, plus:
- One additional free ad in EYE kNOW
- Discounted sponsorship for one webinar ($1,500.00/webinar)

Gold Level: $5,000.00
All Silver Level benefits plus:
- Two additional free ads in EYE kNOW
- Discounted sponsorship for two webinars ($1,500.00/webinar)

Platinum Level: $10,000.00
All Gold Level benefits plus:
- Two additional free ads in EYE kNOW
- FREE exhibit at Regional Meeting
- Sponsorship for 4 webinars at no additional cost with recognition

Appendix: Advertising and Marketing Opportunities

In addition to sponsoring an Academy program or product, choose from a range of high-visibility advertising and marketing options to reach your target audience.

AAO 2022 Promotional Opportunities

Exhibitors can promote their brand and generate more sales leads with promotional opportunities at AAO 2022 in Chicago. Options include (but are not limited to):
- Industry showcases
- Charging lounges
- Banners and ad kiosks
- Advertising on the printed program and floorplan
Appendix: Advertising Opportunities

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

- Card pack mailed to pre-registrants
- Select airport, outdoor and transportation opportunities provided by our vendor EMC Events
Contact Abigail Greber at agreber@aao.org or visit aao.org/promo-ops to explore options.

**EyeNet* Magazine: AAO 2022 Advertising Opportunities**

To secure an EyeNet advertising opportunity, contact Mark Mrvica or Kelly Miller at M.J. Mrvica Associates: 856.768.9360 or mjmrvica@mrvica.com.

**EyeNet AAO 2022 News**

The Academy’s glossy, full-color king-sized tabloid provides attendees with extensive meeting news and information onsite. Two editions—one distributed on Friday, the other on Sunday—are available throughout the hall.

**Ad Pricing**

- Full Page Color: $10,515
- Junior Page Color: $8,975
- Half Page Color: $7,495

**Deadline: July 13, 2022**

**EyeNet AAO 2022 News Distribution Bins**

AAO 2022 News, the Academy’s convention tabloid, is distributed onsite in two high-profile locations in the convention center. Both editions contain the information attendees need to stay on top of meeting news and events.

**Pricing:** $25,000

**Deadline: Contact M.J. Mrvica Associates**

**EyeNet Exhibitor Guide**

Anchor your AAO 2022 marketing efforts with an ad in this handy directory. Attendees consistently refer to it throughout the meeting as a way to quickly identify new products in the Expo.

Several affordable levels of advertising are available to exhibitors, including cover advertising. It will be door dropped in Chicago hotels, plus there is a bonus distribution on the convention hall floor.

**Pricing**
Appendix: Advertising Opportunities

Upgrade #1: $305 (25-word profile)
Upgrade #2: $625 (60-word profile)
Upgrade #3: $1,250 (60-word profile and color image)
Upgrade #4: $1,880 (60-word profile and color image on inside cover)
Full Page Color Ad: $7,500
Half Page Color Ad: $3,760

Deadline: July 13, 2022

EyeNet AAO 2022 Daily

A daily, clinical e-newsletter reported over four days of the virtual event, AAO 2022 Daily allows ophthalmologists throughout the world—at the meeting and at home—to stay on top of news from AAO 2022 and Subspecialty Day. It is emailed to all Academy members, members of the American Academy of Ophthalmic Executives, and Subspecialty Day and AAO 2022 attendees. It’s available to single or multiple advertisers as a complete package or on a day-to-day basis.

Advertising is available on a first-come basis. 23% open rate in 2020.

Pricing:
Leaderboard: $15,450/day
Box ads: $12,875/day

Deadline: Sept. 9, 2022

EyeNet Best Of

A quick summary of the important discoveries, issues and trends in a subspecialty, as reported in EyeNet during the year. Glaucoma, Refractive/Cataract and Retina are each mailed with the November EyeNet and are distributed at Subspecialty Day. If you have interest in covering a different subspecialty, the EyeNet team would be happy to work with you on additional possibilities.

Pricing: $30,000 (discounts for 2-year contract available)
Deadline: Contact M.J. Mrvica Associates
GLAUCOMA: SOLD. RETINA: SOLD.

EyeNet® Magazine: Monthly Advertising Opportunities

To secure an EyeNet advertising opportunity, contact Mark Mrvica or Kelly Miller at M.J. Mrvica Associates: 856.768.9360 or mjmrvica@mrvica.com.

The Academy’s newsmagazine delivers practical clinical information that can be applied immediately in patient care, plus coverage of a broad range of subjects of interest to ophthalmologists, including business, news and editorials—all in a concise, highly readable format. Loyalty discounts, agency discounts and other reductions create added value to ad placements. Custom discounted ad packaging with web or other EyeNet publications is also available.
EyeNet Cover Tip Advertising

Cover ads make a strong first impression. A series of these high-profile positions coupled with inside ads reinforce your brand.

EyeNet Industry-Developed Supplements

Get your message out with a supplement polybagged with the monthly issue. Tell the full story of your products or services to ophthalmologists. Develop your own content and design your own cover and layout—or use the modified EyeNet design template provided by the Academy.

Pricing

8 pages: $21,630
12 pages: $23,845
16 pages: $26,110
24 pages: $28,375

Deadline: Contact M.J. Mrvica Associates

EyeNet Website (aao.org/eyenet)

The EyeNet Magazine home page provides high visibility for your advertising message and links potential customers to your website. Multiple advertising opportunities are available, including leaderboard, skyscraper, buttons and banners (all carry over to EyeNet subpages). Advertising in these spaces leads to significant brand exposure, as aao.org/eyenet gets an average of 213,836 page views and 192,885 unique visitors per month.

Pricing:

Leaderboard: $4,430
Skyscraper 1: $4,120
Skyscraper 2: $3,915
Box 1: $3,400
Box 2: $2,575
Box 3: $1,545

Deadline: Two weeks before the issue month

EyeNet Electronic Table of Contents Email Newsletter (eTOC)

EyeNet’s eTOC, monthly blasts provide both U.S. and international members with on-the-go highlights of EyeNet’s print content. With 22,210 recipients, this monthly blast shows a consistently high open rate of 32%. The email blast features prominent ad positioning that stands out in both horizontal and vertical preview panes. Along with standard advertisements, EyeNet also accepts native advertising.

To learn more, contact Todd Lyckberg at tlyckberg@aao.org or 415.447.0361
Pricing: $3,195 for top banner; $3,090 for middle banner; $2,885 for bottom banner
Deadline: 1 week before issue month

**Spotlight Advertisement**
Showcase your product with *EyeNet*’s Spotlight Advertisement. Your content appears on a dedicated page on aao.org/eyenet. The Spotlight Advertisement gives you the expanded space you need to showcase your product and deliver your message straight to *EyeNet*’s loyal readers.
Pricing $6,200/month
Contact M.J. Mrvica Associates

**EyeNet Retina Express and EyeNet Glaucoma Express Email Newsletters**
These monthly e-blasts provide 9,500 retina specialists and 7,500 glaucoma specialists and comprehensive ophthalmologists with the latest news, products, and services provided by the Academy.
Pricing: $5,665 per month (exclusive support)
$3,605 per month (nonexclusive support, top placement)
$3,090 per month (nonexclusive support, bottom placement)

**Academy Website Banner Advertisements**
The Academy offers opportunities for banner ads throughout the member-focused pages of aao.org, which generate 5.5 million visitors and 12 million page views a year. For more information, visit aao.org/advertising-policies or contact Jen Callow, national sales executive, at 732-580-8884 or jcallow@americanmedicalcomm.com.

**Academy Email Newsletters**
The Academy’s email newsletters offer some of the highest open rates in the industry — 30% to 45%, depending on the topic and audience. Advertise in Academy Express, Practice Management Express, EyeSmart Express, YO Info, AAO 2022 News or the AAO 2022 subspecialty highlights newsletters. For more information, visit aao.org/advertising-policies or contact Jen Callow, national sales executive, at 732-580-8884 or jcallow@americanmedicalcomm.com.
Mid-Year Forum 2023 Program Book

The Mid-Year Forum is one of the Academy’s most significant yearly meetings, bringing the ophthalmology community together to instigate change and shape our profession’s future. The Mid-Year Forum attracts ophthalmology’s influencers — more than 500 Academy members and leaders from ophthalmic state, subspecialty and specialized interest societies — in addition to being open for the general member to participate. Attendees also include more than 170 young ophthalmologists.

The glossy full-color program book is distributed to attendees upon arrival and is placed throughout the hotel meeting space during the four-day meeting. Additionally, the program book will be available online to all Academy members.

Pricing:

Full-page color: $3,000

Full-page color, outside back cover: $5,000 (available on a first come, first served basis)

Pricing for Mid-Year Forum 2023 Sponsors: (in addition to full-page ad included with your sponsorship)

Full-page color: $2,000

Deadline: Feb. 1, 2023

Contact: Liz Sharpe, lsharpe@aao.org

ISRS Refractive Surgery Outlook: Banner Advertisements

For rates and/or to reserve space, contact Annamarie Hastings at 415.447.0398 or ahastings@aao.org.

The ISRS member e-newsletter offers industry news, expert advice on the latest refractive surgery advances and highlights from peer-reviewed clinical journals. *Refractive Surgery Outlook* is sent monthly to more than 2,000 refractive surgeons in 80+ countries.

Space for one banner advertisement is available in each issue (monthly) on a first-come basis. Advertiser has the option to add up to 50 employees to the newsletter distribution list.
To secure a support opportunity, contact Todd Lyckberg at 415.447.0361 or tlyckberg@aa.org.

655 Beach Street
San Francisco, CA 94109
aa.org