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. **New this year (beginning January 1, 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 2021 News, *EyeNet* Selections
- Supporting an *EyeNet* Corporate Lunch.
- Running a digital ad on AAO.org or 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), residents and medical students
• 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

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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. Until now, our 38,000-piece collection has been accessible only by appointment or online. Starting in 2021, visitors will be able to enjoy—for free—rotating exhibits and public programs in our popular Fisherman’s Wharf location.

The space is able to 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@ao.org

Support Accessibility, Diversity and Inclusion

Museum App: $30,000

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

Tours

Audio Described Tour: $10,000

Designed specifically for those with low vision and blindness, this tour provides an audio description 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 are 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.

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**AAO 2021 Nov. 12 — 15 New Orleans**

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

**AAO 2021 Platinum: $100,000**

- Three carpet decals on the perimeter of company’s booth in New Orleans
- Three invitations to the President’s Reception in New Orleans
- 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 live meeting and in the AAO 2021 virtual component
- Recognition on the company’s virtual booth
- Ability to have one (30 minute) industry showcase in the virtual component of AAO 2021.
- Recognition on promotional materials, including a special e-mail sent to all Academy members
- Recognition of the platinum level support on the AAO 2021 website and mobile meeting guide
- Recognition of cumulative support in the Academy Foundation annual report, and on aao.org and the AAO 2022 donor wall

**AAO 2021 Gold: $75,000**

- Two carpet decals on the perimeter of company’s booth in New Orleans
- Two invitations to the President’s Reception at in New Orleans
- 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 live meeting and in the AAO 2021 virtual component
• Recognition on the company’s AAO 2021 virtual booth
• Recognition on promotional materials, including a special e-mail sent to all AAO members
• Recognition of the gold level support on the AAO 2021 website and mobile meeting guide
• Recognition of cumulative support in the Academy Foundation annual report, and on aao.org and the AAO 2022 donor wall

AAO 2021 Silver: $50,000
• Recognition of the company silver level on signage at the live meeting and in the AAO 2021 virtual component
• Recognition on the company’s virtual booth at AAO 2021
• Recognition on promotional materials, including a special e-mail sent to all AAO members
• Recognition of the silver level support on the AAO 2021 website and mobile meeting guide
• Recognition of cumulative support in the Academy Foundation annual report, and on aao.org and the AAO 2022 donor wall

AAO 2021 Bronze: $25,000
• Recognition of the company bronze level in the AAO 2021 Virtual Expo (a company listing in each hall)
• Recognition on the company’s booth at AAO 2021
• Recognition of the bronze level support on the AAO 2021 website and mobile meeting guide
• Recognition of cumulative support in the Academy Foundation annual report, and on aao.org and the AAO 2022 donor wall

Deadline: Oct. 2, 2021

Subspecialty Track
AAO 2021’s scientific program is developed to cover a wide breadth of subspecialty topics across a variety of learning formats. While some attendees like to pick and choose across tracks, 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 donor wall

Support Level: $20,000 per
Deadline: Oct. 2, 2021

*Cumulative support will be recognized in 2022
AAO 2021 Subspecialty Day

Nov. 12-13

For 25 years, the Academy’s Subspecialty Day has set the gold standard for live educational meetings. These meetings have grown in popularity each year and are an integral part of the annual meeting for thousands of ophthalmologists.

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 donor wall

Deadline: Oct. 2, 2021

Retina Subspecialty Day: $50,000 [ RET CME ]
Retina Subspecialty Day 2021: Emerging Even Stronger 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 2021: Making Glaucoma Care the Big Easy 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 2021: New Decade—New Beginnings 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.

Neuro Ophthalmology Subspecialty Day: $20,000 [ NEU CME]
Neuro Ophthalmology 2021: Common Concerns, Uncommon Problems: Clues to Finding the Hidden Dangers is a one-day meeting designed to provide attendees with a comprehensive update on the diagnosis and management of neuro-ophthalmic diseases, and insight into new therapeutic options for treatment.

Oculofacial Plastic Surgery Subspecialty Day: $20,000 [ PLA CME ]
Oculofacial Plastic Surgery Subspecialty Day 2021: Face Forward is a one-day meeting that will provide attendees with a comprehensive, cutting-edge update on treatments in oculofacial plastic surgery.
Ocular Oncology and Pathology Subspecialty Day: $20,000 [ONC CME]
Ocular Oncology and Pathology Subspecialty Day 2021 is a one-day meeting that will provide a comprehensive update on state-of-the-art diagnostic and treatment procedures for retinoblastoma, melanoma, other intraocular tumors, conjunctival tumors, eyelid tumors and orbital tumors.

Pediatric Ophthalmology Subspecialty Day: $20,000 [PED CME]
Pediatric Ophthalmology Subspecialty Day 2021: Unmasking Pediatric Ophthalmology and Strabismus by Rethinking, Recreating, and Reimagining 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 2021 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 2021 with expert panels and rapid-fire presentations on strategies for the prevention and management of complications.
This interactive session features presentations of actual cases and follow-up discussion by expert panelists. Attendees will still be able to interact with the panel of experts to get answers to their burning questions.

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 donor wall

Support Level: $50,000
Deadline: Oct. 2, 2021
The Orbital Gala

The Foundation’s 18th annual fundraising event is dedicated to supporting the Academy’s educational, quality of care and service programs. The gala will be the premier social event at AAO 2021, attended by Academy leaders and prominent ophthalmologists from around the world. Our 2021 gala will be held on Sunday, Nov. 14 in New Orleans. Guests will enjoy a cocktail reception and silent auction.

We are building on last year’s success and excitement by hosting both an in-person reception and a virtual component – maximizing exposure for our corporate supporters. The event that brings our community together is high-energy and exciting, and serves its purpose to raise funds for important Academy programs. With a combined virtual and live event, we expect more attendees from all over the U.S. and world.

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

Visionary: $25,000 (or auction donation valued at $50,000 or more)

- Invitation for four company representatives to attend the live reception
- Virtual attendance for six guests at the Orbital Gala
- Special acknowledgment and thank you by the Academy CEO
- Special company thank you before the event
- Acknowledgment in event materials, including the website, and promotional e-mails
- Special thank you ad in EyeNet® Magazine for our Orbital Gala corporate sponsors/donors
- Recognition* in the Academy Foundation annual report, and on aao.org and the AAO donor wall

Innovator: $15,000 (or auction donation valued between $30,000-$49,999)

- Invitation for two company representatives to attend the live reception
- Virtual attendance for four guests at the Orbital Gala
- Special company thank you before the event
- Acknowledgment in event materials, including the website, and promotional e-mails
- Special thank you ad in EyeNet® Magazine for our Orbital Gala corporate sponsors/donors
- Recognition* in the Academy Foundation annual report, and on aao.org and the AAO donor wall
Partner: $7,500 (or auction donation valued between $15,000-$29,999)

- Invitation for one company representative to attend the live reception
- Virtual attendance for two guests at the Orbital Gala
- Special company thank you before the event
- Acknowledgment in event materials, including the website, and promotional e-mails
- Special thank you ad in EyeNet® Magazine for our Orbital Gala corporate sponsors/donors
- Recognition* in the Academy Foundation annual report, and on aao.org and the AAO donor wall

Deadline: Oct. 1, 2021

*Cumulative support will be recognized in 2022
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 2021 will be a highly interactive, two-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 2021 sessions. The YO Committee and its three subcommittees also will host several 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 donor wall

Support Level: $60,000
Deadline: Nov. 1, 2021

*Cumulative support will be recognized in 2022
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 donor wall

Support Level: $15,000
Deadline: Nov. 1, 2021

*Cumulative support will be recognized in 2022
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 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 – Three 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

The 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 resources 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
• Retinal disease imaging and diagnosis
• MIGS
• Dry eye disease – SOLD

Support Ranges 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 Portal

The American Academy of Ophthalmology plans to launch a new portal designed to encourage ophthalmology residents and faculty to share educational and study materials.

The new Ophthalmology Resident Portal will encourage collaborative learning and content development and help speed up the process of valuable and timely content being made available to residents and trainees. It will be designed specifically for curating crowd-sourced content, knowledge sharing and community building, and will include 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 portal will be promoted by the Academy as an adjunct to the ONE Network. Single sign-on will ensure 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. Nearly 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 will be 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 would provide 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 on the Academy website and available for viewing. 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
- Mention of the supplement and sponsor in *EyeNet*’s monthly email, sent to its circulation list at the beginning of the month
- Recognition* in the Academy Foundation annual report, and on aao.org and the 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 [RET GLA CAT PLA REF]

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.

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**: $15,000 per year
  21 videos; projected annual sales: 200 units

- **Glaucoma**: $15,000 per year
  9 videos; projected annual sales: 100 units

- **Oculoplastics**: $10,000 per year
  7 videos; projected annual sales: 75 units

- **Pediatric Ophthalmology**: $10,000 per year
  9 videos; projected annual sales: 50 units

- **Retina**: $15,000 per year
  21 videos; projected annual sales: 75 units

Support Benefits

- Acknowledgment on the product download pages and promotional materials.

- Recognition* in the Academy Foundation annual report, and on aao.org and the donor wall

*Cumulative support will be recognized in 2022
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. Please see the attached example from EyeWiki and recognition.

Sponsorship: $10,000

Multiple Area Disease/Treatment Area - supporting these sections of EyeWiki will cover both detail 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 Foundation 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.
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
- Medication injections for eye disease
- 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 donor wall

*Cumulative support will be recognized in 2022

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).

2021 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

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

2021 American Legion Eye Screening Project
The Academy provides eye-screening services to veterans attending the American Legion’s annual convention, which attracts approximately 10,000 attendees each year. More than 1,400 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 Phoenix, Arizona - August 27 - September 2, 2021

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 donor wall

Support Level: $7,000
Deadline: July 1, 2021
2021 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 African-American physicians 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 to educate those who attend the NMA, reinforces the importance of targeting high-risk populations, and underscores the value of receiving eye examinations from ophthalmologists.

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 donor wall

Support Level: $25,000
Deadline: June 1, 2021

*Cumulative support will be recognized in 2022
Practice Management

American Academy of Ophthalmic Executives® (AAOE®)

Business Acumen for the Ophthalmic Practice [PM]

The American Academy of Ophthalmic Executives® (AAOE®), the Academy’s practice management affiliate, is dedicated to helping physicians, practice administrators and staff in managing the business side of ophthalmic practice. AAOE has a membership of more than 5,000 administrators and physicians.

AAOE Business Modules

AAOE is currently developing a module series—The Resilient Practice: Positioning the Practice for Success Post-COVID-19—to help physicians re-envision their practice in the COVID-19 landscape. These modules will include case studies, templates, spreadsheets, practice forms, checklists, tools and links to resources and information on federal government and other websites. All modules are continuously updated, and future modules will be added as practice needs continue to evolve. Modules are in downloadable PDF format and also available on the AAOE website. These modules are actively promoted to members via AAOE’s weekly e-newsletter (Practice Management Express) and on the website, webinars and E-Talk, the member listserv.

This new series builds off the recently released online series of modules, Reboot Your Practice: Post-COVID-19 Recovery Roadmap for the Ophthalmic Practice. This series was created in the immediate wake of the pandemic to assist members successfully reopen their practices. Members’ views of this comprehensive guide continue to grow and currently exceed 6,000 views.

Module Topics:

Module 1: Resilient Leadership in a Time of Crisis (Completed)
Module 2: Assess, Manage and Grow: The Path to Financial Resiliency (Completed)
Module 3: Enhance Your Patient Experience and Communication (In progress)
Module 4: A Cultural Approach to Burnout (In Progress)
Module 5: The Future Practice (In Progress)

Support Benefits:

- Recognition language will be: “Sponsored, in part, by ….”
- Sponsorship name will appear on each module cover.
- Sponsorship support will be acknowledged on the webpage with the above recognition language.
- The modules 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 donor wall.

**Support Level: $25,000**  
**Deadline: April 2021**

**AAOE Webinar Series**

AAOE will produce a series of webinars, 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.

**Sponsorship 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 donor wall.

**Support Level: $10,000**  
**Deadline: May 2021 – March 2022**

**AAOE 2021 Ophthalmology Business Summit Virtual**

AAOE will host a 4-hour, highly interactive virtual Ophthalmology Business Summit on May 22, 2021. The ophthalmic practice landscape is being reshaped by COVID-19 in ways that require new business thinking and enhanced leadership. Developed with program director Robert Melendez, MD, MBA along with the American Academy of Ophthalmic Executives* (AAOE*), the virtual four-hour summit will provide an engaging, highly interactive program for physician leaders and practice administrators.

OBS 2021 will focus on:

• Developing a high-value action plan for your practice through small-group breakouts with your peers

• Building resilience through technology and an enhanced understanding of financial strategies

• Actively reimagining operational processes

• Inspiring a practice culture driven by mindful leadership

• Mitigating burnout to deliver an exceptional patient experience
**Sponsorship Benefits:**

- Recognition language will be: “Sponsored, in part, by …”
- Sponsorship will be acknowledged verbally during the summit opening session and will appear on the opening slide of the webinar.
- The summit 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 donor wall.

**Support Level:** $15,000  
**Deadline:** April 15, 2021

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**AAOE Opening Session at AAO 2021**

AAOE will present an engaging panel discussion by Academy leaders and practice experts at the Opening Session. The panel will focus on current practice business challenges as well as the future state of ophthalmic practice as the nation emerges from the pandemic. This panel approach resonated with physicians and administrators, drawing an attendance of over 1600 attendees for the AAOE 2020 Virtual Opening Session. The Opening Session will also be available online 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 donor wall

**Support Level:** $15,000  
**Deadline:** August 2021
EyeNet® Magazine Practice Management Supplements

As a newsmagazine, EyeNet stays abreast of current topics in ophthalmology. In 2019, 54% of physicians said that they need specific practice management advice and information to stay successful and efficient in an environment of declining reimbursement and complex market challenges, while also providing a quality patient experience.

This proposed practice management supplement would provide tips and advice to meet the current practice challenges from key Academy leaders and content creators. It will serve as an enduring resource, for both, practice administrators and ophthalmologists to continuously improve management of the practice.

The supplement will be 12-16 pages in length with 6-8 articles on cutting edge practice management insights and advice on the following areas:

• A review of key factors affecting the practice environment and how to respond to the challenges
• Tips to maintain the financial health of your practice
• Methods to improve practice flow
• Medicine management and billing
• Risk and malpractice advice
• Emotional Intelligence - why is it important in managing your practice successfully
• Enhancing the entire Eyecare Team.

Support Benefits

• Recognition and logo on cover of supplement and on electronic version posted on the EyeNet website
• Mention of the supplement and sponsor in EyeNet’s monthly email, sent to its circulation list at the beginning of the month
• Recognition* in the Academy Foundation annual report, and on aao.org and the donor wall
• Sponsorships are available as supplements become available. Please inquire about current topics.

Support Level: $35,000

Sponsors can collaborate with AAOE to author one of the finalized article topics (except in the areas of coding and billing). The content will be reviewed and vetted by the AAOE content committee.

This supplement will be polybagged with the 2020 annual meeting issue of EyeNet and mailed to the circulation list (22,000 recipients).

The Profitable Retina Practice [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
- Developing of reporting system
- Use 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 donor wall

**Support Level: $25,000 per year**

*Cumulative support will be recognized in 2022

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**Coding Audit Success Toolkit [PM]**

Audits continue to wreak havoc on practices. Practices are not doing enough to proactively prepare. The Coding Audit Success Toolkit provides the tools for practices to implement an effective compliance plan.

Content contains: Checklists for every CERT, Recovery Audit, SMRC, TPE, ZPIC. The workbook will discuss the importance of these checklists and how to implement them.

Checklist provided for these targeted areas:

- Anti-VEGF Treatments
- Blepharoplasty
- Botox Injections
- Cataract Surgery
- Exams E/M and Eye visit codes
- ICD-10 Checklist
- Medical Necessity
- Lesion Removal
- Punctal Plugs
- Testing Services
- YAG Capsulotomy
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 donor wall

Support Level: $7,500 per year sponsorship

**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 donor wall

**Educational Credit:** CME and JCAHPO Category A CEUs

**Instructors:** David Glasser, MD; Anthony Johnson, MD; Michael X. Repka, MD, MBA; Matthew Baugh, MHA, OSC, OCS, OCSR; Heather Dunn, COA, OCS.; Jenny Edgar, CPC, CPCO, OCS, OCSR; Joy Woodke, COE, OCS

**Moderator:** Sue Vicchrilli, COT, OCS, OCSR

Support Level: $15,000 per course
Deadline: Oct. 1, 2021
New: Conquering New E/M Documentation Guidelines for Ophthalmology

To assist ophthalmic practices, prepare for new E/M documentation guidelines, the biggest coding change in more than 20 years, the Academy developed a narrated online tutorial with accompanying workbook. These will provide a clear path for ophthalmologists and staff to navigate through the transition. Includes:

- Step-by-step instructions and clinical examples
- Worksheets covering new E/M documentation, Eye visit codes and exams that occur in other locations
- A Certificate of Completion you’ll receive after successfully passing the exam section
- Designation for earning up to 4 CME credits

Sponsorship recognition:

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

Support Level: $25,000/1 yr. sponsorship

*Cumulative support will be recognized in 2022

New: Documentation Compliance Training Program for Scribes and Technicians

To ensure that staff in the exam lanes comply with documentation requirements and guidelines, the Academy is developing 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 donor wall

Sponsorship Level: $20,000 per year

New: Retina Coding and Practice Management website
The ultimate retina-specific resource for all coding, MIPS and practice issues including COVID-19 waivers and physician/staff/patient protection tips. Averaging 1,000 views to this site monthly this is a valued resource. Recognition includes company acknowledgement and logo on the website.

Support Level: $20,000 per year

New: Ocular Trauma Coding Website
This upcoming website will be the ultimate resource for coding ophthalmic trauma emergency scenarios. Recognition includes company acknowledgement and logo on the website.
**2022 Coding Update Annual Webinar**

AAOE’s most popular webinar was attended by more than 500 practices in 2021. Presented by AAOE’s coding specialists in January 2022, 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
- Acknowledgment* in the Academy Foundation annual report, and on aao.org and the donor wall

**Educational Credit:** CME

**Support Level:** $20,000

**Deadline:** Dec. 1, 2021

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**American Academy of Ophthalmology Codequest™**

The American Academy of Ophthalmology Codequest is a four-hour coding and documentation seminar presented across the country. 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 on promotional materials
- Invitation for representatives attend the seminars
- Acknowledgment* in the Academy Foundation annual report, and on aao.org and the donor wall

**Educational Credit:** CME

**Support Level:** $50,000 per year

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*Cumulative support will be recognized in 2022*
2022 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.

Topics covered 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 donor wall

Support Levels: $25,000
Deadline: July 1, 2021

2022 Coding Assistant to the Subspecialties

These modules covers subspecialty-specific coding information and scenarios to assist physicians and staff 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 donor wall

Support Levels: $20,000
Deadline: July 1, 2021
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

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 donor wall

Support Level: $25,000
Deadline: Nov. 1, 2020

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 donor wall

Support Level: $25,000 per year

*Cumulative support will be recognized in 2022
Ophthalmic Coding Specialist Exam \[COD\]
Ophthalmic Coding Specialist Retina Exam \[COD\]

Physicians and staff test their coding competency via the Ophthalmic Coding Specialist Exam and/or the Ophthalmic Coding Specialist Exam unique to Retina. The online, 100 multiple-choice question tests covering all core competency areas of ophthalmic coding. Approximately 500 physicians and staff take the exams annually.

Ophthalmic Coding Specialist Retina Exam: In April 2018, the Academy began offering 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 donor wall

Support Level: $15,000

2022 ICD-10-CM for Ophthalmology: The Complete Reference Book \[PM COD\]

The only ophthalmology-specific book of ICD-10 codes to assist physicians, administrators, billers, coders and technicians with the 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 donor wall

Support Level: $15,000 per year
Deadline: July 1, 2021

*Cumulative support will be recognized in 2022

2022 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 donor wall

Support Level: $25,000
Deadline: Nov. 1, 2021

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.

Public health evidence reveals that access to care improves when the physician community reflects the population at large. Although underrepresented minority groups comprise 30.7% of the U.S. population, they only make up 6% of practicing ophthalmologists.

Impact of the Minority Ophthalmology Mentoring Program
• Over 250 ophthalmologists are involved as volunteers, serving as mentors, committee members, speakers and liaisons at medical schools.
• The program grew from 20 students in the Class of 2018 to 30 students in the Class of 2019. The Class of 2020 grew to 50 and the Class of 2021 will grow to 100.
• All students report “high” or “very high” interest in ophthalmology after participating in the Student Engagement Program and would recommend the program to a friend.

Opportunities Provided by the Minority Ophthalmology Mentoring Program
At the heart of the program is a dynamic team of ophthalmologist mentors dedicated to supporting students on their paths to becoming competitive ophthalmology residency applicants.

Students are given the opportunity to:
• Connect one-on-one with enthusiastic ophthalmologists who support students’ academic and career development
• Explore the field of ophthalmology and gain hands-on experience with ophthalmic technology
• Learn how ophthalmologists positively impact community health by preventing vision loss from diseases such as diabetes and glaucoma
• Discover why ophthalmologists enjoy rewarding work and report high career satisfaction
• See how ophthalmologists are passionate about protecting sight and empowering lives

Sapphire $5,000
• Recognition as a sponsor of the Minority Ophthalmology Mentoring program for 2021-22 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 2021 Booth sign indicating Minority Ophthalmology Mentoring Sapphire Sponsor

Emerald $15,000
All Sapphire benefits, plus:
• AAO 2021 Booth sign indicating Minority Ophthalmology Mentoring Emerald Sponsor

Ruby $25,000
All Emerald benefits, plus:
• Right of first refusal to have students visit booth on exhibit hall tour (in order of level)
• AAO 2021 Booth sign indicating Minority Ophthalmology Mentoring Ruby Sponsor

Diamond $50,000+
All Ruby benefits, plus:
• Listed as a sponsor of the student networking reception during the Student Engagement Program;
• AAO 2021 Booth sign indicating Minority Ophthalmology Mentoring Diamond Sponsor

Leadership Development Program XXII, Class of 2022
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 2021.

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 the Board of Trustees. 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 November 2021, January 2022, April 2022 and October 2022.
- Recognition in Academy publications including *EyeNet* Magazine, Academy Express, YO Info, LDP Alumni Newsletter and the Council Newsletter
- Acknowledgment* in the Academy Foundation annual report, and on aao.org and the donor wall

**Support Level: $20,000**
**Deadline: Sept. 1, 2021**

*Cumulative support will be recognized in 2022.

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**Professional Development**

**Mid-Year Forum** April 23 - 24, 2021. [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 29th year in 2021, 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.

Due to the pandemic, the meeting will be held virtually on April 23 and 24, with the Academy’s Spring Council Meeting to directly follow. Congressional Advocacy Day, typically held at the beginning of the Mid-Year Forum, will be held virtually on May 5. In 2022, plans are for the Mid-Year Forum are to return to an in-person meeting.

**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
• 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 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.
• 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 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 donor wall

**Deadline: Mar. 31, 2021** for recognition in the printed and online final program and electronic agenda book provided to attendees.

**SCOPE e-Newsletter**

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; 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 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 United States 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 2021 in New Orleans, where guest ophthalmologists will attend Subspecialty Day and instruction courses, as well as visit the exhibit floor. 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 2021 to meet their guest
• Acknowledgment* in the Academy Foundation annual report, and on aao.org and the donor wall

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

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 donor wall

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

*Cumulative support will be recognized in 2021

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**International Society of Refractive Surgery: General Support [REF CAT]**

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 2,000 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 2021
- 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 2021
- Three invitations to the ISRS Member Lunch (held on Refractive Surgery Subspecialty Day at AAO 2021) and recognition from the podium
- Eight complimentary registrations to Refractive Surgery Subspecialty Day at AAO 2021, 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*
International Audiences

Gold: $25,000
- One invitation to attend an ISRS Executive Committee Meeting held during AAO 2021
- One invitation to the ISRS Member Lunch (held on Refractive Surgery Subspecialty Day at AAO 2021) and recognition from the podium
- Five complimentary registrations to Refractive Surgery Subspecialty Day at AAO 2021, 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 2021, 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 donor wall

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

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 donor wall

**Support Levels**
- Annual series (4 webinars): $25,000
- Individual webinar: $7,500

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**ISRS Externship Program [REF CAT]**

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 United States 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 donor wall

**Support Level** $25,000 per region per year
**ISRS Multimedia Library**

The Multimedia Library contains more than 800 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 donor wall

**Support Level: $7,500 per year**

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**ISRS Symposium at ESCRS 2021**

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 Amsterdam in August 2021. 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 donor wall

**Support Level: $7,500**

*Cumulative support will be recognized in 2022
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 donor wall

Support Level: $10,000 per year

ISRS 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 Listserv section of isrs.org
- Quarterly recap of ISRS Community discussions
- Acknowledgment* in the Academy Foundation annual report, and on aao.org and the donor wall

Support Level: $7,500 per year

*Cumulative support will be recognized in 2022
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 2021 Regional Meetings
Dallas Ophthalmic Update – Dallas, Texas, April 2021

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

2021 EyeQ Webinar Series – Focus On Your Future

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 (4-5 opportunities)**
- Recognition on the webinar webpage, in marketing materials, and during the introduction of the webinar that becomes part of the recorded material
2021 Corporate Affiliate Membership Program
This benefits program for ophthalmic commercial organizations includes:
• One free ad in EYE kNOW, ASORN’s monthly e-newsletter
• One eblast to the ASORN mailing list of over 3000 contacts
• One article submission in EYE kNOW, ASORN’s monthly e-newsletter
• One-time use of membership mailing list (USPS addresses)
• Free ad for 1 quarter on web site
• Priority on sponsorship opportunities
One-year membership $2,250

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 2020 Promotional Opportunities
Exhibitors can promote their brand and generate more sales leads at AAO 2021 with promotional opportunities. Find more information about options at aao.org/promo-opps or contact Abigail Greber at agreber@aao.org.

EyeNet® Magazine: AAO 2021 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 2021 News (formerly Academy 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: $10,210
Junior Page Color: $8,715
Half Page Color: $7,275

Deadline: Contact M.J. Mrvica Associates

EyeNet AAO 2021 News Distribution Bins

AAO 2021 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 2021 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 on the exhibit floor.

Several affordable levels of advertising are available to exhibitors, including cover advertising. It will be mailed to all U.S. Academy members, plus a bonus distribution on the convention hall floor.

Pricing

Basic Listing: Free to all AAO 2021 exhibitors
Upgrade #1: $295 (25-word profile)
Upgrade #2: $605 (60-word profile)
Upgrade #3: $1,215 (60-word profile and color image)
Upgrade #4: $1,825 (60-word profile and color image on inside cover)
Full Page Color Ad: $7,280
Half Page Color Ad: $3,650

Deadline: Contact M.J. Mrvica Associates

EyeNet AAO 2021 Daily

A daily, clinical e-newsletter reported over four days of the virtual event, AAO 2021 Daily allows ophthalmologists throughout the world—at the meeting and at home—to stay on top of news
from AAO 2021 and Subspecialty Day. It is emailed to all Academy members, members of the
American Academy of Ophthalmic Executives, and Subspecialty Day and AAO 2021 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: $15,000/day
- Box ads: $12,500/day

**Deadline:** Nov. 1, 2020

**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: $21,000
- 12 pages: $23,150
- 16 pages: $25,350
- 24 pages: $27,550

**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 more than 255,000 page views and 223,500 unique visitors per month.

**Pricing:**

- Leaderboard: $4,300
- Skyscraper 1: $4,000
- Skyscraper 2: $3,800
- Box 1: $3,300
- Box 2: $2,500

**Deadline:** Two weeks before the issue month

**EyeNet Electronic Table of Contents Email Newsletter (eTOC)**

*EyeNet*’s eTOC, *EyeNet*’s monthly electronic Table of Contents blasts provide both U.S. and international members with on-the-go highlights of *EyeNet*’s print content. With 23,400 recipients, this monthly blast show a consistently high open rate of 35%. 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.

**Pricing:** $3,100 for top banner; $3,000 for middle banner; $2,888 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 4,000/month
Contact M.J. Mrvica Associates

EyeNet Retina Express Email Newsletter

This monthly e-blast provides 9,500 retina specialists and comprehensive ophthalmologists with the latest retina news, products, and services provided by the Academy.

Pricing: $5,500 per month (exclusive support)
$3,500 per month (nonexclusive support, top placement)
$3,000 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 18 million page views a year. For more information, visit t aao.org/advertising-policies.

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 or YO Info. For more information, visit aao.org/ advertising-policies.

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@aao.org.

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