

The Academy Member Services Department is happy to help you promote your participation at the 2009 Joint Meeting. Below are commonly asked questions about the mailing label rental service. Your promotional copy must be submitted for review and approval before your order will be delivered. Note: To prevent misunderstandings, all promotional copy for exhibitor meetings, seminars, events, functions, and gatherings may not use the phrase “in conjunction with the Academy” or use similar language that in any way states, conveys, or implies Academy sponsorship, endorsement, joint presentation, or support. Exhibitors may use “At the Joint Meeting” or “During the Joint Meeting” in their promotional copy. **All promotional copy must include a disclaimer that the meeting, booth presentation, seminar, event, function or gathering is not affiliated with the official program of the Joint Meeting. Failure to comply with this policy may result in priority point forfeiture.**

**Q: When should I place my order for mailing labels?**

A: Orders should be placed before September 26, 2009. For International orders, all order requests must be received by September 12, 2009.

**Q: How soon after ordering will I receive the list?**

A: Orders are processed on a first come, first serve basis. Orders will be processed beginning on August 22, 2009 and will be processed within 7 business days.

**Q: What is the difference between the Joint Meeting/ Subspecialty Day pre-registrants list and the regular Academy mailing label list?**

A: The pre-registrant mailing label list contains individuals who have pre-registered for the Academy’s Joint meeting or one of the Academy’s Subspecialty Day meetings. The pre-registrant list can be broken down by target groups (practicing ophthalmologists, ophthalmologists-in-training, retired ophthalmologists) or by geography (state or country). The Academy’s regular mailing label list contains all individuals (practicing physicians, physicians-in-training, retired physicians) whether they are registered for the Academy’s Joint meeting or one of the Academy’s Subspecialty Day meetings or not. The Academy’s regular mail list allows for specific target groups (specialty, age, practice type, education, geography).

**Q: Why can’t I target specific pre-registrants for the Joint Meeting?**

A: Due to the number of requests that are received, the Academy can not accommodate more specific target groups other than what is listed. Any exhibitor requiring a list that contains additional target groups should use the Academy’s regular mail label order form. These requests are subject to a rush charge and will be processed within 7 working days.

**Q: What is the Confidentiality Agreement for Mailing List (Licensee) form?**

A: This form grants permission (a limited license) to the purchaser (licensee) to use the Academy’s list for the purpose of a mailing. By signing this form, the Licensee agrees to the terms of the Academy’s policies and terms set forth in the agreement. All orders submitted to the Academy requesting the rental/purchase of any part of our list will need to also include a signed copy of the Confidentiality Agreement for Mailing List (Licensee) form. This form must be completed by the company ordering the list, NOT the mailing house.

**Q: I have a mailing house that will do my mailing. Will I still need to sign the Confidentiality Agreement for Mail List (Licensee) form?**

A: Yes. If you have a mailing house that will be doing your mailing, then the Academy will require them to sign our mailing house confidentiality agreement form, not included in this information packet. We will contact your mailing house and send the appropriate agreement form to them for a signature. No list will be released until all forms are completed, signed, and on file.

**Q: Do you rent your list on CD?**

A: Yes. This option is only available if you have a third party mailing house that will be handling your mailing. Your mailing house must follow the Academy’s policies governing the rental on the use of our list and sign our mailing house confidentiality agreement form. Once we receive the signed form, we will send the CD directly to the mailing house. This form is NOT in this information packet.

**Q: Will I get the same number of labels for pre-registrants as last year?**

A: No. Each meeting is different, and the number of pre-registered individuals varies from year to year.

**Q: When will I find out if my mailing piece is approved?**

A: If your mailing piece is approved, your order is processed automatically. If there is a problem with your mailing piece, we will contact you.

**Q: How will you ship my order?**

A: By default, all orders are shipped via FedEx Super Saver or 2-Day if Super Saver is not available in your area. You may select an alternate method on the order form.

**Q: What is a mailing piece?**

A: A mailing piece is the advertisement that you wish to send out to the pre-registrants. Your mailing piece will be approved according to Technical Exhibitor Policies Governing the Rental of Mailing Labels and the policies outlined in the Exhibitor Prospectus.

**Q: What type of labels do you provide?**

A: We now only offer one type of mail label format: pressure sensitive (peel and stick labels). Our list is also available on CD for companies that are outsourcing their mailing to a 3rd party mailing house.

**Q: Can I use one form for all of my lists?**

A: No. If you are ordering separate lists, you will need to provide separate order forms and agreements. Due to the number of requests for our pre-registrant lists, separate order forms will reduce potential confusion with order requests.

**Q: My mailer is not ready yet, may I submit last year’s?**

A: No, only final mailers will be accepted for approval.

**Q: My mailer is not ready yet, can you start processing my order anyway.**

A: No, only complete orders will be processed.

**Q: My mailer file is too big to e-mail, is there another way to send it?**

A: Yes, contact Member Services for more information.

**Q: Are your lists certified?**

A: No, our lists are sold as is and are not certified and may not be NCOA compliant.

**Permission to rent Academy Labels will be granted to organizations, firms or individuals who agree to and comply with the terms and conditions below.**

**Procedure:**

- You must submit the following with each order:
  - A sample of the intended mailing piece – submit every piece that will be included in the mailing.
  - A completed order form.
  - A completed and signed copy of the attached *Confidentiality Agreement for Mailing List (Licensee)* form.
- Following approval of your mailing piece by the Academy, the Academy will send you one address list. If requested, a CD containing the mailing list will be provided to your mailing house. The Academy will request that your mailing house sign a copy of the Academy's *Confidentiality Agreement for Mailing List (mailing house)* form. The Academy will contact your mailing house for signature. Your mailing house will be bound by the *Confidentiality Agreement for Mailing List (mailing house)* that will be sent with the CD.

**Terms of Use:**

- To prevent misunderstandings, promotional copy for exhibitor meetings, booth presentations, seminars, events, functions, and gatherings may not use the phrase “in conjunction with the Academy” or use similar language that in any way states, conveys, or implies Academy sponsorship, endorsement, joint presentation, or support. Exhibitors may use “At the Joint Meeting” or “During the Joint Meeting” in their promotional copy. **All promotional copy must include a disclaimer that the meeting, booth presentation, seminar, event, function or gathering is not affiliated with the official program of the Joint Meeting.** Failure to comply with this policy may result in priority point forfeiture.
- Academy labels are available only for the communications germane to the scientific or practical aspects of medicine.
- Academy labels will not be made available for any communication on drugs, medical equipment or devices involving the offer of a rebate, discount, or other remuneration, which in the sole discretion of the academy, may be illegal or unethical.
- Academy labels will not be made available for any fund raising or survey mailing purposes.
- Academy labels will not be made available for any communications that would tend to mislead, misinform, or deceive.
- Mailings are subject to Advance approval by the Academy.
- Rental of the Academy's labels does not imply Academy endorsement, and no implication of endorsement, approval, co-sponsorship or cooperation will be made in any mailings.
- Academy labels may not be used to create or update any database. The mailing list is the property of the Academy and may not be duplicated.
- Each set of Academy labels or mailing list may be used only once and only for the purpose approved by the Academy.

**Mailing List Pricing**

- To order a list, please use the **enclosed** order form and return it to us with the **intended mailing piece**. Once your mailing piece has been approved, a list will be produced according to your specifications and shipped to you within **10 business days**.
- Lists are sorted by Zip Code, unless you specify otherwise.
- Labels are printed on **Pressure Sensitive** (peel and stick) paper. CDs are also available. When requesting a CD, place your 3rd party mail house information in the “ship to” section of the order form.

**EXHIBITOR PRICING**

**Base Costs**

Set Up Fee	\$ 110.00
Per Label Cost	\$ 0.14
Pressure Sensitive Labels	\$ 0.01 (Cost per name)

**Geographic Breakdown**

Country*	\$ 15.00
State*	\$ 15.00
Zip Code**	\$ 15.00
Specialty Program	\$ 20.00

**Random Sorts**

nth select***	\$ 25.00
---------------	----------

**Shipping & Handling\*\*\***

Regular	\$ 15.00
2-Day	\$ 20.00
Overnight	\$ 40.00

**Cancellation Fee:**

\$50 prior to mailing, full payment required for orders cancelled after mail date.

**To order please return your completed order form and your intended mailing piece to:**

American Academy of Ophthalmology  
PO Box 7424  
San Francisco, CA 94120-7424  
Fax (415) 561-8575 Attn: Member Services  
Or E-mail member\_services@aaao.org

\* Cost is per area within each category

\*\* Cost per selection or range

\*\*\*By default, all orders are shipped via FedEx Super Saver (2-Day if super saver is not available in your area)

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

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

**2. Use by Licensee.** Licensee is in the business of \_\_\_\_\_, and in connection with providing such services, AAO grants Licensee a limited license to use all or a portion of the AAO Lists, provided that:

- Licensee shall be in full compliance with “Policies Governing the Rental of AAO Mailing Labels,” attached hereto as Exhibit 1 and incorporated by reference as if fully set forth herein; and
- Licensee shall use the AAO Lists only for the specific purpose of \_\_\_\_\_ (the “Permitted Use”).

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

**4. Delivery Fees.** Licensee agrees that it will be responsible for the following fees for mail delivery of the AAO Lists:  
**Shipping and Handling \*\***

Regular \$15.00      2-Day \$20.00      Overnight \$40.00

\*\*By default, all orders are shipped via FedEx Super Saver (2-day if super saver is not available in your area)

**5. Cancellation Fee.** Licensee understands and agrees that it will be liable for a cancellation fee (“Cancellation Fee”) of \$50 prior to mailing. **Full payment will be required for orders cancelled after mail date.**

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

**American Academy of Ophthalmology, Inc.**

Licensee: \_\_\_\_\_

Sign: \_\_\_\_\_ Sign: \_\_\_\_\_

Name: Jill Hartle Name: \_\_\_\_\_

Title: Director Member & Customer Service Title: \_\_\_\_\_

Date: \_\_\_\_\_ Date: \_\_\_\_\_

AAO Technical  
Exhibitor Number

**Technical Exhibitor 2009 Joint Meeting & Subday  
PRE-REGISTRANT Mailing Labels Order Form**

To order labels, please complete this form **along with the Confidentiality Agreement (Licensee)** form and return it to us with the intended mailing piece. Please use a separate form for each order. Once your mailing piece has been approved, labels will be produced according to your specifications and shipped to you on or before **September 26, 2009** for domestic orders and on or before **September 12, 2009** for international orders.

**IMPORTANT:** To prevent misunderstandings, promotional copy for exhibitor meetings, booth presentations, seminars, events, functions, and gatherings may not use the phrase "in conjunction with the Academy" or use similar language that in any way states, conveys, or implies Academy sponsorship, endorsement, joint presentation, or support. Exhibitors may use "At the Joint Meeting" or "During the Joint Meeting" in their promotional copy. **All promotional copy must include a disclaimer that the meeting, booth presentation, seminar, event, function or gathering is not affiliated with the official program of the Joint Meeting.** Failure to comply with this policy may result in priority point forfeiture.

FOR OFFICIAL USE ONLY — DO NOT WRITE IN THIS AREA

Order #: \_\_\_\_\_ ID #: \_\_\_\_\_

Last Order: \_\_\_\_\_ Status:  PD  OW Age: \_\_\_\_\_

Quote: \_\_\_\_\_

Rec'd:  LA  MP  MHA Count: \_\_\_\_\_

**Contact Information:**

Name: First / Last

Date: MM / DD / YYYY

Telephone: Area code / Number / Extension

Fax: Area Code / Number

Organization/Firm

E-mail Address

**Bill To:**

**Ship To:**

Check here if billing and shipping information is the same (Not applicable for CD orders)



Organization/Firm

Organization/Firm



Last Name

First Name

Last Name

First Name



Street Address

Street Address



City

State

Zip

City

State

Zip



Country

E-mail Address

Country

E-mail Address



Telephone: Area Code/Number

Fax: Area Code/Number

Telephone: Area Code/Number

Fax: Area Code/Number

**Target Group:**

Select every target group you wish to have included in your labels. Please e-mail for approximate counts.

**Random N<sup>th</sup> Select:**

**2009 Joint Meeting**

**Target Specialty Program:**

Note: There is a charge of \$20 per program.

**Glaucoma** 2009: What's New, What's True?

**Neuro-Ophthalmology** 2009: "Wait, Wait...Don't Tell Me": Recognizing the Distinguishing Sign in Neuro-Ophthalmology

**Pediatric Ophthalmology** 2009: Controversies and Concepts in Pediatric Ophthalmology and Strabismus

**Refractive Surgery** 2009: It's Time to Change

**Retina** 2009: The Cutting Edge

**Payment Information:**

P.O. #

Bill Me

Call for Credit Card #

**Courier:**  DHL  FEDEX  UPS  USPS

**Account #** (Optional)

**Shipping & Handling:**

**Regular** (default)

**2-Day**

**Overnight**

**File Format:**

**Excel worksheet** (\*.xls) (default)

**Tab delimited ASCII** (\*.txt)

**Comma delimited** (\*.csv)

**File Medium:**

**Pressure Sensitive** (3-across peel & stick labels)

**Note:** Additional charge of \$.01 per name

**CD** (A 3rd party mailing house is required for this option)

**Geographic Selection:** (for specific country, state or zip code)

**Please return all completed required documents to:**

**American Academy of Ophthalmology – Member Services**

PO Box 7424

San Francisco, CA 94120-7424

Tel: (415) 561-8581 Fax: (415) 561-8575

Email: member\_services@aao.org

**Practicing Ophthalmologists:**

**Academy members**

Canada  US

International

**Non-members**

Canada  US

International

**Ophthalmologists in Training:**

**Academy members**

Canada  US

International

**Non-members**

Canada  US

International

**Retired Ophthalmologists:**

**All are Academy members**

Canada  US

International

**Additional Notes:**

**NOTE:** If you are ordering a partial list consisting of more than five states, consult the chart below and list the zip code ranges of the states you want on the order form. Please call for pricing on special geographic requests.

Sorted by Zip Code			Sorted by State		
<b>PR</b>	<b>00601 — 00988</b>	Puerto Rico and Virgin Islands	<b>AL</b>	<b>35004 — 36925</b>	Alabama
<b>VI</b>	<b>00801 — 00851</b>	Virgin Islands	<b>AK</b>	<b>99501 — 99950</b>	Alaska
<b>MA</b>	<b>01001 — 05544</b>	Massachusetts	<b>AR</b>	<b>71601 — 72959</b>	Arkansas
<b>RI</b>	<b>02801 — 02940</b>	Rhode Island	<b>AZ</b>	<b>85001 — 86556</b>	Arizona
<b>NH</b>	<b>03031 — 03897</b>	New Hampshire	<b>CA</b>	<b>90001 — 96162</b>	California
<b>ME</b>	<b>03901 — 04992</b>	Maine	<b>CO</b>	<b>80001 — 81658</b>	Colorado
<b>VT</b>	<b>05001 — 05907</b>	Vermont	<b>CT</b>	<b>06001 — 06928</b>	Connecticut
<b>CT</b>	<b>06001 — 06928</b>	Connecticut	<b>DC</b>	<b>20001 — 20599</b>	District of Columbia
<b>NJ</b>	<b>07001 — 08989</b>	New Jersey	<b>56901 — 56972</b>		
<b>NY</b>	<b>00501 — 14925</b>	New York	<b>DE</b>	<b>19701 — 19980</b>	Delaware
<b>PA</b>	<b>15001 — 19640</b>	Pennsylvania	<b>FL</b>	<b>32003 — 34997</b>	Florida
<b>DE</b>	<b>19701 — 19980</b>	Delaware	<b>GA</b>	<b>30002 — 31999</b>	Georgia
<b>DC</b>	<b>20001 — 20599</b>	District of Columbia	<b>39813 — 39901</b>		
<b>MD</b>	<b>20601 — 21930</b>		Maryland	<b>GU</b>	<b>96910 — 96932</b>
<b>VA</b>	<b>22001 — 24658</b>	Virginia	<b>HI</b>	<b>96701 — 96898</b>	Hawaii
<b>WV</b>	<b>24701 — 26886</b>	West Virginia	<b>IA</b>	<b>50001 — 52809</b>	Iowa
<b>NC</b>	<b>27006 — 28909</b>	North Carolina	<b>ID</b>	<b>83201 — 83877</b>	Idaho
<b>SC</b>	<b>29001 — 29945</b>	South Carolina	<b>IL</b>	<b>60001 — 62999</b>	Illinois
<b>GA</b>	<b>30002 — 31999</b>	Georgia	<b>IN</b>	<b>46001 — 47997</b>	Indiana
<b>39813 — 39901</b>					
<b>FL</b>	<b>32003 — 34997</b>	Florida	<b>KS</b>	<b>66002 — 67954</b>	Kansas
<b>AL</b>	<b>35004 — 36925</b>	Alabama	<b>KY</b>	<b>40003 — 42788</b>	Kentucky
<b>TN</b>	<b>37010 — 38589</b>	Tennessee	<b>LA</b>	<b>70001 — 71497</b>	Louisiana
<b>MS</b>	<b>38601 — 39776</b>	Mississippi	<b>MA</b>	<b>01001 — 05544</b>	Massachusetts
<b>KY</b>	<b>40003 — 42788</b>	Kentucky	<b>MD</b>	<b>20601 — 21930</b>	Maryland
<b>OH</b>	<b>43001 — 45999</b>	Ohio	<b>ME</b>	<b>03901 — 04992</b>	Maine
<b>IN</b>	<b>46001 — 47997</b>	Indiana	<b>MI</b>	<b>48001 — 49971</b>	Michigan
<b>MI</b>	<b>48001 — 49971</b>	Michigan	<b>MN</b>	<b>55001 — 56763</b>	Minnesota
<b>IA</b>	<b>50001 — 52809</b>	Iowa	<b>MO</b>	<b>63001 — 65899</b>	Missouri
<b>WI</b>	<b>53001 — 54990</b>	Wisconsin	<b>MS</b>	<b>38601 — 39776</b>	Mississippi
<b>MN</b>	<b>55001 — 56763</b>	Minnesota	<b>MT</b>	<b>59001 — 59937</b>	Montana
<b>SD</b>	<b>57001 — 57799</b>	South Dakota	<b>NC</b>	<b>27006 — 28909</b>	North Carolina
<b>ND</b>	<b>58001 — 58856</b>	North Dakota	<b>ND</b>	<b>58001 — 58856</b>	North Dakota
<b>MT</b>	<b>59001 — 59937</b>	Montana	<b>NE</b>	<b>68001 — 69367</b>	Nebraska
<b>IL</b>	<b>60001 — 62999</b>	Illinois	<b>NH</b>	<b>03031 — 03897</b>	New Hampshire
<b>MO</b>	<b>63001 — 65899</b>	Missouri	<b>NJ</b>	<b>07001 — 08989</b>	New Jersey
<b>KS</b>	<b>66002 — 67954</b>	Kansas	<b>NM</b>	<b>87001 — 88439</b>	New Mexico
<b>NE</b>	<b>68001 — 69367</b>	Nebraska	<b>NV</b>	<b>88901 — 89833</b>	Nevada
<b>LA</b>	<b>70001 — 71497</b>	Louisiana	<b>NY</b>	<b>00501 — 14925</b>	New York
<b>AR</b>	<b>71601 — 72959</b>	Arkansas	<b>OH</b>	<b>43001 — 45999</b>	Ohio
<b>OK</b>	<b>73001 — 74966</b>	Oklahoma	<b>OK</b>	<b>73001 — 74966</b>	Oklahoma
<b>TX</b>	<b>73301 — 73344</b>	Texas	<b>OR</b>	<b>97001 — 97920</b>	Oregon
<b>75001 — 88595</b>					
<b>CO</b>	<b>80001 — 81658</b>	Colorado	<b>PA</b>	<b>15001 — 19640</b>	Pennsylvania
<b>WY</b>	<b>82001 — 83414</b>	Wyoming	<b>PR</b>	<b>00601 — 00988</b>	Puerto Rico and Virgin Islands
<b>ID</b>	<b>83201 — 83877</b>	Idaho	<b>RI</b>	<b>02801 — 02940</b>	Rhode Island
<b>UT</b>	<b>84001 — 84791</b>	Utah	<b>SC</b>	<b>29001 — 29945</b>	South Carolina
<b>AZ</b>	<b>85001 — 86556</b>	Arizona	<b>SD</b>	<b>57001 — 57799</b>	South Dakota
<b>NM</b>	<b>87001 — 88439</b>	New Mexico	<b>TN</b>	<b>37010 — 38589</b>	Tennessee
<b>NV</b>	<b>88901 — 89833</b>	Nevada	<b>TX</b>	<b>73301 — 73344</b>	Texas
<b>CA</b>	<b>90001 — 96162</b>	California	<b>75001 — 88595</b>		
<b>HI</b>	<b>96701 — 96898</b>	Hawaii	<b>UT</b>	<b>84001 — 84791</b>	Utah
<b>GU</b>	<b>96910 — 96932</b>	Guam	<b>VA</b>	<b>22001 — 24658</b>	Virginia
<b>OR</b>	<b>97001 — 97920</b>	Oregon	<b>VI</b>	<b>00801 — 00851</b>	Virgin Islands
<b>WA</b>	<b>98001 — 99403</b>	Washington	<b>VT</b>	<b>05001 — 05907</b>	Vermont
<b>WI</b>	<b>53001 — 54990</b>	Wisconsin	<b>WA</b>	<b>98001 — 99403</b>	Washington
<b>WV</b>	<b>24701 — 26886</b>	West Virginia	<b>WI</b>	<b>53001 — 54990</b>	Wisconsin
<b>AK</b>	<b>99501 — 99950</b>	Alaska	<b>WV</b>	<b>24701 — 26886</b>	West Virginia
			<b>WY</b>	<b>82001 — 83414</b>	Wyoming