



AMERICAN ACADEMY
OF OPHTHALMOLOGY®

Ophthalmic Business Council

2024 - 2025 Connecting Academy and industry leaders for more than 30 years



Protecting Sight. Empowering Lives.®

Lead the Conversation

The Ophthalmic Business Council (OBC) is an excellent way for leaders in the ophthalmic community to connect and share ideas. Membership in the OBC gives you the opportunity to:

- Collaborate with key stakeholders on ways to **improve patient care**
- **Network face to face** with Academy leaders, physicians and industry experts
- Engage in timely conversations about **critical issues facing ophthalmology**
- Successfully navigate **reimbursement and policy issues**

Symposia

OBC Fall Symposium September 12-13, 2024 San Francisco

Held in conjunction with the Academy's Board of Trustees meeting, this event covers the timeliest and most relevant issues facing ophthalmology today. In-depth presentations and open-forum discussions allow you to hear from all perspectives: physician, industry, health policy and government. The Fall Symposium is the perfect way to gain meaningful insights from key players.

OBC Spring Symposium April 3, 2025 Washington, DC

Hear the latest first-hand from experts on FDA, Medicare and reimbursement issues. As the speed of innovation grows, this event helps you navigate the complexities of introducing new technologies and treatments to patients.

Priority Points - Earn Additional Points

Exhibitors now receive additional priority points for Academy and Foundation sponsorship support and for aggregate advertising spend. The calculation of priority points for aggregate Academy and Foundation support and advertising spend will be based on 1 point for each \$5,000 spent with no limits on the amount of priority points earned in a calendar year. In addition, priority point ranking will now be calculated on the company's prior three years' points.

Aggregate Academy and Foundation sponsorship support and advertising spend includes:

Advertising

- Running a digital or print ad in *Ophthalmology*, *Ophthalmology Science*, *Ophthalmology Retina*, and *Ophthalmology Glaucoma*
- Running a digital or print ad in *EyeNet Magazine* or any of its related publications, such as AAO 2024 News or *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
- Membership in the Ophthalmic Business Council
- Making an in-kind asset-transfer donation to the Foundation (e.g., product donation to the Orbital Gala)



**To learn more, contact
Todd Lyckberg at
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or 415.447.0361**



OBC Member Benefits

Membership in the categories below is available for companies who will be exhibiting at AAO 2024 in Chicago

\$2,500 – Associate (Available only for companies in pre-market development)

Benefits include:

- Invitation for **one** representative to attend the 2024 Fall Symposium and 2025 Spring Symposium
- OBC member recognition on the Academy's website

\$5,000 – Member

Benefits include:

- Invitation for **one** representative to attend the 2024 Fall Symposium and 2025 Spring Symposium
- **Accumulate one Academy Priority Point**
- OBC member recognition from the Academy's website
- Advance notification of Academy sponsorship opportunities via the Spring and Fall Prospectuses
- Enhanced visibility to 32,000 Academy members worldwide
- Company recognition on the Foundation donor wall and in the 2024 Mobile Meeting Guide at AAO 2024
- Complimentary annual subscription to *EyeNet® Magazine*
- Complimentary subscription to the weekly Academy member e-newsletter, *Academy Express*

\$7,500 – Subscriber

All Member-level benefits, plus:

- Invitation for **two** representatives to attend the 2024 Fall Symposium and 2025 Spring Symposium
- **One** complimentary corporate representative registration to attend a Subspecialty Day* meeting at AAO 2024
- Priority housing for AAO 2024

\$15,000 – Patron

All Subscriber-level benefits, plus:

- Invitation for **three** representatives to attend the 2024 Fall Symposium and 2025 Spring Symposium
- **Accumulate three Academy Priority Points**
- **Two** complimentary corporate representative registrations to attend a Subspecialty Day* meeting at AAO 2024
- Special bulk discounts on Academy products

\$25,000 – Benefactor

All Patron-level benefits, plus:

- Invitation for **one** representative to attend a special OBC Benefactor meeting, chaired by the Academy's CEO
- **Accumulate five Academy Priority Points**
- Opportunity for **one** representative to attend a special meeting of the OBC Steering Committee
- **Three** complimentary corporate representative registrations to attend a Subspecialty Day meeting* at AAO 2024

\$35,000 – Crown Benefactor

All Benefactor-level benefits, plus:

- Invitation for **four** representatives to attend the 2024 Fall Symposium and 2025 Spring Symposium
- **Accumulate seven Academy Priority Points**
- **Four** complimentary corporate representative registrations to attend a Subspecialty Day meeting* at AAO 2024
- Invitation for **two** representatives to attend a special OBC Benefactor meeting, chaired by the Academy's CEO
- Invitation for **one** representative to attend the President's Reception at AAO 2024

\$50,000 – Platinum Benefactor

All Crown Benefactor-level benefits, plus:

- Invitation for **five** representatives to attend the 2024 Fall Symposium and 2025 Spring Symposium
- **Accumulate ten Academy Priority Points**
- **Five** complimentary corporate representative registrations to attend a Subspecialty Day* meeting at AAO 2024
- Invitation for **two** representatives to attend the President's Reception at AAO 2024

* Subspecialty Day: \$725 – \$1,550 value per registrant



2023 - 2024 Members

Crown Benefactors (\$35,000)

Alcon, Inc.
Allergan, an AbbVie Company
Biogen
Genentech, Inc.
Horizon Therapeutics
Regeneron Pharmaceuticals, Inc.

Benefactors (\$25,000)

Dompé
The Janssen Pharmaceutical
Companies of Johnson & Johnson
Sight Sciences, Inc.

Patrons (\$15,000)

Amgen, Inc.
Apellis Pharmaceuticals
Bausch + Lomb
Biogen
Boehringer Ingelheim
Carl Zeiss Meditec, Inc.
Glaukos Corporation
Johnson & Johnson Vision
Optos, Inc.

Subscribers (\$7,500)

Bio-Tissue, Inc.
Coherus BioSciences Inc.
Eyenuk Inc.
EyePoint Pharmaceuticals
Leadiant Biosciences, Inc.
Notal Vision
Ocular Therapeutix
REGENXBIO, Inc.
Sun Ophthalmics
Verana Health
Viridian Therapeutics

Members (\$5,000)

Santen, inc.
Tarsus Pharmaceuticals, Inc.

Associate Members (\$2,500)

Elios Vision
Versea Ophthalmics
W. L. Gore & Associates

About the American Academy of Ophthalmology aao.org

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.

American Academy of Ophthalmology Foundation aao.org/foundation

For more than 40 years, the Foundation of the American Academy of Ophthalmology has raised funds to support the Academy's educational, quality of care research and service programs. These include the Ophthalmic News and Education (ONE®) Network, the Hoskins Center for Quality Eye Care, Truhlsen-Marmor Museum of the Eye®, and the award-winning public service program, EyeCare America®.

The OBC serves as a phenomenal touchpoint to AAO leadership. As an OBC member, we have a better understanding of key Academy priorities, are able to identify mutual areas of collaboration, and feel like we can be better partners in advancing the needs of Ophthalmology and their patients. Through OBC, we truly feel like we have a seat at the table to shape the future of Vision Care.

DeAnna Kovach, Pharm.D.
Team Director, Ophthalmology Thought Leader Liaisons
Director for Commercial Sponsorships, US Ophthalmology Marketing
Genentech, Inc.

