



AMERICAN ACADEMY
OF OPHTHALMOLOGY®

Commercial Support Opportunities

Spring 2024



Protecting Sight. Empowering Lives.®



Priority Points – Earn Additional Points

As of Jan. 1, 2019, exhibitors receive additional priority points for Academy and Foundation sponsorship support and for aggregate advertising spend. Redesigned in 2021, the calculation of priority points for aggregate Academy and Foundation support and advertising spend is based on 1 point for each \$5000 spent with no limits on the amount of priority points earned in a calendar year. The points are 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, Ophthalmology® Glaucoma or Ophthalmology® Science
- Running a digital or print ad in EyeNet® Magazine or any of its related publications, such as
- AAO 2024 News, EyeNet® Selections, Exhibitor Guide, or AAO 2024 Daily
- Supporting an EyeNet Corporate Lunch
- Running a digital ad in an Academy e-newsletter
- Reserving a promotional opportunity at the Academy's annual meeting

Academy Sponsorship and Foundation Support

- Sponsoring any Academy programs
- Sponsoring any Foundation activity
- Membership in the Ophthalmic Business Council
- Making an in-kind asset-transfer donation to the Foundation (e.g., product donation)



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 and support research to advance our profession and to ensure the delivery of the highest-quality eye care.

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

Through Academy sponsorships, you can reach:

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

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

- Increase your visibility to a target-rich audience specific to your business
- Raise your company's profile with ophthalmologists and the public
- Develop and strengthen relationships with Academy leaders
- Contribute to the advancement of ophthalmology and the prevention of visual impairment worldwide
- All support opportunities include recognition in the Foundation's Annual Report and on its Donor Wall

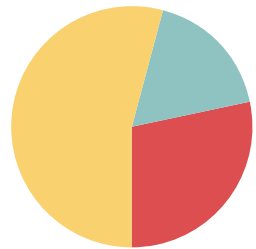
To learn more or secure a support opportunity, contact:

Todd Lyckberg
Director of Development Phone: 415.447.0361
Fax: 415.561.8567
Email: tlyckberg@aao.org

AAO 2023 Demographics

Attendance

7,486 Physicians
1,583 Health Professionals
810 Spouses/Guests
5,896 Exhibitors
15,775 Total Attendance

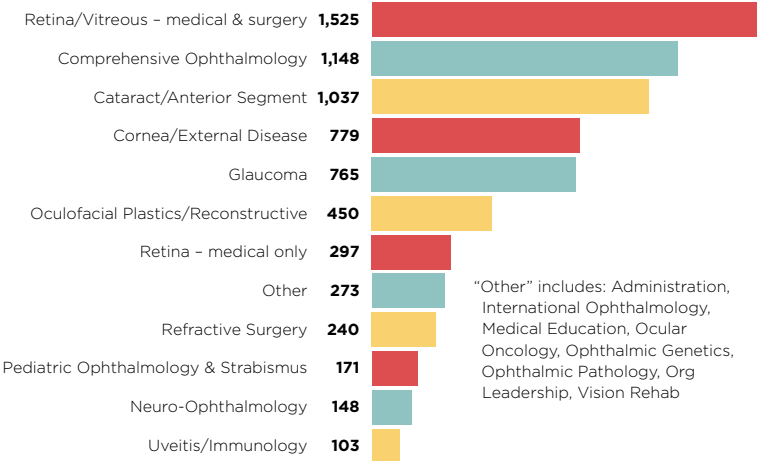


● U.S. Physicians **31%**
● Health Professionals **10%**
● International Physicians **16%**

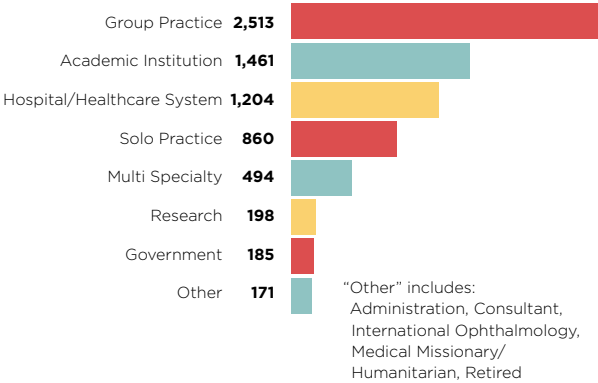
450
Exhibiting
Companies

Subspecialty & Practice Data*

Total: 6,510

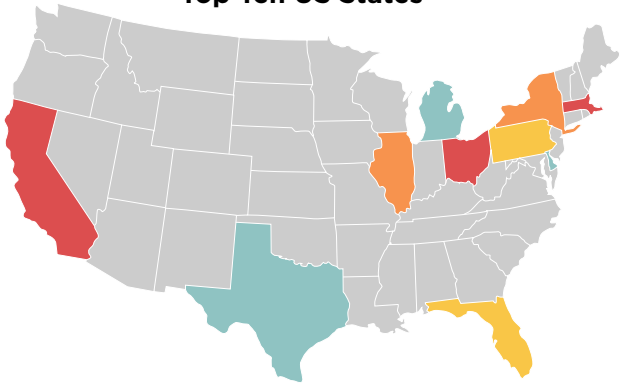


Total: 6,525



Professional Attendance

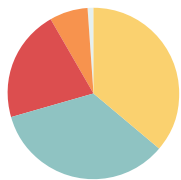
Top Ten US States



Attendees

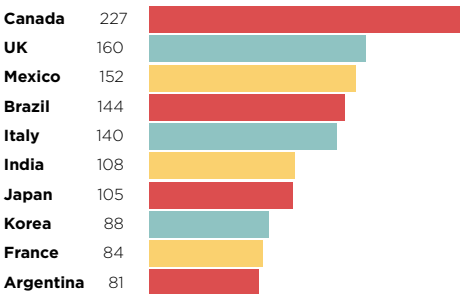
CA 1537	IL 231	MD 184
TX 447	MA 229	MI 163
NY 407	PA 226	
FL 373	OH 187	

International Regions **Total: 2,789**



● Pan America 1,007 **36%**
● Europe 947 **34%**
● Asia Pacific 594 **21%**
● Middle East and North Africa 204 **7%**
● Sub Saharan Africa 37 **1%**

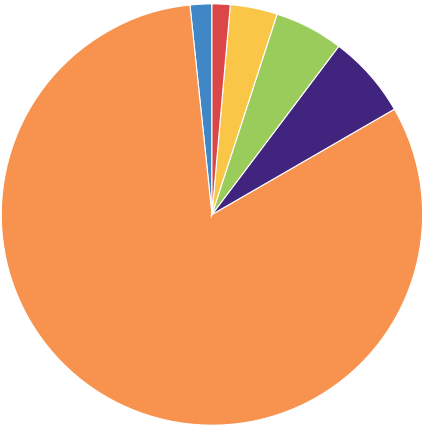
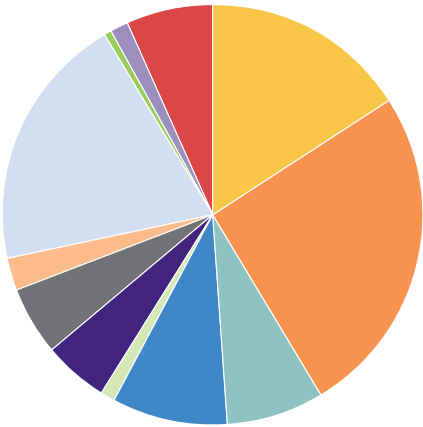
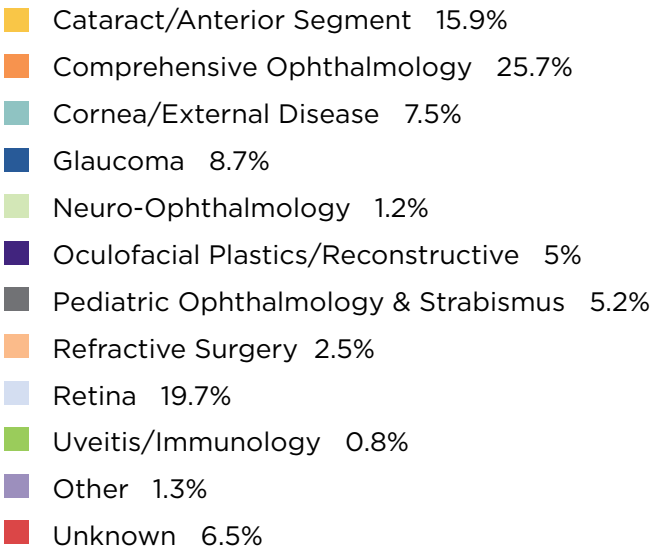
Top Ten Countries **Attendees**



AAO 2023 Attendance and Demographics

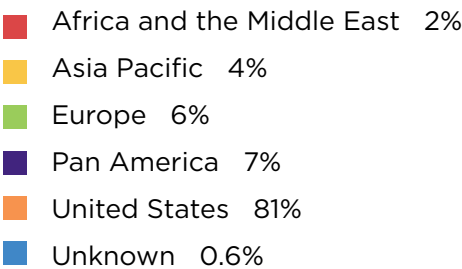
Practicing Ophthalmologists by Primary Clinical Focus

23,267 total members



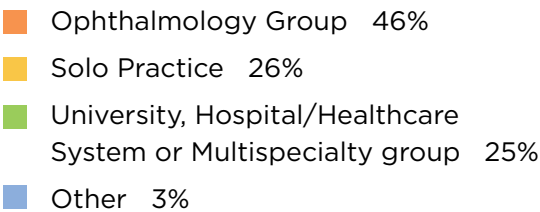
All Academy Members by Region

32,127 total members



U.S. Members by Practice Type

18,521 total members



* Data is collected during the registration process and from the Update Member Profile option on the Academy's website. It is not an accurate representation of the total number of physicians who attended the meeting.

CME Accreditation

The American Academy of Ophthalmology is accredited by the Accreditation Council for Continuing Medical Education (ACCME) to provide continuing medical education for physicians.

Locate Target Audiences at a Glance

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

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Minority Ophthalmology Mentoring Program

Public health evidence highlights that access to care, as well as the patient experience, improves when the physician community reflects the population at large. Although underrepresented minority groups comprise 32% of the U.S. population, they only make up 6% of practicing ophthalmologists. To begin shifting the field of ophthalmology to more accurately reflect the national population and to better serve communities of color and reduce negative health outcomes, the American Academy of Ophthalmology and the Association of University Professors of Ophthalmology established the Minority Ophthalmology Mentoring program.

The program aims to increase underrepresented in medicine (UIM) students' interest in ophthalmology and empower them to become competitive ophthalmology residency applicants. We target and select qualified medical students who are Black, Hispanic, and/or Native American (American Indian/Alaska Native/Native Hawaiian), the three racial and ethnic groups that are most underrepresented in medicine and ophthalmology specifically.

Our immersive Student Engagement Weekend program and virtual sessions are sparking early interest in ophthalmology from students, and our dedicated ophthalmologist mentors, online community, and personalized match-prep program ensure students are empowered to pursue a career in ophthalmology. The program is achieving significantly higher ophthalmology match rates than the national match rate among all U.S. students.



Our Students

The program actively supports over 240 students representing over 100 U.S. allopathic and osteopathic schools.

- Student composition by academic year: 32% second-year medical students, 44%, third-year medical students, and 19% fourth-year medical students; 1% pre-medical undergraduate students; 4% in joint degree programs or currently taking a research year.
- 81% are the first person of their immediate family to attend medical school

Program Impact

- 67 program students have successfully matched into 42 U.S. ophthalmology residency programs since program inception
- 99% of students would recommend the program to a friend
- 86% of student participants continue indicating very high/high interest in ophthalmology after one or more years of continual program participation
- “This program has allowed me to see myself represented at the top of the field in the form of my mentors. It also gave me the resources and guidance necessary to match well in SF match. More than this, the program has allowed me to feel like I belong in this field.”

AMANI D. MATCHED AT UNIVERSITY OF PITTSBURGH 2022

Mentoring the Future of Ophthalmology

The program offers a personalized and holistic approach to equip students with essential soft and hard skills to become competitive residency applicants. The multiyear program includes:

- One-on-one mentorship with ophthalmologists who support students' academic and career development
- In-person and virtual sessions to explore the field of ophthalmology
- Guidance and financial support to participate in ophthalmology away rotations
- Match prep “bootcamp” to enhance residency candidacy with academic ophthalmologist coaches and personalized workshops on communications and interviewing
- Online community, a closed safe space, bringing together program students, mentors, and other ophthalmologist leaders to learn, share, and network
- Education and exam preparation resources for USMLE Step 1 and 2





Ruby \$25,000

- Recognition as a sponsor of the Minority Ophthalmology Mentoring program for 2024 on the program's website
- Recognition on Minority Ophthalmology Mentoring program materials distributed to students and ophthalmologist volunteers
- Right of first refusal to have students visit booth on Expo tour (in order of level)
- AAO 2024 booth sign indicating Minority Ophthalmology Mentoring program Ruby Sponsor

Sapphire \$50,000

All Ruby benefits, plus:

- Recognition as a sponsor by an Academy leader during all virtual and in-person programming
- Recognition in the quarterly Minority Ophthalmology Mentoring Newsletter sent to all students and ophthalmologist volunteers
- AAO 2024 booth sign indicating Minority Ophthalmology Mentoring program Sapphire Sponsor

Diamond \$100,000+

All Sapphire benefits, plus:

- Two tickets and listing as a sponsor of the student networking event during the 2024 Student Engagement Program
- AAO 2024 booth sign indicating Minority Ophthalmology Mentoring program Diamond Sponsor

Federally Qualified Health Center Initiative

Federally qualified health centers (FQHCs) play a critical role in the U.S. health system, yet fewer than 30% of FQHCs provide eye care to their patients. Expanding access to vision and eye care in FQHCs can play a vital role in addressing disparities in access to vision and eye care. The Academy is undertaking an initiative aimed at educating ophthalmologists, eye care clinicians, policymakers, and the public about the current landscape of eye and vision care in FQHCs. This initiative will also focus on:

- Identification of best practices for equitable eye care delivery.
- Development of pilot programs that foster partnerships between health centers, ophthalmologists, and other eye care clinicians.
- Federal and state advocacy for the expansion of eye care services in FQHCs.

This initiative will be a priority for the Academy beginning in 2024. Industry is invited to support this initiative as it is implemented. For more information and sponsorship updates contact Todd Lyckberg – tlyckberg@aaao.org.

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. 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 share selections from our 38,000-piece collection at the Museum of the Eye in San Francisco. Visitors enjoy—for free—rotating exhibits and public programs in our popular Fisherman's Wharf location.

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

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



Spotlight Exhibit: \$40,000

The largest event on the museum's calendar happens in May when the new spotlight exhibit opens. Designed to attract summer tourists, the spotlight exhibit includes three exhibit cases, a touchscreen interactive, daily tours, and family crafts. To support the spotlight exhibit, the museum embarks on a major marketing campaign including print and web advertisements, light pole and building banners, a press release, and radio ads.

The 2024 spotlight exhibit "Hoodwinked: 19th Century Quackery Medicine" will feature stories and artifacts from the museum's popular quackery collection.

AAO 2024 – Oct. 18 - 21 Chicago

AAO 2024, where all of ophthalmology meets®, is the world's premier ophthalmic event, with Academy members, industry representatives, health professionals and practice administrators convening to exchange ideas and information. Provide general support for AAO 2024 and help advance the continuing education of ophthalmologists and their staff worldwide. Supporting companies will be acknowledged at AAO 2024 in Chicago.



AAO 2024 Bronze: \$25,000

- Recognition of the company bronze level on signage at the AAO 2024 live meeting and a sponsor sign on the virtual platform
- Recognition of the bronze level support on the AAO 2024 website and Mobile Meeting Guide

AAO 2024 Silver: \$50,000
All Bronze-level benefits, plus:

- Recognition on promotional materials, including a special e-mail sent to all Academy members
- Recognition of the company silver level on signage at the AAO 2024 live meeting and a sponsor sign on the virtual platform
- Recognition of the silver level support on the AAO 2024 website and Mobile Meeting Guide

AAO 2024 Gold: \$75,000
All Silver-level benefits, plus:

- Two carpet decals on the perimeter of company's booth in Chicago
- Two invitations to the President's Reception in Chicago
- Recognition from the podium by an Academy leader or the Secretary for annual meeting
- Recognition of the company's gold level support on signage at the AAO 2024 live meeting and a sponsor sign on the virtual platform
- Recognition of the gold level support on the AAO 2024 website and Mobile Meeting Guide

AAO 2024 Platinum: \$100,000
All Gold-level benefits, plus:

- Three carpet decals on the perimeter of company's booth in Chicago
- Three invitations to the President's Reception in Chicago
- Ability to have one (30 minute) live industry showcase at AAO 2024
- Recognition of the company's platinum level on signage at the AAO 2024 live meeting and a sponsor sign on the virtual platform
- Recognition of the platinum level support on the AAO 2024 website and Mobile Meeting Guide

Deadline: August 1, 2024





Subspecialty Track

AAO 2024's scientific program is developed to cover a wide breadth of subspecialty topics across a variety of learning formats. While some attendees like to pick and choose across tracks, most attendees are interested in one of the main tracks: cataract, cornea, retina, glaucoma, pediatrics and oculofacial plastics.

Support Benefits

Recognition* in the online Mobile Meeting Guide, Academy Foundation annual report, and on session walk-in slides, aao.org and the AAO 2025 donor wall

Support Level: \$20,000 per Deadline: August 1, 2024

*Cumulative support will be recognized in 2024

AAO 2024 Subspecialty Day Oct. 18-19

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

Support Benefits

- Acknowledgment on a slide in the Subspecialty Day meeting room and on the title page of the electronic syllabus. Recognition* in the online Mobile Meeting Guide
- Recognition* in the Academy Foundation annual report, and on session walk-in slides, aao.org and the AAO 2025 donor wall

Deadline: August 1, 2024

Retina Subspecialty Day: \$60,000 [RET CME]

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]

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]

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]

A one-day meeting with a comprehensive update on the diagnosis and management of neuro-ophthalmological disorders and insight into new treatment options.

Oculofacial Plastic Surgery Subspecialty Day: \$20,000 [PLA CME]

A one-day meeting that will provide a comprehensive, cutting-edge update on treatments in oculofacial plastic surgery.

Refractive Surgery Subspecialty Day: \$20,000 [REF CME]

A one-day meeting that will provide 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]

An annual meeting favorite and often the most well attended session both in person and online, the Cataract Spotlight will be part of AAO 2024 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 can interact with the panel of experts to get answers to their burning questions.

Support Benefits

- Acknowledgment at the beginning of the Cataract Spotlight
- Recognition* in the online Mobile Meeting Guide, in the Academy Foundation annual report, on session walk-in slides, aao.org and the AAO 2025 donor wall

Support Level: \$50,000 Deadline: August 1, 2024

The Academy Celebration

All new, all Academy! Networking at the annual meeting is more important than ever. The Academy has listened and is launching a premier social event for all attendees with expected attendance of 800 or more. The Academy Celebration will take place on Saturday, Oct. 19. Funds raised from will support the Academy's educational, quality of care, and service programs.

Guests will enjoy a cocktail reception, dancing, and connecting with colleagues and Academy leadership in an action-packed and fun-filled evening! It will be a must-attend for ophthalmologists from around the globe.

Supporting is a cost-effective and impactful way to get noticed by our members. The event will be open to all annual meeting attendees, maximizing your exposure.

Visionary: \$75,000

- Invitation for twelve company representatives to attend The Academy Celebration
- Special acknowledgment on the AAO 2024 walk-in slide (shown before all sessions during the meeting)
- Special acknowledgment and thank you by an Academy leader during the event
- Special thank you signage prominently displayed at the event
- Recognition by the Secretary for Annual Meeting at the Opening Session
- Invitation for one company representative to be on The Academy Party planning committee
- Acknowledgment in event materials, including the Foundation website, and promotional e-mails





Innovator: \$50,000

- Invitation for eight company representatives to attend The Academy Celebration
- Special acknowledgment on the AAO 2024 walk-in slide (shown before all sessions during the meeting)
- Special acknowledgment and thank you by an Academy leader during the event
- Special thank you signage prominently displayed at the event
- Recognition by the Secretary for Annual Meeting at the Opening Session
- Invitation for one company representative to be on The Academy Party planning committee
- Acknowledgment in event materials, including the Foundation website, and promotional e-mails

Partner: \$25,000

- Invitation for four company representatives to attend The Academy Celebration
- Special acknowledgment on the AAO 2024 walk-in slide (shown before all sessions during the meeting)
- Special thank you signage prominently displayed at the event
- Special acknowledgment and thank you by an Academy leader during the event
- Acknowledgment in event materials, including the Foundation website, and promotional e-mails

Supporter: \$15,000

- Invitation for two company representatives to attend The Academy Celebration
- Special acknowledgment on the AAO 2024 walk-in slide (shown before all sessions during the meeting)
- Special thank you signage prominently displayed at the event
- Acknowledgment on the Foundation's website

Deadline: Sept. 3, 2024

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 2024 will be a highly interactive, three-part session addressing important clinical and practice management topics of interest to residents and those in their first five years of practice.

The popular YO Lounge welcomes hundreds of visitors each day and is an ideal place for young ophthalmologists to meet with Academy leaders between AAO 2024 sessions. The YO Committee and its three subcommittees will host daily networking and educational events for YOs in the lounge.

Support Benefits

- Acknowledgment by an Academy leader during the YO Program and daily events in the YO Lounge
- Invitation for one representative to attend the YO Program and YO Lounge
- Recognition in YO Info newsletter promotions and on program materials
- Acknowledgment on YO Program audio and video presentations on the Academy website

Support Level: \$65,000 Deadline: August 1, 2024

*Cumulative support will be recognized in 2024



AAO 2024 International Lounge

The International Lounge provides a place for international attendees to meet, relax and receive AAO 2024 and Chicago assistance from bilingual Academy staff. Open Friday afternoon through Monday afternoon, the Lounge will offer international attendees light refreshments, as well as two afternoon programs.

Opportunity Includes

- Company logo on signage at the entrance of and within the International Lounge.
- Company logo on promotional materials for the International Lounge.
- Company name on the Academy's website and in email blasts relating to the International Lounge.
- Ability to provide 250 copies of a single company handout for distribution in the Lounge.
- Ability to provide a welcome sign to attendees measuring 22" wide by 28" tall on foam core. It may include your company logo with the welcome message.

Support Cost: \$12,500 Deadline: Sept. 3, 2024

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

Support Level: \$15,000 Deadline: August 1, 2024

*Cumulative support will be recognized in 2024



Ophthalmic Education

The Academy's Myopia Initiative

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

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

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

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

- Journal(s) – 79 articles to date with ongoing expansion and curated on the Ophthalmology® journal myopia page
- ONE® Network – Featuring 15 presentations/lectures and interviews with six more in development, a recorded webinar with the American Association for Pediatric Ophthalmology and Strabismus, 45 news stories covering literature and headlines with a dozen more planned, and guidelines including Ophthalmic Technology Assessments and Preferred Practice Patterns
- *EyeNet* Magazine – Eight past articles available online
- Patient Education – A 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 has a first-of-its-kind online center at aao.org/myopia, providing one stop for both current and planned resources.

The multi-company, sponsored initiative is 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 five years (\$125,000 per company). Each company's support will be prominently recognized and acknowledged.

ONE Network Resource Centers [RET CAT COR CME]

The Ophthalmic News and Education (ONE) Network is the online educational resource of choice for more than 80,000 ophthalmologists worldwide. The Academy will continue to expand the site with more state-of-the-art resources that clinicians can rely on for the latest diagnosis and treatment information. The ONE Network's resource centers provide

ophthalmologists the specialized education they need to treat patients in a convenient one-stop location.

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

A few of the resource centers available for support include:

- Premium IOLs
- Thyroid eye disease – SOLD
- Retinal disease imaging and diagnosis
- Dry eye disease

Support ranges are dependent on content included.

Contact Todd Lyckberg at tlyckberg@aao.org or 415.447.0361





Academy Sustainability Initiative

The Academy launched a sustainability initiative to engage members, particularly young ophthalmologists, and policymakers to reduce the future carbon footprint of clinical care. This involves research activities to better understand the current impact and effectiveness of mitigating intervention, educational tools for ophthalmologists and their staff, a lounge at the annual meeting for individuals to meet one another and see sustainability initiatives in displays and video terminals, and public policy facing activities to implement favorable changes. Each company's support will be prominently recognized and acknowledged.

Support ranges from \$50,000-\$100,000

Contact Todd Lyckberg at tlyckberg@aao.org or 415.447.0361 for additional information.

Accelerating Clinical Trials and Scientific Discovery Through Digital Healthcare

The future of 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.

Standardization could save significant time and money for clinical trial sponsors and companies seeking to leverage big data and large collections of clinical images to accelerate drug and device development.

Broad adoption of image standards can promote improved physician access to relevant information leading to faster and more coordinated care. While progress in electronic health record data standardization has been steady, progress in image standardization has been slow and is hindering the advancement of digital eye care, because images cannot be aggregated and used with the tools of big data analysis, machine learning and artificial intelligence.

The Academy plans to address these gaps by planning, convening DICOM Working Group 9 Meetings and developing and publishing DICOM standards.

Although DICOM standards have been created for the majority of ophthalmic devices, some of these standards have not kept up with the advances in medical devices and need to be updated. The development of standards requires significant financial and human resources, including obtaining the specialized technical expertise both with the technology as well as with the DICOM standards and DICOM standard development process, bringing together the relevant parties, including clinicians, device vendors, PACS vendors and other related vendors for consensus building, and proceeding through the lengthy process of standard approval and recognition. Each company's support will be prominently recognized and acknowledged.

Support ranges from \$50,000-\$100,000

Contact Todd Lyckberg at tlyckberg@aao.org or 415.447.0361 for additional information.

Advancing Digital Ophthalmology through Terminology and Exchange Standards

Another standardization activity necessary to advance digital ophthalmology is through standardization of terminology through a global terminology standard. Eye care and eye research often work with the relationship among the concepts described by these domains. The structure of representing these concepts can be complex and can create barriers to data exchange if each system organized them in different ways. Detailed Clinical Data Models describe a system of unambiguously representing the form of data and linking them to coded elements in the structure. This provides a higher level of standard for data exchange and further facilitates interoperability and aggregation of data. An example is OMOP Common Data Model, initially developed to facilitate analysis of claims data from disparate sources. Data interchange standards facilitate the sending and receiving of health information across different systems. FHIR, or Fast Healthcare Interoperability Resource, is a recent standard developed by HL7 that uses web standards for communication, with concepts that are mapped to existing health standards with the capability for extension. This is useful for communicating health data to and from devices and applications outside the healthcare setting.

The Academy plans to address these needs by planning meetings, building consensus, hiring technical expertise and developing and publishing OMOP and FHIR standards for ophthalmology. Each company's support will be prominently recognized and acknowledged.

Support ranges from \$50,000-\$100,000

Contact Todd Lyckberg at tlyckberg@aao.org or 415.447.0361 for additional information.

Diversity, Equity, Inclusion, and Accessibility

Elimination of race-based medicine

Race is largely acknowledged as a social construct, and not a strong proxy for genetic diversity. Specialty societies have been grappling with the issue of race-based medicine, which has historically been built into the depiction of disease risk factors, development of practice guidelines, and definition of treatment algorithms. The Academy plans to undertake an extensive review of its Preferred Practice Patterns, Ophthalmic Technology Assessments, and Clinical Statements to eliminate references to race-based medicine, and include consideration of other biological indicators, and social determinants of health in the approach to disease evaluation and treatment. Each company's support will be prominently recognized and acknowledged.

Support ranges from \$20,000 - \$40,000

Contact Todd Lyckberg at tlyckberg@aao.org or 415.447.0361 for additional information.

Enhance reporting of social determinants of health

Social determinants of health are largely understood to be important drivers of population differences in health. To gain a deeper understanding of the role of social determinants of health for access to eye care, treatment adherence, and outcomes of care, it's important to collect this information from patients at the point of care. This can be accomplished not only by thoroughly and appropriately recording self-reported ethnicity and race (which is currently only reported in 80% of patient electronic health records) but by reporting new ICD-10 codes related to various social determinants of health that are recorded in the electronic health record, and could be analyzed in the IRIS Registry database. The Academy plans to develop an educational campaign for ophthalmic practices nationwide to drive the importance and relevance of the added coding documentation to patient care. Each company's support will be prominently recognized and acknowledged.

Support ranges from \$25,000 - \$50,000

Contact Todd Lyckberg at tlyckberg@aao.org or 415.447.0361 for additional information.



Ophthalmology Virtual Reality Simulation Platform

The Academy plans to design, develop, and implement a series of 3D virtual reality (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 VR headsets, in addition to 2D versions for PC and Mac.

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

The Academy invites industry to co-sponsor this groundbreaking, next-generation education initiative, with each company's support prominently recognized and acknowledged.

Some ophthalmic surgical procedures in the proposed roadmap for development include phacoemulsification, trabeculectomy, MIGS, vitreoretinal and extraocular surgery.

Support ranges are dependent on simulation type.

Contact Todd Lyckberg at tlyckberg@aao.org or 415.447.0361 for additional information.

Ophthalmology Resident Knowledge Exchange

The Academy launched a portal in 2021 to facilitate ophthalmology residents and faculty sharing their educational and study materials.

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

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

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

The portal is linked from aao.org and branded as an Academy web destination. It will be featured in presentations provided by key opinion leaders in ophthalmology education and in demonstrations by Academy staff at the Academy's annual meeting and the Association of University Professors of Ophthalmology annual meeting. The Academy promotes 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 fewer in practice.

Support Level: \$20,000 per year

Industry-Developed Subspecialty Webinars

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

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

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

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

Support Level: \$25,000 per webinar



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 800,000 visitors each month and more than 19 million page views each year.

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

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

Sponsorship: \$10,000

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

Sponsorship: \$20,000

Entire Subspecialty – Supporting a full section of EyeWiki provides an impression on more than 150 articles with more than 3 million views each year.

Sponsorship: \$100,000

Sponsorship Benefits include:

- Placement of company name or logo on EyeWiki supported content pages

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
- Macular degeneration
- Cataracts
- Refractive errors/surgery
- Cosmetic eye procedures

Support Level and Benefits

\$25,000 per year

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

*Cumulative support will be recognized in 2024

Eye Disease Vision Simulators for Patient Awareness and Education

Compelling, short GIFs realistically showing vision changes with eye disease enhance patient awareness and understanding. These realistic, dynamic images help patients and the public visualize the progression of untreated eye diseases/conditions in a brief, engaging way. Flexible digital format for use on websites, social media, and more.

Topics could include:

- Diabetic eye disease
- Glaucoma
- Macular degeneration
- Cataracts
- Refractive errors

Support Level and Benefits**\$25,000 per year****Company logo in online captions, on EyeSmart and in related patient education material.****EyeCare America® [RET GLA]**

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 4,600 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).

2024 Eye Health Observances:

January: Glaucoma Awareness Month

February: Age-Related Macular Degeneration Awareness Month

March: Workplace Eye Wellness Month

April: Sports Eye Safety Month

May: Healthy Vision Month

June: Fireworks Eye Safety and Cataract Awareness Month

July: UV Safety Month

August: Children's Eye Health/Safety Month

September: Healthy Aging Month

October: Halloween Safety Month

November: Diabetic Eye Disease Awareness Month

December: Safe Toys and Celebrations Month

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

Silver: \$10,000
All Bronze level benefits plus:
Choice of two campaigns

Gold: \$25,000
All Silver level benefits plus:
Choice of four campaigns

2024 American Legion Eye Screening Project

The Academy provides eye-screening services to veterans attending the American Legion's annual convention, which attracts approximately 7,000 attendees each year. More than 1,600 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 New Orleans, LA., Aug. 23 - 29, 2024.

Support Benefits

- Recognition on convention materials, onsite at the event and in subsequent publications covering the event

Support Level: \$7,000
Deadline: August 1, 2024

2024 National Medical Association Eye Screening Project

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

In addition to enhancing the image of ophthalmology, the screening helps educate those who attend the NMA, reinforces the importance of targeting high-risk populations and underscores the value of receiving eye examinations from ophthalmologists.

Support Benefits

- Recognition on meeting materials, onsite at the event and in subsequent publications covering the event

Support Level: \$25,000
Deadline: June 1, 2024

*Cumulative support will be recognized in 2024

Practice Management

The Business of the Ophthalmic Practice

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



AAOE Program at AAO 2024

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

The AAOE practice management program includes:

- **Friday Intensive Classes** (270 attendees)
The AAOE program kicks off with three practice management Friday Intensive classes. They typically include three-hour interactive panel discussions led by experts and focus on crucial practice management challenges. Classes are capped at 100 to enhance the learning experience.
- **Program Events** (450+ attendees)

Includes 50 educational events across 13 program tracks targeted to the business needs of physicians, young ophthalmologists, and practice administrators. **AAOE Special Monday Events** (450+ attendees) Includes a series of open mics on hot topics, expert panel discussions, a book club, and a farewell meet up.

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

- **Practice Management Hour in the YO Lounge** (100+ attendees).
Over 50% of AAOE's online newsletter content is regularly viewed by Young Ophthalmologists (YOs). AAOE extends its reach to YOs each year by participating in the YO Power Hour program in the YO Lounge at the annual meeting. This program features a series of 60-minute panel discussions focused on topics of concern for YOs and takes place on Sunday of the annual meeting.

Support Benefits:

- Acknowledgement from the podium and on the opening slide at the AAOE General Session.
- Acknowledgement from the podium at the AAOE Member Reception.
- Acknowledgement via signage in the AAOE program area during the annual meeting.
- Recognition in promotional materials , and the AAOE annual meeting webpage

Support Levels

Sapphire - \$10,000

Recognition and attendance at one of the above listed activities

Emerald - \$25,000

Recognition at two of the above listed activities

Diamond - \$50,000

Recognition at all four of the above activities

Deadline: August 1, 2024

AAOE Practice Management Leadership Summit

This is an excellent way to reach physicians, practice leaders, AAOE board members and other decision makers. The popular AAOE Practice Management Leadership Summit grew out of the former Ophthalmology Business Summit and was moved to the annual meeting to give more attendees the opportunity to attend.

Support Benefits:

- Acknowledgement from the podium and on the opening slide at the AAOE General Session.
- Acknowledgement from the podium at the AAOE Member Reception.
- Acknowledgement via signage in the AAOE program area during the annual meeting.

Support Level: \$25,000

Deadline: August 1, 2024

AAOE Networking Lounge

The Lounge welcomes 200+ visitors each day and is the networking hub of the AAOE program at the annual meeting. Board members and other practice leaders meet regularly in the AAOE Networking Lounge to connect, share and collaborate. The sponsorship will provide snacks and refreshments in the AAOE Lounge

Support Benefits:

- Acknowledgement from the podium and on the opening slide at the AAOE General Session.
- Acknowledgement from the podium at the AAOE Member Reception.
- Acknowledgement via signage in the AAOE program area during the annual meeting.
- Acknowledgement in the lounge on easel signage.
- Recognition in promotional materials and the AAOE annual meeting web page.

Support Level: \$15,000

Deadline: August 1, 2024

AAOE Welcome Session

AAOE kicks off the annual meeting's business program with an inspiring and informative General Session that will ignite attendees' excitement and engagement for the three-day program. The event is attended by 450 physicians, administrators, industry leaders, and practice staff.



Support Benefits:

- Acknowledgement from the podium and on the opening slide at the AAOE General Session.
- Acknowledgement from the podium at the AAOE Member Reception.
- Acknowledgement via signage in the AAOE program area during the annual meeting.
- Recognition in promotional materials and the AAOE annual meeting web page.

Support Level: \$30,000**Deadline: August 1, 2024****AAOE Happy Hour**

This new Happy Hour on Sunday from 5-6 p.m. in the AAOE Networking Lounge is an opportunity for physicians and practice administrators to network and meet with industry representatives to learn key features about product and services at a relaxed event. Sunday evening is prime time and this is a cost-effective and impactful way to get noticed by our members. Guests will enjoy refreshments and snacks.

Support Level: \$10,000**Deadline: August 1, 2024****Fundamentals of Ophthalmic Coding and Coding Camp Intermediate/Advanced Course [PM COD]**

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. Educational Credit: CME and JCAHPO Category A CEUs

Support Benefits

- Acknowledgment from the podium
- Recognition on event signage, promotional materials and the AAOE section of aao.org

Support Level: \$15,000 per course**Deadline: August 1, 2024****AAOE Website & Online Resource Libraries**

AAOE provides ophthalmology business education via its comprehensive website. It is viewed daily by physicians, including those in training, and practice administrators. Business content is continually updated and includes the following:

- A growing resource of 400+ articles.
- 100+ videos in the Video Library.
- Extensive resources on coding, HIPAA, Medicare and MIPS.
- Over 180 ready-to-use ophthalmic practice forms in the Practice Forms Library.

Support Benefits:

- Sponsorship will appear on the AAOE website.

Support Level: \$15,000**Deadline: August 1, 2024****Cataract Surgery Documentation Hub [CAT]**

Cataract surgery continues to draw scrutiny for improper payments, while Medicare audits could cost practices tens of thousands of dollars in recoupments this year alone. The CMS recently created Comparative Billing Reports, notifying outlier physicians about deficient documentation for complex cataract surgery, co-management, and YAG lasers. AAOE created a one-stop resource for the 6,000 cataract surgeons who are providing their sight saving surgery.

The need for this resource is high:

- Cataract surgery is among the top 20 procedures for highest improper payments
- 87% of audit failures are attributed to insufficient documentation, while 13% are attributed to incorrect coding

The solution: Cataract Surgery Documentation Hub: aao.org/cataract-surgery

With this valuable and visible resource, cataract surgeons and ophthalmic practices have on-demand access to a comprehensive, well-organized library of tools and information critical for appropriately maximizing reimbursements and protecting practices from costly recoupments. The Cataract Surgery Documentation Hub provides:

- Content developed by Academy experts specifically to address urgent documentation and coding requirements for cataract surgery practices across the U.S.
- Newly published articles
- Coding Fact Sheets
- Checklists
- Insider tips from AAOE experts

This critical resource attracted 2,500 to 3,000 visitors per month in just the first three months and the content will continue to be updated.

Industry Support Benefits Include:

- Recognition in Academy Express, weekly e-newsletter distributed to 30,000 Academy members
- Recognition on Academy website homepage spotlight
- Recognition on AAOE homepage spotlight

Support Level: \$25,000**Deadline: June 30, 2024**

AAOE Coding Products

AAOE offers various coding webpages, courses, and books, focusing on the crucial topics facing ophthalmic practices and tailored for all subspecialties and practice sizes. Each of these resources offers the ultimate in coding expertise. All sponsorships include company recognition. Websites and books include sponsor logos, and course and book sponsors receive acknowledgment in the Academy Foundation annual report, on aao.org, and on the AAO 2025 donor wall.

Webpages

- Retina Coding and Practice Management Webpage - \$20,000/yr.
- Ocular Trauma Coding Webpage- \$10,000/yr.
- Coding and Practice Management for the Small Practice Webpage - \$10,000/yr.
- Pediatrics Coding and Practice Management Webpage - \$10,000/yr.
- Cataract Surgery Documentation Webpage - \$10,000/yr.
- Customized Coding Fact Sheets or Checklists for Specific Products - \$10,000/ea. (Targeted mailing may be available for an additional fee)

Courses and Exams

- 2024 Fundamentals of Ophthalmic Coding and Coding Camp Intermediate/ Advanced Course- \$15,000
- 2025 Coding Update Annual Webinar - \$20,000
- Ophthalmic Coding Specialist Exam and Ophthalmic Coding Specialist Retina Exam - \$15,000/ yr. (Recognition includes all course acknowledgments and logo on aao.org/ocs)
- Books and Online References
- 2025 Fundamentals of Ophthalmic Coding Book - \$25,000
- 2025 Ophthalmic Coding Coach: Complete Reference Book - \$25,000
- Ophthalmic Coding Coach 2.0: Complete Coding Reference, Online Subscription - \$25,000/yr.
- 2025 ICD-10-CM for Ophthalmology: The Complete Reference Book - \$15,000/yr.
- 2025 Retina Coding: Complete Reference Guidebook - \$25,000/yr.

For additional details about coding products and support levels, contact Todd Lyckberg at tlyckberg@aao.org or 415.447.0361

American Academy of Ophthalmology Codequest™ [COD CME]

Codequest is the popular four-hour coding and documentation seminar presented in partnership with state societies at live seminars held across the country and via an all-states Zoom event. 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 among the Academy's most

anticipated annual events. More than 25 courses are planned per year with an estimated total of 2,500 attendees.

With the increasing frequency of audits and complexity of state and federal regulations, strong attendance from ophthalmologists and their staff is expected 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 to attend the seminars

Educational Credit: CME and JCAHPO Category A CEUs

Support Level: \$50,000 per year

2024 Fundamentals of Ophthalmic Coding Virtual Course

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

Topics covered include:

- Core competencies and coding fundamentals
- Answers to complex coding quandaries
- Billing best practices
- Audit preparedness
- Practice management strategies

Support Benefits

- Company recognition in the workbook and product promotions

Educational Credit: CME and JCAHPO Category A CEUs

Support Level: \$20,000

2024 Retina Coding Summer Symposium

Attended by over 200 practices in 2023, this three-hour online educational course is presented via Zoom by the most knowledgeable retina coding experts in ophthalmology.

Topics covered include:

- New retina treatments and how to prepare your practice
- Strategies to improve reimbursement for geographic atrophy
- Appropriate claim submission for intravitreal injections
- Protect revenue from retina-targeted audits
- Master retina coding challenges

Support Benefits

- Company recognition in the workbook and product promotions

Educational Credit: CME and JCAHPO Category A CEUs

Support Level: \$20,000

American Academy of Ophthalmic Professionals

The American Academy of Ophthalmic Professionals™ (AAOP™), is a new membership organization providing education and career development opportunities for technicians, scribes, and other clinical team members. The 2024 technician learning track is designed to provide valuable training to our member's technician teams. All courses are submitted to JCAHPO for consideration of CE credits, but no CME credits will be offered. The marque events for AAO 2024 will be AAOP's technician program and ticketed training intensives.

2024 AAOP Track Recognition Benefits:

- Invitation for up to five company representatives to attend any ticketed AAOP training course.
- Invitation for a company representative to speak for up to ten minutes on a mutually agreed topic
- Acknowledgement on the walk-in slide and from the podium
- Acknowledgment in signage prominently displayed in the convention center and event materials, including the website and promotional e-mails

Sponsorship: \$7,500

Deadline: August 1, 2024

Documentation Training for Clinical Teams

To ensure that staff in the exam lanes comply with documentation requirements and guidelines, the Academy developed a comprehensive online course — comprising twelve subject modules and knowledge assessments — that significantly improves technicians' and 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:

- General Charting Competency
- Medically Relevant History
- Medically Appropriate Exam
- Testing Services
- ICD-10 Diagnosis Link to CPT
- Cataract/Anterior Segment
- Cornea

- Glaucoma
- Pediatric/Strabismus
- Neuro Ophthalmology
- Oculofacial
- Retina
- Modifiers
- E/M vs Eye Visit Codes

Sponsorship Recognition:

- Recognition on product, on the AAOE and AAOP websites, and in promotional materials

Sponsorship Level: \$20,000 per year



Professional Development

Leadership Development Program XXVI, Class of 2025

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, subspecialty, and specialized interest societies and meet to train with Academy leaders and experts through four meetings, beginning with an orientation session held in conjunction with AAO 2024.

In addition to ascending the ranks of ophthalmic societies at the state, national, and international levels, many program graduates go on to assume major leadership positions within the Academy, including President or other positions on the Board of Trustees or Committee of Secretaries. This influential, award-winning program has also been duplicated by several U.S. and international medical associations.

Support Benefits

- Speaking and networking opportunities
- Recognition at all four Leadership Development Program meetings, in meeting materials and on signage at the face-to-face meetings in October 2024, January 2025, April 2025 and October 2025
- Recognition on the Leadership Development Program web page on aao.org
- Recognition in Academy publications including *EyeNet* Magazine, Academy Express, YO Info, Global LDP Alumni Newsletter and the Council Newsletter

Support Level: \$25,000

Deadline: Aug. 15, 2024

*Cumulative support will be recognized in 2023.

Mid-Year Forum April 17-20, 2024 [[ADV](#) [PM](#) [YO](#)]

The Mid-Year Forum attracts ophthalmology's elite — more than 500 influential Academy members and leaders from ophthalmic state, subspecialty, and specialized interest societies — including more than 175 young ophthalmologists who participate in dedicated programming to enhance their leadership, engagement, advocacy, and practice management skills and to further prepare them as future leaders of the profession.

Engage with attendees at one of the Academy's most significant yearly meetings, bringing the ophthalmology community together to advocate for our patients and our profession.

The annual Mid-Year Forum meeting, celebrating its 31st year in 2024, educates 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.



Support Levels:

Silver Level: \$20,000

- Recognition during the Welcoming and Closing remarks
- Inclusion of corporate logo in a special Sponsor Recognition page with a direct link to your desired webpage
- Acknowledgment on promotional materials and aao.org

Gold Level: \$25,000

All Silver level benefits plus:

- Invitation for one company representative to attend the Mid-Year Forum Closing Session and Luncheon on Friday and be seated with Academy leadership
- One free full-page color ad with placement in the Mid-Year Forum Program Book

Platinum Level: \$35,000

All Gold level benefits plus:

- Invitation for two company representatives to attend the Mid-Year Forum Awards Banquet on Thursday evening and be seated with Academy leadership
- Recognition in the Mid-Year Forum Opening and Closing sessions, and the Spring Council Meeting

Deadline: Mar. 10, 2024 for recognition in the online final program and electronic agenda book provided to attendees.

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 2024 Promotional Opportunities

Exhibitors can promote their brand and generate more sales leads with promotional opportunities at AAO 2024 in Chicago. Options include (but are not limited to):

- Industry showcases
- Branding options within networking lounges
- Banners and video advertising
- Printed program and floorplan ads
- Select airport, outdoor, and transportation opportunities

Contact Abigail Greber at agreber@aao.org or visit aao.org/promo-ops to explore options.

Academy Website Banner Advertisements

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

Academy Email Newsletters

The Academy's email newsletters offer some of the highest open rates in the industry — 30% to 45%, depending on the topic and audience. Advertise in Academy Express, Practice Management Express, Clinical Teams Express, EyeSmart Express, YO Info, AAO 2024 News or the AAO 2024 subspecialty highlights newsletters. For more information, visit aao.org/advertising-policies or contact Jen Callow, national sales executive, at 732-580-8884 or jcallow@americanmedicalcomm.com.

Mid-Year Forum 2024 Program Book

The Mid-Year Forum is one of the Academy's most significant yearly meetings, bringing the ophthalmology community together to instigate change and shape our profession's future. The Mid-Year Forum attracts ophthalmology's influencers — more than 500 Academy members and leaders from ophthalmic state, subspecialty, and specialized interest societies — in addition to being open for the general member to participate. Attendees also include more than 175 young ophthalmologists.

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

Pricing:

Full-page color: \$3,000

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

Pricing for Mid-Year Forum 2024 Sponsors: (in addition to full-page ad included with your sponsorship)

Full-page color: \$2,000 Deadline: Feb. 1, 2024

Contact: Liz Sharpe, lsharpe@aao.org



**To secure a support
opportunity, contact
Todd Lyckberg
at 415.447.0361
or tlyckberg@aao.org.**

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