

# 2021 ANNUAL ENGAGEMENT PROSPECTUS

[www.aapt.org](http://www.aapt.org)



The American Academy of Optometry (AAO), along with our Foundation and partner Optometry365, is pleased to present a variety of options for you to advertise and promote your company. When you need to reach decision makers in the optometry and vision science fields, there is no better choice than the American Academy of Optometry and its Foundation. Our members turn to the Academy every day for education, science, research, practice management, professional development, networking, and much more.

Sponsoring and/or advertising with us provides access to more than 11,000 practitioners, educators, scientists, administrators, eye care professionals, industry experts, and other key decision makers within the optometry profession.

No other organization can match the Academy's reach and credibility. In this prospectus, you can review year-round opportunities to harness the Academy's reputation in partnership with your organization.

### **Have questions? Want to customize a sponsorship?**

We encourage all companies, regardless of size, to consider sponsorship as a way to expand your presence throughout the year. Sponsorships are available at many investment levels and can be customized to fit any budget. To learn more about available opportunities, please contact us via the email addresses below.

Betty Taylor  
*Vice President, Meeting & Industry Relations*  
BettyT@aaoptom.org

Bob Gray  
*Vice President, Philanthropy*  
BobG@aaoptom.org

## SPONSORSHIP/ADVERTISING OPPORTUNITIES\*



# AMERICAN ACADEMY of OPTOMETRY

Each year, the American Academy of Optometry hosts more than 8,000 attendees and exhibitors during our annual meeting. In 2020, we successfully held the meeting virtually due to the Coronavirus pandemic. As we look ahead to Academy 2021 Boston, we anticipate the annual meeting will be conducted in person and virtually.



## ○ Academy 2021 Boston Sponsorship

By becoming an Academy 2021 Boston sponsor, your company unlocks exclusive benefits\*: Sponsorship levels include:

Visionary  
Patron  
Benefactor  
Contributor  
Supporter  
Friend

- Complimentary meeting registrations
- Complimentary advertisements on Academy 2021 Boston's event app and registration website
- Complimentary affiliate meetings applications
- Priority placement in the exhibit hall
- Company logo on signs and banners throughout the convention center and printed materials
- Annual recognition in newsletters, conference, and annual report
- Social media recognition
- Feature articles and podcasts on Optometry365

*\*Benefits are based on specific sponsorship level.*

## ○ Academy 2021 Boston Exhibitor Booth

Sign up early for a prime location on the show floor, longer exposure with a listing on the Academy 2021 Boston website and other promotional opportunities.

Inline: \$3,100  
Corner: \$3,300  
Non-profit: \$1,100  
Island: \$31 NSF

- Standard 8' high draped backwall and 3' high siderails; company identification sign, booth number floor decal
- Five and a half hours of unopposed exhibit time
- Five (5) complimentary exhibitor badges/100 square feet of space (10'x10')
- Recognition in our Annual Meeting Program Preview Guide, which is distributed to the entire Academy membership
- Complimentary listing in our meeting exhibits guide
- Attendee registration mailing lists: Exhibitors receive these pre- and post-show lists for proactive marketing to registered attendees who opt-in
- VIP Exhibit Hall Only passes: Exhibitors can send out an unlimited number of these to invite potential and current customers to visit your booth
- Company listing on the Academy.21 mobile application and AAO website

To learn more and receive the **2021 annual meeting prospectus**, contact Adrienne Wilhoite, our manager of exhibits and corporate support, at [AdrienneW@aaptom.org](mailto:AdrienneW@aaptom.org).

*\*All artwork, podcasts, and video files will be supplied by the sponsor/advertiser.*

## SPONSORSHIP/ADVERTISING OPPORTUNITIES<sup>^</sup>



The Foundation is a philanthropic organization that develops and provides financial support for optometric research and education in vision and eye health to improve clinical patient care. We are dedicated to “Enabling Excellence in Eye Care” and pleased to announce several new programs in 2021, which will fill currently unmet needs within the optometric community. Each program offers a variety of sponsorship opportunities.

### ○ “Bright Ideas” Pitch Competition Sponsorships

This program aims to stimulate new ideas and innovative thinking, which will lead to potential treatments or devices. Top submissions will be presented at the Academy’s annual meeting to earn seed money from a \$50,000 prize fund to further develop their “Bright Idea”.

#### Title Sponsorship: \$50,000

- Exclusive 2021 competition naming rights
- VIP invitations/tickets to the reception
- One (1), two (2) minute sponsor video message on AAOF and Optometry365 websites
- Five (5) minutes for opening welcome sponsor message at competition event
- Company logo on all printed and digital competition materials
- Three (3) company designated social media postings on the AAOF social media channels (FB, IG, T, LI)
- Recognition at Academy 2021 Boston

#### Reception Sponsorship: \$15,000

- VIP invitations/tickets to the reception
- Five (5) minutes for opening welcome sponsor message at reception
- Company recognition on all reception printed and digital materials, including recognition on AAOF and Optometry365 websites
- One (1) company designated social media posting on the AAOF social media channels (FB, IG, T, LI)
- Recognition at Academy 2021 Boston

2021 SOLD

### ○ Clinical Investigator Certification Training Sponsorship

This certificate training program provides practicing optometrists initial training and skills required to serve as a clinical investigator for sponsored research within their practices. Each week this eight (8) week training program covers a different topic related to the clinical investigation process and allows for a maximum of 25 participants per course.

#### Sponsorship Increments: \$5,000 (five available)

- Company logo on all printed, including the course study guide, and digital materials, including recognition on AAOF and Optometry365 websites
- Company recognition at annual meeting Foundation reception
- One (1) company designated social media posting on the AAOF social media channels (FB, IG, T, LI)
- Recognition at Academy 2021 Boston

<sup>^</sup>All artwork, podcasts, and video files will be supplied by the sponsor/advertiser.

## ○ Clinical Podcast Series

This initiative provides summaries (podcasts) of trending, clinically relevant research, which may directly translate into improved patient care. Six (6) podcasts will be distributed monthly. These will be compiled to form a library for optometrists' access.

### Title Sponsorship: \$37,500 <sup>HALF</sup> YEAR\*

- Exclusive naming rights as title sponsor of the series
- Company logo and message on all produced podcasts ('bookends')
- Company recognition on AAOF and Optometry365 websites
- Three (3) company designated social media postings on the AAOF social media channels (FB, IG, T, LI)
- Sponsor recognition in monthly podcasts social media releases/promotions
- Recognition at Academy 2021 Boston

*\*Full annual sponsorship available beginning in 2022.*

APRIL-SEPTEMBER  
2021 SOLD

### Library Sponsorship: \$10,000

- One (1) minute sponsor video message
- Company recognition on AAOF and Optometry365 websites
- One (1) company designated social media posting on the AAOF social media channels (FB, IG, T, LI)

## ○ OD to PhD Fellowship

This scholarship program seeks to provide funds for optometrists/residents seeking to pursue a PhD in a vision science field. Each awardee will receive a \$30,000 scholarship.

### Total Sponsorship for One (1) Scholarship: \$30,000

- Exclusive naming rights of one scholarship
- Two (2) minute sponsor video message on AAOF and Optometry365 websites
- Company logo on AAOF and Optometry365 websites
- Three (3) company designated social media postings on the AAOF social media channels (FB, IG, T, LI)
- Recognition at Academy 2021 Boston

## ○ Research Funding

This program provides funding to stimulate novel exploratory research in specific areas of optometric interest through pilot grants.

### Research Grants: \$50,000 – \$100,000

Please contact Bob Gray at [BobG@aaoptom.org](mailto:BobG@aaoptom.org) for additional information.

- Sponsors and contributors will be recognized on AAOF and Optometry 365 websites
- Naming opportunities are available
- Recognition at Academy 2021 Boston

*\*All artwork, podcasts, and video files will be supplied by the sponsor/advertiser.*

## ○ Staff Training Fundamentals

This training program, offered exclusively to optometry practices, provides a curriculum intended to be delivered within the first two weeks of on-boarding for new employees. Course modules include:

- Basics of eye anatomy
- Contact lenses (*materials and modalities*)
- Fundamentals of an eye exam
- Eye diseases and disorders
- Diagnostic equipment
- Ophthalmic surgery (*cataract and refractive*)
- HIPAA and legal guidelines
- Eyeglasses (*ophthalmic lenses, frame materials and styles*)

### Learning Management System (LMS) Sponsorship: \$50,000

- Two (2) minute welcome sponsor message at beginning of course video
- Four (4) minute sponsor video message on AAOF and Optometry365 websites
- Company logo and recognition on all printed materials, including certificate of completion at the conclusion of the course, and digital materials, including recognition on AAOF and Optometry365 websites
- Three (3) company designated social media postings on the AAOF social media channels (FB, IG, T, LI)

### Course Co-Sponsorship: \$15,000

- Company logo and recognition on all printed materials, including certificate of completion at the conclusion of the course, and digital materials, including recognition on AAOF and Optometry365 websites
- Thirty-second (:30) welcome sponsor message at beginning of course video
- One (1) company designated social media posting on the AAOF social media channels (FB, IG, T, LI)
- Recognition at Academy 2021 Boston

APRIL—SEPTEMBER  
2021 SOLD

*^All artwork, podcasts, and video files will be supplied by the sponsor/advertiser.*

## SPONSORSHIP/ADVERTISING OPPORTUNITIES<sup>^</sup>

# OPTOMETRY365

Powered by AMERICAN ACADEMY of OPTOMETRY

Optometry365 is the American Academy of Optometry's newest all-access partner website ([Optometry365.com](http://Optometry365.com)), featuring information and resources from a variety of industry supporters, including new products and services, research and academia, conferences and online education, as well as Hot Optics (our version of Hot Topics), a buyer's guide to the latest and greatest in retail offerings, practice management best practices, wellness and mindfulness tips and tricks, and much more. If you're looking for new ways to reach your target audience, this is the place to participate.

### ○ Showcase Presentations

Feature your company's latest product or service under Industry News & Reviews. Produced pieces may be company and/or client testimonial based. The presentation options are as follows:

PowerPoint Presentation: \$750

Case Study: \$750

Product Feature Article: \$1,000

15-Minute Podcast: \$1,500

30-Minute Video: \$2,500

- Presentation will be accessible for 120 days
- Company recognition on Optometry365 website with click-thru link
- Company mention in monthly promotional email blasts promoting all Showcase Presentations (one (1) per month)
- Company recognition in monthly social media promotions (two (2) per month)

### ○ Digital Banner Ads

Keep your organization's name and logo front and center with digital ads targeted toward the optometric community. The home page digital ads are exclusive, so act quickly.

Home Page: \$1,500 – \$1,800

Sub Pages: Pricing on page 8.

- Banner ad(s) will be prominently displayed for 60 days with click-thru link\*  
\*Custom URL link recommended for additional tracking purposes on sponsor/advertising company's web page.

### ○ Industry Forum Sessions

These 60-minute sessions can be live or pre-recorded. Sponsorship includes pre- and post-promotion and will be available on demand for 60 days. Registration will be required through advanced sign-ups and will be sent to attendees as Zoom meetings one week prior to the event start date.

60-Minute Session: \$3,500

- One (1) month large rectangle ad to promote products and services
- Presentation will be accessible for 120 days
- Company recognition on Optometry365 website with click-thru link
- Company mention in monthly promotional email blasts promoting all Showcase Presentations (one (1) per month)
- Company recognition in monthly social media promotions (two (2) per month)

<sup>^</sup>All artwork, podcasts, and video files will be supplied by the sponsor/advertiser.

## ○ Connections Buyer's Guide

Optometry365 Buyer's Guide is an online resource for optometric and vision science professionals seeking new products and services for their practice. Searchable by categories, the Optometry365 Buyer's Guide offers an affordable option to showcase your organization/products and services.

### Premier Listing: \$400

- Twelve (12) month listing
- Priority placement above Basic Listings
- Company name, phone, website, contact email
- Logo placement, social media link placement, fifty (50) word company description
- Inclusion in five (5) categories of your choosing\*\*

### Basic Listing: \$200

- Twelve (12) month listing
- Company name, phone, website, contact email
- Inclusion in three (3) categories of your choosing\*\*

*\*\*Additional categories may be included for \$50/category.*

## ○ Vision Theater

Forty-five (45) minute, pre-recorded sessions are offered free-of-charge to Academy members; non-members are able to access the series for a nominal fee.

### Series Sponsorship: \$20,000

*Twelve (12) pre-session promotions include:*

- One (1) large rectangle ad per month to promote products, services, and/or presentation
- One (1) promotional email to include logo, text acknowledgment of the sponsorship, and small square banner ad
- Two (2) social media posts per month to promote the session
- Post-session promotion announcing on-demand availability

### Session Sponsorship: \$2,500

*One (1) pre-session promotion includes:*

- One (1) large rectangle ad to promote products, services, and/or presentation
- One (1) promotional email to include logo, text acknowledgment of the sponsorship, and small square banner ad
- Two (2) social media posts per month to promote the session
- Post-session promotion announcing on-demand availability

## ○ Speakers Bureau

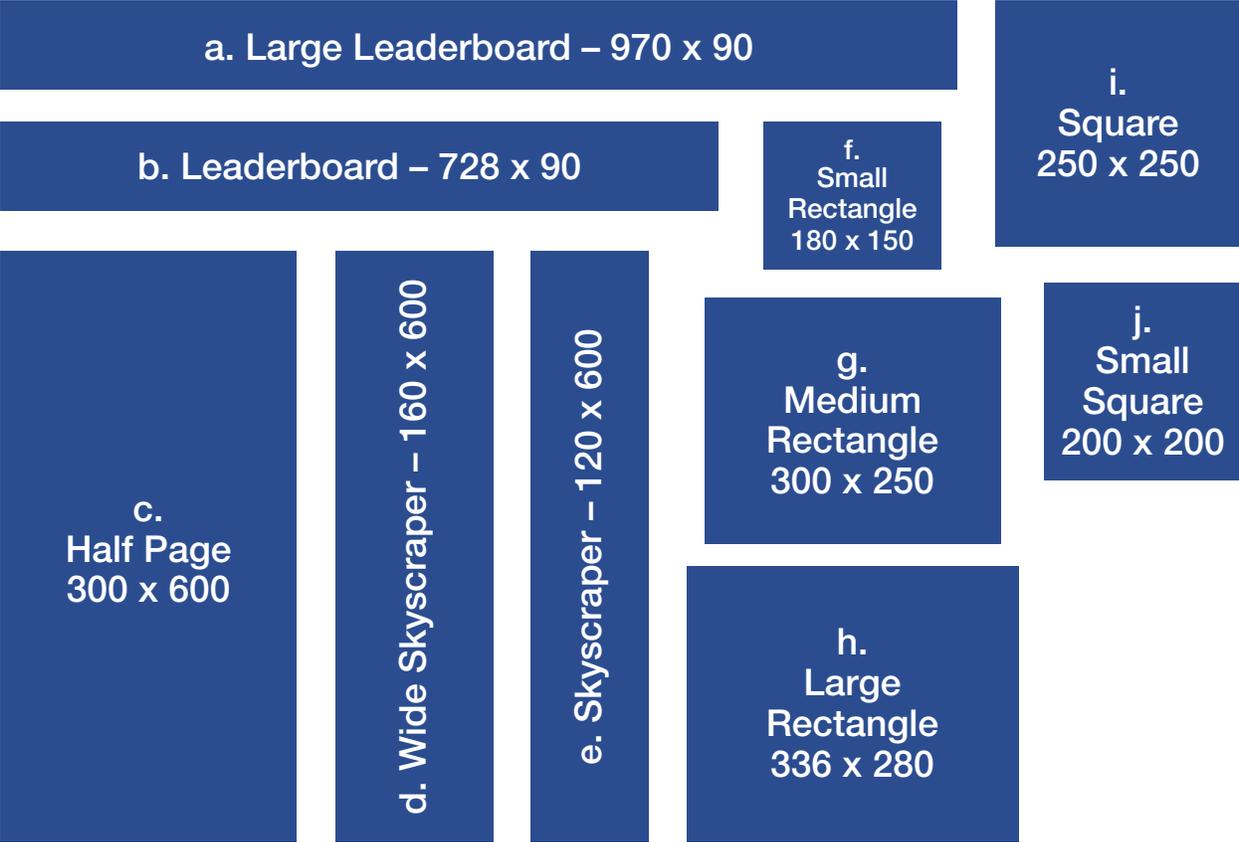
The Optometry365 Speakers Bureau is an exclusive list of vision and science professionals within the optometric community – both nationally and internationally. The Speakers Bureau quickly connects members to a growing selection of esteemed professionals specializing in topic areas including Anterior Segment, Binocular Vision, Pediatric Optometry, Comprehensive Eye Care, Contact Lenses, Glaucoma, Low Vision, Public Health, Diversity and more.

### Sponsorship: \$10,000 (limited availability)

- Company logo and name recognition in print and digital materials
- Three (3) company designated social media postings on the social media channels (FB, IG, T, LI)
- Quarterly updates on the Speakers Bureau, including images and summaries to be used in your marketing and materials
- Recognition by Speakers Bureau participants at each speaking engagement

*\*All artwork, podcasts, and video files will be supplied by the sponsor/advertiser.*

# Digital Banner Ad Specs and Pricing\*



a.	Home Page, Large Leaderboard	970x90	\$1,800
b.	Home Page, Leaderboard	728x90	\$1,500
c.	Half Page	300x600	\$1,000
d.	Wide Skyscraper	160x600	\$1,000
e.	Skyscraper	120x600	\$850
f.	Small Rectangle	180x150	\$350
g.	Medium Rectangle	300x250	\$500
h.	Large Rectangle	300x280	\$850
i.	Square	250x250	\$500
j.	Small Square	200x200	\$350

*\*Custom URL link recommended for additional tracking purposes on sponsor/advertising company's web page.  
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Advancing Optometry's Future

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