



American Academy of Ophthalmology 2008 Joint Meeting

AAO Communication Central



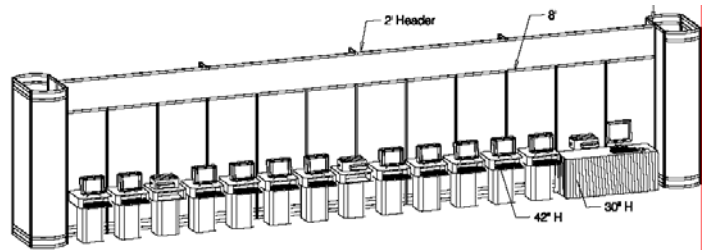
AAO Communication Central

Thirty (30) Internet stations will be located in the Technology Pavilion, at your company's booth, and in the A-B Connector, allowing attendees to access the Internet and e-mail, to leave or retrieve messages with fellow attendees through the Message Center feature, and to access the Virtual Exhibition. The supporting company's corporate or product logo, booth number, and link to the company's Web site will be prominently displayed on the computer screen as attendees check their messages and on signage at each location. AAO Communication Central will be available on the Academy's Web site prior to the Joint Meeting, increasing your company's exposure. In 2007, there were 18,007 logins during the

meeting. This is an excellent opportunity to drive traffic to your booth and Web site.

Marketing Opportunity Includes:

- Your company logo and up to two product logos will appear on the start-up page of the application.
- Your company logo will appear prominently on every subsequent page of the application and link to your company's website.
- Eight (8) e-mail stations will be located in the sponsoring company's booth and professionally staffed by Digital Acumen.
- The Academy will publicize the locations of the e-mail stations in all printed programs and on the Academy's Web site.
- Signage at the e-mail stations will acknowledge your company's support of AAO Communication Central.
- AAO Communication Central is posted on the Academy's Web site several weeks before the meeting.
- Telecommunications and computer systems supplied by the Academy.
- Right of refusal in 2009
- Cost: \$40,000



Marketing Opportunity Details:

- AAO Communication Central features an email messaging system that allows attendees to send/receive email.
- AAO Communication Central allows attendees to leave or retrieve message with fellow attendees before and during the meeting. This is available from the Academy's Web site several weeks before the show.
- AAO Communication Central allows attendees access to the Internet.
- AAO Community feature allows attendees to create community message groups. Any user can create a new group and any user may request to join an existing group. Joining groups requires mutual consent, so attendees cannot automatically be added to groups without their knowledge. The AAO Community feature is ideal for group who would like to communicate with members of their organization during the Annual Meeting whether state societies or small offices.

Contact to Reserve:

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Promotions Manager, Meetings & Exhibits

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2004 Start-Up Screen



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