



ACADEMY 2008 ANAHEIM

CORPORATE SPONSOR INSTRUCTIONS

ALL COMPANIES:

Please forward a logo electronically to LoisS@aaoptom.org or JanaK@aaoptom.org by Friday, August 1, 2008. ***It must be in vector-based .eps format.*** Even if you believe that you have sent us your logo already, please send it again so we can make certain that we have the correct one. If there are rules regarding its use (i.e., color restrictions), please include those as well.

Also, please note that we wish to use your company name precisely as you want it printed. Please let Lois or Jana know if we are spelling it incorrectly. Capital letters, use of ™ or ®, and spacing are all important to you – and therefore to us. Thank you for helping us.

COMPANIES AT THE SPONSOR LEVEL OR ABOVE (\$15,000 AND UP):

As part of our appreciation to you, we offer the opportunity to choose the education course you would like to sponsor. Please go to the Academy's web site (www.aaopt.org) and on the home page, click on the "Personal Program Planner," (www.aaopt.org/Submission/PPP/ViewPPP.asp), to review the courses. Please email Lois Schoenbrun (LoisS@aaoptom.org) by Friday, August 1, 2008 with your choice. (If there are conflicts, Lois will contact you to resolve.) The Academy will post signs outside the room thanking you for your support of education at Academy 2008 Anaheim. Your sponsorship does NOT imply support of specific research or individuals.

THE REMAINDER OF THESE INSTRUCTIONS APPLY TO SPECIFIC SPONSORSHIPS, AND NOT TO ALL COMPANIES. PLEASE READ THE CORRESPONDENCE CAREFULLY THAT RE-CAPS YOUR ACADEMY SPONSORSHIP FOR 2008, TO ENSURE THAT YOU ARE TAKING ADVANTAGE OF EVERYTHING TO WHICH YOU ARE ENTITLED.

If you will have a Registration Packet Insert:

1. Insert can consist of any type of media, brochure, mini-disk, CD ROM, flash drive or flyer and must be no larger than 8 ½ x 11 inches. Send 4000 copies **to arrive no later than Friday, October 10th** to:

Karen Lavery
Hands On Mailing & Fulfillment, Inc.
6840 Orangethorpe Avenue, Suite E
Buena Park, CA 90620-1381
714-522-3979

Mark on the box: Project: American Academy of Optometry

2. Send one copy by October 10th to:
American Academy of Optometry
Attn: Jana Kurtz
6110 Executive Boulevard, Suite 506

Rockville, MD 20852

If you are sponsoring Corporate Breakfast(s):

1. All corporate breakfasts are set for 200 people. Food and beverage and standard-set A/V (wireless lavalier, LCD and screen) are included in your sponsorship fee. You must provide your own laptop. All breakfasts are at the Anaheim Marriott.

Academy-printed breakfast announcements are included in the registration packets. There will be signs in the Marriott and Hilton announcing the breakfasts.

2. Please send the name of the speaker(s) (must be OD, MD, or PhD), COPE ID # (if COPE approved), and the topic title to Lois Schoenbrun at LoisS@aaoptom.org by August 1, 2008.

If you will provide CE credit, you are responsible for applying for COPE credit. You are also responsible for documenting the credit for those who attend your breakfast. (In the past, some companies have circulated sign-in sheets that included a request for address. Afterwards, CE certificates were sent by the companies to the individual attendees.)

If you are sponsoring Corporate Lunch(es):

1. Lunches include as many as 200 to 300 people. The Academy provides standard-set A/V (wireless lavalier, LCD and screen), but food and beverage are not included in your sponsorship fee. You must provide your own laptop.

You, the sponsor, are responsible for the cost of food, beverage, the ordering of food and beverage and any promotional materials, as well as CE credit, if desired. All lunches are at the Anaheim Convention Center. There will be signs in the headquarters hotels announcing the lunches.

Barb Klemm, of Prestige Accommodations, will put you in touch with the correct person to order food and any audio-visual other than standard set (wireless lavalier, LCD and screen). She can also offer advice on how to achieve a smooth-running food/CE event. Please contact her by email at barb@prestigeacc.com or by phone at 714-957-9100.

In order to assign the best room, we need to know the number you would like to feed. Please contact Lois Schoenbrun (LoisS@aaoptom.org) with this information by Wednesday, July 30, 2008.

2. Please send the name of the speaker(s) (must be OD, MD, or PhD), COPE ID # (If Cope approved), and the topic title to Lois Schoenbrun at LoisS@aaoptom.org by August 1, 2008.
3. Send 4000 flyers for each lunch **to arrive no later than Friday, October 10th** to:
Karen Lavery
Hands On Mailing & Fulfillment, Inc.
6840 Orangethorpe Avenue, Suite E
Buena Park, CA 90620-1381
714-52203979

Mark on the box: Project: American Academy of Optometry

The flyers should advertise your luncheon and include instructions that flyers are to be taken to the lunch ticket exchange counter (near registration) and exchanged for an actual ticket to the luncheon. The lunch ticket exchange counter will be located near Registration at the Convention Center. You may wish to have a space on the flyer for the attendee to complete name, address, phone, email – any data you want to gather on attendees. These can then be helpful for CE purposes. (You provide the correct number of tickets for the number of people you want to feed. See #5 below.)

4. Send one copy of the **flyer advertising the lunch** by October 10th to:
American Academy of Optometry
Attn: Jana Kurtz
6110 Executive Boulevard, Suite 506
Rockville, MD 20852
5. Send the correct number of **lunch tickets** by October 10th to:
American Academy of Optometry
Attn: Jana Kurtz
6110 Executive Boulevard, Suite 506
Rockville, MD 20852

(Please include a copy of the matching flyer with the tickets.)

6. You are responsible for applying for COPE credit if you wish to provide CE. You are also responsible for documenting attendance and providing documentation for credit to those who attend your lunch. (If you do not gather contact data on the flyers which are exchanged for tickets, you might want to pass around a sign-in sheet that asks for the information you need.) Afterwards, you can send CE certificates to the individual attendees.
7. Please send the name and address of the person to whom you would like the Academy to send the flyers advertising your lunch, which will be turned in at the lunch ticket exchange counter. The flyers will be sent back to you after the meeting. Please send this information to Jana Kurtz at janak@aaoptom.org.

If you have purchased a Door Drop:

1. If you have purchased a door drop, please fax (301-984-4737) or email a sample of the piece to Lois Schoenbrun (LoisS@aaoptom.org). The hotel will not distribute any materials that have not been approved by Lois. Once it is approved, you have the correct amount printed, and contact the hotel directly to arrange distribution.

The Academy has about 950 rooms on peak night at the Anaheim Marriott, and about 550 on peak night at the Hilton Anaheim. Each hotel is different, but the per-room delivery charge is normally between \$1 and \$2. Peak nights are normally Wednesday and Thursday.

Marriott Anaheim (Headquarters Hotel)

700 West Convention Way
Anaheim, CA 92802-3483
714-750-8000

Hilton Anaheim
777 Convention Way
Anaheim, Ca 92802
714-740-4222

Student Hotel: Clarion Hotel Anaheim Resort
616 Convention Way
Anaheim, CA 92802
714-750-3131

Banquet Tickets:

1. If you are entitled to complimentary banquet tickets, AAO will inform you of the number of tickets available.

Please let Jana Kurtz (JanaK@aaoptom.org) or Lois Schoenbrun (Loiss@aaoptom.org) know by Wednesday, October 1, 2008, who will be using those tickets. The tickets will be held at registration. Please let Jana Kurtz know who will pick up the tickets. You are responsible for distribution of the tickets.

Complimentary Registration:

1. If you are entitled to complimentary registrations, AAO will inform you of the number available.

Please forward the names to Jana Kurtz (JanaK@aaoptom.org) by Friday, September 5, 2008. Upon receipt of the names, Jana will forward a copy of our complimentary registration form. It would be helpful if those individuals do NOT register prior to your submitting the names to Jana. If they have already registered and paid a fee, the refund will be processed within a few weeks.

Banners and Signs:

As a courtesy to those attending Academy 2008 Anaheim, banners or signage will not be removed prior to 5:00 pm, Saturday, October 25, 2008. The Academy's show decorator – GES – must remove any banners or signage. Removal of signs and/or banners by anyone other than an employee of GES will result in a loss of the exhibitor's priority points for Academy 2009 Orlando and/or affect the company's ability to exhibit at future Academy Annual Meetings.

1. If you have purchased sign or banner space, note that all graphics must be submitted by the Academy to the Anaheim Convention Center for approval prior to production. Therefore, all graphics must be approved by Lois at LoisS@aaoptom.org no later than August 22, 2008. Please see your specific communications with Lois.
2. Artwork must be submitted to the GES FTP site in .eps format not later than August 29, 2008. (Please see your specific company email for sizes and other information.)
Submit to: GES FTP site: <ftp://csftp.gesexpo.com/>
Click on the drop down menu and use the
West FTP User account: geswstftp. West Password: o8c!x6eq
Access the West folder
Upload files into the AAO-AMOPT folder

Important! Please email Amy Chilausky of GES Exposition Services at achilausky@ges.com when files are uploaded. Amy will need the name of the files located in the AAO-AMOPT folder. The GES FTP site removes all files after 2 weeks to conserve space. Back-up files will not be created if GES isn't notified that the files are available. If this happens, the graphic files will have to be uploaded to the FTP site again.

3. All signs and banners are single-sided unless otherwise noted in your specific company email communications.
4. If your graphics experts have questions specific to the design or production, please have them contact Amy Chilausky of GES, at achilausky@ges.com or Denise Cunningham of GES, at DCunningham@ges.com.

Note that all graphics that reference the American Academy of Optometry or Academy 2008 Anaheim must use the Academy's designated logo. A new "look" for the meeting or the organization may not be created. Please contact Jana Kurtz at 301-984-1441, ext. 3090 or Janak@aaoptom.org for the specified logo, if needed.