



Association of University
Professors of Ophthalmology

JAN 31-FEB 3



AUSTIN, TX

AUPO 2024

ANNUAL MEETING

Marketing Prospectus

CORPORATE SUPPORT • SPONSORSHIP OPPORTUNITIES • EXHIBITOR INFORMATION • MEETING LOGISTICS



Meeting Location

Marriott Austin Downtown
304 East Cesar Chavez St
Austin, TX 78701
www.marriott.com/en-us/hotels/ausmd-austin-marriottdowntown



Contents

AUPO 2024 3

Meeting Statistics 2023..... 4

Sponsorship & Marketing Opportunities 5

 Sponsorship Levels 5

 Sponsorship Opportunities 6

 Marketing Opportunities 7

Program Support Opportunities 8

 Academic Leadership Development Program (ALDP)..... 8

 Women Professors of Ophthalmology (WPO)..... 9

Exhibit Opportunities..... 10

 Exhibit Hall Features and Benefits 10

 Exhibitor Schedule..... 11

 Exhibitor Registration Rates 11

 Exhibitor Payment & Cancellation Policy: 11

Important Dates 11

Exhibit Hall Map 12

Meeting Location 13

Exhibitor Housing..... 13

Hotel Function Space..... 13

Exhibit Setup 13

ACCME Guidelines 13

Shipping, Handling and Storage 13

Electrical, Internet, and Audio/Visual 13

Furniture..... 13

Security & Insurance..... 13

Contact Us..... 14

Future Meetings 14

SUPPORT AUPO MEETING AND PROGRAMS

RESERVE EXHIBIT SPACE

JOIN US IN AUSTIN, TX

AUPO 2024

The AUPO will host an in-person exhibit hall for the first time in 2024. We invite you to take advantage of this special opportunity to reach the highest levels of academic ophthalmology leadership in one location. Our medium-sized meeting format provides exceptional opportunity for quality one-on-one interactions.

The Association of University Professors of Ophthalmology (AUPO), founded in 1966, is the voice of academic ophthalmology. Through its mission, AUPO promotes medical education, research, and patient care in ophthalmology.

AUPO's Annual Meeting, a highlight for members each year, is a four-day event, where 500+ decision-makers for academic ophthalmology gather to learn, share, and network. Educational content covers the missions of academic departments: research, education, patient care, outreach, and workforce diversity. The educational programming comprises a multi-faceted meeting format, including symposia, workshops, roundtable discussions, paper and poster sessions, and social activities. The programming encompasses topics appropriate to academic department chairs, residency program directors and associate program directors, research directors, directors of medical student education, senior administrators, residency program coordinators, along with fellowship directors, and other faculty members. Residents, fellows and medical students also participate in paper and poster sessions.



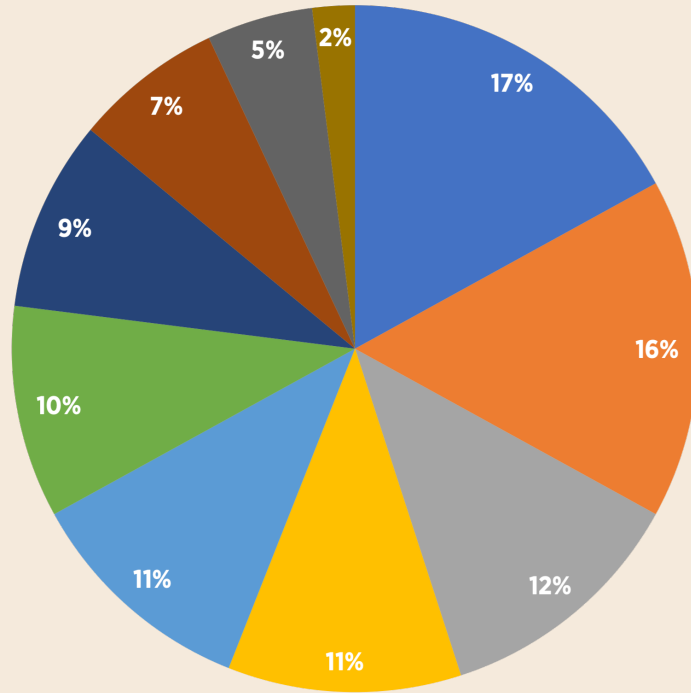
SUPPORT AUPO MEETING AND PROGRAMS

RESERVE EXHIBIT SPACE

Annual Meeting Attendance

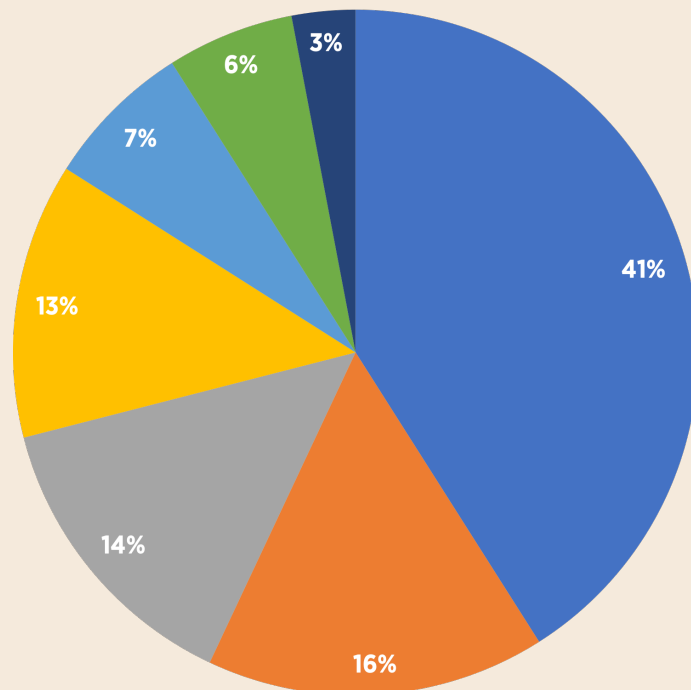
AUPO 2023

- Program Directors
- Chairs
- Administrators
- Coordinators
- Professional Guests (Academic)
- Directors Medical Student Education
- Associate Program Directors
- Research Directors
- Personal Guests
- Residents/Fellows/Medical Students



EDUCATING THE EDUCATORS 2023

- Program Directors/Associate PDs
- Directors Medical Student Education
- Coordinator Members
- Professional Guests (Academic)
- Chairs
- Residents/Fellows/Medical Students
- Administrators/Research Directors



SUPPORT AUPO MEETING AND PROGRAMS

RESERVE EXHIBIT SPACE



Sponsorship & Marketing Opportunities

The AUPO 2024 Annual Meeting offers a selection of sponsorship and marketing opportunities at varying levels that provide chances to interact in large and small-group settings. Showcase your company with support of the niche academic ophthalmology market. General support benefits will include:

- Recognition sign at the event or with the supported item (example: mobile device charging station)
- Company name listed in Annual Meeting Program or Educating the Educators program
- Company name on general Supporter Thank You sign in General Session foyer
- Additional recognitions and benefits are noted in the Sponsorship Levels and the Sponsorship Opportunities sections below where applicable

Sponsorship Levels

PLATINUM SUPPORTER	\$75,000+	GOLD SUPPORTER	\$50,000
<ul style="list-style-type: none">• 1 complimentary priority placement 10x20 booth space• 3 VIP complimentary registrations to AUPO Annual Meeting• 3 VIP complimentary registrations to AUPO Educating the Educators Meeting• 3 complimentary invitations to the banquet (Friday)• 1 acknowledgment banner placed in prominent location• 1 meeting with members of the Board of Trustees• Acknowledgment on AUPO Annual Meeting website• Acknowledgment in daily eblasts during Annual Meeting• Recognition in post-meeting News & Views newsletter• General session room acknowledgments		<ul style="list-style-type: none">• 1 complimentary priority placement 10x10 booth space• 2 VIP complimentary registrations to AUPO Annual Meeting• 2 VIP complimentary registrations to AUPO Educating the Educators Meeting• 2 complimentary invitations to the banquet (Friday)• 1 meeting with members of the Board of Trustees• Acknowledgment on AUPO Annual Meeting website• Acknowledgment in daily eblasts during Annual Meeting• Recognition in post-meeting News & Views newsletter• General session room acknowledgments	

[SUPPORT AUPO MEETING AND PROGRAMS](#)[RESERVE EXHIBIT SPACE](#)

**SILVER SUPPORTER****\$25,000**

- 1 priority placement 10x10 booth space
- 2 VIP complimentary registrations to AUPO Annual Meeting
- 2 complimentary invitations to the banquet (Friday)
- Acknowledgment on AUPO Annual Meeting website
- Acknowledgment in daily eblasts during Annual Meeting
- Recognition in post-meeting News & Views newsletter
- General session room acknowledgments

BRONZE SUPPORTER**\$15,000**

- 1 VIP complimentary registration to AUPO Annual Meeting
- 1 complimentary invitation to the banquet (Friday)
- Acknowledgment on AUPO Annual Meeting website
- Acknowledgment in daily eblasts during Annual Meeting
- Recognition in post-meeting News & Views newsletter
- General session room acknowledgments

Sponsorship Opportunities

We offer small, medium, and large-budgeted functions and meeting resource support options. Choose from many opportunities to share your collaboration with academic ophthalmology and interact with attendees.

MEETING WI-FI**\$10,000**

1 opportunity

MEETING MOBILE APP**\$6,000**

1 opportunity

MOBILE DEVICE CHARGING STATION**\$5,000**

3 opportunities

E-POSTER STATIONS**\$5,000**

3 opportunities

EDUCATING THE EDUCATORS BREAKFAST \$15,000

Wednesday – Attendees: 200–250
1 opportunity

MORNING OR AFTERNOON BREAK**\$7,500**

Wednesday – Attendees: 200–250
1 morning and 1 afternoon opportunity

EDUCATING THE EDUCATORS LUNCH**\$20,000**

Wednesday – Attendees: 200–250
1 opportunity

EDUCATING THE EDUCATORS RECEPTION \$15,000

Wednesday – Attendees: 200–250
1 opportunity

NEW PROGRAM DIRECTOR RECEPTION**\$2,500**

Wednesday – Attendees: 30–40
1 opportunity

SUPPORT AUPO MEETING AND PROGRAMS**RESERVE EXHIBIT SPACE**

**RESEARCH DIRECTOR RECEPTION \$2,500**

Wednesday – Attendees: 25–30
1 opportunity

NEW CHAIR BOOTCAMP RECEPTION \$2,500

Wednesday – Attendees: 20–25
1 opportunity

ADMINISTRATOR RECEPTION \$4,500

Wednesday – Attendees: 40–50
1 opportunity

BREAKFAST IN EXHIBIT HALL \$27,000

Thursday, Friday, or Saturday – Attendees: 500
1 opportunity each day

MORNING BREAK IN EXHIBIT HALL \$7,500

Thursday or Friday – Attendees: 400
1 opportunity each morning

AFTERNOON BREAK IN EXHIBIT HALL \$7,500

Thursday or Friday – Attendees: 400
1 opportunity each afternoon

ANNUAL MEETING OPENING RECEPTION \$35,000

Thursday – Attendees: 400
1 opportunity

RESEARCH DIRECTORS LUNCHEON \$2,500

Friday – Attendees: 25–30
1 opportunity

ANNUAL MEETING CLOSING RECEPTION \$20,000

Friday – Attendees: 300
1 opportunity

ANNUAL MEETING BANQUET \$50,000

Friday – Attendees: 300
3 additional complimentary company attendees
1 opportunity

**RESERVED**

Marketing Opportunities

Capture the attention of the attendees, gain exposure, and send a compelling message by placing an ad in onsite meeting materials. We are offering a single advertising opportunity for the printed AUPO Annual Meeting program, a single advertising opportunity for the Educating the Educators Syllabus, and ad space in the Exhibitor Guide.

FULL-PAGE AD (PROGRAM BOOK) \$7,500

Placement on inside back cover or outside back cover.
Artwork due Nov. 10, 2023. Dimensions: 8.75" width x 11.25" height (add 1/8" for bleeds).

FULL-PAGE AD (EE SYLLABUS) \$5,000

Placement on inside back cover or outside back cover.
Artwork due Dec. 1, 2023. Dimensions: 8.75" width x 11.25" height (add 1/8" for bleeds).

1/4-PAGE AD (EXHIBITOR GUIDE) \$500

Artwork due Nov. 10, 2023. Dimensions: 3.625" width x 4.875" height (no bleeds).

[SUPPORT AUPO MEETING AND PROGRAMS](#)[RESERVE EXHIBIT SPACE](#)



Program Support Opportunities

Academic Leadership Development Program (ALDP)

Now in its fourth year, AUPO's ALDP aims to enhance the professional development of ophthalmologists with the interest in and potential for leadership positions in academic ophthalmology. The program provides orientation, tools, mentoring and skills that assist participants to succeed in the academic ophthalmology leadership pathway. The curriculum offers meaningful opportunities to network with current leaders in the field as well as with fellow rising stars selected to participate in this program. The 12-month curriculum begins annually in July and concludes in June the following year. In-person sessions are held in July and during the AAO (October/November) and AUPO (January/February) Annual Meetings, with virtual sessions and one-on-one mentoring sessions throughout the year-long curriculum. Ten-twelve participants, nominated by current Chairs of departments of academic ophthalmology, are selected annually through a competitive process. To date, 33 individuals have completed the program, and 11 individuals are underway. Participants represent 33 different academic institutions to date. The program offers occasions for interaction and visibility with current and future leaders in the academic ophthalmology arena through the following support benefits:

2023-2024 ALDP & ALUMNI BREAKFAST \$5,000

November 5, 2023 · San Francisco, CA

- In-person networking with current and former ALDP participants and members of the AUPO Board of Trustees
- Recognition signage at the event

Maximum of 2 opportunities; non-exclusive.
Support deadline: October 23, 2023

2023-2024 ALDP & ALUMNI RECEPTION \$5,000

February 1 or 2, 2024 · Austin, TX

- In-person networking with current and former ALDP participants and members of the AUPO Board of Trustees
- Recognition signage at the event

Maximum of 2 opportunities; non-exclusive.
Support deadline: November 15, 2023

2024-2025 ALDP PROGRAM \$25,000

This sole-sponsor opportunity is for the next ALDP cohort selected in January 2024.

- In-person networking at the 2024-2025 ALDP and Alumni Breakfast at AAO 2024 and the 2024-2025 ALDP and Alumni Reception at the AUPO 2025 Annual Meeting (events include current and past ALDP participants and the AUPO Board of Trustees)
- Recognition at all 2024-2025 ALDP virtual sessions (6 total) with a slide and verbal acknowledgment
- Signage at the face-to-face Alumni Breakfast and Reception events noted above
- Acknowledgment on the ALDP webpage and in AUPO's News & Views newsletter
- Recognition at the AUPO 2025 Annual Meeting on signage, general session slides, and verbal acknowledgment during the meeting
- Two complimentary registrations for company representatives for the AUPO 2025 Annual Meeting

1 opportunity; exclusive.
Support deadline: December 15, 2023

SUPPORT AUPO MEETING AND PROGRAMS

RESERVE EXHIBIT SPACE

Women Professors of Ophthalmology (WPO)

Established in 2021, the mission of Women Professors of Ophthalmology (WPO) is *to foster the professional growth and advancement of women ophthalmologists and vision researchers in academia through a peer mentoring network of women Professors in our field*. Through this network, WPO aims to enhance the professional development and equity of women in academic ophthalmology.

WPO's network of mentors is available to academic ophthalmologists and vision researchers at all stages of their career. Created by AUPO members Drs. Rukhsana Mirza and Misha Syed, this network quickly grew from two to more than 300 strong, representing Full Professors and Associate/Assistant/Clinical Professors. WPO programs include an annual professional development webinar and the podcast – *WPO Academia*. Its career networking program (WPO-net), now in its third year, selects a small group of nominees to participate in a seven-month virtual mentoring program. Nineteen mentees have completed the program to date with sixteen embarking on their WPO-net journey in September 2023.

WPO NETWORKING RECEPTION	\$5,000	2024 WPO PROGRAM	\$25,000
November 3, 2023 • San Francisco, CA		Be the sole sponsor for the 2024 annual activities for WPO. This is an excellent opportunity to engage with this growing network of women professors and mentees.	
<ul style="list-style-type: none"> In-person interaction at the WPO Networking Reception at the 2023 AAO Annual Meeting (Attendees are Full Professors and current and former Career Networking Mentees, along with members of the AUPO Board of Trustees) Recognition signage at the event 		<ul style="list-style-type: none"> In-person interaction at the WPO Networking Reception at the 2024 AUPO and AAO Annual Meetings (Attendees are Full Professors and current and former Career Networking Mentees, along with members of the AUPO Board of Trustees) 	
Maximum of 2 opportunities; non-exclusive Support deadline: October 23, 2023		<ul style="list-style-type: none"> Recognition at WPO's annual professional development webinar with a slide and verbal acknowledgment 	
WPO NETWORKING RECEPTION	\$5,000		
February 1 or 2, 2024 • Austin, TX			
<ul style="list-style-type: none"> In-person interaction at the WPO Networking Reception at the 2024 AUPO Annual Meeting (Attendees are Full Professor and current and former Career Networking Mentees, along with members of the AUPO Board of Trustees) Recognition signage at the event 		<ul style="list-style-type: none"> Recognition at all 2024 Career Networking virtual sessions (6 total) with a slide and verbal acknowledgment Signage at the face-to-face Networking receptions noted above Recognition on the WPO webpage Recognition in AUPO's News & Views newsletter Recognition at AUPO's 2024 Annual Meeting on signage, general session slides, and verbal acknowledgment during the meeting 	
Maximum of 2 opportunities; non-exclusive (available after Dec. 15 if no sole sponsor) Support deadline: December 20, 2023		<ul style="list-style-type: none"> Two complimentary registrations for company representatives for the AUPO 2024 Annual Meeting 	
		1 opportunity; exclusive. Support deadline: December 15, 2023	

SUPPORT AUPO MEETING AND PROGRAMS

RESERVE EXHIBIT SPACE

Exhibit Opportunities

Exhibitor rate includes 2 complimentary exhibitor badges. Additional exhibitor badges may be purchased at the discounted registration rate of \$500 each. Exhibitor registrations include access to general session symposia, receptions on Wednesday, Thursday, and Friday evenings. Banquet attendance is an additional fee.

10' x 10' EXHIBIT BOOTH (BY NOV 20)	\$5,600
10' x 10' EXHIBIT BOOTH (AFTER NOV 20)	\$6,800
10' x 10' EXHIBIT BOOTH - NONPROFIT RATE	\$1,600
20' x 10' EXHIBIT BOOTH (BY NOV 20)	\$11,200
20' x 10' EXHIBIT BOOTH (AFTER NOV 20)	\$13,600
20' x 10' EXHIBIT BOOTH - NONPROFIT RATE	\$3,300



Exhibit Hall Features and Benefits

- Access to 500+ AUPO meeting attendees who represent department purchasers and educators/trainers for the next generation of ophthalmologists
- Exhibit Booth 10' x 10' and 20' x 10' available
- Printed exhibit floor guide
- In person networking
- Events planned in the exhibit hall to maximize exposure: Educating the Educators – Guidance with Gurus Roundtables, New Member breakfast gatherings and Breakfast with Colleagues Networking Roundtables.
- Daily breakfast, morning and afternoon breaks, and one lunch will be offered only in the exhibit hall unopposed by educational programming to draw attendees to exhibits throughout the meeting.

SUPPORT AUPO MEETING AND PROGRAMS

RESERVE EXHIBIT SPACE



Exhibitor Schedule

	DRAYAGE SETUP	EXHIBIT SETUP	EXHIBIT HOURS	EXHIBIT TEARDOWN
Tues., January 30	8:00 am–1:00 pm	1:00 pm–5:00 pm		
Wed., January 31			6:30 am–4:00 pm	
Thur., February 1			6:30 am–4:00 pm	
Fri., February 2			6:30 am–3:45 pm	3:45 pm–6:00 pm

Registration Rates

- Each reserved 10'x10' booth includes 2 complimentary registrations that includes access to general session symposia, receptions on Wednesday, Thursday, and Friday evenings. Banquet attendance is an additional fee. The following additional registration options are offered to exhibiting companies.
- Registration rates for non-exhibiting industry representatives are posted on the AUPO website and require sponsorship from a Chair member attending the meeting. Please contact auapo@aao.org for a registration form.
- Exhibiting company additional representative: \$500 per additional representative
- Banquet: \$250 per person (not included in exhibit registration)

Exhibitor Payment & Cancellation Policy

Payment of exhibitor fees is due upon invoice receipt and not later than 10 days after invoice date. In all cases, exhibit fees must be paid prior to the first exhibit day (Jan 31). Exhibit space will be confirmed after payment is received. Failure to meet terms may result in lost exhibition space. Payments can be made by check (payable in US funds and drawn on a US bank), credit card (MasterCard or Visa), ACH, and wire transfer. Sub-leasing of exhibit space is NOT permitted. Two companies may not share the same booth space.

Cancellations: 50% of fee paid will be refunded through December 1, 2023. After December 1, 2023 there will be no refunds.

Important Dates

Sept. 25: Exhibit reservation open/Early fees apply through November 20

Oct. 24: Meeting registration and AUPO member housing opens

Oct 25: Exhibitor housing open to confirmed exhibitors

Nov. 21: Late exhibit fees apply

Dec. 19: Meeting pre-registration closes

Jan. 31–Feb 2: Exhibit Hall open

Jan. 31: Educating the Educators Program

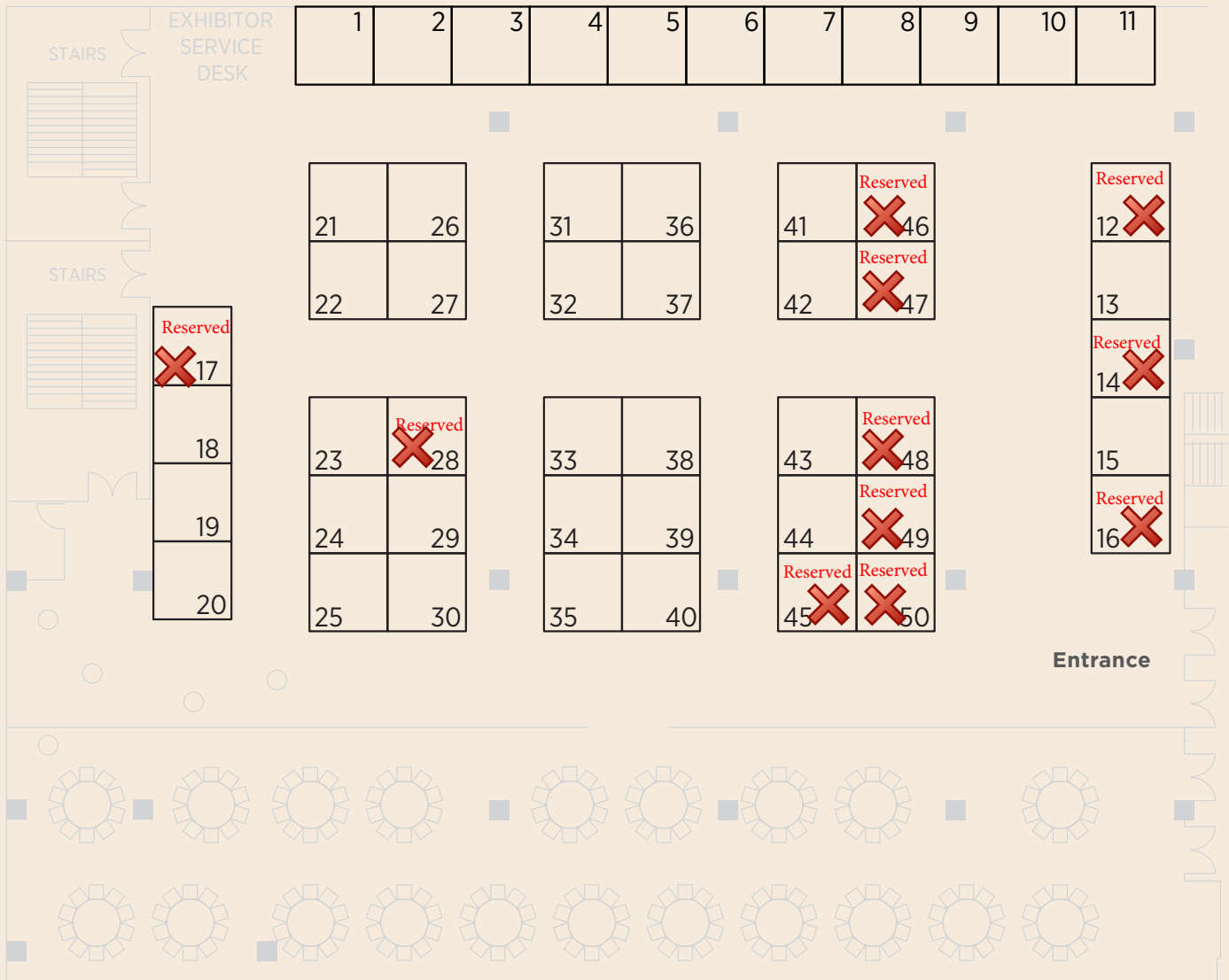
Feb. 1–3: Annual Meeting

SUPPORT AUPO MEETING AND PROGRAMS

RESERVE EXHIBIT SPACE

Exhibit Hall

MARRIOTT AUSTIN DOWNTOWN · LEVEL TWO · MOONTOWER HALL
 View sold and available exhibit space ►



SUPPORT AUPO MEETING AND PROGRAMS

RESERVE EXHIBIT SPACE



Meeting Location

The AUPO Annual Meeting will be held at the Marriott Austin Downtown, 304 East Cesar Chavez St.

Exhibitor Housing - Westin Austin Downtown

Limited housing is reserved at the AUPO overflow hotel, the Westin Austin Downtown. A link to the AUPO overflow housing block at the Westin will be made available to confirmed exhibitors starting October 25. The Westin Austin Downtown (overflow hotel, located at 310 East 5th Street,) is an approximate 6-minute walk to the Marriott Austin Downtown (Meeting hotel).

Hotel Function Space

Ancillary events may not compete with official AUPO programs or functions. Inquiries about holding ancillary functions should be directed to aupo@aao.org.

Exhibit Setup

The AUPO exhibit hall is designed for 10' x 10' and 20' x 10' booth space. Exhibits may not be larger than the allotted space. Large items can be intrusive to other exhibitors by blocking or impeding attendees from accessing other exhibit booths. If a large item critical to an exhibit will not fit in the assigned booth space, contact the AUPO prior to the meeting so proper placement on the exhibit floor can be assessed. Renting additional space may be required to accommodate the item. Items not cleared with the AUPO prior to arrival may not be allowed to be set up.

Exhibitors may select up to three (3) preferred locations on the provided floor plan. Once registration opens, the floor plan will be updated daily to reflect available space. Placement will be on a first come, first served basis upon payment of exhibit fees. AUPO will make every effort to accommodate requests, but exhibit space is subject to change. The AUPO reserves the right to accept or reject, in its sole discretion, any request to exhibit, and to determine the eligibility of any proposed exhibits.

ACCME Guidelines

AUPO's meeting is a non-CME meeting; however,

we follow ACCME guidelines. No commercial promotional materials shall be displayed or distributed in the educational space before, during, or after any educational activity. Representatives of exhibiting companies and commercial supporters may not engage in sales activities while in the rooms where educational activities take place. Except as otherwise noted in Sponsorship Opportunities, corporate support of AUPO Annual Meeting activities does not affect AUPO booth prioritization.

Shipping, Handling and Storage

All arrangements for shipping, handling, and onsite/preshow storage of exhibit materials must be made through the show management services company. More details, including pricing, are provided in the exhibitor kit available on the AUPO website.

Electrical, Internet and Audio/Visual

All orders for electrical, internet and audio/visual equipment must be made through the show management services company. More details, including pricing, are provided in the exhibitor kit available on the AUPO website.

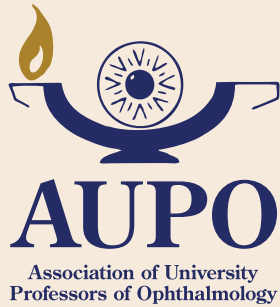
Furniture

Basic exhibit packages include an 8' high black back drape, 3' high side drape as necessary and a 7" x 44" one-line identification sign showing company name and booth number. All furniture and decor orders must be placed through the exhibitor services company for a fee. These details are provided in the exhibitor kit available on the AUPO website.

Security & Insurance

Storage of materials can be arranged through the show management services company. Exhibitors are encouraged to take security precautions to protect their own property. Each exhibitor carries the responsibility of maintaining adequate insurance coverage against injury to persons, damage to or loss of property. All third-party exhibitor appointed contractors may be asked to provide a Certificate of Insurance naming AUPO and the Marriott Austin Downtown Hotel.

[SUPPORT AUPO MEETING AND PROGRAMS](#)[RESERVE EXHIBIT SPACE](#)

**CONTACT AUPO****Association of University Professors of Ophthalmology (AUPO)**

655 Beach Street
San Francisco, CA 94109
aupo@aao.org
(415) 561-8548

MEETING LOGISTICS & HOUSING

Michael Paulos
mpaulos@aao.org
(415) 561-8580

EXHIBITS

Jill Clark
jclark@aao.org
(415) 847-0510

SPONSORSHIP & MARKETING

Lisa Brown
lbrown@aao.org
(415) 447-0249

REGISTRATION

AUPO Office
aupo@aao.org
(415) 561-8548

About the Association of University Professors of Ophthalmology (AUPO)

AUPO was founded in 1966 as an organization dedicated to research and education. Through its mission, AUPO is the voice of academic ophthalmology. The objective of AUPO is the promotion of medical education, research, and patient care in ophthalmology.

**FUTURE MEETINGS**

2025 AUPO Annual Meeting
and Educating the Educators
January 29 - February 1
Fort Lauderdale, Florida

SUPPORT AUPO MEETING AND PROGRAMS**RESERVE EXHIBIT SPACE**