

# AUPO 2027

JANUARY 27 – 29 • INDIAN WELLS, CA

**MARKETING PROSPECTUS**  
SPONSORSHIP & MARKETING OPPORTUNITIES • EXHIBITOR INFORMATION • MEETING LOGISTICS





**Meeting Location**

**Grand Hyatt Indian Wells**  
44600 Indian Wells Ln  
Indian Wells, CA 92210

[Website](#)



**Contents**

- AUPO 2027 ..... 3
- Meeting Statistics ..... 4
- Sponsorship Opportunities ..... 5
  - Leveled Sponsorship ..... 5
  - Branding Opportunities ..... 6
- Exhibit Hall ..... 8
  - Exhibit Hall Features & Benefits ..... 8
  - Exhibit Rates ..... 8
  - Exhibitor Registration & Policies ..... 8
  - Exhibitor Schedule ..... 9
  - Important Dates ..... 9
- AUPO Annual Program Support Opportunities ..... 10
  - Academic Leadership Development Program (ALDP) ..... 10
  - ALDP and INTREPID Networking Event ..... 11
  - Surgical Curriculum for Ophthalmology Residents (SCOR) ..... 11
  - Women Professors of Ophthalmology (WPO) ..... 12
  - WPO Networking Event ..... 12
- Ancillary Events ..... 13
- Exhibitor Housing ..... 13
- Exhibit Setup ..... 13
- ACCME Guidelines ..... 13
- Shipping, Handling & Storage ..... 13
- Electrical, Internet & Audio/Visual ..... 13
- Furniture ..... 13
- Security & Insurance ..... 13
- Contact AUPO ..... 14

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JOIN US IN INDIAN WELLS, CA

# AUPO 2027

The Association of University Professors of Ophthalmology (AUPO) serves as the voice for academic ophthalmology, championing excellence in ophthalmic education, professional development, research, and clinical care.

The AUPO Annual Meeting brings together the leaders shaping academic ophthalmology, offering a highly focused environment for meaningful connection and engagement. **Each year, 80+ of approximately 120 U.S. ophthalmology department chairs attend, along with program directors, research leaders, and senior faculty, making this one of the most concentrated gatherings of decision-makers in the field.**

Building on the strong participation and momentum of industry engagement in 2026, we are pleased to offer expanded opportunities for sponsorship, exhibiting, and strategic visibility in 2027.

This is a unique opportunity to connect directly with the individuals who influence clinical practice, education, and research across academic ophthalmology—all in one place. Through a combination of sponsorships, exhibit participation, and targeted marketing opportunities, partners can engage in meaningful, high-value interactions with this influential audience.

**AUPO Annual Meeting attendees are the impact makers in academic ophthalmology, overseeing and mentoring faculty, fellows, residents, and medical students who will define the future of the specialty.**

To achieve its mission, AUPO provides a platform for addressing shared challenges across ophthalmology departments and divisions, including those in:

- Liaison Committee on Medical Education (LCME)-accredited medical schools in the U.S.
- Accreditation Council for Graduate Medical Education (ACGME)-accredited ophthalmology residency programs
- Royal College of Physicians and Surgeons (RCPS)-accredited departments in Canada, affiliated with Canadian medical schools

The AUPO Annual Meeting is a three-day event that brings together over 600 academic ophthalmology leaders to connect, collaborate, and learn. With a wide range of educational content focused on research, education, and patient care, the meeting features symposia, workshops, roundtable discussions, paper and poster sessions, and social events. This is an ideal forum for department chairs, residency program directors and associate program directors, vice chairs of education, research directors, directors of medical student education, senior department administrators, residency program coordinators, fellowship directors, and other faculty members. Residents, fellows, and medical students also contribute to the academic dialogue through paper and poster presentations.



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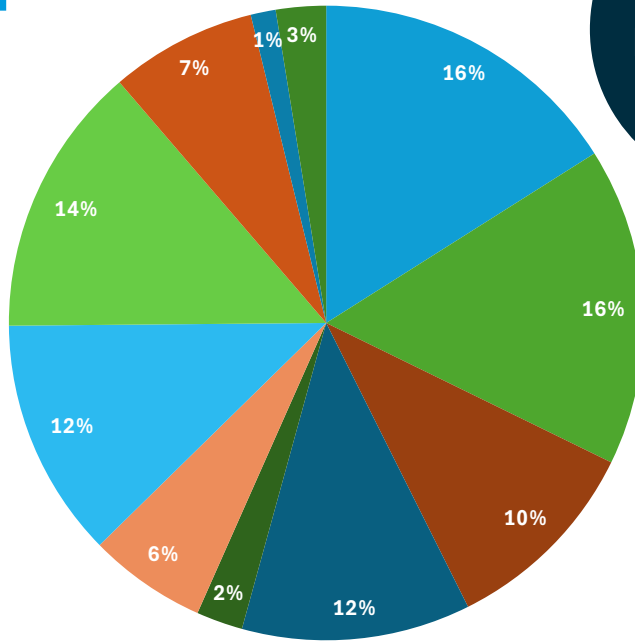
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## Annual Meeting Attendance

### AUPO 2026

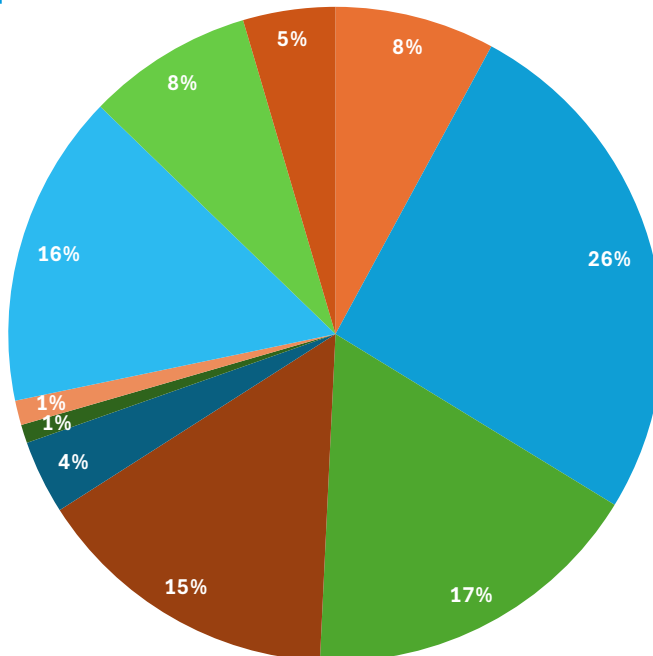
- Department Chairs
- Residency Program Directors
- Associate Program Directors
- Directors of Medical Student Education
- Vice Chairs of Education
- Research Directors
- Administrators
- Residency Program Coordinators
- Professional Guests (Academic)
- Residents/Fellows/Medical Students
- Personal Guests



**80+**  
OF ~120 U.S.  
DEPARTMENT CHAIRS  
ATTEND THE AUPO  
ANNUAL MEETING!

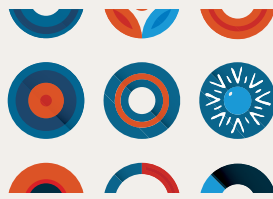
### EDUCATING THE EDUCATORS 2026

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



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# Sponsorship Opportunities

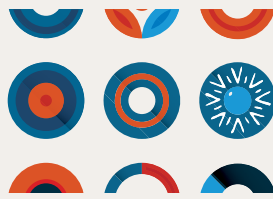
The AUPO 2027 Annual Meeting offers a range of sponsorship opportunities designed to engage attendees and highlight your company’s support of academic ophthalmology. Sponsorship levels and associated benefits are detailed below.

## Leveled Sponsorship

PLATINUM LEVEL		\$75,000
<ul style="list-style-type: none"> <li>• One (1) premier 20'x10' exhibit booth</li> <li>• Three (3) VIP registrations to AUPO Annual Meeting</li> <li>• Three (3) VIP registrations to Educating the Educators Meeting</li> <li>• Three (3) invitations to the Thursday banquet</li> <li>• Acknowledgment banner placed in prominent location</li> </ul>	<ul style="list-style-type: none"> <li>• 30-minute meeting with members of the Board of Trustees</li> <li>• Acknowledgment on AUPO Annual Meeting webpage</li> <li>• Recognition on AUPO Annual Meeting app</li> <li>• Recognition in pre-event and daily meeting eBlasts</li> <li>• Recognition in post-meeting Eyes on AUPO newsletter</li> </ul>	<ul style="list-style-type: none"> <li>• Verbal recognition during General Session and in transition slides</li> <li>• Three (3) guaranteed sleeping rooms in AUPO's housing block (names required by Nov. 1)</li> <li>• Exclusive sponsorship of the Chair Networking Event on Wednesday evening (awarded to the first confirmed Platinum sponsor)</li> </ul>
GOLD LEVEL		\$50,000
<ul style="list-style-type: none"> <li>• One (1) general 10'x10' exhibit booth</li> <li>• Two (2) VIP registrations to AUPO Annual Meeting</li> <li>• Two (2) VIP registrations to Educating the Educators Meeting</li> <li>• Two (2) invitations to the Thursday banquet</li> </ul>	<ul style="list-style-type: none"> <li>• Acknowledgment banner placed in prominent location</li> <li>• Acknowledgment on AUPO Annual Meeting webpage</li> <li>• Recognition on AUPO Annual Meeting app</li> </ul>	<ul style="list-style-type: none"> <li>• Recognition in pre-event and daily meeting eBlasts</li> <li>• Recognition in post-meeting Eyes on AUPO newsletter</li> <li>• Verbal recognition during General Session and in transition slides</li> </ul>
SILVER LEVEL		\$25,000
<ul style="list-style-type: none"> <li>• One (1) general 10'x10' exhibit booth</li> <li>• Two (2) VIP registrations to AUPO Annual Meeting</li> <li>• Two (2) invitations to the Thursday banquet</li> </ul>	<ul style="list-style-type: none"> <li>• Acknowledgment on AUPO Annual Meeting webpage</li> <li>• Recognition on AUPO Annual Meeting app</li> <li>• Recognition in daily meeting eBlasts</li> </ul>	<ul style="list-style-type: none"> <li>• Recognition in post-meeting Eyes on AUPO newsletter</li> <li>• Verbal recognition during General Session</li> </ul>
BRONZE LEVEL		\$15,000
<ul style="list-style-type: none"> <li>• One (1) VIP registration to AUPO Annual Meeting</li> <li>• One (1) invitation to the Thursday banquet</li> </ul>	<ul style="list-style-type: none"> <li>• Acknowledgment on AUPO Annual Meeting webpage</li> <li>• Recognition on AUPO Annual Meeting app</li> <li>• Recognition in daily meeting eBlasts</li> </ul>	<ul style="list-style-type: none"> <li>• Recognition in post-meeting Eyes on AUPO newsletter</li> <li>• Verbal recognition during General Session</li> </ul>

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## Branding Opportunities

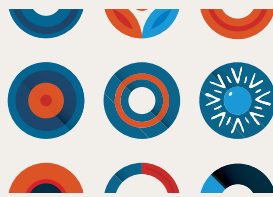
The following sponsorship opportunities are available on a first come first serve basis.

MEETING RESOURCES – REACHES 600+		
Meeting Wi-Fi (1)	\$25,000	1 Educating the Educators registration, 1 Annual Meeting registration, 1 invitation to Thursday night banquet, daily eBlast recognition, featured transition slide, and acknowledgment in program book
Meeting Mobile App (1)	\$7,500	Recognition on app and in program book
Hotel Keycards (1)	\$12,000	Branded hotel keys with company logo or product
Branded Lanyards (1)	\$12,000	Attendee lanyards with company logo
Mobile Device Recharge Station (2)	\$5,000 each	Company-branded wrap
Virtual E-Poster Stations (4) x 2 days	\$10,000/2 days \$5,000/day	Signage during poster session(s) and recognition in program book
Program Book Back Cover Ad (1)	\$7,500	Artwork due Nov 14. Advertisement specifications will be provided upon reservation.

EDUCATING THE EDUCATORS (EE) FUNCTIONS (TUE, JAN 26 – WED, JAN 27) – REACHES 300+		
EE Welcome Reception (Tue) (1)	\$18,000	1 Educating the Educators registration, signage at reception, company-branded cocktail napkins, and recognition in program book
Breakfast in Exhibit Hall (Wed) (1)	\$15,000	1 Educating the Educators registration, signage at breakfast, and recognition in program book
Refreshment Breaks in Exhibit Hall (Wed) (2)	\$5,000 each	Signage at break and recognition in program book
Guidance with Gurus (Wed) (2)	\$10,000 each	Signage during session, company logo on table topic signs, and acknowledgment in program book
Lunch in Exhibit Hall (Wed) (1)	\$25,000	1 Educating the Educators registration, 1 Annual Meeting registration, 1 invitation to Thursday night banquet, signage at lunch, and recognition in program book

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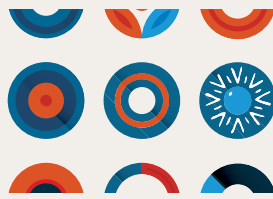
**ANNUAL MEETING FUNCTIONS (WED, JAN 27 – FRI, JAN 29)**

<b>Welcome Reception (Wed) (1)</b> Attendees: 550	\$25,000	1 Educating the Educators registration, 1 Annual Meeting registration, 1 invitation to Thursday night banquet, signage at reception, company-branded cocktail napkins, and acknowledgment in program book
<b>Breakfast/Lunch With Colleagues (Thurs or Fri) (2)</b> Attendees: 500	\$25,000 each	1 Educating the Educators registration, 1 Annual Meeting registration, 1 invitation to Thursday night banquet, signage at breakfast, company logo on table topic signs, and acknowledgment in program book
<b>Break in Exhibit Hall (Fri) (1)</b> Attendees: 500	\$7,500	Signage at break and recognition in program
<b>Research Directors Member Luncheon (Fri) (1)</b> Attendees: 40	\$3,000	Signage and 1 company attendee at lunch
<b>Gala Reception (Thur) (1)</b> Attendees: 500	\$20,000	1 Educating the Educators registration, 1 Annual Meeting registration, 1 invitation to Thursday night banquet, signage at reception, and acknowledgment in program book
<b>Gala Banquet (Thur) (1)</b> Attendees: 550	\$50,000	3 Educating the Educators registrations, 3 Annual Meeting registrations, 3 invitations to Thursday night banquet, signage at banquet, and acknowledgments from podium and recognition in program book



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# Exhibit Hall

## Features & Benefits

- Exhibit booth package includes 1 table, 2 chairs, and a wastebasket
- Attendee incentives to visit each exhibit
- Listing in the AUPO Mobile App for attendee engagement and meeting scheduling
- Ideal size for hands-on demonstrations and one-on-one conversations
- Access to 600+ AUPO attendees – key department decision-makers, educators, and trainers of future ophthalmologists
- Attendee list (including titles and affiliated academic institutions) provided before the meeting
- Positive exhibitor feedback for generating high-quality leads
- Exhibit Hall hosts breakfasts and coffee breaks, maximizing networking time; educational sessions scheduled around these breaks
- Lead retrieval available through ExpoLogic, our official registration partner
- Exhibitors welcome to attend general session programs

## Exhibit Rates

### Exhibit Booth: 10' width x 10' depth

<b>FOR PROFIT EARLY RATE (BEFORE NOV 1)</b>	<b>\$5,000</b>
<b>FOR PROFIT RATE</b>	<b>\$6,000</b>
<b>NON-PROFIT RATE</b>	<b>\$1,500</b>

### Exhibit Booth Plus: 20' width x 10' depth

<b>FOR PROFIT EARLY RATE (BEFORE NOV 1)</b>	<b>\$10,000</b>
<b>FOR PROFIT RATE</b>	<b>\$12,000</b>

## Exhibitor Registration & Policies

- Included with exhibit: 2 complimentary exhibitor badges
- Additional badges: \$500 each (discounted registration rate)
- Badge access includes:
  - General session symposia
  - Evening Receptions on Wednesday and Thursday (Thursday Banquet not included)
- Payment is due in full within 30 days of the invoice date. Failure to meet payment terms may result in loss of exhibit space.
- Payments may be made by check (US funds, drawn on a US bank) or credit card (MasterCard or Visa).
- Cancellations through November 1, 2026 – 50% refund of fees paid.
- Cancellations after November 1, 2026 – No refunds
- Industry registration rates for non-exhibiting representatives are posted on the AUPO website.
  - Requires sponsorship from a Chair member attending the meeting.
  - Contact [aupo@aao.org](mailto:aupo@aao.org) for a registration form.

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## Exhibitor Schedule\*

\*Exhibit hall hours and break times will be confirmed in January.

	REGISTRATION HOURS	EXHIBIT SETUP	EXHIBIT HOURS	EXHIBIT TEARDOWN
Tue, January 26	6:30 am–5:30pm	1:00 pm – 5:00 pm		
Wed, January 27	6:30 am–5:00pm		6:30 am–5:30pm	
Thurs, January 28	6:30 am–5:30pm		6:30 am–5:30pm	
Fri, January 29	6:30 am–4:30pm		6:30 am–3:45pm	3:45 pm – 7:00 pm

### Important Dates

**Apr 1:** Exhibit reservation opens / Early rates apply through Nov 1

**Oct 28:** Meeting registration opens

**Nov 2:** Standard exhibit rates apply

**Dec 16:** Meeting pre-registration closes

**Jan 27:** Educating the Educators Program

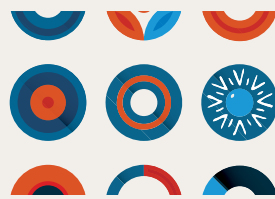
**Jan 27–29:** Exhibit Hall open

**Jan 27–29:** Annual Meeting



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# AUPO Program Support Opportunities

## Academic Leadership Development Program (ALDP)

**Commitment Deadline: Dec 1, 2026**

Now in its sixth year, AUPO’s Academic Leadership Development Program prepares ophthalmologists for leadership roles in academic medicine through a structured curriculum of mentoring, skill-building, and professional development. The year-long program runs July–June and includes in-person sessions at the AUPO Summer Board Meeting and the AUPO and AAO Annual Meetings, along with virtual sessions and one-on-one mentoring throughout the year.

Participants are nominated by department chairs and selected through a competitive process. To date, 66 individuals have completed the program, with 12 currently participating, representing 45 academic institutions. The exclusive sponsorship supports the 2027–2028 ALDP cohort, which will be selected in February 2027 and begins in July 2027.

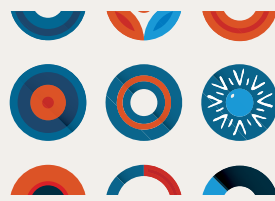
**EXCLUSIVE SPONSOR BENEFITS (1) \$25,000**

- **Program visibility:**  
Recognition slide presented at all 2027–2028 ALDP virtual sessions (6 total)
- **Digital and print recognition:**  
Listing on the ALDP webpage (July 2027–June 2028) and acknowledgment in the summer issue of the Eyes on AUPO newsletter
- **Onsite visibility:**  
Recognition signage at the 2027 AUPO Annual Meeting, including transition slides and verbal acknowledgment
- **Meeting access:**  
Two (2) complimentary registrations for the 2027 AUPO Annual Meeting
- **In-person engagement:**  
Attendance for up to two (2) sponsor representatives at the ALDP/INTREPID Alumni Networking Event during the AUPO Annual Meeting
- **Event visibility:**  
Recognition signage at the ALDP/INTREPID Alumni Networking Event



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## ALDP & INTREPID Networking Event Sponsor

January 28, 2027 | Indian Wells, CA  
Commitment Deadline: Dec 1, 2026

Joint networking event for current participants and alumni of the ALDP and INTREPID programs, bringing together emerging leaders, program alumni, and AUPO leadership.

INTREPID (INvesting, TRaining, Equipping, and Promoting Individuals for Distinction in Ophthalmology), a joint program of AUPO and the NMA, supports the advancement of underrepresented faculty in academic ophthalmology through targeted leadership development and year-round programming.

**SPONSOR BENEFITS (2)** **\$6,000**

- **In-person engagement:**  
Attendance for up to two (2) sponsor representatives at the ALDP/INTREPID Alumni Networking Event during the 2027 AUPO Annual Meeting
- **Onsite visibility:**  
Recognition signage at the event

## Surgical Curriculum for Ophthalmology Residents (SCOR)

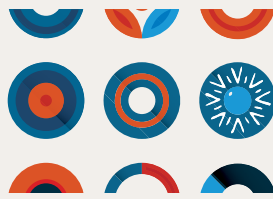
Commitment Deadline: Dec 1, 2026

AUPO has been actively working on a standardized surgical curriculum for ophthalmology residents since 2018. The objective is to help programs achieve their goal of training residents who are expected to be competent in a broad range of basic and advanced surgical skills. These efforts were spurred by discussions with the American Board of Ophthalmology (ABO), ophthalmology chairs and residency program directors, along with encouragement from industry. The SCOR program is a unique opportunity for PGY4 residents to receive advanced, hands-on, one-on-one training in cataract and anterior segment skills. The program consists of three components: skills transfer workshops, distance learning and assessments. To date over 600 residents have participated in skills transfer workshops, with many more participating in distance learning. Sponsorship opportunities are available to help cover the costs of implementing skills transfer workshops and curriculum development. Email [auposcor@aao.org](mailto:auposcor@aao.org) for more information.



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## Women Professors of Ophthalmology (WPO)

**Commitment Deadline: Dec 1, 2026**

Founded in 2021, WPO supports the advancement of women in academic ophthalmology through mentorship, professional development, and networking. The program includes webinars, podcasts, the WPO-net mentoring program, and in-person networking events at the AUPO and AAO Annual Meetings. More than 75 participants have completed the program to date.

**2027 EXCLUSIVE SPONSOR** **\$25,000**

- **In-person engagement:**  
Attendance for up to two (2) sponsor representatives at WPO networking events held during the 2027 AUPO and AAO Annual Meetings
- **Virtual program recognition:**  
Recognition at the annual WPO professional development webinar (logo slide; up to two representatives may attend)  
  
Recognition at six (6) WPO-net Career Networking virtual sessions (logo slide)
- **Onsite visibility:**  
Recognition signage at WPO in-person networking events and throughout the 2027 AUPO Annual Meeting, including transition slides and verbal acknowledgment
- **Digital and print recognition:**  
Listing on the WPO webpage (January–December 2027) and in the Fall issue of the Eyes on AUPO newsletter
- **Meeting access:**  
Two (2) complimentary registrations to the 2027 AUPO Annual Meeting

## WPO Networking Event

January 28, 2027 | Indian Wells, CA

Available after December 1, 2026, if Exclusive Sponsor is not confirmed

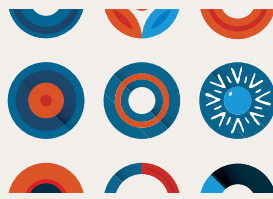
**SUPPORT BENEFITS (2)** **\$5,000**

- **In-person engagement:**  
Attendance for one (1) sponsor representative at the WPO Networking Event held during the 2027 AUPO Annual Meeting
- **Onsite visibility:**  
Recognition signage at the event



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### Ancillary Events

All ancillary events must receive prior approval from AUPO and may not compete with official AUPO programs or functions. Direct all inquiries to [auupo@aaao.org](mailto:auupo@aaao.org).

### Exhibitor Housing

AUPO does not hold a dedicated room block for exhibitors and sponsors. Exhibitors and sponsors are encouraged to reserve accommodations at the Grand Hyatt Indian Wells or at nearby properties. For convenience, a list of recommended hotels will be available on the AUPO website.

### Exhibit Setup

The AUPO exhibit hall is designed for booth spaces of 10' width x 10' depth or 20' width x 10' depth. Exhibits may not exceed the allotted space or be taller than 8'. Large items may obstruct neighboring exhibits or limit attendee access. If an oversized item is critical to your display and will not fit within the assigned booth dimensions, contact AUPO in advance so placement can be evaluated. Renting additional space may be required. Items not pre-approved by AUPO may be prohibited from setup on-site.

All exhibit space assignments will be determined by AUPO at its sole discretion. AUPO will consider the overall flow of the exhibit hall, visibility, and the needs of all exhibitors when making assignments. Support of AUPO Annual Meeting activities has no bearing on exhibit space assignments. The AUPO reserves the right to accept or reject any application to exhibit and to determine the eligibility of any proposed displays.

### ACCME Guidelines

Although the AUPO Annual Meeting is a non-CME event, we adhere to ACCME standards. Commercial promotional materials may not be displayed or distributed in any educational space before, during, or after educational sessions. Exhibiting company representatives and commercial supporters may not conduct sales activities in rooms where educational activities are taking place.

### Shipping, Handling & Storage

All shipping, handling, and onsite/preshow storage arrangements for exhibit materials must be made through the show management services company. Complete details, including pricing, will be provided in the exhibitor kit, which will be sent to exhibitors once full payment has been received.

### Electrical, Internet & Audio/Visual

All orders for electrical, internet, and audio/visual equipment must be placed through the show management services company. Complete details, including pricing, will be provided in the exhibitor kit, which will be sent to exhibitors once full payment has been received.

### Furniture

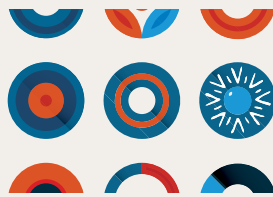
The basic exhibit package includes an 8' high blue back drape, 3' high side drape (as needed), one 6'x30" table, two side chairs, one wastebasket, and an ID sign with your company name and booth number. The exhibit hall floor is carpeted; exhibitors are responsible for ensuring the carpet is protected and remains in good condition throughout setup, the event, and dismantle. Additional furniture and décor may be ordered through AUPO's official exhibitor services company for a fee. Complete details will be provided in the exhibitor kit, which will be sent to exhibitors once full payment has been received.

### Security & Insurance

Storage of materials may be arranged through the show management services company. Exhibitors are responsible for taking appropriate security measures to safeguard their property and must maintain adequate insurance coverage for injury to persons and damage to or loss of property. All third-party exhibitor-appointed contractors may be required to provide a Certificate of Insurance naming AUPO and the Grand Hyatt Indian Wells as additional insureds.

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# AUPO

## ASSOCIATION OF UNIVERSITY PROFESSORS OF OPHTHALMOLOGY

### About the Association of University Professors of Ophthalmology (AUPO)

Founded in 1966 as an organization dedicated to research and education, its mission is to be the voice of academic ophthalmology. The objective of AUPO is to promote medical education, research, and patient care in ophthalmology.

#### CONTACT AUPO

655 Beach Street  
San Francisco, CA 94109  
[auipo@aao.org](mailto:auipo@aao.org)  
(415) 561-8548

#### EXHIBITS & SPONSORSHIP

Amber Mendez  
[amendez@aao.org](mailto:amendez@aao.org)  
(415) 447-0371

#### REGISTRATION

AUPO Office  
[auipo@aao.org](mailto:auipo@aao.org)  
(415) 561-8548

#### ANCILLARY REQUESTS & HOUSING

Jill Clark  
[jclark@aao.org](mailto:jclark@aao.org)  
(415) 561-8580

### Past Exhibitors

Alcon · ASCRS · AUPO Connect · AUPO SCOR · Bausch+Lomb · Carl Zeiss Meditec · Glaukos · Haag Streit, USA · HelpMeSee · Lions World Vision Institute · Oculus Surgical · Phelcom Technologies · Prism Vision Group · Thea Pharma

### Feedback from Exhibitors

- *Exhibit area was great! Appreciated coffee and food being served in the exhibit area as it gave doctors a reason to come down and visit in the same area as the vendors.*
- *I liked the layout and exclusivity it allowed for.*
- *Had a very good reception from attendees, I was pleasantly surprised at the level of interest.*
- *Exceptional feedback! A lot of people stopped by and were either unfamiliar with our company, or certainly unfamiliar with what was new, so it was well worth their time as well as our investment!*
- *Overall, I think our engagements with customers was much more valuable than what we experienced at meetings of larger size.*

### Feedback from Attendees

- *Excellent meeting with like-minded, committed educators.*
- *Overall great meeting - it's a highlight every year. I think the strength is in the networking it can provide.*
- *Great experience. This was my first AUPO. I came away with a feeling of learning new things and overall energized.*

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