

**Reach**

# 2020 Optometry's Meeting<sup>®</sup> Attendees Before the Show!

## Pre-registered Attendee Email List Available

Generate more traffic to your exhibit booth at the 2020 Optometry's Meeting<sup>®</sup> by sending a pre-show email message **DIRECTLY** to show attendees.

Reservations are now being accepted and transmission slots are available on a first-come, first-served basis.

*Don't wait until it is too late to reserve the transmission date you want!*

## **2,200 Estimated Pre-registered Professional Attendee Email Addresses**

### **EMAIL TRANSMISSION DATE PRICING LEVELS**

May 18 – May 29 - \$650F

June 1 – June 5 - \$700F

June 8 – June 12 - \$750F

June 15 – June 23 - \$800F

July 7 – July 31 - \$800F

## **1,200 Estimated Pre-registered Student Email Addresses**

### **EMAIL TRANSMISSION DATE PRICING LEVELS**

MAY 18 – JULY 31 - \$350F

\*F = Flat fee. Includes HTML/Text set-up, email transmission, opt-out file suppression (for file less than 250K records), and 1 tracking report.

For more information please visit:

<http://www.InfocusMarketing.com/AOA-OM>

**INFOCUS**  
MARKETING

is the exclusive list manager for:



Optometry's  
meeting<sup>®</sup>

## Show Planner

### **NOW:**

Reserve the pre-registered attendee list of your choice.

### **MAY 18:**

Email list deployment begins\*

### **JUNE 24 - JUNE 28:**

2020 Optometry's Meeting<sup>®</sup> in Washington, DC\*\*

### **JULY 7 - JULY 31:**

Post show email deployment period\*

\*Email transmissions during the pre-show and post-show dates are limited to three per day, with one transmission available for deployment in the morning, one transmission available for deployment in the early afternoon, and one transmission available for deployment in the late afternoon. Reservations are made on a first come, first served basis.

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