

In general, exhibit space is assigned preferentially according to the exhibiting company's earned priority points and ophthalmologic relevance rating. However, the Academy reserves the right, in its sole discretion, to allocate space on any other basis it deems appropriate.

The Academy also reserves the right, in its sole discretion, to reconfigure the exhibit hall floor plans and reassign any exhibiting company at any time. If the affected exhibitor does not agree with the relocation and wishes to withdraw from the exhibition, all payments will be refunded.

Priority Points

Priority points are accumulated annually and added to the cumulative total according to the following guidelines:

- 1 point for exhibiting at the current meeting
- 1 point for exhibiting at five previous consecutive meetings
- 1 point for each 10' x 10' booth or equivalent space used at the current meeting (e.g., a 20' x 30' island would earn 6 points; a 40' x 40' island would earn 16 points, and so on)
- 2 points for completing and returning the exhibitor survey
- 2 points for attending the webinar or the onsite exhibitor education program and completing the exhibitor education program survey
- 2 points for sending full payment with the space application package by the priority point deadline
- 2 points for using 95–100 percent of the reserved hotel room block secured through the official housing service

Mergers and Acquisitions

Companies that have merged with, have been purchased by, or have purchased another company may use the exhibit history of whichever company is most favorable, but not the combined history of multiple companies. The Academy should be notified in writing that the acquisition or merger between companies has been completed, along with the effective date of this change. The sale of a product, product line, certain technologies, or certain assets to another company will be considered in the transfer of priority points only to the extent determined by the Academy in its sole discretion.

A company that decides to exhibit independently from its parent company or that undergoes reorganization, and so secures individual exhibit space will retain the points accrued by the parent company.

Ophthalmologic Relevance Rating

The ophthalmologic relevance rating is based on how closely an exhibiting company's primary products or services relate to the science and practice of ophthalmology.

Category A is composed of exhibitors of products and services exclusively concerned with ophthalmologic diagnosis, treatment, and surgery. Examples of Category A products and services include intraocular lens, surgical instruments, ocular prosthetics, operating room equipment and supplies, pharmaceuticals, physician and patient education materials.

Category B is composed of exhibitors of peripheral products and services and exhibitors displaying used equipment. Examples of Category B products and services include intercoms and answering systems, practice management services, office/facility design and furnishings, computer systems, market research, equipment finance and leasing, cosmetic products and services, frames, lenses, and lens finishing.

Publisher's Row

Check the floor plan to find the area in the exhibit hall where any publishing company or publishing-related company may request to be located.

Informational Exhibits and Posters

- ***A limited number of linear 10'x10' booths and posters are available to organizations or companies with tax-exempt status 501(C)(3) or 501(C)(6).***
- ***Qualifying exhibitors must include evidence of their tax-exempt status when submitting the exhibit space application.***
- ***New! Information Poster applications will only be available on the Academy's Web site at Exhibitor Central.***
- ***Assignments are made on a first-come, first-served basis***

Market Research Companies

Companies conducting market research are assigned exhibit space according to ophthalmologic relevance rating, Category B.

EXHIBIT SPACE ASSIGNMENT LETTERS WILL BE E-MAILED TO EXHIBITORS ON FRIDAY, JUNE 11.