Policies

Health and Safety

The Academy is committed to your safety at AAO 2021.

The Academy Board of Trustees has determined that proof of COVID-19 vaccination is required for all registrants attending the Academy’s annual meeting in New Orleans, and recently voted to require masks regardless of local ordinances. To expedite entry to the convention center individuals can provide proof they are fully vaccinated with a vaccine approved by the U.S. Food and Drug Administration (FDA) or the World Health Organization (WHO).

All attendees, exhibitors, guests, staff and vendors will be required to wear masks in the convention center.

Further details about the vaccine requirement, masks and additional Health and Safety policies are available on the Health and Safety page of the Academy website listed below Meeting Information. Bookmark the page as it is updated on an ongoing basis.

To gain admittance to the exhibit areas, all company employees, and representatives are required to wear their personal Academy-issued exhibitor meeting badge at all times while on Morial Convention Center (MCC) premises. The badge must not be altered, added to, or defaced in any manner. A company badge will not be accepted in lieu of the official badge.

Representatives must be able to present photo identification that matches the name on the badge they are wearing upon request.

The Academy has a zero-tolerance policy for badge swapping. Those found swapping badges or wearing a badge that does not match their photo identification will have their badge confiscated and will be escorted from the premises. The exhibiting company will be penalized priority points they were to accrue for that year.

AAO 2021 Exhibitor Representatives are full-time company employees who staff the exhibit, attend the meeting, or both.

Exhibitor Representatives are not:

- Exhibitor Designated Contractor (EDC) Personnel (please read EDC section)
- Potential exhibitors
- Physicians (unless full-time company employees)
- Individuals who wish to gain access for the purpose of making contacts
- leasing companies
- financial institutions or
- vendors

and therefore, MAY NOT BE REGISTERED AS REPRESENTATIVES of exhibiting companies.

Distributors and Independent Representatives

Distributors are representatives of another company who have inventory and sell the exhibiting company’s products.

Independent Representatives do not have inventory, but sell the exhibiting company products, in specific geographic locations.

When registering these individuals online, you must select the appropriate personnel type Distributor or Independent Representative, include their company name in the Division field and provide their individual email address.

This information makes it easier for your Distributors and Independent representatives to receive their badge.

Optometrists

Optometrists (ODs) are not allowed to attend any portion of the AAO 2021 Program or Subspecialty Day Meetings.

Optometrists (ODs) who are full time exhibiting company employees may only be registered as an Exhibitor Representative to staff the booth.
**Access**

During the meeting, an exhibitor who has their personal Academy-issued exhibitor meeting badge may enter the exhibit hall two hours prior to the opening of the exhibition and may remain in the hall one hour after the close. Meetings in the exhibit halls with medical attendees and other individuals not associated with the exhibits may take place only during official exhibit hours. These individuals must have proper badges and cannot gain access to the exhibit hall except during official exhibit hours.

One exhibitor may not enter another exhibitor’s booth without the other exhibitor’s approval. Academy representatives and employees shall have free access to any exhibit at all times in the performance of their assigned duties.

Exhibitor Representatives may attend:

- Free sessions
- Posters
- Symposia
- Video presentations

Exhibitor Representatives may not register for Skills Transfer courses.

Representatives of commercial companies attending an educational activity may not engage in sales activities while in the room, or outside the room where the educational activity takes place.

The Exhibitor Representative badge does not allow access to the virtual meeting or Subspecialty Day meetings. See Online Registration below for details on registering for either meeting.

**Badge Types and Fees**

**Exhibitor Representatives**

Exhibiting companies receive five (5) complimentary Exhibitor Representative badges per 100 square feet of exhibit space purchased for company employees, distributors and independent representatives.

Associations or Organizations that secure an Informational Poster are provided two (2) complimentary Exhibitor Representative badges for individuals who will staff the poster during exhibition hours.

**Fee:** Complimentary

**Paid Exhibitor Representative**

Exhibiting companies can pay for two additional representatives over their complimentary allotment per ten-foot by ten-foot (10’ x 10’) booth or 100 square feet of space assigned.

**Fee:**

- $200 Sept. 22 – Oct. 27
- $300 Sept. 30 – Nov. 15

Misuse of the Exhibitor Registration types will result in the cancellation of registrations and priority point penalization.

**Registration**

**Online**

The Exhibitor Registration website opened on **Wednesday, Sept. 22** and remain open through the annual meeting. The online registration system allows exhibiting companies to make additions, changes, and deletions to their list of registrants as needed. From Sept. 22 through the close of the annual meeting exhibiting companies can:

- Add representatives
- Edit existing registrants
- Add paid exhibitor representatives
- Send email confirmations to registrants
- Review and print a list of registrants
- **NEW!** Register your representatives to attend the virtual meeting or a Subspecialty Day meeting. Or representatives can register themselves using the link in their email confirmation.
Onsite
Beginning Wednesday, Nov. 10 Academy staff in Exhibitor Registration will assist the primary or secondary meeting contact with registration changes (additions and substitutions to, or deletions from the company’s list of registrants) at no cost until Thursday, Nov. 11. Requests to process additions, substitutions, or deletions after Thursday, Nov. 11 will result in a $50 processing fee.

It is the responsibility of the exhibiting company to register their representatives prior to arriving in New Orleans.

• There will be a $100 charge for staff in Exhibitor Registration to register a company’s entire list of representatives.

Badge Distribution
The Academy does not mail exhibitor badges. All badges will be available for onsite distribution as outlined below.

Onsite Badge Distribution
The Exhibitor Registration area will be located in Halls D & E of the Morial Convention Center.

• Individual Representatives can pick up their badges during exhibitor registration hours at any available counter in the exhibitor registration area.
• Representatives MUST present their photo identification, proof of vaccination AND evidence of company affiliation to receive their badge.
• To avoid long lines and delays on Saturday, Nov. 13 advise Representatives to pick up their badges on Thursday, Nov. 11 or Friday, Nov. 12.