



AMERICAN ACADEMY  
OF OPHTHALMOLOGY®

# AAO 2021

## Exhibit Prospectus



### Meet us in New Orleans!

**AAO 2021** November 13 - 15

**Subspecialty Day** November 12 - 13

**AAOE Program** November 13 - 15

Where all  
of Ophthalmology Meets

[aao.org/2021](http://aao.org/2021)

# re/create

## AAO 2021, the 125th annual meeting of the American Academy of Ophthalmology will be held Friday through Monday, Nov. 12 -15 at the Ernest N. Morial Convention Center (ENMCC) in New Orleans, Louisiana.

On Friday, Nov. 12 you will find a full day of Subspecialty Day meetings, the AAOE Master Classes and Coding Sessions and an evening AAO 2021 opening session.

The AAO 2021 Expo will open on Saturday, Nov. 13 and will run, along with sessions, through 5 p.m. on Monday, Nov. 15.



The Academy's annual meeting has been recreated. Numerous changes have been made to the meeting in response to the recommendations from a 6-month planning effort involving Academy leadership, members, and outside consultants.

Key changes include:

- [Preliminary Meeting Schedule](#) - meeting will be shorter and include longer breaks to allow for more networking with colleagues and exhibitors. Opening session moves to Friday night and addition of a new closing session on Monday afternoon.
- [Expo Schedule](#) reflecting the meeting closing on Monday.
- Improved Expo - provide additional learning opportunities through industry showcases.
- Enhanced networking with designated Meet-Up locations.
- Expanded offerings on the virtual meeting to allow attendees to catch up on content they missed at the meeting or see brand new on demand only content.

These are just the high-level changes, there are dozens more that will make the meeting easier to navigate, enhance the attendee experience and provide additional learning opportunities after the meeting.

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**Ernest N. Morial Convention Center**  
**900 Convention Center Blvd**  
**New Orleans, LA 70130**

## AAO 2021

Registration: Halls D &amp; E

Expo: Halls C - I1

	Exhibitor Registration	Exhibit Installation	Exhibit Hours	Exhibit Dismantle
Wednesday, Nov. 10	7:30 a.m. – 6:00 p.m.	7:30 a.m. – 7:00 p.m.		
Thursday, Nov. 11	7:30 a.m. – 6:00 p.m.	7:30 a.m. – 7:00 p.m.		
Friday, Nov. 12	7:00 a.m. – 6:00 p.m.	7:30 a.m. – 7:00 p.m.*		
Saturday, Nov. 13	7:00 a.m. – 5:00 p.m.		9:00 a.m. – 5:00 p.m.	
Sunday, Nov. 14	7:30 a.m. – 5:00 p.m.		9:00 a.m. – 5:00 p.m.	
Monday, Nov. 15	7:30 a.m. – 5:00 p.m.		9:00 a.m. – 5:00 p.m.**	5:00 p.m. – 10:00 p.m.***
Tuesday, Nov. 16				8:00 a.m. – 5:00 p.m.
Wednesday, Nov. 17				8:00 a.m. – 5:00 p.m.
Thursday, Nov. 18				8:00 a.m. – 12:00 p.m.

\*Approval to work past 7:00 p.m., Friday, Nov. 12 must be obtained from show management prior to 3:00 p.m. that day. There are no in and out privileges after 7:00 p.m.

\*\*New! Expo closes Monday, 11/15 at 5:00 p.m. It will take approximate 5 – 6 hours for empty crate return. Cartons and Cases will be returned first. Plan your booth dismantle and travel schedule appropriately. Plan to return on Tuesday, Nov., 16 to finalize your outbound details.

\*\*\*On Tuesday, Nov. 15 exhibit dismantle ends at 10:00 p.m. with no in and out privileges after 7:00 p.m. An exhibitor may make a request to work until midnight by contacting show management prior to 3:00 p.m. that day.

## Booth Types and Fees

### Linear Booths

Linear 10' x 10' booth - \$3,800

Island Booth - \$38 per net square foot

An island booth is defined as a booth with all sides exposed to an aisle. To determine the booth cost, multiply the size by \$38 (e.g., 20' x 20' = 400 x \$38 = \$15,200).

### Informational Exhibits and Posters

The Academy offers charitable associations with a tax-exempt status of 501(c)(3) the following options for distributing information:

- A limited number of 10' x 10' booths in the Informational Exhibit area are available for one-half the published commercial rate shown above. Sales are not permitted in this area.
- Informational posters cost \$250 and include a:
  - forty-eight inch (48") vertical x ninety-six inch (96") horizontal poster board, sign noting the poster number and title,
  - four-foot (4') table and chair, and
  - two complimentary registrations for poster presenters.

Associations and Organizations must email [exhibitions@aao.org](mailto:exhibitions@aao.org) to submit evidence of their tax-exempt status.

### Exhibitor Portal

#### Online Exhibit Space Application

The Exhibitor Portal launch was delayed to Wednesday, April 7 for those in the first sales cycle. It will open in the next four phases based on the exhibiting company's total priority points outlined in the schedule below.

There are approximately 100 companies in each phase. Exhibitors will be emailed the Exhibitor Portal link on the launch date and will have five business days to log into the portal with their personal email address and the password used in 2020 to complete the online application. They will be able to select booth preferences from the available booth inventory and make the mandatory 50% deposit or full booth payment to receive a bonus priority point. Exhibitors completing the application must make a payment within 30 days. **Email exhibitions if your company's internal process would be problematic in meeting this deadline.**

After each group's deadline, Academy staff will review the information, make an assignment, and generate an email confirmation. The next group of exhibitors will see those booth assignments on the floor plan and select three options from the remaining booth inventory.

An overview of the company's total number of priority points, for those who participated in the 2020 virtual meeting, were emailed to the main contact in January. **If you do not have this information, email [exhibitions@aao.org](mailto:exhibitions@aao.org).**

2021 Sales Cycle	Point Range	Launch Link	Deadline	Confirmation	Number of Companies *
Phase 1	200 - 4500	1-Apr	8-Apr	15-Apr	103
Phase 2	100 - 199	April 26	May 5	May 12	113
Phase 3	35 - 99	May 10	May 19	May 26	132
Phase 4	11-34	May 24	June 2	June 9	103
Phase 5	0 - 10	June 7	June 16	June 23	103 + New Companies

\*Point ranges and the Number of Companies will change with the new point structure in 2022.

## Checklist

Based on the answers to the exhibit booth activities questions on the online application, a checklist of tasks is created with easy processes to provide additional information for these activities and the access to the web sites of our official contractor partners, Maritz (formerly Experient), Expovision and Freeman. These checklist options will be released throughout the planning cycle.

**Your Exhibitor Checklist**  
Please complete the following tasks prior to the due date

Open	<b>Third Party &amp; Exhibitor Designated Contractor (EDC) Authorization Form</b> Complete this form if you need to authorize another company to work on your behalf or will use unofficial contractors.	Due Date 08/20/2021	
Complete	<b>Advanced Island Space Request Form</b> Please complete this form if your company needs Island exhibit space. The form is due prior to the launch date of your company's sales cycle. Do not complete this form if your company requires linear 10 x 10 space.	Completed 02/19/2021	Completed
Complete	<b>Exhibit Space Application</b> Enter here to apply for the annual meeting exhibit space	Completed 03/16/2021	Completed
Open	<b>Promotional Opportunities</b> Increase the visibility of your message, improve booth traffic and generate sales leads through promotional opportunities. Proceed only if you are interested in advertising and marketing options.	Due Date 09/30/2021	
Open	<b>Shared and Adjacent Exhibit Space Request Form</b> An exhibitor, who wishes to share exhibit space with another company	Due Date 11/16/2021	

(partial example)

## Assignment of Exhibit Space

Exhibit space is assigned preferentially according to the exhibiting company's earned priority points as each phase of the sales cycle allows exhibitors to select booths from available inventory. Exhibitors must submit their application by their sales cycle due date to take advantage of their accrued priority points in their booth assignment.

***Exhibitors who submit the online Exhibit Space Application after the deadline in their sales cycle will be assigned based on the available booth inventory at that time. All payment and cancellation deadline periods are carried over to those requesting exhibit space after the assigned sales cycle deadline.***

However, the Academy reserves the right, in its sole discretion, to allocate space on any other basis it deems appropriate for AAO 2021.

The Academy also reserves the right, in its sole discretion, to reconfigure the exhibit hall floor plan 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 Point System - **NEW**

***Beginning this year, the Academy is changing how priority points are being calculated. The changes are being made to simplify the system, recognize companies that support Academy activities and encourage new companies to participate.***

***For advertising spend and foundation support, points will now be calculated based on 1 point for each \$5,000 spent with no cap on the points earned in this area. This is a change from the sliding scale that has been used for the past two years.***

***Academy and Foundation sponsorship support includes Ophthalmic Business Council membership and in-kind asset transfer donations. Advertising spend includes the Ophthalmology journals, EyeNet, annual meeting program advertising, promotional opportunities and digital advertising.***

***In addition, priority point ranking will now be calculated on the company's prior three years' points. The AAO 2022 rankings will be based on the points accumulated for 2019, 2020, and 2021 and on a rolling three year cycle each year.***

***The companies will continue to receive points for the size of the secured booth, full payment, completing of the survey and utilization of the hotel block as outlined below.***

For more information, please visit the Priority Point page of the Academy's website at [aao.org/annual-meeting/exhibitor/priority-points](https://aao.org/annual-meeting/exhibitor/priority-points).

Exhibition priority points are accumulated annually and added to the previous two-year total following these guidelines:

- 1 point per 100 square foot of exhibit space secured 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, etc.)
- 2 point for submitting full payment with the online exhibit space application
- 2 points for using ninety-five to one hundred percent (95 - 100%) of the initial hotel room block secured through the official housing service, Expovision
- 2 points for completing the entire exhibitor survey

Contact [exhibitions@aao.org](mailto:exhibitions@aao.org) with questions regarding your company's accrued points.

## Adjacent and Shared Exhibit Space

Sharing of exhibit space is permitted only for divisions of the same company and those with exclusive distributing agreements. The minimum booth size to share a booth is an island 20x20'. Exhibitors in linear 10x10' booths would request adjacent booth space.

Evidence of exclusive distributing agreements must be submitted at the same time the request to share exhibit space is submitted.

- ***Each company must submit a letter outlining their business agreement and request to share exhibit space by completing the Shared and Adjacent Request Form when they complete the online exhibit space application in the Exhibitor Portal.***
- The space assignment is based on the companies' averaged priority points and ophthalmologic relevance rating.

Exhibitors may not sublet or assign booth spaces.

## Third Party Authorization

***An exhibitor who engages the services of an outside management firm to handle exhibit details and logistics, meeting and events or publicity and advertizing or all of these planning aspects must complete a Third Party Authorization Form, identifying the firm who will work on its behalf.*** The company you designate in this capacity must meet all deadlines.

The form is available on the Checklist in the Exhibitor Portal.

The third-party company representative may make a Request for Third Party Authorization by completing this form posted on Exhibitor Central and submitting it to [exhibitions@aao.org](mailto:exhibitions@aao.org).

The submission of the Third-Party Authorization Form is not accepted in lieu of the Exhibitor Designated Contractor Authorization Form and the required certificate of insurance for contractors hired to perform a service. Please review the Exhibitor Designated Contractor section for more information.

## 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 must 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 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 lenses, 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.

### Market Research

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

## Eligibility for Exhibiting

Companies that have not exhibited previously at an Academy annual meeting must undergo review in order to be considered as exhibitors. To initiate a review, potential exhibitors must provide background information on the company and copies of promotional brochures and literature for all products and services to be exhibited.

By signing the exhibit application, the exhibiting company warrants and represents that there are no outstanding legal, financial or governmental actions that could negatively impact their ability to provide the goods or services that they promote or sell at the annual meeting. If the accuracy of this representation and warranty changes before the annual meeting, exhibitor agrees to provide immediate written notice to the Academy.

Companies with multiple complaints filed against them with state or federal consumer affairs regulatory agencies, the Better Business Bureau, or by Academy members or fellows may be required to provide an explanation of the resolution of those complaints. The Academy reserves the right to accept or reject, in its sole discretion, any application to exhibit and to determine the eligibility of any proposed exhibitor.

## Contract

Submission of the official Exhibit Space Application and receipt by the exhibitor of the exhibit space assignment notification constitute a Contract for the right to use the space allocated. Exhibitors acknowledge that they are not Contracting for a specific booth, but rather for the right to participate as an exhibitor at the Academy's annual meeting. Such submission and receipt mean that the exhibitor has read, understood and agreed to be bound by all the policies, terms, rules and regulations governing the exhibition set forth in the application, space assignment notice and the Exhibit Prospectus, which together constitute the entire Contract between the exhibitor and the Academy. Any matters not specified in the Exhibit Prospectus shall be resolved in the sole discretion of the Director of Exhibitions.

## Interpretation of Contract

The American Academy of Ophthalmology shall have the full authority to interpret and amend all policies, terms, rules and regulations contained in the Exhibit Prospectus or any part of the Contract, and its decision as to the meaning and implementation of a policy, term, rule or regulation is final. Exhibitors agree to abide by any policies, terms, rules or regulations that may hereafter be adopted, which shall be as much a part of the Contract as though originally incorporated. In the event the Academy changes any policy, term, rule or regulation after the acceptance of the Contract by the exhibitor, the Academy will provide written notice to the exhibitor. If the exhibitor objects to the change, the exhibitor must notify the Academy within ten (10) business days of the date of the Academy's notice of its intent to cancel the Contract, in which case the Academy's sole obligation will be to refund any deposits of the exhibitor. The failure of the Academy to enforce at any time any provision of this Contract shall not be construed to be a waiver of such. This Contract shall be governed by and construed in accordance with the laws of the State of California, exclusive of California's choice of law provisions. All claims, disputes and other matters in question between the Academy and exhibitors arising out of or relating to this Contract or its breach shall be decided by binding arbitration in San Francisco, California, in accordance with the Commercial Arbitration Rules of the American Arbitration Association then in effect. Notice of demand for arbitration shall be filed in writing with the other party and with the American Arbitration Association. The arbitrator's award shall be final, and judgement may be entered upon it in accordance with applicable law in any court having jurisdiction over it. The prevailing party in any dispute with respect to the meaning or enforceability of this Contract, or the enforcement of any provisions thereof, whether or not said dispute results in arbitration or litigation, shall recover from the other party all reasonable costs and expenses, including, without limitation, reasonable attorneys' fees.

## Financial Stability

The Academy has the right to expect demonstrated financial stability of its exhibitors. To that end, the Academy reserves the right, in its sole discretion, to request data establishing a company's financial stability, even if the company has exhibited in the past. The filing of bankruptcy or insolvency proceedings with respect to an exhibiting company at or after the submission of its application will result in automatic cancellation of the company's exhibit space, even though the Academy may have accepted the company's application, unless the company immediately provides reliable and verifiable evidence, acceptable to the Academy, in its sole discretion, and at no cost to the Academy, of its ability to meet existing, current, and future obligations for its products and/or services.

## Insurance

Each exhibitor carries the responsibility of maintaining adequate insurance coverage against injury to persons, damage to or loss of property, data breaches, and inability to meet its obligations outlined in the Exhibit Prospectus. Upon request, an exhibitor shall provide to the Academy a certificate of insurance indicating at least \$1,000,000 of commercial general liability insurance, and \$1,000,000 of comprehensive automobile liability insurance covering owned, leased, hired and non-owned vehicles.

Both policies shall name the Academy as an additional insured thereon.

## Liability and Indemnification

The Academy will bear no liability for personal injuries, whether suffered by an exhibitor or its employees, Contractors, or business invitees. The Academy will also assume no liability for loss or damage to the property of an exhibitor or its employees, Contractors, or business invitees, regardless of the cause, unless such injury or damage results from, or is caused by, the gross negligence or intentional wrongful acts of the Academy. Each exhibitor, in making application for space, agrees to indemnify, defend, and hold harmless the Academy from any and all claims, liability, damages or expenses (including attorneys' fees) asserted against them or incurred by them as a result of, in connection with, or arising from any loss of or damage to property, or injury to persons resulting from, arising out of, or in any way connected with the negligence or wrongful acts or omissions of the exhibitor or its agents or employees, Contractors, or business invitees, or for breach or nonperformance of any provision of this Contract.

The Academy shall in no event be liable to an exhibitor for any lost business opportunities or for any other type of indirect, special, or consequential damages alleged to be due from a breach of this Contract. It is understood and agreed that the sole liability of the Academy to the exhibitor for any breach of this Contract shall be limited to the amounts paid by the exhibitor pursuant to this Contract. It is understood and agreed that a refund of amounts paid by the exhibitor pursuant to this Contract is the sole and exclusive remedy of the exhibitor under this Contract.

## Assignment, Successors and Assigns

This Contract shall be binding upon the Academy and the exhibitor and their successors and assigns. No exhibitor may assign or transfer any rights or obligations under this Agreement without the written consent of the Academy. No such assignment shall release the exhibitor from its obligations and liabilities under this Contract.

## Force Majeure

In the event of acts of God, fire, strikes, disaster, political or social boycott, medical epidemic, or other similar unavoidable occurrences rendering the exhibit space unfit for use, the Academy will attempt to provide exhibit space at another location, but it does not guarantee it will be able to do so. In the event the annual meeting is not held at all, an exhibitor's sole remedy is a refund of its exhibit space or promotional opportunities fees paid, less any actual costs incurred by the Academy or its vendors to produce the promotional item. Such direct costs will be evidenced by documentation such as labor timecards or invoices.

A 50% deposit is due within 30 days of the time the exhibit space application is submitted. Payment may be made by credit card in the Exhibitor Portal. **Or by check, Automatic Clearing House (ACH), and Electronic Funds Transfer (EFT).**

Two bonus priority points will be awarded to those who make a full payment for the exhibit space at the time they submit their exhibit space application.

Final booth payment is due on **Tuesday, August 10**. Payments due 30 days past the final payment date will result in priority point penalties.

Exhibitors with outstanding balances on September 10 will not be listed in the Meeting Guide.

**If an exhibitor has not paid for the rental of their exhibit space, freight will not be delivered to their booth.**

## Credit Card Payments

Credit card payments may be made in the Exhibitor portal by selecting the Make Payment option. If paying less than the full amount shown, adjust the payment amount before entering the credit card information. When paying by credit card, you will need the card holder's name and billing address.

## Check Payments

Checks are to be drawn on U.S. bank accounts, made Payable to American Academy of Ophthalmology.

Send check payments by **standard mail** to:

American Academy of Ophthalmology  
Wells Fargo Bank  
PO Box 394045\*  
San Francisco, CA 94139-4045

Send check payments by **express mail** to:

American Academy of Ophthalmology  
Attn: Exhibitions Department  
655 Beach Street  
San Francisco, CA 94109

\*Do not attempt to send express mail to a post office box!

## Electronic Payments

Bank: Wells Fargo Bank, NA  
420 Montgomery St  
San Francisco, CA 94014

Account Name: American Academy of Ophthalmology  
Account number: 4121478242

ACH: Routing number: 121000248  
EFT: U.S. Wire Transfers: ABA number: 121000248  
International Wire Transfer: SWIFT Code: WFBIUS6

When using one of these electronic methods of payment, include the exhibiting company name on the documentation.

Note that the payment is "For benefit of American Academy of Ophthalmology."

Notification of an exhibitor's decision to cancel assigned exhibit space at the annual meeting exhibition must be submitted in writing. Cancellation of exhibit space means that the exhibitor:

- Forfeits access to AAO 2021;
- Forfeits the use of the assigned exhibit space; and
- Releases previously assigned hotel rooms and meeting space.

Cancellation/Downsize Schedule	
Without penalty	July 8
30% penalty	July 9 - Aug 10
No Refund	Aug 11 - Nov 12

The Academy's receipt of an exhibitor's notice of cancellation from **Thursday, July 8** to the final payment date, **Tuesday, Aug. 10** subjects the exhibitor to a cancellation penalty equal to thirty percent (30%) of the total cost of space assigned.

**The Academy's receipt of an exhibitor's notice of cancellation on or after Wednesday, Aug. 11** subjects the exhibitor to a cancellation penalty equal to one hundred percent (100%) of the total cost of space assigned.

The Academy's receipt of an exhibitor's notice to downsize booth space after Monday, Aug 9, will result in a fifty percent (50%) penalty on the original island booth size and fifty percent (50%) of the linear booth cost.

An exhibitor that cancels its participation on or after Wednesday, Aug 11, and has an unpaid balance must pay the balance before exhibiting at future Academy meetings.

The Academy has reserved hotel meeting space at the following hotels from Thursday, Nov. 11, through Monday, Nov. 15, for use by exhibitors who have purchased exhibit space and wish to hold functions prior to or during AAO 2021:

- Crowne Plaza New Orleans French Quarter
- Embassy Suites by Hilton New Orleans
- Hampton Inn & Suites - Convention Center
- Harrah's New Orleans
- Higgins Hotel, Curio Collection by Hilton
- Hilton Garden Inn New Orleans Convention Center
- Hilton New Orleans Riverside
- Hyatt Place New Orleans/Convention Center
- InterContinental New Orleans
- JW Marriott New Orleans
- Le Meridien New Orleans
- Loews New Orleans Hotel
- New Orleans Marriott
- New Orleans Marriot Warehouse Arts District - Limited availability
- Renaissance New Orleans Arts Warehouse District Hotel
- Ritz-Carlton New Orleans
- Roosevelt New Orleans, A Waldorf Astoria Hotel
- Sheraton New Orleans Hotel
- Westin New Orleans
- Windsor Court Hotel

All meeting space at official Academy hotels must be reserved through the Academy. It is a violation of Academy regulations to reserve space directly at official Academy meeting space hotels and will result in a loss of priority points.

Exhibitors may not plan, be part of, or encourage AAO 2021 attendee participation in any scientific, technical, informational, or other meeting, seminar, event, function, or gathering off the premises of any official Academy hotel during meeting hours. You may hold your event during the hours listed below:

Date	Morning	Evening
Thursday, Nov. 11	Any time	Any time
Friday, Nov. 12	Any time	Any time
Saturday, Nov. 13	End by 8:00 a.m.	After 5:30 p.m.
Sunday, Nov. 14	End by 8:00 a.m.	After 5:30 p.m.
Monday, Nov. 15	End by 8:00 a.m.	After 5:30 p.m.

*Note: 24-hour room holds will not be allowed.*

Exhibitors must request space online by providing details on meeting space requirements, contact information and payment. Space is assigned on a first-come basis. Request space online at [aao.org/meetingspace](http://aao.org/meetingspace).

Companies requesting hotel meeting space will be charged a \$275 nonrefundable administrative fee per event, per day. The last day to get the early rate for meeting space requests is **Wednesday, Aug. 18**. Fees increase to \$375 per function beginning **Thursday, Aug. 19**. There is a \$100 change fee for changes to assigned events, including date and time changes. Payments may be made by credit card only.

**If outside management or a third party will coordinate the company's event, the exhibiting company contact must complete the Third Party Authorization found in the Exhibitor Portal Checklist.**

*Representatives of outside management or the Third Party must complete a Request for Third Party Authorization form, which can be downloaded from the Academy's website at Exhibitor Central or on the hotel meeting space web page. **When this is submitted to exhibitions@aao.org the exhibiting company contact will be asked to complete the Third Party Authorization Form found in the Exhibitor Portal Checklist.***

Once the meeting space request has been submitted, a confirmation will be sent within five (5) business days that will contain the contact information for hotel staff. Exhibitors will work directly with the hotel and must finalize a contract with the assigned hotel within three (3) weeks of the space assignment or the meeting space is subject to cancellation.

All time and/or date changes should be made directly with the Academy's Meeting Services Specialist, Alex Keane. Do not make these changes directly with the hotel. Food and beverage minimums may apply. If your company cancels the event, they may be liable for cancellation fees to the hotel.

Exhibitors are allowed one sign at the entrance of the assigned meeting space.

Before preparing promotional materials for the event, carefully review the Marketing section of the Exhibit Prospectus for guidelines on how these events may be publicized.

Exhibitors may not use the official shuttle bus routes to transport attendees to any offsite function unless they have notified the Academy of this intention and have paid for the additional vehicles to supplement the route. Exhibitors may work with the official shuttle bus service provider, Kushner & Associates, to make arrangements for their own transportation needs. Contact [exhibitions@ao.org](mailto:exhibitions@ao.org) for instructions.

Meeting Space questions should be directed to:

Alex Keane, Meeting Services Specialist  
Email: [akeane@ao.org](mailto:akeane@ao.org)

## Hotel Reservations

The Academy has contracted hotel rooms at over 50 hotels for AAO 2021. Hotels included in the Academy's block are considered official hotels. A portion of the contracted hotel rooms in each hotel are for exhibitor assignment.

Exhibitors are required to secure all guest rooms at official Academy hotels through the Academy's official hotel reservation provider, Expovision.

Exhibitor hotel reservations will open in two tiers.

- Exhibiting companies in the top 50 in priority points, and those who secure 20 or more rooms each night will receive an Exhibitor Hotel Reservation Application and an Exhibitor Hotel Reservation Brochure containing a list of official hotels with rates. The Exhibitor Hotel Reservation Application is due no later than Wednesday, May 12 to Expovision.
- On Wednesday, June 2, exhibitor hotel reservations open online for all other exhibiting companies. They will select from the available hotel inventory, with immediate confirmation provided. Booking hotel reservations online is the most efficient way to secure rooms. All reservations require a deposit of one night's room and tax. Tax is currently 16.35%, plus a \$1-\$3 occupancy fee; subject to change.

Exhibitor guest room blocks are for exhibiting company personnel only. They may not be used for physician attendees.

Exhibitors are allocated sleeping rooms based on the booth size they have secured for AAO 2021. The same calculation is used for the number of complimentary exhibitor badges they may have for employees to staff the booth or attend the meeting.

Cancellation of exhibit space will result in the cancellation of all exhibitor hotel reservations.



Expovision is the official hotel reservation provider for AAO 2021. If you book through another company that solicits your business, rooms may not actually be secured when representatives arrive to check-in. **Remember to look for the Academy's Official Contractor designation on promotional information you receive in your email inbox!**

For hotel reservations during pre- and post-meeting activities, Subspecialty Day, and AAO 2021, between Monday, Nov. 8 through Wednesday, Nov. 17, exhibitors must secure rooms at official hotels through the Academy's hotel reservation provider, Expovision. If the exhibiting company fails to do this, the company will be penalized priority points. Exhibitors who utilize ninety-five percent (95%) or more of their initial reserved hotel block through Expovision will receive a priority point.

## Installation & Dismantle

### Exhibit Installation

Refer to Target Freight Map for the specific date/time assigned to your company for installation. This map will be included in the Exhibitor Service Manual.

Installation days and hours are as follows:

- Tuesday, Nov. 9 – 7:30 a.m. – 7:00 p.m.+
- Wednesday, Nov. 10 and Thursday, Nov 11 – 7:30 a.m. – 7:00 p.m.\*++
- Friday, Nov. 12 – 7:30 a.m. – 7:00 p.m.\*+++

### Exhibit Dismantle

- Monday, Nov. 15 – 5:00 p.m. – Midnight+
- Tuesday, Nov. 16 – 8:00 a.m. – 5:00 p.m.
- Wednesday, Nov. 17 – 8:00 a.m. – 5:00 p.m.
- Thursday, Nov. 18 – 8:00 a.m. – 12:00 p.m.

**+Must have wristband for access to exhibit hall after 5:00 p.m.**

**\*Must have exhibitor badge to access exhibit hall after 5:00 p.m.**

**++Approval to work past 5:00 p.m., must be obtained from show management prior to 3:00 p.m. that day.**

**\*\*There are no in and out privileges after 7:00 p.m.**

**Refer to the Labor Rates below for standard and overtime charges.**

### Access to Exhibit Hall

Every individual working in the exhibit hall must have an identification badge or wristband. To receive a badge or wristband, exhibitor personnel and exhibitor designated contractors (EDCs) are required to show photo identification and proof of affiliation with their employer. An exhibitor may obtain a badge in Exhibitor Registration during the hours noted in the “Expo Schedule” section in this document.

Approval for early installation will be granted on an individual basis, with the understanding that Freeman will provide the labor for all installation work performed on Monday, Nov. 8.

Children are not allowed on the exhibit floor at any time during the hours for installing or dismantling of exhibits.

### Care of Facility

Exhibitors may not install any permanent fixtures or deface the building, and upon conclusion of the meeting they must leave the exhibit space in the same condition that it was received.

### Dismantling Exhibits

Dismantling of an exhibit prior to the close of the Expo is not permitted. Any company violating these regulations will forfeit the priority points they were to earn for the meeting and may not be invited to participate in future Academy meetings.

It will take approximately five to six hours to return all empty crates and cartons to the exhibitor’s booth. Cartons and fiber cases should be returned within four hours. Plan to return on Tuesday, Nov. 16 to complete outbound arrangements.

## Union Jurisdictions

### Display Labor

***Freeman has a labor agreement with Central South Carpenters Regional Council to provide labor for display installation and dismantling. Full time employees of the exhibiting companies, however, may set their own exhibits without assistance from the local. Any labor services that may be required beyond what your regular full time employees can provide, must be rendered by the local. Labor can be ordered in advance by returning the Display Labor order form, or on show site, at the Freeman counter in the Exhibitor Service Center.***



## Electrical - Utilities

**The Morial Convention Center (MCC) is the exclusive provider of electrical, plumbing, internet & telephone services.**

## Labor Rates

Hourly union labor rates for installing and dismantling exhibits are as follows:

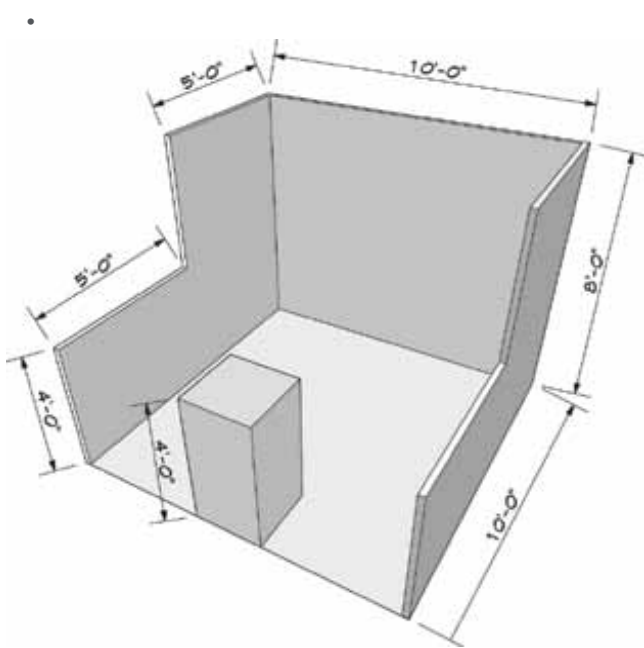
Advance Straight Time:	\$104.25 /HR
Showsite ST:	\$146.00/HR
Monday - Friday 8:00 a.m. - 5:00 p.m.	
Advance Overtime:	\$156.25 /HR
Showsite OT:	\$218.75 /HR
Monday - Friday 5:00 p.m. - 8:00 a.m. All day Saturday and Sunday.	
Advance Double Time:	\$208.50 / HR
Showsite DT:	\$292.00 / HR
All recognized Holidays	

## Exhibit Booth Design

- An exhibitor's signage and booth graphics may identify only the company named on the Exhibit Space Application and the products or services they manufacture and sell.
- Exhibits must conform to the professional and scientific atmosphere of the meeting and are subject to onsite review and, where necessary, modification at the exhibitor's expense.
- All components of the booth design, including truss and lighting are to remain within the boundaries of the exhibit space.

An exhibit must be in compliance with all local, state, and federal statutes, ordinances, rules, orders and regulations that are in force or applicable during the meeting, including, without limitation, the Americans with Disabilities Act of 1992, as amended.

## Linear Booths



(10' x 10') linear booth has a backwall drape at a uniform eight-foot (8') height and black side drape at a three-foot (3') height.

- The maximum allowable height of products and display materials is eight feet (8').
- Display materials greater than four feet (4') in height must be a minimum of five feet (5') back from the front aisle.
- *All booths must be carpeted with a standard nine-foot by ten-foot (9' x 10') covering. Exhibitors may not use smaller pieces of material to cover the floor unless it is an interlocking system that creates a single covering.*
- Booths not carpeted in this manner by 3:00 p.m. on Friday, Nov. 12, will be supplied with carpet and charged accordingly by Freeman.
- Where necessary in a linear booth, a drape will be installed, at the exhibitor's expense, to cover exposed or unfinished parts of a display.

## Informational Posters

10' x 10' Linear Booth reprinted with express consent from IAEE Guidelines for Display Rules and Regulations

Informational Poster Presenters are provided the following items:

- One eight-foot (8') wide by four-foot (4') high, Velcro receptive poster board
- One four-foot (4') draped table for handouts/materials
- One standard title sign, white with black lettering, seven by forty-four inches (7" x 44")
- One chair

### Island Exhibits

An island exhibit is an open area of exhibit space with aisles on all four sides.

- Island exhibits must be designed to allow access from all four aisles.
- Ceiling covering or floor covering may not span an aisle.
- Only island exhibits may have hanging signs
- Structures may not exceed twenty-five feet (25') in height. The seating for theater, presentation and demonstration areas must be:
  - A minimum of five-feet (5') back from the aisles and monitored and controlled so that the aisles remain free from congestion. If an aisle becomes congested because of overflow attendance, a presentation will be shortened or stopped.

Exhibit displays, construction and signage must be arranged to allow for see-through visibility and must not obstruct substantially the view of, or otherwise interfere with, the displays of other exhibitors.

Conference, office, storage, or meeting room enclosures may not exceed 100 square feet in booths less than 1,600 square feet and must be constructed of building materials that allow see-through visibility or light penetration.

### Multi-Level Exhibits

Booth plans must specify the maximum number of occupants and must have a structural engineer's stamp certifying the maximum occupant load capacity.

***Exhibitors should have blueprints that have been stamped and approved by a licensed professional structural engineer, that include dimensions, and an isometric drawing, in the booth should they be asked to present these.***

***Certain booths may require Fire Watches, electrical ventilation, smoke detection devices, fire extinguishers, multiple exits, etc., as required by Fire Prevention Officials.***

***Detailed plans of multiple-story or enclosed booths must be submitted to the Public Safety Department at the Morial Convention Center (MCC) at least two months prior to move-in. Plans must indicate if the exhibit is multiple-story and/or enclosed with a ceiling.***

***Booth plans must specify the maximum number of occupants and must have a structural engineer's stamp certifying the maximum occupant load capacity.***

***Certain booths may require Fire Watches, electrical ventilation, smoke detection devices, fire extinguishers, multiple exits, etc., as required by Fire Prevention Officials***

***Ceiling clearances in the Morial Convention Center (MCC) vary from 22' high to 35' high, with most areas having a minimum of 25' clearance. Multiple-story booths cannot be located under passenger or utility truss ways.***

Additional information will be included in the online Exhibitor Service Manual (e-kit).

### Floor Plans

The Academy requests floor plans from every island booth exhibitor to ensure that the rules and regulations governing exhibit booth design, outlined in this section, are followed. Advance review also provides the Academy with the opportunity to resolve potential issues.

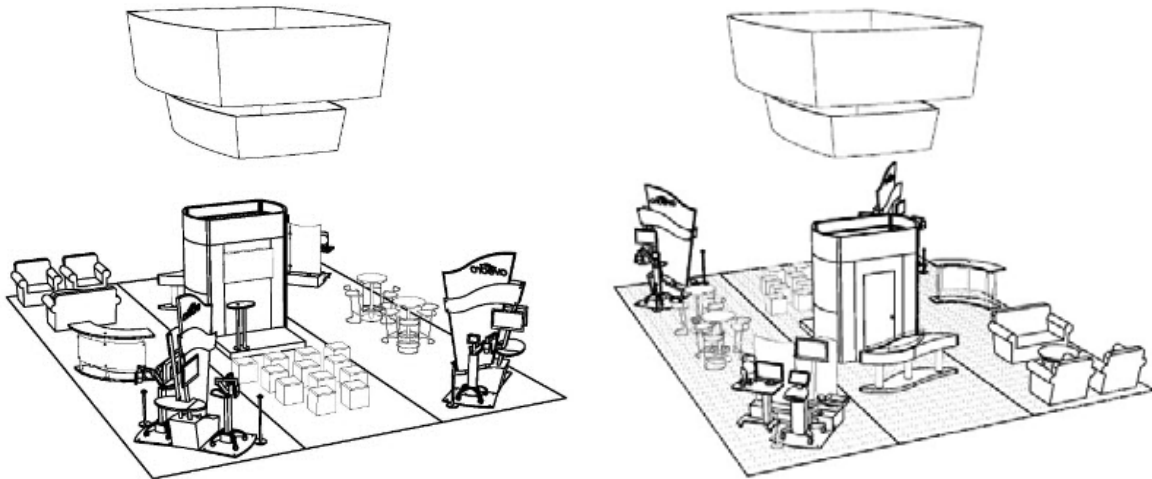
***If the location of building columns, utilities or other architectural components of the facility are considerations in the construction of an exhibit, it is the responsibility of the exhibitor or their agents to physically inspect the facility to verify all dimensions and locations.***

A company that is assigned island exhibit space must submit floor plans and elevation blueprints to the Director of

Exhibitions for approval by **Friday, Aug. 20**. These may be delivered by email, [azammataro@aao.org](mailto:azammataro@aao.org) or mail to:

Anna Zammataro, CEM, CMP  
 Director, Exhibitions  
 655 Beach Street  
 San Francisco, CA 94109

The following floor plans are examples that clearly identify exhibit components for the Academy's review.



Floor plans examples courtesy of Avedro and BlueHive

A floor plan of the electrical placement in the booth must accompany your electrical order to Morial Convention Center. Do not send the floor plan of the electrical placement in the booth to the Academy.

Exhibitors who fail to submit island floor plans and elevation blueprints by the deadline will be assessed a penalty of two (2) priority points per day after the deadline.

It is advisable to secure approval before beginning any new construction. If you are planning new construction, attach a cover note to the floor plan indicating the date by which approval is needed in order to meet construction schedules. Preliminary approval by the Director of Exhibitions must be received before the exhibit can be installed.

**Do not fax floor plans.**

## Aerial Rigging/Hanging Signs

Aerial Rigging Services

*Overhead hanging signs and decorative materials\* weighing less than two hundred (200) pounds will be assembled and installed by Freeman. **Hanging signs and overhead truss, used to support hanging signs or lighting over two hundred (200) pounds must be assembled and installed by Freeman. In addition, Freeman must hang any sign that requires electrical power, despite its weight.***

**\*Decorative materials include canopies and other items that may need to be supported from the ceiling.**

AAO Show Management approved requests for hanging signs must be submitted to Freeman a minimum of sixty (60) days prior to the event move-in date.

## Hanging Signs

**The Morial Convention Center (MCC) has low ceiling heights in the front of the following Halls: Halls E & F (25'-finished ceiling from entrance to column line approximately 100' inside hall), Hall G (23'-finished ceiling from entrance to column line approximately 100' inside hall), Halls H & I (22'-finished ceiling from entrance to column line 100' inside hall). These low ceiling areas are indicated by the various shading on the floor plan. No hanging signs are allowed in**

*the low ceiling areas of Halls E, G, H & I. It is possible to hang signs in the low ceiling area of Hall F; however, ceiling eyebolts may need to be installed at the exhibitor's expense. If the exhibitor places an order with the MCC sixty (60) days or more prior to move-in. The charge is \$250 per hanging point. Beyond the low ceilings at the front of the Halls, the ceiling height is 25' high in Halls E, G, H & I and 35' high in Hall F.*

- Only island exhibits may use hanging signs.
- The maximum height for hanging signs is twenty-five feet (25').
- Lighting and truss may be hung above this height but is limited to the boundaries of the exhibit space. **Please note that Truss & Motors are not allowed in Low Ceiling Areas.**

Hanging signs, regardless of type, are subject to the maximum size allowances stated in these policies and must conform to the standards that follow. The combined length of all signs may not exceed the following limits, whether hung horizontally or vertically. Multiple sign dimensions are totaled to determine the length of the sign.

- For a single-faced or double-faced one-piece sign, the length of the sign may not exceed fifty percent (50%) of the booth dimension on the aisle that it faces.
- For a rectangular, square, circular, or triangular sign, the length of any side of the sign may not exceed fifty percent (50%) of the booth dimension on the aisle that it faces.
- The height limit for each side of a sign is eight feet (8').
- The suspended height of a sign may not exceed twenty-five feet (25') when measured from the floor up to the top of the sign

Hanging signs must be received at the Freeman warehouse no later than **Monday, Nov. 1**. It is also cost-effective to include assembly instructions in the hanging sign shipment to the advance warehouse.

Hanging Sign Shipping labels will be included in the exhibitor service manual.

## Hanging Sign Blueprints

Blueprints indicating hanging points, hanging locations and the total weight of hanging signs must be submitted to the Director of Exhibitions for approval by **Friday, Aug. 20**.

Submit blueprints that have been drawn to scale (indicate the scale used) and include all sign dimensions, both the height and width of each sign.

All hanging signs must be preapproved. Walk-up signs will not be approved onsite. All signs are subject to onsite review and, where necessary, modified at the exhibitor's expense.

## Fire Department Regulations

**Some of the most important fire department requirements are summarized here. Complete fire regulations for the Morial Convention Center will be included in the online Exhibitor Service Manual (e-kit).**

- **All material used in the construction and decoration of an exhibit must be made from noncombustible materials or treated with a flame-retardant solution or with a flame-retardant process.**
- **Literature on display shall be limited to reasonable quantities (one day supply). Reserve supplies shall be kept in closed containers and stored in a neat and compact manner free and clear of electrical cables or junction boxes.**
- **Storage of any kind is prohibited behind the back drapes and display wall. All crates, cartons, containers, packing materials and other supplies necessary for repacking must be removed from the exhibit floor. The Morial Convention Center Fire and Safety staff inspects all booths to ensure compliance.**

**Fire extinguishers and fire hose cabinets, located on the columns, must remain visible and accessible.**

### Photographing and Videotaping

An exhibitor may photograph or videotape his or her own booth before or after exhibit hall hours. Exhibitors must designate any third party providing this service as an Exhibitor Designated Contractor by the deadline. See that section of the Prospectus for details.

Security arrangements for these activities outside the show hours must be made in advance, at the exhibitor's expense.

Exhibitors understand and agree that photographs of their exhibit will be taken by the official show photographer while documenting the annual meeting. Exhibitors agree that photos of their booth, possibly containing logos and trademarks may appear without restriction, in promotional and other documents produced by the Academy.

**An exhibitor may not photograph or videotape any other company's exhibit booth or presentation. This activity will result in the loss of priority points.**

## Advance Shipping — Warehouse

Beginning **Monday, Oct. 11**, Freeman will accept crated, boxed or skidded materials at the advance freight warehouse address noted below. There are additional charges for carpet and pad that is shipped separately, and uncrated or loose display shipments. All freight shipments must be sent prepaid.

***Schedule the delivery of freight so that it arrives at the warehouse no later than Monday, Nov. 01. Warehouse receiving hours are 8:00 a.m. - 3:30 p.m. Monday through Friday. Shipping labels will be in the online Exhibitor Service Manual (e-kit).***

Address advance warehouse freight with the following information:

Exhibiting Company Name / Booth Number  
American Academy of Ophthalmology

C/O Freeman

905 Sams Ave.

New Orleans, LA 70123

Hold for American Academy of Ophthalmology – Nov. 13 – 15, 2021.

Exhibitors will receive an email confirmation from Freeman verifying receipt of shipment(s).

## Direct Shipping – Morial Convention Center

The online Exhibitor Service Manual will contain the Freight Target Move-in map with assigned move-in dates and times. Questions about the target move-in schedule and/or requests to change assigned target days/times, should be directed to the Freeman Freight Department as outlined on the Freight Target Move-in map. Adherence to the move-in target date and time will help ensure a smooth move-in.

**The show will be marshalled. A map to the marshalling yard will be included in the Exhibitor Service Manual (e-kit) scheduled to post on Wednesday, Aug.4.**

Direct shipments to the Morial Convention Center will be accepted beginning **Tuesday, Nov. 9**, at 8:00 a.m., unless specified by the Freight Target Move-in delivery schedule.

Freight shipped directly to Morial Convention Center should be addressed as follows:

Exhibiting Company Name / Booth Number  
American Academy of Ophthalmology

C/O Freeman

Morial Convention Center

900 Convention Center Blvd

New Orleans, LA 70130

Hold for American Academy of Ophthalmology – Nov. 13 – 15, 2021.

**Note: All vehicles delivering materials to the Morial Convention Center must report to:**

Lot I Marshalling Yard

1315 Tchoupitoulas St.

New Orleans, LA 70130

This includes privately owned vehicles (cars, trucks, vans, etc.) who choose to unload their own materials at the established unloading area. No vehicle will be allowed to the dock area without a pass.

The Marshalling Yard Map and Target Freight Map will be available in the Exhibitor Service Manual **scheduled to post on Wednesday, Aug.4.** It will contain important information and directions.

All direct shipments must go through the marshalling yard.

## Material Handling

*The IATSE Union will have jurisdiction over all unloading and reloading of all trucks, trailers, common and contract carriers. The Union also has jurisdiction over the operation of all material handling equipment — this includes all dollies and hand trucks. Exhibitors requiring assistance with unloading, uncrating, un-skidding, leveling, and assembly of machinery and equipment, as well as the reverse processes would secure labor through this union.*

*Exhibitors may hand carry items from the entrances of the Morial Convention Center to their booth in quantities that can be managed by one person, in one trip, needing no equipment.*

*Freeman will control access to the loading area in order to provide for a safe and orderly move-in and move-out. Unloading or reloading at the Morial Convention Center of materials from any and all contracted carriers will be handled by Freeman.*

## Material Handling Rates

Material handling rates are quoted per 100 pounds (CWT).

Warehouse Shipments	
Boxed, crated or skidded	\$95.50
Special Handling*	\$124.00
Late Shipments	\$124.00
Pad/Carpet only	\$124.00
Show Site Shipments	
Crated	\$93.00
Special Handling*	\$121.00
Uncrated/Pad Wrapped	\$121.00
Pad/Carpet Only	\$121.00

Contact: Freeman Exhibitor Services  
 Tel: 888.508.5050  
 Email: ExhibitorSupport@freeman.com

### Special Handling:

- **Material delivered by a carrier in such a manner that it requires additional handling, such as ground unloading, stacked and constricted space unloading, designated piece unloading, loads mixed with pad-wrapped material, loads failing to maintain shipping integrity, and shipments that require additional time, equipment, or labor to unload.**
- **Federal Express and UPS are included in this category due to their delivery procedures.**
- **Uncrated: Material that is shipped loose or pad-wrapped, and / or un-skidded machinery without proper lifting points.**
- **Carpet and/or Pad Only: Shipments that consist of loose carpet and/or padding will require additional labor and equipment to unload.**

### Additional Surcharges:

Shipments delivered after Deadline Dates listed below will incur late surcharges in addition to the above rates:

- **Warehouse Shipments received after Monday, Nov. 1, 2021.**
- **Show Site Shipments received after Friday, Nov. 12, 2021.**

## Cleaning

Exhibit hall aisles will be vacuumed daily, and wastebaskets will be emptied nightly if they are placed in the aisle. Exhibit booth cleaning is a service provided exclusively through Freeman. Exhibitor Designated Contractors (EDCs) are not allowed to provide booth cleaning services. Full-time exhibiting company employees may clean the booth. A form for ordering this service for the duration of the meeting will be included in the Exhibitor Service Manual (e-kit). The Academy no longer provides booth vacuuming on Friday, Nov. 12.

## Equipment Pass

Removal of equipment or display items from the exhibition during meeting days — Saturday, Nov. 13 through Monday, Nov. 15 — will require a pass. The passes can be obtained at the Academy Exhibitor Services counter, located in the Exhibitor Service Center beginning Saturday, Nov. 13. Once the show closes at 5:00 p.m. on Monday, Nov. 15, equipment passes will not be required.

It is the responsibility of each exhibiting company to properly secure and remove its equipment when the show closes.

## Exhibitor Service Center

The Exhibitor Service Center (ESC) will be located at the back of Hall E, in the Morial Convention Center. Staff is available Tuesday, Nov. 9 through the meeting and dismantle. Vendors who aren't available will provide contact information on their counter.

The Exhibit Director's and Floor Managers' offices, along with a staffed Academy Exhibitor Services counter, will be located here.

## Exhibitor Service Manual (e-kit)

The Exhibitor Service Manual (e-kit) contains a complete list of all official contractors, available services and work rules. It will be available to exhibiting companies on the Freeman web site beginning Wednesday, Aug. 4. The e-kit provides information and rates for services including material handling, audiovisual services, complimentary and special signage, rental furnishings, carpentry, decorating, rigging and freight labor, floral services, computer rentals, booth security, international freight forwarding, photography, telecommunications, lead retrieval, booth cleaning, and air, water and electrical services.

## Morial Convention Center

The Morial Convention Center Technology Services Department is responsible for the delivery of utility services - telecommunications and internet. Download the Exhibitor Success Guide from Exhibitor Central for additional details and pricing.

## Official Contractors

The Academy secures suppliers and vendors as official contractors to provide the necessary services for a successful meeting and expo. We encourage exhibitors to utilize their services. To identify our partners, look for the official contractor designation on order forms and email communications. We have asked them to include this designation when sending promotions to registered exhibitors.

The Academy has designated official suppliers for the following areas:

Audiovisual	International Freight Forwarding
Cleaning	Lead Retrieval
Computers	Photography
Floral	Registration
Housing	Security



## Official General Service Contractor

General questions regarding any service ordered through Freeman, including the installing and the dismantling of exhibits, material handling, assembly of hanging signs and other items supported from the ceiling, such as canopies, rigging, and the provision of rental furnishings, special signage, carpet and rental displays, should be directed to Freeman's Exhibitor Services Department. Freeman also provides specialty services through the companies that follow:

- Freeman I & D — Custom installation and dismantle service
- Freeman Design & Fabrication — Complete custom exhibit design and building service
- Freeman Exhibit Transportation — Complete round trip exhibit & material shipping services.

Pre-quoted services are billed with one convenient invoice with no hidden charges.

Freeman Exhibitor Services

Tel: 888.508.5050

Email: [ExhibitorSupport@freeman.com](mailto:ExhibitorSupport@freeman.com)

## Registration and Lead Retrieval

Maritz (formerly Experient) is the official contractor for registration and lead retrieval. Exhibitors may rent units or add technology to their devices to scan the badges of the professional attendees capturing their name, address, email, specialty and practice information.

Complete information and order forms for this service will be provided in the online Exhibitor Service Kit (e-kit).

## Security

The Academy will provide perimeter security in the exhibit halls on a twenty-four (24)-hour basis from the installation through the dismantling of exhibits. Entrance and exit of workers, attendees and exhibit personnel will be strictly monitored. Despite these precautions, neither the Academy, nor Freeman, nor the Morial Convention Center can assume responsibility for loss of or damage to exhibitors' property. Exhibitors are encouraged to take precautions to protect their own property and to obtain the appropriate insurance against loss.

The Exhibitor Service Manual (e-kit) will contain information on ordering security personnel and, if available, security cages. Exhibitors are urged to take advantage of the security services offered.

## Utilities

In Exhibit Halls C - I, power comes from the utility ports in the floor. If power requirements are greater than a 100 amp service, it must come from overhead. Power can be provided from overhead for an additional cost.

### Audio Visual

Event Technology\*

Tel: 800.868.6886

Email: [EventTechServices@freeman.com](mailto:EventTechServices@freeman.com)

### Food & Beverage/Catering

Centerplate

Carly Borgula

Email: [Carly.Borgula@centerplate.com](mailto:Carly.Borgula@centerplate.com)

Online ordering: <https://mccnoexpresscatering.dev01.ezplanit.com/>

### Computers & Monitors

Event Technology\*

Tel: 800.868.6886

Email: [EventTechServices@freeman.com](mailto:EventTechServices@freeman.com)

### Electrical (Utilities)

Ernest N. Morial Convention Center

Tel: 504.582.3036

Email: [exhibit\\_services@mccno.com](mailto:exhibit_services@mccno.com)

Online ordering: <http://services.mccno.com/>

### General Service Contractor

Freeman

Tel: 888.508.5050

Email: [ExhibitorSupport@freeman.com](mailto:ExhibitorSupport@freeman.com)

### Shipping

Freeman Exhibit Transportation

Toll Free Tel: 800.995.3579 (U.S. & Canada)

Local & International Tel: (817) 607-5183

Fax: 469.621.5810

Email: [Exhibit.Transportation@freeman.com](mailto:Exhibit.Transportation@freeman.com)

## Plumbing

Ernest N. Morial Convention Center  
Tel: 888.508.5050  
Email: [exhibit\\_services@mccno.com](mailto:exhibit_services@mccno.com)  
Online ordering: <http://services.mccno.com/>

## Telephone/Internet/Cable TV Service

Ernest N. Morial Convention Center  
Tel: 888.508.5050  
Email: [exhibit\\_services@mccno.com](mailto:exhibit_services@mccno.com)  
Online ordering: <http://services.mccno.com/>

## EyeNet's Exhibitor Guide

M.J. Mrvica Associates  
Kelly Miller—Mark Mrvica  
Tel: 856.768.9360  
Fax: 845.753.0064  
Email: [markmrvica@mrvica.com](mailto:markmrvica@mrvica.com)

## Floral

Convention Plant Creations  
Linda Wineski  
Tel: 504.524.6066  
Email: [linda@conventionplant.com](mailto:linda@conventionplant.com)

## Hotel Door Drops

Convention Communications  
Tom Marshall  
Tel: 513.934.3700  
Email: [tom@doordrop.com](mailto:tom@doordrop.com)

## Hotel Reservation Service

Expovision  
Tel: 866.774.0487 – (toll-free within U.S.)  
Tel: 703.770.3908  
Fax: 703.205.0235  
Email: [aaohotels@expovision.com](mailto:aaohotels@expovision.com)

## Lead Management

Maritz (formerly Experient)  
Email: [Exhibitorservices@maritz.com](mailto:Exhibitorservices@maritz.com)

\*formerly Freeman Audio Visual Services

To identify our partners, look for the official contractor logo as shown below on order forms.



An Exhibitor Designated Contractor (EDC) is any company other than one of the designated official contractors that provides a service to the exhibitor and needs access to the exhibition during installation, dismantle, and exhibition dates.

EDCs are not permitted to perform, and exhibitors may not designate a contractor for any of the following services:

- Booth cleaning (includes vacuuming)
- Electrical services
- Internet
- Material handling
- Plumbing
- Rigging/hanging signs
- Security
- Telecommunications

An exhibitor can designate a contractor for booth installation and dismantle; audio visual (AV) or specialty services, such as, engraving, photography, and videography by completing the online EDC Authorization form by **Friday, Aug. 20**.

After this date, companies will not be able to submit authorization for services for their booth including photography, videography and other specialty services.

Failure to submit the form by the deadline will result in the exhibiting company being required to use labor provided by Freeman for installation and dismantle, and other official contractors for other services.

Exhibitors who are in the process of selecting an EDC should contact **La Shon Smith, Exhibitions Manager, at [lsmith@aao.org](mailto:lsmith@aao.org)** prior to Friday, Aug. 20 for instructions on how to proceed.

Exhibitors approved for early move-in on Monday, Nov. 8 understand they must use labor provided by Freeman. Independent contractors may begin working on Tuesday, Nov. 9.

The EDC Authorization Form will be available in the Exhibitor Portal in June.

## Documentation

All EDCs are required to have a Certificate of Insurance (COI) and Onsite Contact Form on file with the Academy in order to have access to the exhibition. **Friday, Sept. 24** is the deadline for receipt of this documentation. Independent contractors whose documentation is not received by this date, or those whose documentation is incomplete, will not be allowed access to the exhibit floor.

It is the exhibiting companies' responsibility to ensure the Academy receives this documentation.

## Certificate of Insurance

The Certificate of Insurance MUST be an original and:

- Include \$1,000,000 comprehensive general liability coverage against claims for bodily injury or death and property damage, for each occurrence;
- Include \$1,000,000 comprehensive automobile liability insurance covering owned, leased, hired, and non-owned vehicles;
- Include worker's compensation coverage for all permanent employees and temporary labor hired for the event;
- Name the American Academy of Ophthalmology as certificate holder and as an additional insured;
- Be in effect from November 8, 2021 through November 18, 2021;
- List the exhibiting company name(s) and booth number(s).

## Onsite Contact Form

This contact form provides the Academy with the following information for each designated contractor:

- Name and contact information for booth Account Manager or Representative
- Exhibiting company name and booth number
- Onsite supervisor name and cell phone number
- 24-hour emergency phone number
- Approximate number of union personnel to be hired

The Onsite Contact Form will be available online in the Exhibitor Portal for independent contractors after the exhibiting company has submitted the online EDC Authorization Form.

## Badges

Exhibitor Designated Contractor (EDC) personnel are not to be registered as exhibitor representatives. The Academy will badge the EDC personnel as Exhibitor Designated Contractors.

- The EDC badge allows access to the exhibition during installation, dismantle, and the meeting dates.
- Badges will be issued with the individual's name and company's name.
- EDC Supervisors can provide names for badges to staff in Exhibitor Registration beginning Wednesday, Nov. 10.

**All EDC personnel will require an EDC badge for access to the exhibit hall Saturday, Nov. 13.**

## Booth Activities

### Audio Visual Components in Exhibits

Exhibitors in compliance of the following noise abatement policy, may use sound amplification when conducting live presentations. Alternatively, wireless headsets may be more appropriate based on the booth size.

The exhibitor noise abatement policy is as follows:

- *All booth elements must remain within the officially contracted booth space. This includes all truss work, lighting, audio equipment, speakers, etc.*
- *Live presentations in an open display should use a sound chamber or acoustically contained area to keep the sound level from intruding on any adjacent exhibits.*
- *Audio speakers of any kind must be directed toward the interior of the demonstrator's booth space. They may not face aisles or neighboring exhibits.*

The Academy reserves the right, in its sole discretion, to determine when sound levels from audio visual equipment constitute interference with others or becomes unacceptable. Sound complaints will immediately be addressed and if not resolved, show management reserves the right to shut down power immediately until the issue is resolved.

Exhibitors are responsible for obtaining appropriate licenses for any copyrighted music used in their exhibit.

### Booth Staff

Exhibits must be staffed each day during exhibit hours until the close of the show at 5:00 p.m. on Monday, Nov. 15. Company representatives are expected to dress and conduct themselves in a professional manner, consistent with a medical meeting and be wearing their personal Academy-issued exhibitor meeting badge.

### Decorative and Cosmetic Contact Lenses

Because the use of these products may cause serious eye disorders and infections, they may not be sold, displayed, distributed, promoted, or otherwise marketed at the meeting.

### Demonstrations/Promotions/Activities/Presentations

Exhibitors are responsible for securing approval from the Director of Exhibitions for product demonstrations, promotions, activities, or presentations that may be questionable or lack credible scientific support. All product demonstrations, promotions, activities, or presentations that are not evidence based or medically proven must include appropriate and prominent disclaimers. The Academy reserves the right to cancel any demonstration, promotion, activity, or presentation that does not have the appropriate disclaimers or for which the Academy has not been notified.

Live human-subject demonstrations of techniques on the exhibit hall floor are prohibited.

All product and service demonstrations, interviews, instructional activities, and distribution of promotional literature within the Morial Convention Center are to be confined to the limits of the assigned exhibit space. Any person canvassing outside his or her company's exhibit booth will be asked to vacate the building, and the exhibiting company will be penalized priority points.

### Display of Drugs and Devices not Approved by the Federal Food and Drug Administration (FDA)

Any investigational product that is graphically depicted within the exhibit is subject to the following rules:

- Contain only objective statements about the product
- Contain no claims of safety, effectiveness, or reliability
- Contain no claims about how the product compares with marketed products
- Must be accompanied by directions for becoming an investigator and a list of investigator responsibilities
- Prominently display the statement "Caution—Investigational Device—Limited to Investigational Use" on the product in a type size that is easy to read

Exhibitors agree not to sell, promote, or distribute in any fashion any non-approved product, in whole or in part, during or in connection with the Academy's meeting to U.S. attendees. Exhibitors may, however, conduct sales activities for, and market and promote, non-approved products, solely to attendees who are non-U.S. doctors, exclusively for sales outside the United States, provided that such activities are in compliance with the relevant laws of any such non-U.S. jurisdiction.

In accordance with U.S. Law, exhibitors may not sell and deliver Non-FDA approved products to U.S. physicians at the meeting. Exhibitors may sell and deliver Non-FDA approved products to non-U.S. physicians as long as they adhere to all applicable U.S. laws and regulations.

You can find further information and guidance on the subject at [www.fda.gov](http://www.fda.gov).

Penalties for noncompliance to the FDA rules and regulations include:

- The Academy, in its sole discretion, will immediately shut down the exhibitor's booth for the remainder of the meeting.
- The exhibitor will not be entitled to a refund.
- The exhibitor may face legal action from the U.S. government for failing to comply with the appropriate rules and regulations.
- The exhibitor may not be invited to participate in future meetings.

Easily visible signage stating, "This device is not cleared by the FDA for distribution in the United States" or "This device is limited by federal law to investigational use only" must be placed near the device or drug and on any graphic depicting the device or drug.

Exhibitors with non-FDA-approved products must complete the online General Liability Agreement by **Friday, Aug. 20**, indemnifying the Academy for losses arising out of the exhibition of investigational products or the violation of this agreement.

## Lasers and Other Hazardous Light Sources

Exhibitors planning to demonstrate, or display laser equipment and other hazardous light sources must indicate this intention on the Exhibit Space Application. Hazardous light sources include ultra-violet lights designed to irradiate ocular tissues. Exhibitors planning to display (inoperative) or demonstrate (operative) lasers must complete the online Laser Safety Checklist, found in the Exhibitor Portal by **Friday, Aug. 20**.

- Laser safety information and guidelines for displaying or demonstrating a laser will be included in the confirmation notice exhibitors receive once the Laser Safety Checklist is submitted.
- The company-appointed person responsible for all exhibited lasers (displayed or demonstrated) must be present when the LLSWG representatives inspect these lasers, or their company will lose priority points.
- All lasers must pass inspection for mechanical stability, beam termination, enclosure reflections and beam access, or proper labeling.
- At the time of the inspection, all lasers that are being inspected for demonstration approval, must be fully operational as they would be during the exhibition hours.

The Academy's Laser and Light Safety Working Group (LLSWG) will conduct an inspection of all lasers on **Friday, Nov. 12**. The inspections will begin at 5:00 p.m. and should conclude within two hours.

The Academy will not allow operation of a health care laser system that has not been approved by a recognized regulatory agency unless it is accompanied by a detailed safety analysis by a laser safety professional.

If a non-FDA approved health care laser system has a CE mark, it will be inspected by the LLSWG who will determine its suitability for operation during the meeting. The exhibiting company must have available, at the exhibit site; an operator's manual containing safe operating instructions for these lasers.

Any laser system without a regulatory approval must be accompanied by a laser safety professional's detailed safety review that will be made available to the LLSWG during the inspection. The review of this document will determine whether that laser may be operated during the meeting. *This requirement includes Class I laser systems designed for diagnostic purposes.*

- Exhibitors demonstrating or displaying lasers must comply with all provisions of ANSI Z136.1.

- Any laser employed as a laser light show must have a variance from FDA/CDRH.
- Compressed gas or compressed liquid cylinders used in the booth must be securely anchored to prevent toppling. Only a one-day, secured supply will be allowed in the display area.
- Companies operating lasers with non-FDA approved software must notify the Academy and label the instrument following the non-FDA guidelines found in “Display of Drugs and Devices Not Approved by the Federal Food and Drug Administration, (FDA),” earlier in this section.
- Any tissues used in demonstrations must be disposed of through the official waste disposal contractor. (See “Wet Labs,” which follows in this section.)

## Photographing and Videotaping

An exhibitor may photograph or videotape his or her own booth before or after exhibit hall hours. Exhibitors must designate any third party providing this service as an Exhibitor Designated Contractor by the deadline. See that section of the Prospectus for details.

Security arrangements for these activities outside the show hours must be made in advance, at the exhibitor’s expense.

Exhibitors understand and agree that photographs of their exhibit will be taken by the official show photographer while documenting the annual meeting. Exhibitors agree that photos of their booth, possibly containing logos and trademarks may appear without restriction, in promotional and other documents produced by the Academy.

**An exhibitor may not photograph or videotape any other company’s exhibit booth or presentation. This activity will result in the loss of priority points.**

## Sales

The purpose of the exhibits is to further the education of meeting attendees through product and service displays and demonstrations. Consistent with this professional interest, order-taking and sale of exhibited products will be permitted, provided the transactions are conducted in an appropriately professional and businesslike manner.

If an exhibitor sells a product on the exhibit floor that cannot be carried out of the exhibit hall by hand, arrangements must be made to have the product shipped to the customer. Attendees will not be allowed on the exhibit floor after the exhibit hall closes on Monday, Nov. 15.

It is the responsibility of each exhibitor to secure any licenses or permits that might be required and collect and remit all city and state sales taxes.

The Academy reserves the right to restrict sales activities that it deems inappropriate or unprofessional.

## Smoking

The Academy prohibits smoking in all meeting and exhibit areas. Your cooperation is appreciated.

## Wet Labs

Laser or instrument demonstration on tissue, either human or bovine, constitutes a wet lab; the same type of demonstration on fruits or vegetables is not considered a wet lab.

An exhibitor planning to conduct a wet lab on the exhibit floor must indicate this on the Exhibit Space Application and complete the online Wet Lab Request by **Friday, Aug. 20**. Exhibitors may only allow physicians to participate in the wet lab.

An exhibitor conducting a wet lab with human or bovine tissue is required to use the official infectious waste disposal contractor and will be charged for medical waste disposal according to the number of wet lab stations in the booth.

- One to four wet lab stations: \$250
- Five or more wet lab stations: \$375

*A floor manager will contact the individual charged with managing the wet lab onsite to provide complete instructions for obtaining supplies (red bags, boxes and sharp containers) and the drop-off locations for medical waste. Any company that fails to follow these directions are penalized the priority points they were to accrue for the meeting and may be prohibited from operating a wet lab at future Academy meetings.*

## Marketing

### Policies

The purpose of the Academy's marketing policies for publicity and advertising is to ensure that exhibitors adhere to the highest professional standards of a medical meeting. All product demonstrations and presentations must be in accordance with these policies.

The Academy reserves the right, in its sole discretion, to determine what is acceptable publicity and advertising, and also to restrict at any time any display, demonstration, presentation, or activity it deems inappropriate or undesirable.

In the event of such restriction, the Academy will assume no liability for any expenses incurred by the affected company. The restrictions outlined here also apply to advertisements in other media that refer to AAO 2021.

- No exhibitor shall, without permission, use the name of the American Academy of Ophthalmology, or any symbol, logo, trademark, or service mark identified therewith, in any manner representing that the exhibitor or its products or services possess the approval or endorsement or are associated or affiliated with the Academy.
- Product literature, both printed and visual, must be in accord with the professional nature of AAO 2021.
- To prevent misunderstandings, promotional copy for exhibitor meetings, booth presentations, seminars, events, functions, and gatherings may not use the phrase "in conjunction with the Academy," or use similar language that in any way states, conveys, or implies Academy sponsorship, endorsement, joint presentation, or support.
- All promotional copy must include a disclaimer that the meeting, booth presentation, seminar, event, function or gathering is not affiliated with the official program of AAO 2021. Failure to comply with this policy may result in priority point forfeiture.
- Exhibitors may not reference the Academy's scientific program, such as poster or course titles, in their promotional materials nor use any terminology similar to Academy terms, such as Break with the Experts, etc.
- Exhibitors must check the Academy's copyrighted and trademarked terms as they may not be used in marketing materials.
- Exhibitors may use the statements: "at AAO 2021" or "during AAO 2021" in their promotional copy.
- Exhibitors may use the annual meeting promotional banner shown below in their email correspondence below their signature or on their web site. It must be linked to the Academy web page, [aao.org/2021](http://aao.org/2021).



## Accreditation Council for Continuing Medical Education (ACCME) Guidelines

No commercial promotional materials shall be displayed or distributed in the same room immediately before, during, or after an educational activity certified for credit takes place.

Representatives of commercial companies may attend an educational activity, but they may not engage in sales activities while in the room where the educational activity takes place.

Support of Academy Continuing Medical Education (CME) activities does not influence the Academy's booth space assignment decisions.



## Bags

Moving towards a green meeting environment, exhibitors are encouraged and allowed to distribute bags, preferably made of recycled or sustainable material for the attendees to carry their purchased items or product information. They may not exceed 14" x 16". Send a sample for approval by Friday, August 20 to the Director, Exhibitions.

## Drawings, Raffles & Games of Chance

Drawings and Raffles may be conducted by an exhibitor provided the following conditions are met:

- All drawings and raffles must be approved by the Academy in advance of the annual meeting.
- The item(s) to be awarded is/are modest in value and/or educational in nature.
- All professional attendees must be eligible to enter.
- No purchase is necessary.
- The activity does not interfere with or cause a disturbance to neighboring exhibitors.
- The exhibitor is responsible for notifying the winner and to make the arrangements for the prize transfer.

It is the exhibitor's responsibility to decide what types of activities are appropriate based on their own compliance office and standards of industry conduct. Exhibitors are responsible for compliance with all state and local laws. Exhibitors are also expected to follow the AMA, PhRMA, and AdvaMed guidelines for interactions with healthcare professionals.

A simple Game of Chance (roll of dice or spin of wheel) is permitted to draw booth traffic, and for discounts on the products or services the exhibitor is displaying and selling.

Complete details of the proposed drawing, raffle or game of chance are to be submitted on the Additional Booth Activities form to the Director, Exhibitions for review and approval by Friday, Aug. 20.

The Academy reserves the right, in its sole discretion, to prohibit booth activity that it deems inappropriate in the context of the professional purpose of the exhibition.

## Exhibitor Meetings

Exhibitors may not plan, be part of, or encourage AAO 2021 attendee participation in any scientific, technical, informational, or other meeting, seminar, event, function, or gathering off the Morial Convention Center premises during meeting hours. Events may be held during the following days and hours:

Date	Morning	Evening	Evening
Thursday, Nov. 11	Any time	Any time	Any time
Friday, Nov. 12	Any time	Any time	Any time
Saturday, Nov. 13	End by 8:00 a.m.	After 5:30 p.m.	After 5:30 p.m.
Sunday, Nov. 14	End by 8:00 a.m.	After 5:30 p.m.	After 5:30 p.m.
Monday, Nov. 15	End by 8:30 a.m.	After 5:30 p.m.	After 5:30 p.m.

Exhibitors planning an event within an official Academy hotel must secure the space through the Academy by completing the online Meeting Space form. Hotel meeting space is assigned on a first-come basis. Meeting space is not available at the Morial Convention Center. Exhibitors should notify the Director of Exhibitions by Friday, Sept. 24 of all meetings planned during AAO 2021 at unofficial hotels and venues.

## Giveaways

Exhibiting companies may distribute descriptive product literature and samples of their listed products to each booth visitor. Exhibitors who wish to distribute items of educational nature other than product samples must submit a request in writing to the Director of Exhibitions by **Friday, Aug. 20**.

Samples of giveaways sent to the Academy for review will not be returned.

For those companies regulated by the Pharmaceutical Research and Manufacturers of America's (PhRMA) codes governing interactions with healthcare professionals and in supporting similar changes from the Advanced Medical Technology Association (AdvaMed), the only giveaways allowed for this group are those designed primarily for the education of patients or healthcare professionals.

Where permitted by law, it is appropriate for companies to offer items that are not of substantial value (\$100 or less) and do not have value to healthcare professionals outside of their professional responsibilities. For example, an anatomical model for use in the examination room is intended for the education of the patients and would be acceptable. The Academy, in its sole discretion, shall have the right to prohibit the distribution of any item it deems objectionable or otherwise inappropriate.

Due to these new codes, companies regulated by PhRMA or AdvaMed are not allowed the following giveaways: pens, pencils, notepads, small desk clocks, pocket calculators, desk calendars and mouse-pads. Prescription drug samples may be distributed to physicians only in accordance with the Prescription Drug Marketing Act.

Distribution of approved items must not create a nuisance or cause interference with adjoining exhibits.

## Helium Balloons

Helium balloons are not permitted as part of an exhibitor's display.

## Marketing Free Zone

The Academy has created a marketing free zone around the immediate vicinity of the Morial Convention Center. Exhibitors are prohibited from all street marketing activities in these areas which include: segways, street teams, decals or literature distribution. The Academy also restricts exhibitors from conducting these marketing activities on the property of official hotels. Contact [exhibitions@ao.org](mailto:exhibitions@ao.org) for a map of the restricted area.

## Media Activities

The Academy invites exhibiting companies to prepare and supply appropriate media materials for distribution in the Academy newsroom. These materials should be formatted as news releases and press kits. No sales literature or promotional items will be permitted. Exhibitor-sponsored media events, including news conferences, may not be held on the Morial Convention Center premises or be scheduled through the Academy newsroom. Company representatives may leave written messages for reporters in the newsroom, but representatives are otherwise prohibited from soliciting or making uninvited contact with reporters in or around the newsroom.

- Media Guests
  - **Registered media guests can attend scientific sessions, instruction courses (space permitting) and go on the exhibit floor. For sessions and courses, they are there only to listen to presentations and are not permitted to ask questions of the presenters.**
- Photography and Recording
  - **Photography is allowed in the newsroom, during press briefings and when accompanied by Academy newsroom staff. Photography of any component of educational programs (including stills and video of presenters, materials, screens, etc.) is strictly prohibited without prior permission.**
  - **An Academy newsroom staff member must accompany all video and photography crews from news organizations when filming or photographing outside the newsroom or press briefing room. Please check with the newsroom staff, as scheduling is subject to their availability.**
  - **Any recorded or photographed material is for editorial use only in conjunction with a news story related to the Academy's annual meeting.**

Promote your meeting presence through Academy channels for optimum exposure to your target audience.

### Academy Mailing Labels

**Description:** The pre-registrant mailing list, available exclusively to exhibiting companies, is a cost-effective option for promoting your company to AAO 2021 meeting registrants.

**Distribution:** Select your target audience from ophthalmologists and/or practice management staff registered for AAO 2021. The mailing list consists of names and physical addresses. Email address and phone numbers are not available for rental per Academy policy.

**Promotional Benefits:** The list is rented on a per-mailing basis and a great way to increase your organization's visibility to ophthalmologists and ophthalmic staff. Use the list to connect with prospective customers and promote your organization's presence at AAO 2021.

**Cost:** Determined by the target audience(s) you select; contact the Academy for more information.

**Deadline:** Although our regular mailing list can be rented throughout the year, the pre-registrant list is only available for a limited time. All pre-registrant list orders for AAO 2021 must be placed before Friday, Oct. 29. No orders will be shipped before Tuesday Aug. 31.

**Contact:** Place your order with Lauren Ioka at [lioka@aao.org](mailto:lioka@aao.org), reference "Pre-registrant Mailing List Rental Request" in the subject line or call 415.561.8581.

### EyeNet

#### Magazine Advertising Opportunities

With ASCRS cancelled, it's even more important to look toward new opportunities for your marketing campaign, and advertising with the official AAO 2021 publications from *EyeNet* is the best way to maximize your exposure in New Orleans.

#### *EyeNet's* AAO 2021 Issue (October)

**Advertising:** Inserts, premium placements, run-of-book ads

**Exposure:** The October *EyeNet* will be distributed at multiple convention center locations, including the Academy's Resource Center in the exhibit hall. As always, *EyeNet* will be mailed to all members (22,000).

#### AAO 2021 News (Tabloid size)

**Advertising:** Cover tips, inserts, premium placements, and run-of-book ads are available for both editions.

**Exposure:** The Academy's convention tabloid provides news and insights on the meeting. The Friday edition features guaranteed distribution to approximately 11,000 meeting attendees, delivered right to their hotel room door. Both the Friday and Sunday editions are distributed on the convention floor in multiple highly trafficked locations, including the Academy's Resource Center in the exhibit hall.

#### Exhibitor Guide

**Advertising:** Cover tip, premium placements, run-of-book ads, and upgraded booth listings.

**Exposure:** The Exhibitor Guide is a booklet with listings of all booths in the exhibit hall and showcasing new products. Distribution will be in multiple highly trafficked locations throughout the convention center and in the Academy's Resource Center in the exhibit hall.

**Selections:** Cornea and Selections: Refractive-Cataract

**Advertising:** Covers 2, 3, and 4, and run-of-book ads.

**Exposure:** Selections are booklets of reprints, each dedicated to a single subspecialty and mailed to all domestic Academy members. Bonus distribution at Cornea Subspecialty Day, or at Cataract Spotlight Session and Refractive Surgery Subspecialty Day. (Selections: Glaucoma and Selections: Retina have been sold.)

**EyeNet AAO 2021 Daily**

**Advertising:** Banner spaces in each issue.

**Exposure:** AAO 2021 Daily is a news blast that is emailed daily during the meeting, Friday through Monday, to all ophthalmologists and ophthalmic executives (domestic and international) in the Academy's database, including AAO 2021 and Subspecialty Day attendees. Approximate circulation: 70,000.

For detailed information, visit [aao.org/eyenet/advertise](http://aao.org/eyenet/advertise).

To advertise, contact M.J. Mrvica Associates at [mjmrvica@mrvica.com](mailto:mjmrvica@mrvica.com) or 856.768.9360.

**Hotel Door Drop**

Exhibitors may distribute promotional materials in official Academy hotels only through Convention Communications, the official supplier of this service. If you are planning to participate in the hotel door drop, you must submit a copy of the material for approval no later than Thursday, Oct. 8. This distribution service is offered on Thursday, Nov. 12 and Friday, Nov. 13, between the hours of 9:00 p.m. and 6:00 AM. An individual door drop and in-room distributions may be arranged.

Contact Tom Marshall at [tom@doordrop.com](mailto:tom@doordrop.com) for details.

**Corporate Sponsorship**

The Academy's Foundation offers several support opportunities highlighted in the [Commercial Support Spring Prospectus](#). A few of these options are listed below. Take a moment to review the Spring Prospectus for a complete list.

**Orbital Gala**

Get Noticed: Make an In-Kind Donation or Sponsor the 2021 Orbital Gala Auction!

The Foundation's 18th annual fundraising event is dedicated to supporting the Academy's educational, quality of care and service programs. The gala will be the premier social event at AAO 2021, attended by Academy leaders and prominent ophthalmologists from around the world. Our 2021 gala will be held on Sunday, Nov. 14. Guests will enjoy a cocktail reception, silent auction, dinner, dancing and live entertainment. In-kind donations of ophthalmic equipment for the silent auction are welcome.

**“Making an in-kind donation to the Orbital Gala auction is a win-win: Optos receives great exposure among a key group of customers and it's an effective way to show support for the Academy's programs.”**  
**–Leslie Amodei, VP of Global Marketing, Optos**

This year's sponsorship opportunities have been revamped to include brand new benefits and levels of support!

Look for a mailing this summer with more information about the Orbital Gala support opportunities or contact 415.447.0356. You can also visit our website: [aao.org/foundation/gala-support-opportunities](http://aao.org/foundation/gala-support-opportunities).

**General Meeting Support**

Provide general support for AAO 2021 and help advance the continuing education of ophthalmologists worldwide. Supporting companies will be acknowledged at AAO 2021 in New Orleans and on the virtual component.

Support Ranges: \$25,000 - \$100,000

**AAO 2021 Subspecialty Day Nov. 12 - 13**

For 25 years, the Academy's Subspecialty Day has set the gold standard for live educational meetings. These meetings have grown in popularity each year and are an integral part of the annual meeting for thousands of ophthalmologists. Industry can provide a medical education grant for any of the 2021 Subspecialty Days.

### Subspecialty Track

AAO 2021's scientific program is developed to cover a wide breadth of subspecialty topics across a variety of learning formats. While some attendees like to pick and choose across tracks, more attendees are interested in one of the main tracks: cataract, cornea, retina, glaucoma, pediatrics, and oculofacial plastics.

Support level: \$20,000 per track

### Cataract Spotlight

An annual meeting favorite, the Cataract Spotlight will be part of AAO 2021 with expert panels and rapid-fire presentations on strategies for the prevention and management of complications.

This interactive session features presentations of actual cases and follow-up discussion by expert panelists. Attendees will still be able to interact with the panel of experts to get answers to their burning questions.

Medical education grants: \$25,000 - \$50,000

### Ophthalmic Business Council

The Ophthalmic Business Council (OBC) provides Academy and ophthalmic industry leaders with opportunities to build relationships and collaborate on ways to improve patient care. Among the many benefits of OBC membership are its annual Fall Symposium and biennial Spring Symposium.

The Fall Symposium is held every September in conjunction with the Academy's Board of Trustees meeting in San Francisco. This highly interactive event features presentations from leaders in government, medicine and health policy, providing attendees with an ideal platform to exchange information and ideas.

The Spring Symposium is held every other year in Washington, D.C. It features experts from government agencies presenting updates on FDA, Medicare and reimbursement issues. As the speed of innovation and new knowledge in ophthalmology grows, this event has become increasingly valuable in providing helpful insights for bringing new technologies and procedures to patients. The Spring Symposium will be held virtually in April 2021.

The OBC provides a variety of prominent recognition opportunities for its members. For more information on the OBC and how it can benefit your company, please visit [aao.org/ophthalmic-business-council](http://aao.org/ophthalmic-business-council) or contact:

Contact: Todd Lyckberg

Director of Development, Foundation American Academy of Ophthalmology

Tel: 415.447.0361

Email: [tlyckberg@aao.org](mailto:tlyckberg@aao.org)

[aao.org/foundation](http://aao.org/foundation)

### Promotional Opportunities

Share your company's message, improve brand visibility and increase booth traffic by taking advantage of the many AAO 2021 promotional opportunities - available exclusively to exhibiting companies. A full list of options is available at [aao.org/promo-ops](http://aao.org/promo-ops).

### Before the Meeting

Get an early start with a card in the AAO Card Pack mailed to registrants before the meeting or create your own mailing when you rent the pre-registrant mailing list. You could also become the exclusive sponsor of the Mobile Meeting Guide, filled with essential meeting and program information, which launches in October.

### During the Meeting

New for 2021! The Academy is extending Industry Showcase learning opportunities for attendees in both New Orleans and in the Virtual Meeting. We are building two brand new theaters in the Expo, as well as a special section of the virtual meeting platform, just for you to provide up-to-date information on your company's products and services during 30 min. sessions.

Meet attendees when they land in New Orleans with **airport and outdoor options** provided by our official contractor, EMC Outdoor. You can also create a presence in the hotels with **branded keycards** and the **hotel door drop** coordinated by our official contractor Convention Communications.

Inside the convention center you will find a familiar variety of banners, ad kiosks, escalator packages and door clings to catch the attention of attendees. Look for the expanded inventory of video walls to highlight your message in moving color (no sound) as well as Charging Lounge options conveniently placed in the Expo.

Finally, as the Academy re-creates the annual meeting experience, the print Meeting Program has gotten a new, streamlined layout. It includes a new Virtual Meeting section specifically guiding registrants through that content. With only five tabs your ad is sure to stand out.

Reservations open April 7 at 10 a.m. PT. All promotional opportunities are available on a first-come basis.

Contact: Abigail Greber  
Promotions Manager  
Tel: 415.461.8564  
Email: [agreber@aao.org](mailto:agreber@aao.org).

## Penalties

As stated previously, as a condition for exhibiting, each exhibitor agrees to observe all policies, terms, rules and regulations. Those who violate these conditions will forfeit priority points. *Violations will also affect the company's booth location at the following meeting.*

- First violation: The Company does not accrue priority points for its participation for the year.
- Second violation: The Company loses 50 percent of its accrued priority points.
- Third violation: The Company loses the remaining 50 percent of its accrued priority points.
- Fourth violation: The Company is not eligible to exhibit at future Academy meetings.

*The foregoing penalties are merely examples. In all cases, the Academy reserves the right to impose additional penalties.*

For example, in the event of an egregious violation, or any repeated failure to observe the policies, terms, rules, and regulations outlined in the Exhibitor Prospectus, the Academy reserves the right to terminate the exhibit onsite and may refuse assignment of space for future Academy meetings. In addition to the policies, terms, rules, and regulations specified in the Exhibitor Prospectus, the preceding policies, terms, rules and regulations must be adhered to by each exhibiting company and its representatives and agents. Breaches or infractions by an exhibitor in any year may be considered by the Academy, in its sole discretion, in determining whether to close an exhibit onsite or to refuse applications for exhibit space for any future year. Infractions of the spirit of the policies, terms, rules, and regulations by a current or potential exhibitor at any time may be considered in determining whether or not to accept an application from such company seeking to exhibit at any Academy meeting. If any exhibiting company fails to observe the policies, terms, rules, and regulations outlined in the Exhibitor Prospectus, or engages in practices in connection with the expo that are deemed unfair or deceptive by the Academy, in its sole discretion, the Academy reserves the right to terminate the exhibit onsite and/or refuse assignment of space for future Academy meetings.

## Policies

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.

## 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 Aug. 25 – Sept. 29

\$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 will open on **Wednesday, Aug. 25** 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 Aug. 25 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

### 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.

- The Advance Onsite Badge Distribution Form allows the meeting contact to arrange in advance to pick up all or some of the company's representative badges onsite. The form will be available on Exhibitor Central in August.
- Onsite Requests to pick up all or some of the company's representative badges by the primary or secondary contact will be accommodated from Wednesday, Nov. 10 through Friday, Nov. 12. It is the responsibility of the meeting contact to distribute badges; undistributed badges cannot be brought back to Academy Staff in the Exhibitor Registration area for distribution.
- 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 AND proof of company affiliation to receive their badge.

\*To avoid long lines, make arrangements to pick up all or some of your company's badges in advance. Advise Representatives to pick up their badges on Friday, Nov. 12.

## Meetings & Exhibits Division

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General Exhibition Inquiries

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## Exhibitor Advisory Committee

The Exhibitor Advisory Committee was established to advise the Academy regarding issues and concerns affecting exhibitors. Exhibitors are encouraged to share their viewpoints and concerns with the Academy Meetings Division staff or Exhibitor Advisory Committee Members.

The names and contact information for committee members follow:

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