

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 2019.

- 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 2019.
- 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 2019. 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 Breakfast 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 2019" or "during AAO 2019" 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/2019.*



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 23 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. 23**.

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 2019 attendee participation in any scientific, technical, informational, or other meeting, seminar, event, function, or gathering off the Moscone Center premises during meeting hours. Events may be held during the following days and hours:

Day	Date	Morning	Evening
Thursday	Oct. 10	Any time	Any time
Friday	Oct. 11	Any time	Any time
Saturday	Oct. 12	End by 8:00 a.m.	After 5:30 p.m.
Sunday	Oct. 13	End by 8:00 a.m.	After 5:30 p.m.
Monday	Oct. 14	End by 8:30 a.m.	After 5:30 p.m.
Tuesday	Oct. 15	End by 8:30 a.m.	After 1:00 p.m.

Publicity Point

- 123rd annual meeting

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 Moscone Center. Exhibitors should notify the Director of Exhibitions by **Friday, Sept. 27** of all meetings planned during AAO 2019 at unofficial hotels and venues so they may be added to the list of events available to attendees online and through Meeting Information onsite.

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. 23**.

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.

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 Moscone 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.**

Marketing Free Zone

The Academy has created a marketing free zone around the immediate vicinity of the Moscone 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.