

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.

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.



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 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.**