Rules and Regulations

Booth Staffing

Exhibits must be staffed each day during exhibit hours until the close of the show at 3:00 p.m. on Monday, Nov. 6.

- Staff must wear their personal Academy-issued exhibitor meeting badge while onsite.
- Company representatives are expected to dress and conduct themselves in a professional manner, consistent with a medical meeting.

Booth Activities

The purpose of the exhibits is to further the education of meeting attendees through product and service displays and demonstrations. Order-taking and sale of exhibited products is permitted.

All activities within the booth must be conducted in an appropriately professional and businesslike manner. The Academy reserves the right, in its sole discretion, to determine what is acceptable within the Expo. Academy staff or their representatives may restrict at any time a display, demonstration, presentation or activity deemed inappropriate or undesirable. In the event of such restriction, the Academy will assume no liability for any expenses incurred by the affected company.

Sales

- Exhibitors are encouraged to bring and distribute bags, preferably made of recycled or sustainable material, for attendees to carry their purchased items or product information. Bags may not exceed 14″ x 16″. Send a sample for approval by Sept. 22 to La Shon Smith, Director, Exhibitions at **lsmith@aao.org**.
- 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. 6, to complete transactions.
- 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.

Audio Visual Components in 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 be addressed immediately and if not resolved, show management reserves the right to shut down power until the issue is resolved.

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

Noise abatement policy:

- 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 booth space rather than face aisles or neighboring exhibits.

Wireless headsets may be a more appropriate alternative based on the booth size.

Restrictions on In-Booth Demonstrations/Promotions/ Activities/Presentations

- **Live human-subject demonstrations of techniques on the exhibit hall floor are prohibited.**
- Product demonstrations, promotions, activities or presentations that may be questionable or lack credible scientific support must be pre-approved by La Shon Smith, Director, Exhibitions. Once approved, appropriate and prominent disclaimer signage must be displayed onsite. The Academy reserves the right to cancel any activity that does not have the appropriate disclaimers or for which the Academy did not receive proper notification.

Rules and Regulations (continued)

- Decorative and cosmetic contact lenses are linked to serious eye disorders and infections. They may not be sold, displayed, distributed, promoted or otherwise marketed at the meeting.

Drawings, Raffles & Games of Chance

Drawings, raffles and games of chance are permitted at the Academy's annual meeting within specific guidelines (see below). Complete details of these activities are to be submitted for review on the Additional Booth Activities form due Sept. 22. 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.

Drawings and raffles may be conducted by an exhibitor in their booth provided the following conditions are met:

- The item(s) to be awarded 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
- Determine discounts on the products or services the exhibitor is displaying and selling.

Giveaways

Exhibiting companies may distribute descriptive product literature and samples of their listed products to each booth visitor. Distribution of approved items must not create a nuisance or cause interference with adjoining exhibits. Exhibitors who wish to distribute items of an educational nature other than product samples must submit a request in writing to La Shon Smith, Director, Exhibitions by Sept. 22.

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

Companies regulated by the Pharmaceutical Research and Manufacturers of America's (PhRMA) codes governing interactions with healthcare professionals, and supporting similar changes from the Advanced Medical Technology Association (AdvaMed), may giveaway items designed primarily for the education of patients or healthcare professionals. They are not allowed to giveaway pens, pencils, notepads, small desk clocks, pocket calculators, desk calendars and mousepads.

Prescription drug samples may be distributed to physicians only in accordance with the Prescription Drug Marketing Act.

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

Exhibitors with non-FDA-approved products must complete the General Liability Agreement in the Exhibitor Portal by Sept. 22 indemnifying the Academy for losses arising out of the exhibition of investigational products or the violation of these policies.

In accordance with U.S. Law, exhibitors may not sell and deliver non-FDA approved products to U.S physicians at the Academy's annual meeting. 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 annual meeting to U.S. attendees.

Exhibitors may sell and deliver non-FDA approved products to non-U.S. physicians if they adhere to all

Rules and Regulations (continued)

applicable U.S. laws and regulations. Exhibitors may, therefore, market and conduct sales activities for non-approved products solely to attendees who are non-U.S. doctors exclusively for sales outside the United States, provided that such activities follow the relevant laws of any such non-U.S. jurisdiction.

You can find further information and guidance on the subject at **www.fda.gov**.

Any investigational product marketed within the exhibit is subject to the following rules:

- Use 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
- Easily visible signage must be placed near the device or drug and on any graphic depicting the device or drug. Acceptable statements:
    - This device is not cleared by the FDA for distribution in the United States.
    - This device is limited by federal law to investigational use only.
    - Caution—Investigational Device—Limited to Investigational Use

Penalties for noncompliance to these 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.

Lasers and Other Hazardous Light Sources

Exhibitors planning to display laser equipment including low level laser (light) therapy or other hazardous light sources must complete the Laser and Light Safety Form in the Exhibitor Portal by Sept. 22.

Laser safety information and additional guidelines for displaying or demonstrating a laser or other hazardous light source will be sent after the submission of the Laser and Light Safety Form.

The Academy's Laser and Light Safety Working Group (LLSWG) will conduct an inspection of all lasers and hazardous light sources on Nov. 3.

- The inspections will begin at 5:00 p.m. and should conclude within two hours.
- 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 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

Rules and Regulations (continued)

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 above.
- Any tissues used in demonstrations must be disposed of through the official waste disposal contractor. See the Wet Labs section below.

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. In addition, exhibitors must complete the online Wet Lab Request, found in the Exhibitor Portal by Sept. 22.

Exhibitors may only allow physicians to participate in the wet lab.

An exhibitor using 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 will be penalized the priority points they were to accrue for the meeting and may be prohibited from operating a wet lab at future Academy meetings.

Helium Balloons

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

Photographing and Videotaping

An exhibitor may photograph or videotape their own booth during construction or during the meeting, before or after exhibit hall hours. Security arrangements for these activities outside the show hours must be made in advance, at the exhibitor's expense.

If hiring a photographer or videographer for the meeting, the exhibitor must designate those vendors as Exhibitor Designated Contractors. See the Exhibitor Designated Contractor section on page 15 of this Prospectus.

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.

Rules and Regulations (continued)

Marketing Policies

The Academy reserves the right, in its sole discretion, to determine what is acceptable publicity and advertising related to the annual meeting and Expo. This includes advertisements in other media that refer to AAO 2023 or to marketing within Moscone Center. The Academy may restrict, at any time, an advertisement, 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.

- 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 2023.
- 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. Exhibitors may use the statements: "at AAO 2023" or "during AAO 2023" in their promotional copy.
- 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 2023. 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 annual meeting promotional banner in their email correspondence below their signature or on their web site. It must be linked to the Academy web page, **aao.org/2023**.

Marketing Outside Your Booth

All product and service demonstrations, interviews, instructional activities and distribution of promotional literature within Moscone Center must be confined to the limits of the assigned exhibit space.

- Representatives of commercial companies may attend an educational activity, but they may not participate in the discussion or engage in sales activities while in the room, or outside the room, where the educational activity takes place. This includes Academy educational areas on the Expo floor.
- Per 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 that is certified for credit takes place.
- 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.

Rules and Regulations (continued)

Marketing Free Zone

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

Contact **exhibitions@aao.org** for a map of the restricted area.

Smoking

The Academy prohibits smoking in all meeting and exhibit areas.

Violation of Rules and Regulations

As a condition for exhibiting, each exhibitor, and their representatives and agents, agrees to observe all policies, terms, rules and regulations as laid out in this Exhibit Prospectus. Those who violate these conditions will be penalized. Examples of potential penalties include:

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 Academy reserves the right to impose additional or harsher penalties in the event of:

- An egregious violation,
- Engagement in practices that are unfair or deceptive, or
- Repeated failure to observe the policies, terms, rules, and regulations over time.

At its sole discretion, the Academy may determine to close an exhibit onsite or refuse applications for exhibit space in a 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 to accept an application to exhibit at any Academy meeting.