

Booth Types and Fees

Linear Booths

Linear 10' x 10' booth - \$3,600

Island Booth - \$36 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 \$36 (e.g., 20' x 20' = 400 x \$36 = \$14,400).

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 submit evidence of their tax-exempt status with their Exhibit Space Application.

Exhibitor Portal

Online Exhibit Space Application

The Exhibitor Portal launched with the online application on Wednesday, April 1. It will open in five phases based on the exhibiting company's total priority points outlined in the schedule below.

2020 Sales Cycle	Point Range	Launch Link	Deadline
Phase 1	200 - 4500	1-Apr	8-Apr
Phase 2	100 - 199	15-Apr	22-Apr
Phase 3	35 - 99	29-Apr	6-May
Phase 4	9 - 34	13-May	20-May
Phase 5	0 - 8	27-May	3-Jun

There are approximately 100 companies in each phase of the sales cycle. 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 2019 to complete the online application. They will be able to select booth preferences from the available booth inventory and make the mandatory 30% deposit or full booth payment to receive 2 bonus priority points. Exhibitors completing the application must make a payment within 30 days.

After each group of exhibitors has submitted their exhibit space application and booth preferences, Academy staff will approve the booth assignment and the exhibitor will be notified. The next group of exhibitors will see those booth assignments and can select three options from the remaining booth inventory.

An overview of the company's total number of priority points was emailed to the main contact in January. If you do not have this information, email exhibitions@ao.org.

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, Experient, Expovision and Freeman. These checklist options will be released throughout the planning cycle.

STATUS	TO DO	DUE DATE	
✓	Exhibit Space Application Enter here to apply for the annual meeting exhibit space.	11/06/2020	Completed on 05/12/2020
○	Promotional Opportunities 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.	09/30/2020	
○	Third Party Authorization Form An exhibitor, who engages the services of a management firm to handle exhibit details and logistics, meeting/event planning or promotional and advertising must complete this form identifying and authorizing the firm who will work on their behalf.	11/17/2020	
○	Make Hotel Reservations with Expovision	11/17/2020	

(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 in their priority point group. They must submit their application by that sales cycle due date to take advantage of their accrued priority points in their booth assignment.

However, the Academy reserves the right, in its sole discretion, to allocate space on any other basis it deems appropriate for AAO 2020.

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.

Exhibit space assignment notices will be sent prior to the opening of the subsequent sales cycle.

Priority Point System

As a better reflection of total corporate support exhibitors receive additional priority points for Academy and Foundation sponsorship support and for aggregate advertising spend. Exhibitors will be able to accumulate up to an additional 10 points in each area for a total of 20 points.

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.

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

Priority points are accumulated annually and added to the cumulative total following these guidelines:

- 1 point for exhibiting at the current meeting
- 1 point for exhibiting at five previous consecutive meetings

- 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.)
- 1 point for using Expovision, the official hotel service
- 2 points for submitting full payment with the online exhibit space application
- 2 points for completing the Product Listing in the Exhibitor Portal Checklist by the Mobile Meeting Guide deadline, Wednesday, Sept. 23.
- 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
- 3 points for completing the entire exhibitor survey

Current Priority Point Overview:	
Total Points	Number of Companies
200 - 4600	102
100 - 199	110
35 - 99	121
9 - 34	121
0 - 8	49

Contact 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.

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 to exhibitions@aao.org outlining their business agreement and request to share exhibit space at the time they complete the online exhibit space application.**
- 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 advertising or all of these planning aspects must complete a Third Party Authorization Form, identifying the firm who will work on its behalf. This arrangement will not be taken into account when granting the extension of a deadline; take particular care to ensure that the management firm you engage will 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.

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.