Exhibit Prospectus

Moscone Center
San Francisco

AAO 2019  October 12 – 15
Subspecialty Day  October 11 – 12
AAOE Program  October 11 – 15

Where All of Ophthalmology Meets®

Inspire!

The Academy’s 123rd annual meeting – AAO 2019, will be held at Moscone Center, San Francisco, California, October 12 – 15.

Moscone Center
The Moscone Center has recently completed a $500 million dollar renovation resulting in 500,000 square feet of exhibit space, two ballrooms, and eighty-two meeting rooms. Two levels have been added to the South Building which includes a bridge crossing over Howard street to the North Building and enhanced areas on the mezzanine and exhibition levels. The Academy will be utilizing the North, South and West buildings for meeting activities and the exhibition.

New in 2019!
- Due to space constraints at the Moscone Center, there will be no Retina Subspecialty Day Exhibits. The Retina Subspecialty Day Meeting will be in the West Building, Level 2.
- There is no longer a surcharge for credit card payments over $5,000.
- The $25,000 limit for credit card payments is still in effect.
- The primary contact for the exhibiting company must submit a Third Party Authorization in the Exhibitor Portal to designate a company they have hired to manage their exhibit details and logistics, meeting and event planning or promotions and advertising.
- Priority points can now be earned 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. Complete details will be posted on the Academy’s web site and in the Exhibit Prospectus shortly.
- Exhibitors who utilize the official hotel service contractor, Expovision will be credited with one bonus priority point, in addition to the two bonus priority points given when exhibitors utilize 95% or more of their initial room block.
- There will be expanded registration counters in the lobby of each building, North, South and West as attendee badges will not be mailed. Every attendee will have to pick up their badge onsite.
- The attendee meeting bag has been discontinued.
- There will no longer be physical Scientific Posters. The new expanded ePoster Theater and Lounge is in the South Building, Exhibition level lobby.
- The Breakfast with the Experts program has been discontinued.
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American Academy of Ophthalmology
## Exhibitor Schedule

**Moscone Center**  
747 Howard St.  
San Francisco, CA 94103

### AAO 2019

- **Registration:** South, North and West Building Lobby  
- **Exhibition:** North Building, Exhibition Level, Halls E & F  
  South Building, Exhibition Level, Halls A, B & C  
  West Building, Level 1

<table>
<thead>
<tr>
<th>Date</th>
<th>Exhibitor Registration</th>
<th>Exhibit Installation</th>
<th>Exhibit Hours</th>
<th>Exhibit Dismantle</th>
</tr>
</thead>
<tbody>
<tr>
<td>Wednesday, Oct. 9</td>
<td>7:30 a.m. – 6:00 p.m.</td>
<td>7:30 a.m. – 7:00 p.m.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Thursday, Oct. 10</td>
<td>7:30 a.m. – 6:00 p.m.</td>
<td>7:30 a.m. – 7:00 p.m.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Friday, Oct. 11</td>
<td>6:30 a.m. – 6:00 p.m.</td>
<td>7:30 a.m. – 7:00 p.m.*</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Saturday, Oct. 12</td>
<td>6:30 a.m. – 5:00 p.m.</td>
<td></td>
<td>9:00 a.m. – 5:00 p.m.</td>
<td></td>
</tr>
<tr>
<td>Sunday, Oct. 13</td>
<td>7:30 a.m. – 5:00 p.m.</td>
<td></td>
<td>9:00 a.m. – 5:00 p.m.</td>
<td></td>
</tr>
<tr>
<td>Monday, Oct. 14</td>
<td>7:30 a.m. – 5:00 p.m.</td>
<td></td>
<td>9:00 a.m. – 5:00 p.m.</td>
<td></td>
</tr>
<tr>
<td>Tuesday, Oct. 15</td>
<td>7:30 a.m. – 1:00 p.m.</td>
<td>9:00 a.m. – 1:00 p.m.</td>
<td>1:00 p.m. – 10:00 p.m.</td>
<td></td>
</tr>
<tr>
<td>Wednesday, Oct. 16</td>
<td>7:30 a.m. – 1:00 p.m.</td>
<td>9:00 a.m. – 1:00 p.m.</td>
<td>8:00 a.m. – 5:00 p.m.**</td>
<td></td>
</tr>
<tr>
<td>Thursday, Oct. 17</td>
<td></td>
<td></td>
<td>8:00 a.m. – 12:00 p.m.</td>
<td></td>
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</table>

*Approval to work past 7:00 p.m., Friday, Oct 11 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.

**Exhibiting companies in the West building will need to have packing and outbound arrangements completed by 3:30 p.m. on Wednesday, Oct. 16.
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 cost multiply the size by $36 (e.g., 20’ x 20’ = 400 x $36 = $14,400).

Informational Exhibits and Posters
The Academy offers associations and organizations with the tax-exempt status of 501(c)(3) or 501(c)(6) 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.
- Informational posters fees are $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.

New Exhibitor Portal

Online Exhibit Space Application
The New Exhibitor Portal launched with the online Exhibit Space Application on Wednesday, April 3. It will open in six phases based on the exhibiting company’s total priority points. This schedule is outlined below.

<table>
<thead>
<tr>
<th>2019 Sales Cycle</th>
<th>Point Range</th>
<th>Link Launched</th>
<th>Deadline</th>
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<tbody>
<tr>
<td>Phase 1</td>
<td>191 - 4500</td>
<td>Apr 3</td>
<td>Apr 10</td>
</tr>
<tr>
<td>Phase 2</td>
<td>115- 190</td>
<td>Apr 17</td>
<td>Apr 24</td>
</tr>
<tr>
<td>Phase 3</td>
<td>114 - 51</td>
<td>May 1</td>
<td>May 8</td>
</tr>
<tr>
<td>Phase 4</td>
<td>50 - 20</td>
<td>May 15</td>
<td>May 22</td>
</tr>
<tr>
<td>Phase 5</td>
<td>5 - 19</td>
<td>May 29</td>
<td>June 5</td>
</tr>
<tr>
<td>Phase 6</td>
<td>1 - 4</td>
<td>June 12</td>
<td>June 19</td>
</tr>
</tbody>
</table>

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, create a password and complete the online exhibit space application. They will be able to select booth preferences from the available booth inventory in one of the three exhibit halls, North, South and West, and make the mandatory 30% deposit or full booth payment to receive 2 bonus priority points.

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 when they have received the Exhibitor Portal link.

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 Arlynn Moraga, Exhibitions Coordinator, amoraga@aoa.org.
**New Checklist**

Based on the answers to the exhibit booth activities questions on the online exhibit space 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. The full checklist will be released with these options throughout the planning cycle.

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<table>
<thead>
<tr>
<th>STATUS</th>
<th>TO DO</th>
<th>DUE DATE</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Exhibitor Designated Contractor (EDC) Form</td>
<td>08/02/2019</td>
</tr>
<tr>
<td></td>
<td>If you will have a contractor (other than Freeman) providing services for your booth please enter that information here.</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Exhibit Space Application</td>
<td>10/27/2019</td>
</tr>
<tr>
<td></td>
<td>Enter here to apply for the annual meeting exhibit space.</td>
<td></td>
</tr>
<tr>
<td></td>
<td>General Liability Agreement</td>
<td>08/23/2019</td>
</tr>
<tr>
<td></td>
<td>Review and accept the general liability agreement in order to exhibit in the AAO annual show.</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Promotional Opportunities</td>
<td>10/12/2019</td>
</tr>
<tr>
<td></td>
<td>Laser Detail Form</td>
<td>10/12/2019</td>
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**New 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 2019.

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.

**New Priority Point System**

As a better reflection of total corporate support, beginning January 1, 2019, exhibitor will receive additional priority points for Academy and Foundation sponsorship support and for aggregate advertising spend. Exhibitor will be able to accumulate up to an additional 20 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 and 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](http://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 one-hundred (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 the Expovision the official hotel service *New!*
• 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, Aug. 20
• 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

<table>
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<th>Current Priority Point Overview:</th>
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<tr>
<td>16 companies have over</td>
<td>1000 points</td>
</tr>
<tr>
<td>84 companies have</td>
<td>200 – 999 points</td>
</tr>
<tr>
<td>119 companies have</td>
<td>100 – 199 points</td>
</tr>
<tr>
<td>84 companies have</td>
<td>50 – 99 points</td>
</tr>
<tr>
<td>73 companies have</td>
<td>25 – 49 points</td>
</tr>
<tr>
<td>65 companies have</td>
<td>11 – 24 points</td>
</tr>
<tr>
<td>170 companies have</td>
<td>1 – 10 points</td>
</tr>
</tbody>
</table>

Contact exhibitions@aoa.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.

Consideration of adjacent and shared exhibit space requests are offered only if the request is submitted to exhibitions@aoa.org at the time the online exhibit space application is complete. 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@aoa.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 posted in the new Exhibitor Portal, 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 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@aoa.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 Exhibition Rules & Regulations, which together constitute the entire Contract between the exhibitor and the Academy. Any matters not specified in the Exhibition Rules & Regulations 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 Exhibition Rules & Regulations 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 Exhibition Rules & Regulations. 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 or other 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 exhibitor space fees paid, less any actual costs incurred by the Academy.
If paying by check, automatic clearing house (ACH), electronic funds transfer (EFT) or Wire transfer, a payment must be received within 30 business days from the date of online submission of the application.

**Credit Card Payments**

When paying by credit card, you will need the card holder name and the address where the credit card statement is sent. Credit card payments are limited to $25,000.

**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  
Dept. #34045  
PO Box 39000  
San Francisco, CA 94139

Send check payments by express mail to:

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

**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 and U.S. Wire Transfers: ABA number: 121000248  
International Wire Transfer: SWIFT Code: WFBIUS6WFFX

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.”
Cancellation of Exhibit Space

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 2019;
- forfeits the use of the assigned exhibit space; and
- releases previously assigned hotel rooms and meeting space over those meeting dates.

An exhibitor who submitted their application by the deadline associated with the launch date of their sales cycle have a five-week grace period to cancel without penalty. Those who submit an online application outside of this schedule would calculate the date for cancellation without penalty based on the date of their submission. The Academy’s receipt of an exhibitor’s notice of cancellation from their scheduled date and the final payment date, Friday, Aug. 9, subjects the exhibitor to a cancellation penalty equal to thirty percent (30%) of the total cost of space assigned.

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<thead>
<tr>
<th>2019 Sales Cycle</th>
<th>Point Range</th>
<th>Link Launched</th>
<th>Deadline</th>
<th>Last Day to Cancel WITHOUT Penalty</th>
</tr>
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<tbody>
<tr>
<td>Phase 1</td>
<td>191-4500</td>
<td>Apr 3</td>
<td>Apr 10</td>
<td>May 15</td>
</tr>
<tr>
<td>Phase 2</td>
<td>115-190</td>
<td>Apr 17</td>
<td>Apr 24</td>
<td>May 29</td>
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<tr>
<td>Phase 3</td>
<td>114-51</td>
<td>May 1</td>
<td>May 8</td>
<td>June 12</td>
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<td>Phase 4</td>
<td>50-20</td>
<td>May 15</td>
<td>May 22</td>
<td>June 26</td>
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<td>Phase 5</td>
<td>5-19</td>
<td>May 29</td>
<td>June 5</td>
<td>July 10</td>
</tr>
<tr>
<td>Phase 6</td>
<td>1-4</td>
<td>June 12</td>
<td>June 19</td>
<td>July 24</td>
</tr>
</tbody>
</table>

The Academy’s receipt of an exhibitor’s notice of cancellation on or after Monday, Aug. 12, subjects the exhibitor to a cancellation penalty equal to one hundred percent (100%) of the total cost of space assigned. However, in the event the canceled space is resold and the entire exhibition is sold out, the cancellation penalty will revert to thirty percent (30%) of the total cost of space assigned.

The Academy’s receipt of an exhibitor’s notice to downsize booth space after Monday, Aug. 26, will result in a fifty percent (50%) penalty on the original island booth size and fifty percent (50%) of the linear booth cost.

A refund due as a result of a cancellation will be processed at the time of the cancellation.

An exhibitor that cancels its participation on or after Monday, Aug. 26, and has an unpaid balance must pay the balance before exhibiting at future Academy meetings.
Meeting Space

The Academy has reserved hotel meeting space at the following hotels from Thursday, Oct. 10, through Tuesday, Oct. 15, for use by exhibitors who have purchased exhibit space and wish to hold functions prior to or during AAO 2019:

- Fairmont San Francisco
- Grand Hyatt San Francisco
- Hilton San Francisco Union Square
- InterContinental San Francisco
- JW Marriott
- Palace Hotel
- Parc 55 Hotel San Francisco, A Hilton Hotel
- Park Central San Francisco
- San Francisco Marriott Marquis
- St. Regis Hotel
- W San Francisco
- Westin St. Francis

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 2019 attendee participation in any scientific, technical, informational, or other meeting, seminar, event, function, or gathering off the premises of Moscone Center during meeting hours. You may hold your event during the hours listed below:

<table>
<thead>
<tr>
<th>Date</th>
<th>Morning</th>
<th>Evening</th>
</tr>
</thead>
<tbody>
<tr>
<td>Thursday, Oct. 10</td>
<td>Any time</td>
<td>Any time</td>
</tr>
<tr>
<td>Friday, Oct. 11</td>
<td>Any time</td>
<td>Any time</td>
</tr>
<tr>
<td>Saturday, Oct. 12</td>
<td>End by 8:00 a.m.</td>
<td>After 5:30 p.m.</td>
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<tr>
<td>Sunday, Oct. 13</td>
<td>End by 8:00 a.m.</td>
<td>After 5:30 p.m.</td>
</tr>
<tr>
<td>Monday, Oct. 14</td>
<td>End by 8:30 a.m.</td>
<td>After 5:30 p.m.</td>
</tr>
<tr>
<td>Tuesday, Oct. 15</td>
<td>End by 8:30 a.m.</td>
<td>After 1:00 p.m.</td>
</tr>
</tbody>
</table>

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 $250 nonrefundable administrative fee per event, per day. The last day to get the early rate for meeting space requests is Wednesday, Aug. 7. Fees increase to $350 per function beginning Thursday, Aug. 8. 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 new 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 found in the new 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, Ashley Warriner. 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 this 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@aao.org for instructions.

Meeting Space questions should be directed to:

Ashley Warriner, CMP
Meeting Services Specialist
Email: awarriner@aao.org

Hotel Reservations

The Academy has contracted over 14,000 hotel rooms at over 80 San Francisco hotels for AAO 2019. Thirty-five percent (35%) of the hotel rooms have been designated for exhibitor representatives. Hotels included in the Academy’s block are considered official hotels.

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 a hotel reservation form and link to the Hotel Reservation Information containing a list of official hotels, rates, amenities and distance to Moscone Center. The hotel reservation form is due Wednesday, May 8 to the Expovision offices.
- On Wednesday, May 29, exhibitor hotel reservations open online for all other exhibiting companies. They will select from the available hotel inventory and with immediate confirmation, booking hotel reservations online is the most efficient way to secure rooms. A deposit for the first night’s room and tax will be required at the time of booking for each room requested

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

Exhibitors are allocated a number of sleeping rooms based on the booth size they have secured for AAO 2019. 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 housing company of the Academy. If you book through another housing 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!

Exhibitors must secure all sleeping rooms at official Academy hotels through Expovision over the dates of Oct. 7 – 17. Exhibitors who do not will be penalized priority points.

Exhibitors who utilize ninety-five percent (95%) or more of their initial reserved hotel block through the Academy’s official hotel reservation provider will receive two (2) priority points.

New! Exhibitors who book their hotel room block through Expovision will receive one (1) priority point.
Installation & Dismantle

Exhibit Installation
Installation days and hours are as follows:

- Tuesday, Oct. 8 (for Targeted Exhibitors) – 7:30 a.m. – 7:00 p.m.
- Wednesday, Oct. 9 and Thursday, Oct. 10 - 7:30 a.m. – 7:00 p.m.
- Friday, Oct. 11 – 7:30 a.m. – 7:00 p.m.*++***

*Must pickup exhibitor badge to access exhibit hall after 5:00 p.m.
++Approval to work past 7:00 p.m., Friday, Oct 11 must be obtained by show management prior to 3:00 p.m. on Friday.
***There are no in and out privileges after 7:00 p.m.

Exhibit Dismantle

- Tuesday, Oct. 15 – 1:00 p.m. – 10:00 p.m.
- Wednesday, Oct. 16 – 8:00 a.m. – 5:00 p.m.*
- Thursday, Oct. 17 – 8:00 a.m. – 12:00 p.m.

*Exhibiting companies in the West building will need to have packing and outbound arrangements completed by 3:30pm on Wednesday, Oct. 16.

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 “Schedule” section in this Exhibitor Prospectus.

Complete details about obtaining wristbands will be available in the online Exhibitor Service Manual.

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, Oct. 7.

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.

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

Dismantling Exhibits

Exhibitor personnel must staff the booth until the dismantling of exhibits begins on Tuesday, Oct. 15, at 1:00 p.m.

Dismantling of an exhibit prior to the close of the exhibition 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. Plan to return on Wednesday, Oct. 16 to complete outbound arrangements.

Exhibiting companies in the West building must have packing and outbound arrangements completed by 3:30 p.m. on Wednesday, Oct. 16. The building must be clear by 11:59 p.m.
Union Jurisdictions

Labor Services

Display Labor

The installation or dismantling of exhibits which requires the use of hand tools, or takes one person more than 30 minutes, or exceed ten feet in any direction, falls within the jurisdiction of the Local 510 of the Sign Display and Crafts Union. You can handle and set out the products you manufacture; however, all background materials — display boards, backdrops, stands — anything the products are displayed upon, attached to, or made part of, and installation of floor tile and carpets must be installed by union labor.

Stagehands

All audio/video presentations in booths will require stagehand labor from Local 16, however the set up will determine the source. As long as none of the elements are suspended from the ceiling (projector, sound, screen, lighting), then it will be handled by stagehand labor to operate and they can be contracted through the AV provider. If any of the equipment is suspended from the ceiling or truss then it would be a composite of electricians and stagehands that would be contracted through Freeman.

Electrical

IBEW Electricians jurisdiction covers all electrical labor for each booth including but not limited to, cable distribution under your carpet or flooring, and throughout the booth structure. Included are connections and hardwiring of all electrical equipment, (e.g. 208 volt and higher services, panels, motor, and audiovisual equipment), installation of all lighting hung from truss or beams and distribution of all cabling throughout the booth and truss structures. All stage hand labor used in the exhibit area will be supplied through Freeman with exception of their company representative/supervisor. Unless contracted directly with the in-house AV/Internet provider, all data and coaxial cable run within the booth, overhead or on the floor will be installed by their electricians. Electrical services are provided on a time and material basis and cannot be performed by other unions, I&D houses or Exhibitors.

Any labor services that may be required beyond what the regular full-time exhibiting company employees can provide must be provided through Display labor.

Labor order forms will be included in the online Exhibitor Service Manual.

Labor Rates

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

Standard Time: $139.50 per hour
Monday - Friday 8:00 a.m. - 5:00 p.m.

Overtime: $255.50 per hour
Monday - Friday 5:00 p.m. - 8:00 a.m.
All day Saturday, Sunday and 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

Each ten-foot by ten-foot (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, Oct. 11, 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

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

The height of certain island exhibits assigned to Moscone Center’s South Hall will be affected by the overhead arches. Refer to the floor plan for arch locations and elevations. The height limit for island exhibits not affected by the arches is 25 feet. The height limitation is 25 feet in North Hall F and 22 feet in Hall E. The West Level 1 height limit is 25 feet.

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.
- 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.

Send stamped blueprints to Moscone Center for review with the Fire Safety Division and by the San Francisco Fire Department, Fire Prevention Bureau at least 60 days before the show opens to allow enough time for any needed corrections. Be sure the plans show dimensions and an isometric rendering of your exhibit.

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

Moscone Center must receive exhibit floor plans for booths with canopies, those that exceed twelve feet (12’) in height and all two-story exhibits to review a minimum of 60 days before move-in. There must be a licensed structural engineer’s stamp of certification on all plans.

Certain booths may need to have fire watches, electrical ventilation, smoke detection devices, fire extinguishers, multiple exits, or other safety measures required by fire prevention officials.

Additional information will be included in the Exhibitor Service Manual.

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. 23. These may be delivered by email, azammataro@aao.org, or mail to:

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

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

A floor plan of the electrical placement in the booth must accompany your electrical order to Moscone 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

Hanging Signs

- Only island exhibits may use hanging signs.

Floor plans examples courtesy of Avedro and BlueHive
• 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 the arches in Moscone Center’s South Halls column less feature may prevent the use of hanging signs in certain locations. Refer to the floor plan for the location of the support arches and resulting ceiling heights. The North, Hall E has a height limit of 24’ and there are no hang points for rigging. Each booth requesting hanging items is accessed and may be charged for the installation of truss and pipe to create a rig point. Contact Freeman for details.

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, Sept. 30. It is also cost-effective to include assembly instructions in the hanging sign shipment to the advance warehouse.

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. 23.

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.

Aerial Rigging Services

Labor required for the assembly and hanging of all signs and box/theatrical truss will be provided through Freeman. As Freeman has the liability for hanging of signs and truss their labor is exclusive to this service.

All hanging signs requiring electrical must also be accompanied by an electrical order stipulating power required.

All hanging signs over 500 pounds must be accompanied by drawings reviewed, signed and stamped by a licensed structural engineer to certify structural integrity and safety.

All hanging signs over 500 pounds will require chain falls for electrical chain motors for installation/removal.

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.

Fire Department Regulations

Some of the most important fire department requirements are summarized here. Complete fire regulations for Moscone Center will be included in the online Exhibitor Service Manual.

• 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. Moscone 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, Sept. 9**, 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, Sept. 30. Warehouse receiving hours are 8:00 a.m. – 3:30 p.m. Monday through Friday. If required, provide your carrier with this phone number 775.355.4670. Shipping labels will be included in the Exhibitor Service Manual.**

Address warehouse freight with the following information:

[Exhibiting Company Name and Booth Number]
American Academy of Ophthalmology
C/O Freeman
435 23rd Street
San Francisco, CA 94107

To verify receipt of shipment, exhibitors may contact Freeman at 650.878.6100. Ask for Exhibitor Services pertaining to the American Academy of Ophthalmology, and give the meeting dates.

Direct Shipping – Moscone Center*

The online Exhibitor Service Manual will contain the target freight map with move-in dates and times. Linear booth exhibitors shipping pad-wrapped freight directly to the Moscone Center must first schedule delivery with Bobby Stout at Freeman 214.876.1889. Questions or requests about the target schedule should be directed to Mr. Stout’s attention. Adherence to the target date and time will help ensure a smooth move-in.

Direct shipments to Moscone Center will be accepted beginning **Tuesday, Oct. 8**, at 8:00 a.m., unless specified by the target delivery schedule.

Freight shipped directly to Moscone Center should be addressed as follows:

[Exhibiting Company Name and Booth Number]
American Academy of Ophthalmology
C/O Freeman
Moscone Center
747 Howard Street
San Francisco, CA 94103

*All direct shipments will go through the marshalling yard.

Material Handling

The **Teamsters 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, unskidding, 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 Moscone 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 Moscone 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.

**Warehouse Shipments**
- Boxed, crated or skidded: $117.50
- Special Handling*: $152.75
- Late Shipments: $152.75
- Pad/Carpet only: $176.25

**Show site**
- Crated: $125.00
- Special Handling*: $162.50
- Late Shipments: $162.50
- Pad/Carpet Only: $187.50

Contact: Freeman
Tel: 650.878.6100 (Ask for Exhibitor Services Department.)
Fax: 469.621.5607
Email: FreemanSanFranciscoES@freeman.com

*Special Handing:
Material delivered by the 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.
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 online Exhibitor Service Manual. The Academy no longer provides booth vacuuming on Friday, Oct. 11.

Equipment Pass
Removal of equipment or display items from the exhibition during meeting days — Saturday, Oct. 12 through Tuesday, Oct. 15 — will require a pass. The passes can be obtained at the Academy Exhibitor Services counter, located in one of the Exhibitor Service Centers beginning Saturday, Oct. 12. Once the show closes at 1:00 p.m. on Tuesday, Oct. 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 main Exhibitor Service Center (ESC) will be located in Moscone Center, South, Hall C and satellite ESC centers will be in the North, Exhibit Hall F and the lobby of the West Building. All locations will be staffed by the official contractors, beginning Tuesday, Oct. 8, and continuing throughout the meeting and dismantle. Some official vendors will be available on a limited schedule and will provide information at their counter on how to contact them onsite. The Exhibition Director’s and Floor Managers’ offices, along with a staffed Academy Exhibitor Services counter, will be located in the main service center.

Exhibitor Service Manual
The Exhibitor Service Manual will contain a complete list of all official contractors, available services and work rules. It will be available online to exhibiting companies on Wednesday, June 26. The manual provides information and rates for services, including material handling; audiovisual services; complimentary and special signage; rental furniture; carpentry, decorator, 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.

Moscone Center – Technology Services Department
Moscone Center Technology Services Department is responsible for the delivery of utility services – telecommunications and internet. Order forms and additional details will be in the online Exhibitor Service Manual. Download their Ordering Guide and Facility Information for a preview of these details - moscone.com/contractors/facsvcs/internet.shtml

Official Contractors
The Academy secures suppliers and vendors as official contactors to provide the necessary services for a successful meeting and exhibition. 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
- Cleaning
- Computers
- Floral
- Housing
- International Freight Forwarding
- Lead Retrieval
- Photography
- Registration
- Security
Official Contractor Designation

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 Transportation — Complete turnkey service providing round trip transportation. Pre-quoted services are billed with one convenient invoice with no hidden charges.

Contact:
Freeman
245 S. Spruce Avenue, Suite 100
South San Francisco, CA 94080
Tel: 650.878.6100
Fax: 469.621.5607
Email: FreemanSanFranciscoES@freeman.com

Registration and Lead Retrieval

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 Manual.

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 Moscone 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 will contain information on ordering security personnel and, if available, security cages. Exhibitors are urged to take advantage of the security services offered.

Utilities

Utility floor ports containing electrical, natural gas, compressed air and water, are located every thirty feet (30’) in North, Hall E, F and West, L1 exhibit halls. Utilities in the South, Halls A, B, & C are not on standard thirty feet (30’) centers.
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. 2**.

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 prior to **Friday, Aug. 2**, for instructions on how to proceed.

Exhibitors approved for early move-in on Monday, Oct. 7 understand they must use labor provided by Freeman. Independent contractors may begin working on Tuesday, Oct. 8.

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. 6** 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 October 7, 2019 through October 17, 2019;
- 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’s name and cell phone number
- 24-hour emergency phone number
- Approximate number of union personnel to be hired
- The names of all employees who require badges in addition to the Onsite Supervisor

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.

- Badges will be issued with the individual’s name and company’s name.
- The EDC badge allows access to the exhibition during installation, dismantle, and the meeting dates.
- EDC badges will be available for pick-up at Exhibitor Registration beginning Wednesday, Oct. 9 during Exhibitor Registration hours.
- One onsite supervisor can pick up badges for employees
- EDC badges will not be available for pick-up from 7:00 a.m. – 12:00 p.m. on Saturday, Oct. 12.
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.
- Speakers of any kind must be directed toward the interior of the demonstrator’s booth space. Speakers may not face aisles or neighboring exhibits.
- Stagehands must be utilized for operating equipment for exhibitors who have live presentations.

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 1:00 p.m. on Tuesday, Oct. 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 Moscone 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. 23, 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. 23.

- 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, Oct. 11.

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 wastes disposal contractor. (See “Wet Labs,” which follows in this section.)

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 Tuesday, Oct. 15, at 1:00 p.m.

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.

Exhibitors who sell merchandise onsite during the meeting must have a valid California Seller’s Permit. This applies to all exhibitors selling or taking orders on the exhibit floor. For more information on the California Seller’s Permit application, please visit the California State Board of Equalization website; www.boe.ca.gov  The California Sales permit application can be found here: cdtfa.ca.gov/taxes-and-fees/faqseller.htm  Permits can also be requested by phone from the permit Request Line: 800.400.7115

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

Complete details and contact information for remitting taxes will be included in the Exhibitor Service Manual.

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

An exhibitor conducting a wet lab 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: $200
• Five or more wet lab stations: $300

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 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 Additional Booth Activities form will be available in the Exhibitor Portal in June.

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:

<table>
<thead>
<tr>
<th>Day</th>
<th>Date</th>
<th>Morning</th>
<th>Evening</th>
</tr>
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<tbody>
<tr>
<td>Thursday</td>
<td>Oct. 10</td>
<td>Any time</td>
<td>Any time</td>
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<tr>
<td>Friday</td>
<td>Oct. 11</td>
<td>Any time</td>
<td>Any time</td>
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<tr>
<td>Saturday</td>
<td>Oct. 12</td>
<td>End by 8:00 a.m.</td>
<td>After 5:30 p.m.</td>
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<tr>
<td>Sunday</td>
<td>Oct. 13</td>
<td>End by 8:00 a.m.</td>
<td>After 5:30 p.m.</td>
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<tr>
<td>Monday</td>
<td>Oct. 14</td>
<td>End by 8:30 a.m.</td>
<td>After 5:30 p.m.</td>
</tr>
<tr>
<td>Tuesday</td>
<td>Oct. 15</td>
<td>End by 8:30 a.m.</td>
<td>After 1:00 p.m.</td>
</tr>
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</table>

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.

A map of the marketing free zone will be in the Exhibitor Service Manual.
Marketing Opportunities/AAO

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 2019 meeting registrants.

**Distribution:** Select your target audience from ophthalmologists or practice management staff registered for AAO 2019.

**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 2019.

**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 2019 must be placed before **Friday, Sept. 27**. No orders will be shipped before **Monday, Aug. 26**.

**Contact:** Place your order with Eusi Pease at epease@aao.org, reference “Pre-registrant Mailing List Rental Request” in the subject line or call 415.561.8581.

EyeNet

**EyeNet® Magazine Advertising Opportunities**

Bolster your marketing campaign with the official AAO 2019 publications from EyeNet® to maximize your exposure in San Francisco.

**EyeNet’s AAO 2019 Issue (October)**

Advertising: Cover tips, inserts, 4 premium placements, run of book ads, email blast banners, and website banners.

**Exposure:** Regular mailing to all members (22,000) plus distribution from multiple convention center floor locations, including the Academy’s Resource Center in the exhibit hall.

**AAO 2019 News (formerly Academy News)**

Advertising: Cover tips, 4 premium placements, and run of book ads are available for both editions.

**Exposure:** The Friday edition features guaranteed distribution to approximately 11,300 meeting attendees, delivered right to their hotel room door, plus convention floor distribution in multiple highly trafficked locations, including the Academy’s Resource Center in the exhibit hall.

**Exhibitor Guide**

Advertising: Cover tips, 3 premium placements, run of book ads, and upgraded booth listings.

**Exposure:** Distribution will be in multiple highly trafficked locations throughout the convention center and in the Academy’s Resource Center in the exhibit hall.

**Distribution Bins**

Advertising: Ad space on two publication bins on the top, side, and kick panels.

**Exposure:** Two high-profile locations in the convention center from Friday, Oct. 11, through Tuesday, Oct. 15.

For detailed information, visit aao.org/eyenet/advertise.

To advertise, contact M.J. Mrvica Associates at 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 **Monday, Sept. 16**. This distribution service is offered on Thursday, Oct. 10 and Friday, October 11, between the hours of 9:00 p.m. and 6:00 AM. Individual door drops and in-room distributions may be arranged.

Contact Tom Marshall at tom@doordrop.com for details.
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 McCormick Place 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.

Orbital Gala

Get Noticed: Make an In-Kind Donation or Sponsor the 2019 Orbital Gala Auction!

Looking for an impactful and cost-effective way to raise your visibility for AAO 2019? The Academy Foundation’s annual fundraiser, the Orbital Gala (October 13 at the Palace Hotel), is a prime opportunity to market your company.

There are two exciting opportunities to support the gala. You can contribute to the gala’s silent auction with an in-kind donation of ophthalmic equipment, instruments or services. You can also choose to sponsor the event at the Champion ($15,000), Patron ($10,000), or Star ($5,000) level. This is an excellent opportunity for prominent visibility for your company. Past auction donors include Optos, Lumenis, Allergan, HEINE USA, Welch Allyn, DigiSight Technologies, Ellman, and Mobius Therapeutics.

The auction will be open to all U.S. Academy members, expanding your reach beyond just those attending the Orbital Gala. Ophthalmologists will be able to bid on your product from anywhere nationwide using their smart phone or computer.

“Each year, we put together a basket filled with our most popular products for the Orbital Gala. When we manufacture products for donation, our employees feel a connection to the doctors and patients they serve. We highly recommend it.”

- Elliot Franz, General Manager, Gulden Ophthalmics

Look for a mailing in May with more information about the Orbital Gala support opportunities or contact Claire Lewis at 415.447.0356/ clewis@aao.org. You can also visit our website: aao.org/foundation/gala-support-opportunities

Promotional Opportunities

Share your company’s message, improve brand visibility and increase booth traffic by taking advantage of the many AAO 2019 promotional opportunities - available exclusively to exhibiting companies.

Print advertising space is available in the Meeting Program. This publication is distributed in the meeting bag to all healthcare professionals attending the Academy’s annual meeting.

Marketing opportunities include postcards in the AAO Card Pack mailing, hotel key cards, convention center banners, attendee bag inserts, hotel door drops and presentations in the Product Theater.

For a full listing of opportunities visit aao.org/promo-opps.

Reservations open Monday, May 13 at 9:00 a.m. (Pacific Daylight Time). All promotional opportunities are available on a first-come basis.

Questions? Contact Abigail Greber, Promotions Manager at 415.561.8564 or agreber@aao.org.
Penalties

As stated previously, as a condition for exhibiting, each exhibitor agrees to observe all rules and regulations. Violators will forfeit priority points for each rule or regulation violated. 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 Exhibitions 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 Exhibitions 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 Exhibitions Prospectus, or engages in practices in connection with the exhibition 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 Moscone Center 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 2019 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 2019 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 purchase the Academy Plus course pass in advance, but 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 July 24 – Sept. 13
- $300 Sept. 14 – Oct. 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, July 24 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 July 24 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, Oct. 9 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, Oct. 10. Requests to process additions, substitutions, or deletions after Thursday, Oct. 10 will result in a $50 processing fee.

It is the responsibility of the exhibiting company to register their representatives prior to arriving in San Francisco.

- 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 Moscone Center South Building Lobby.

• 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, Oct. 9 through Friday, Oct. 11.
  ○ 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, Oct 11.
Meetings & Exhibits Division

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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 Diego. 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 in 2019 and 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 or contact:

Todd Lyckberg
Director of Development, Foundation American Academy of Ophthalmology
Tel: 415.447.0361
Email: tlyckberg@aao.org
aao.org/foundation
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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