



## AAO 2020 Virtual Expo

Where All of Ophthalmology Meets®

[aao.org/2020](http://aao.org/2020) | Nov. 13 - 15

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### Access to Expo

The administrator for the virtual booth will register their company employees in the booth, providing an email address for each individual. They will receive a registration confirmation with the link to the Virtual Meeting and log in credentials.

Company representatives have access to the entire meeting. Their badge allows access to the sessions and other events. They are prohibited from initiating sales conversations when attending an educational event.

### Badges

Company representatives are recognized as they move about the virtual as if wearing a badge. Their first, last name and company name are identified as they enter a session and in the expo hall.

As in the live meeting setting an exhibitor should not enter another exhibitor's booth without first getting their approval.

### Incident Reporting

To report any concerns or issues during the Virtual Meeting, email [exhibitions@aao.org](mailto:exhibitions@aao.org) and a team member will respond promptly.

### Outside Management

An exhibitor who engages the services of an outside management firm to handle exhibit details and logistics may register the staff within their booth allotment for access to the virtual meeting. Take particular care to ensure that the management firm you engage will meet all deadlines.



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### Rules & Regulations

#### 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 2020 Virtual.

- 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 2020 Virtual.
- 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 2020 Virtual. 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 2020 Virtual” or “during AAO 2020 Virtual” in their promotional copy. It is also acceptable to reference the meeting as “AAO 2020 Virtual Meeting & Expo”.
- Exhibitors may not reference the location where the AAO 2020 live meeting was to be held as that only causes confusion with the pivot to a virtual meeting.

#### Accreditation Council for Continuing Medical Education (ACCME) Guidelines

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.



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### Rules & Regulations

#### Booth Activities

#### Booth Staff

Exhibits must be staffed during the Expo Core Hours from 9:00 AM PST – 4:00 PM PST each day of the meeting. Review the [Virtual Meeting Guide](#) to see what is happening each day with special focus early on Saturday and Sunday and later hours on Friday and Saturday for the international audiences.

#### 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 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 Thursday, Oct 29.

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 expo.

## 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, Oct. 29.

For those companies regulated by the Pharmaceutical Research and Manufacturers of America's (PhRMA) codes governing interactions with healthcare professionals and in supporting similar policies 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.

## Lead Retrieval

Exhibitors will see the name, first and last, and company or practice for every attendee that enters their virtual booth. Daily reports capture the length of the visit, what videos they watched, documents they downloaded, chats they engaged in and links they selected.

Post-meeting exhibitors will receive a report with data on who entered the booth as if they scanned the badge, capturing their name, address, email, specialty and practice information.

Exhibitors with Industry Showcase options in their virtual package receive the post-meeting report after each showcase session.

## Privacy Policy

Exhibitors agree to comply with their legal obligations as a data controller in relation to attendee lead data they obtain at the meeting.

This includes to:

- Have available a notice of the purpose for which the exhibitor will use the data.

- Comply with any attendee's requests as required by law.
- Agree that the data will be used only for the purpose of marketing its products and services to the attendee except as otherwise agreed with the attendee.
- Agree that the data will not be shared with any third party (except processors for the purpose of providing services to the exhibitor).

## 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.

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.