

Diversity, Equity and Inclusion

The American Academy of Ophthalmology is committed to nurturing an ophthalmology community that optimally meets the complex eye care needs of a diverse patient population and our communities.

Diversity refers to the variety of personal experiences, values, and views that define our unique differences along the dimensions of race, ethnicity, gender, age, religion, language, abilities/disabilities, sexual orientation, gender identity, socioeconomic status, geographic region, and more.

As diversity becomes increasingly important for overall health equity, the profession of ophthalmology and individual ophthalmologists, the Academy recommends that you consider diversity when making staff assignments for your exhibit booth.

Health and Safety

The American Academy of Ophthalmology is committed to the health and well-being of our meeting attendees, exhibitors, staff and meeting contractors. The Academy Board of Trustees has determined that proof of COVID-19 vaccination will be required for all those attending the Academy's annual meeting in Chicago.

Due to the fluidity of the current situation, additional specific safety protocols for AAO 2022 may be announced closer to the meeting. All decisions will be based on best practices as recommended by the Centers for Disease Control and Prevention (CDC) and mandates from both the State of Illinois and City of Chicago. Find more information on aao.org/health-safety.

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 McCormick Place 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 2022 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 2022 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 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.

The Exhibitor Representative badge does not allow access to the virtual meeting or Subspecialty Day meetings. See Online Registration below for details on registering for either meeting.

Registration 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 June 29 - Aug. 31
- \$300 Sept. 1 - Oct. 3

Once registered for AAO 2022 representatives can add access to the virtual meeting for \$300 and/or register for Subspecialty Day, see fees on next page.

Registration Types and Fees Cont'd

Paid Virtual Representatives - Representatives who will attend virtual only

Fee: \$300

Once registered, a paid virtual representative can register to attend one or both days of Subspecialty Day. See fees below.

Subspecialty Day Commercial Representative - Attend in-person or virtual

Fee:

\$700	June 29 - July 27
\$725	July 28 - Aug. 31
\$750	Sept. 1 - Oct. 3

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, June 29** and remain open through the annual meeting. **NEW! A unique valid email address is required for each individual registrant.** The online registration system allows exhibiting companies to make additions, changes, and deletions to their list of registrants as needed. From June 29 through the close of the annual meeting exhibiting companies can:

- Register:
 - Exhibitor Representatives
 - Paid Exhibitor Representatives
 - Paid Virtual Representatives
- Edit representatives
- Send email confirmations to registrants
- Review and print a list of registrants

Registered representatives can register to attend Subspecialty Day and/or virtual meeting access using the link(s) in their email confirmation.

Onsite

Beginning Wednesday, Sept. 28 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, Sept. 29. Requests to process additions, substitutions, or deletions after Thursday, Sept. 29 will result in a \$50 processing fee.

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

- 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 are available for onsite distribution only.

The Exhibitor Registration area will be located in South Building, Level 3, Hall A.

- Individual Representatives can pick up their badges during exhibitor registration hours at any available counter in the exhibitor registration area.
 - See the Expo Schedule on page 1 for Exhibitor Registration hours.
- Representatives MUST present their photo identification AND proof of company affiliation to receive their badge.
- To avoid long lines, advise Representatives to pick up their badges on Friday, Sept. 30