

## Registration

### 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.

### Policies

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.*

*Credentials are not printed on any Exhibitor Representative badges.*

***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.

### Exhibitor Representatives

AAO 2024 Exhibitor Representatives are full-time company employees who staff your exhibit, attend the meeting, or both. The following groups are not considered exhibitor representatives and **MAY NOT BE REGISTERED AS EXHIBITOR REPRESENTATIVES** of exhibiting companies:

- Exhibitor Designated Contractor (EDC) Personnel (please read EDC section on page 22)
- 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

## Registration (continued)

### 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) who are full time exhibiting company employees may only be registered as an Exhibitor Representative to staff the booth.

Optometrists (ODs) are not allowed to attend any portion of the AAO 2024 program or Subspecialty Day meetings.

### Access

During the meeting, an exhibitor who has their personal Academy-issued exhibitor meeting badge may enter the exhibit hall an hour and a half prior to the opening of the exhibition and may remain in the hall one hour after the close. Meetings in the exhibit halls with 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 all annual meeting general conference educational activities. They may not purchase tickets for Skills Transfer courses, AAOE Coding Sessions, or AAOE Master Classes. They may register for Subspecialty Day or the Virtual Meeting separately at additional cost.



## Registration (continued)

Representatives of commercial companies attending an educational activity may not participate in the discussion or engage in company promotion or sales activities while in the room, or outside the room where the educational activity takes place. This includes Academy educational areas in the exhibit hall.

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 at additional cost.

### 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 July 10 - Sept. 18  
\$300 Sept. 19 - Oct. 21

Once registered for AAO 2024, representatives can add access to the virtual meeting for \$300 and/or register for Subspecialty Day, using the registration link in their registration confirmation email.

#### Paid Virtual Representatives

Representatives who will attend AAO 2024 Virtual only.

**Fee:** \$300

Once registered, a paid virtual representative can register separately to attend Subspecialty Day.

#### Subspecialty Day Commercial Representative

Using the registration link in their registration confirmation email, representatives can register to attend Subspecialty Day meetings, in-person or virtually.

**One Day Fee:** \$725 July 10 - Aug. 7  
\$750 Aug. 8 - Sept. 18  
\$775 Sept. 19 - Oct. 21

Subspecialty day registration rates subject to change. Misuse of the Exhibitor Registration types will result in the cancellation of registrations and priority point penalization.

### Online Registration

The Exhibitor Registration website will open on **Wednesday, July 10** and remain open through the annual meeting. 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 July 10 through the close of the annual meeting exhibiting companies can:

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

## Registration (continued)

### Onsite Registration

Beginning **Wednesday, Oct. 16** 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. 17**. Requests to process additions, substitutions, or deletions after Thursday, Oct. 17 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.*

- 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 3 for Exhibitor Registration hours.
- Representatives **MUST** present their government issued photo identification to receive their badge.
- To avoid long lines, advise Representatives to pick up their badges on, or before **Friday, Oct. 18**.

