

Booth Types and Fees

Linear Booths

Linear 10' x 10' booth - \$3,800

Island Booth - \$38 per net square foot

An island booth is defined as a booth with all sides exposed to an aisle. To determine the booth cost, multiply the size by \$38 (e.g., 20' x 20' = 400 x \$38 = \$15,200).

Informational Exhibits and Posters

The Academy offers charitable associations with a tax-exempt status of 501(c)(3) the following options for distributing information:

- A limited number of 10' x 10' booths in the Informational Exhibit area are available for one-half the published commercial rate shown above. Sales are not permitted in this area.
- Informational posters cost \$250 and include a:
 - forty-eight inch (48") vertical x ninety-six inch (96") horizontal poster board, sign noting the poster number and title,
 - four-foot (4') table and chair, and
 - two complimentary registrations for poster presenters.

Associations and Organizations must email exhibitions@aao.org to submit evidence of their tax-exempt status.

Exhibitor Portal

Online Exhibit Space Application

The Exhibitor Portal launch was delayed to Wednesday, April 7 for those in the first sales cycle. It will open in the next four phases based on the exhibiting company's total priority points outlined in the schedule below.

There are approximately 100 companies in each phase. Exhibitors will be emailed the Exhibitor Portal link on the launch date and will have five business days to log into the portal with their personal email address and the password used in 2020 to complete the online application. They will be able to select booth preferences from the available booth inventory and make the mandatory 50% deposit or full booth payment to receive a bonus priority point. Exhibitors completing the application must make a payment within 30 days. **Email exhibitions if your company's internal process would be problematic in meeting this deadline.**

After each group's deadline, Academy staff will review the information, make an assignment, and generate an email confirmation. The next group of exhibitors will see those booth assignments on the floor plan and select three options from the remaining booth inventory.

An overview of the company's total number of priority points, for those who participated in the 2020 virtual meeting, were emailed to the main contact in January. **If you do not have this information, email exhibitions@aao.org.**

2021 Sales Cycle	Point Range	Launch Link	Deadline	Confirmation	Number of Companies *
Phase 1	200 - 4500	1-Apr	8-Apr	15-Apr	103
Phase 2	100 - 199	April 26	May 5	May 12	113
Phase 3	35 - 99	May 10	May 19	May 26	132
Phase 4	11-34	May 24	June 2	June 9	103
Phase 5	0 - 10	June 7	June 16	June 23	103 + New Companies

*Point ranges and the Number of Companies will change with the new point structure in 2022.

Checklist

Based on the answers to the exhibit booth activities questions on the online application, a checklist of tasks is created with easy processes to provide additional information for these activities and the access to the web sites of our official contractor partners, Maritz (formerly Experient), Expovision and Freeman. These checklist options will be released throughout the planning cycle.

Your Exhibitor Checklist
Please complete the following tasks prior to the due date

Open	Third Party & Exhibitor Designated Contractor (EDC) Authorization Form Complete this form if you need to authorize another company to work on your behalf or will use unofficial contractors.	Due Date 08/20/2021	
Complete	Advanced Island Space Request Form Please complete this form if your company needs Island exhibit space. The form is due prior to the launch date of your company's sales cycle. Do not complete this form if your company requires linear 10 x 10 space.	Completed 02/19/2021	Completed
Complete	Exhibit Space Application Enter here to apply for the annual meeting exhibit space	Completed 03/16/2021	Completed
Open	Promotional Opportunities Increase the visibility of your message, improve booth traffic and generate sales leads through promotional opportunities. Proceed only if you are interested in advertising and marketing options.	Due Date 09/30/2021	
Open	Shared and Adjacent Exhibit Space Request Form An exhibitor, who wishes to share exhibit space with another company	Due Date 11/16/2021	

(partial example)

Assignment of Exhibit Space

Exhibit space is assigned preferentially according to the exhibiting company's earned priority points as each phase of the sales cycle allows exhibitors to select booths from available inventory. Exhibitors must submit their application by their sales cycle due date to take advantage of their accrued priority points in their booth assignment.

Exhibitors who submit the online Exhibit Space Application after the deadline in their sales cycle will be assigned based on the available booth inventory at that time. All payment and cancellation deadline periods are carried over to those requesting exhibit space after the assigned sales cycle deadline.

However, the Academy reserves the right, in its sole discretion, to allocate space on any other basis it deems appropriate for AAO 2021.

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.

Priority Point System - **NEW**

Beginning this year, the Academy is changing how priority points are being calculated. The changes are being made to simplify the system, recognize companies that support Academy activities and encourage new companies to participate.

For advertising spend and foundation support, points will now be calculated based on 1 point for each \$5,000 spent with no cap on the points earned in this area. This is a change from the sliding scale that has been used for the past two years.

Academy and Foundation sponsorship support includes Ophthalmic Business Council membership and in-kind asset transfer donations. Advertising spend includes the Ophthalmology journals, EyeNet, annual meeting program advertising, promotional opportunities and digital advertising.

In addition, priority point ranking will now be calculated on the company's prior three years' points. The AAO 2022 rankings will be based on the points accumulated for 2019, 2020, and 2021 and on a rolling three year cycle each year.

The companies will continue to receive points for the size of the secured booth, full payment, completing of the survey and utilization of the hotel block as outlined below.

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

Exhibition priority points are accumulated annually and added to the previous two-year total following these guidelines:

- 1 point per 100 square foot of exhibit space secured or equivalent space used at the current meeting (e.g., a 20' x 30' island would earn 6 points; a 40' x 40' island would earn 16 points, etc.)
- 2 point for submitting full payment with the online exhibit space application
- 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
- 2 points for completing the entire exhibitor survey

Contact exhibitions@aao.org with questions regarding your company's accrued points.

Adjacent and Shared Exhibit Space

Sharing of exhibit space is permitted only for divisions of the same company and those with exclusive distributing agreements. The minimum booth size to share a booth is an island 20x20'. Exhibitors in linear 10x10' booths would request adjacent booth space.

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 outlining their business agreement and request to share exhibit space by completing the Shared and Adjacent Request Form when they complete the online exhibit space application in the Exhibitor Portal.***
- The space assignment is based on the companies' averaged priority points and ophthalmologic relevance rating.

Exhibitors may not sublet or assign booth spaces.

Third Party Authorization

An exhibitor who engages the services of an outside management firm to handle exhibit details and logistics, meeting and events or publicity and advertising or all of these planning aspects must complete a Third Party Authorization Form, identifying the firm who will work on its behalf. The company you designate in this capacity must meet all deadlines.

The form is available on the Checklist in the Exhibitor Portal.

The third-party company representative may make a Request for Third Party Authorization by completing this form posted on Exhibitor Central and submitting it to exhibitions@aao.org.

The submission of the Third-Party Authorization Form is not accepted in lieu of the Exhibitor Designated Contractor Authorization Form and the required certificate of insurance for contractors hired to perform a service. Please review the Exhibitor Designated Contractor section for more information.

Mergers and Acquisitions

Companies that have merged with, have been purchased by, or have purchased another company may use the exhibit history of whichever company is most favorable, but not the combined history of multiple companies.

The Academy must be notified in writing that the acquisition or merger between companies has been completed, along with the effective date of this change.

The sale of a product, product line, certain technologies, or certain assets to another company will be considered in the transfer of priority points only to the extent determined by the Academy in its sole discretion.

A company that decides to exhibit independently from its parent company or that undergoes reorganization and secures individual exhibit space will retain the points accrued by the parent company.

Ophthalmologic Relevance Rating

The ophthalmologic relevance rating is based on how closely an exhibiting company's primary products or services relate to the science and practice of ophthalmology.

Category A is composed of exhibitors of products and services exclusively concerned with ophthalmologic diagnosis, treatment and surgery. Examples of Category A products and services include intraocular lenses, surgical instruments, ocular prosthetics, operating room equipment and supplies, pharmaceuticals, physician and patient education materials.

Category B is composed of exhibitors of peripheral products and services, and exhibitors displaying used equipment. Examples of Category B products and services include intercoms and answering systems, practice management services, office/facility design and furnishings, computer systems, market research, equipment finance and leasing, cosmetic products and services, frames, lenses and lens finishing.

Market Research

Companies conducting market research are assigned exhibit space according to ophthalmologic relevance rating, Category B.