AAO 2020 Virtual Expo: Frequently Asked Questions

Accurate as of Sept. 1, 2020. The following FAQs will be expanded and revised in the coming weeks.

What platform are you using for the virtual meeting?

The Academy is using Intrado (formerly INXPO) as the virtual meeting platform. They have partnered with the Academy for several years on the virtual component of our live meeting. Intrado’s immersive 3D format replicates the look of a live meeting in a convention center.

Will there be training on how to use the platform?

Yes, in mid-October.

Will there be additional exhibitor education on virtual exhibition best practices?

Yes, we are planning three webinars:

- *How Virtual Exhibiting Can Help Your Company During a Crisis*
  Tuesday, Sept. 8, 2 p.m. - 2:30 p.m. EDT

- *How to Optimize Your AAO Virtual Exhibit*
  Wednesday, Sept. 23, 2 p.m. - 3 p.m. EDT

- *Driving Traffic To and Successfully Working Your AAO Virtual Exhibit*
  Thursday, Oct. 15, 2 p.m. - 3 p.m. EDT

When will exhibitors be able to access the platform to upload assets, such as a welcome video, and create their overall booth?

In mid-October. All exhibition assets should be loaded into the virtual meeting platform by Monday, Nov. 2. The virtual meeting platform goes live on Wednesday, Nov. 11.

What is the deadline to finalize my booth package?


What is the deadline to submit final payment?

Final payment should be received by Oct. 30, 2020 to participate in the virtual meeting.

When AAO 2020 Virtual registration information be available?

We will be providing monthly registration counts beginning Sept. 1.

Can booths in the Expo link out to other webpages, microsites or digital booths?

Yes. Once an attendee travels out of the Intrado virtual platform, however, the Academy can no longer provide metrics.

How will booths be shown in the Expo hall?

When attendees visit the Expo, the first page they land on will contain the Visionary and Premium level exhibitors. There will be links to additional halls from the main Expo page, exhibitors will be sorted alphabetically. Each hall can contain up to eighteen (18) booths.
What options are available to add to a booth package?

Top tier booth packages can add more of the following options:

- Pre- and post-meeting webinars
- Industry Showcases
- Additional company representatives

What options are there to promote our participation in AAO 2020 Virtual in addition to the booth packages?

Advertising options provided by other areas of the Academy include:

- Web banner advertising. For more information contact Jen Callow, jcallow@americanmedicalcomm.com.
- EyeNet Magazine advertising
- Renting Academy mailing lists

Additional options are under development.