



AMERICAN ACADEMY
OF OPHTHALMOLOGY®

AAO 2019

Exhibition

Moscone Center
San Francisco

AAO 2019 October 12 - 15

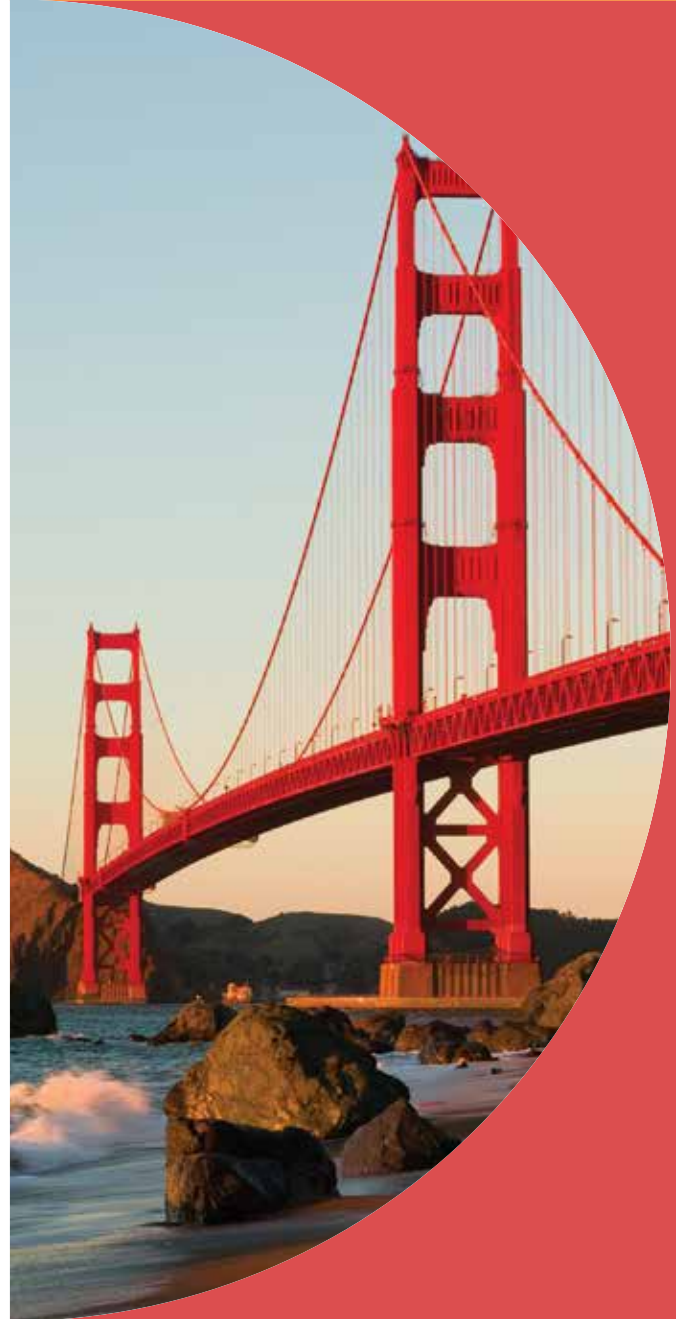
Subspecialty Day October 11 - 12

AAOE Program October 11 - 15

Where All of
Ophthalmology Meets®

aao.org/2019

Inspire!



Protecting Sight. Empowering Lives.®



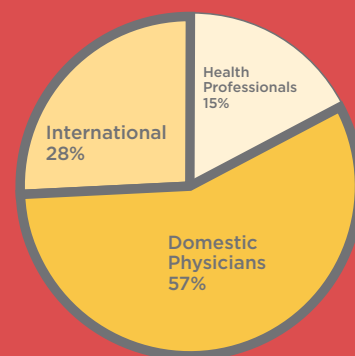
Join us in San Francisco for the world's largest ophthalmic event, **AAO 2019**, with first-class peer-reviewed education and everything industry offers in the exhibition.

The Academy's 123rd annual meeting - AAO 2019, will be held at Moscone Center, San Francisco, California, October 12 - 15.

The Moscone Center has recently completed a \$500 million dollar renovation resulting in 500,000 square feet of exhibit space, two ballrooms, and eighty-two meeting rooms. Two levels have been added to the South Building which includes a bridge crossing over Howard street to the North Building and enhanced areas on the mezzanine and exhibition levels.

There is no other meeting in the world that offers ophthalmology this experience where the latest and greatest innovations are presented, reviewed and discussed. Your entire target audience attends this event.

Physicians 85%



Attendee Information

AAO 2018 attracted 15,233 professional attendees to this stellar educational opportunity.

Domestic Professional Attendance by Region* 10,663 total

Northeast	2,193
Midwest	2,938
South	3,279
West	2,110

*Map of Census Bureau designated regions

International Professional Attendance by Region - 4589 total

Asia Pacific	956
Europe	1,324
Middle East	357
Pan American	1,763
Sub Sahara	189

“Exhibiting at AAO is for us a very important moment each year as here we meet with our members and industry sponsors who are located all over the world.”

2018 Exhibitor Survey Quote

	Primary Specialty*	Practice Type*
1	2,479 Comprehensive	3,784 Group Practice
2	2,424 Retina/Vitreous	2,407 Academic Institution
3	1,916 Cataract/Anterior Segment	2,255 Solo Practitioner
4	1,169 Glaucoma	1,317 Hospital Staff
5	1,137 Cornea/External Disease	1,098 Multi Specialty

Find the complete list of Primary Specialty and Practice Types in the full Meeting Attendance and Demographics available on Exhibitor Central aao.org/exhibitorcentral.

*Data is collected during the registration process and from the Update member Profile option on the Academy's website. It is not an accurate representation of the total number of physicians who attended the meeting.

New in 2019

The Academy constantly evaluates its annual meeting to determine how we can improve the attendee and exhibitor experience and to make the meeting more sustainable. Below are a few of the changes for this year and further in this document you'll find the details for the New Exhibitor Portal!

Annual Meeting

- After careful examination of the environmental impact used to create and transport the **meeting bags and badges and the use of plastic badge holders**, the Academy will no longer distribute meeting bags onsite or mail badges in advance. Attendees will pick up their newly designed badge onsite at expanded Registration counters located in each building.
- There will no longer be physical **Scientific Posters**. An expanded ePoster Theater and Lounge will be located in the South building, Exhibition level lobby. There will also be ePoster Online stations throughout each building.
- The **Breakfast with the Experts** program has been discontinued.

Exhibition

- Due to space constraints at Moscone Center, there will be **no Retina Subspecialty Day Exhibits**.
- **Priority points**
 - Can now be earned for **Academy and Foundation sponsorship support, aggregate advertising support and in-kind asset transfer donations**. Exhibitors will be able to accumulate up to an additional 10 points in each area for a total of 20 points. Complete details will be posted on the Academy's web site and in the Exhibit Prospectus.
 - **Exhibitors who utilize the official hotel service contractor**, Expovision will be credited with one bonus priority point, in addition to the two bonus priority points given when exhibitors utilize 95% or more of their initial room block.
- The primary contact for the exhibit company must submit a **Third-Party Authorization** in the Exhibitor Portal to designate a company they have hired to manage their exhibit details and logistics, meeting and event planning or promotions and advertising.



Reserving your exhibit space

Exhibitor Portal

Brand new online system designed to process information for the exhibitor's success.

An online exhibit space application capturing booth preferences from available booth inventory, the ability to make a payment, designate a Third Party, create a Letter of Invitation, and manage a unique checklist of tasks created with easy processes to provide additional information for booth activities and access to the web sites of our official contractor partners, Expovision, Experient and Freeman who provide hotel reservations, registration and general contractor services respectively.

Exhibit Sales

There are six phases to the sales cycle based on the company's priority point level. Exhibitors will be sent the link to the portal by the launch date and they must submit their online exhibit space application by the deadline for that sales cycle. This will allow the next group to select from the available booth inventory.

2019 Sales Cycle	Point Range	Launch Date	Deadline
Phase 1	191 - 4500	April 3	April 10
Phase 2	115 - 190	April 17	April 24
Phase 3	51 - 114	May 1	May 8
Phase 4	20 - 50	May 15	May 22
Phase 5	5 - 19	May 29	June 5
Phase 6	1 - 4	June 12	June 19

Fees

AAO 2019

10' x 10' inline booth	\$3,600
Island booth space*	\$36 per net square foot

Informational Exhibits & Posters**

10' x 10' inline booth	\$1,800
Poster	\$250

A 30% deposit for exhibit space must be made online or within 30 days of the online exhibit space application submission. Earn two (2) priority points by making the full payment for the booth(s).

*To determine the cost of island booth space, multiply the dimensions of the booth by the cost per net foot

**This area is limited to organizations or associations with 501 (c) 3 or 501 (c) 6 tax-exempt status. Sales are not permitted in this area.

AAO Offers Free Promotion

- Digital booth in the ShowMap
- Company listing in the Mobile Meeting Guide
- Company listing and booth number included in the Meeting Program (if reservation is made by Wednesday, August 13)
- Company name and booth number in the Academy Exhibitor Guide

2018 Exhibitor Survey Quotes

“AAO is one of the most successful events with...the outstanding level of attendees!”

“As a first time exhibitor we were able to sell several of our devices at the show.”

“High quality booth traffic. Great leads.”

“...We were very impressed with the quality of attendees.”

Questions?
Contact the Exhibitions team

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Important Dates

Hotel Meeting Space opened
February 27

Exhibit Prospectus posted on web
May 1

Exhibitor Hotel Reservations
Opens in two tiers:
• 20 or more rooms - April 24
• All others online - May 29

Final booth payment due
August 23

Exhibition Schedule

	Exhibitor Registration	Exhibit Installation	Exhibit Hours	Exhibit Dismantle
Wednesday, Oct. 9	7:30 a.m. – 6:00 p.m.	7:30 a.m. – 7:00 p.m.		
Thursday, Oct. 10	7:30 a.m. – 6:00 p.m.	7:30 a.m. – 7:00 p.m.		
Friday, Oct. 11	6:30 a.m. – 6:00 p.m.	7:30 a.m. – 10:00 p.m.		
Saturday, Oct. 12	6:30 a.m. – 5:00 p.m.		9:00 a.m. – 5:00 p.m.	
Sunday, Oct. 13	7:30 a.m. – 5:00 p.m.		9:00 a.m. – 5:00 p.m.	
Monday, Oct. 14	7:30 a.m. – 5:00 p.m.		9:00 a.m. – 5:00 p.m.	
Tuesday, Oct. 15	7:30 a.m. – 1:00 p.m.		9:00 a.m. – 1:00 p.m.	1:00 PM – 10:00 p.m.
Wednesday, Oct. 16				8:00 a.m. – 5:00 p.m.*
Thursday, Oct. 17				8:00 a.m. – 12:00 p.m.

*Exhibiting companies in the West building must have packing and outbound arrangements completed by 3:30 p.m. on Wednesday, Oct. 16.