



AMERICAN ACADEMY
OF OPHTHALMOLOGY®

AAO
2024
ELEVATE



Exhibit Prospectus

AAO 2024: Oct. 18 – 21

Expo: Oct. 19 – 21

Subspecialty Day: Oct. 18 – 19

Where All of Ophthalmology Meets®

aao.org/2024

Protecting Sight. Empowering Lives.®





Friday–Monday, Oct. 18 – 21
McCormick Place, Chicago
aao.org/2024

Exhibit at AAO 2024

You cannot afford to miss AAO 2024 – Where all of ophthalmology meets®!

Each year the Academy brings together the top leaders in the profession with physicians from across the world for a premier educational experience. By participating in the Academy’s Expo you gain access to the largest gathering of ophthalmologists from every subspecialty.

More and more physicians and health professionals are returning to in-person meetings. They know the value of bringing our community together to problem-solve and learn.

The Expo represents an invaluable opportunity for face-to-face engagement with your brand. In 2023, approximately 9,000 physicians and healthcare professionals gathered in San Francisco.

Attendees have reported that they want to:

- Network
- Hear talks

- Learn about services
- Test out equipment
- Explore the latest technologies

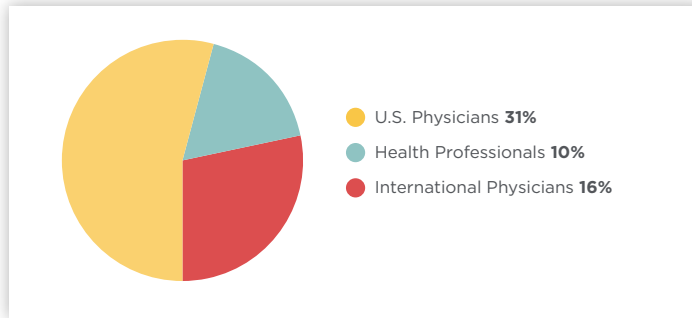
Your participation helps to maintain strong relationships with current customers and attract new business. Companies that utilized the lead retrieval software collected on average 127 leads over the course of the event. Experience for yourself why 75% of exhibitor survey respondents say that the Academy’s annual meeting is considered a “must exhibit” event.

Get ready to join us in Chicago!

AAO 2023 Attendance and Demographics

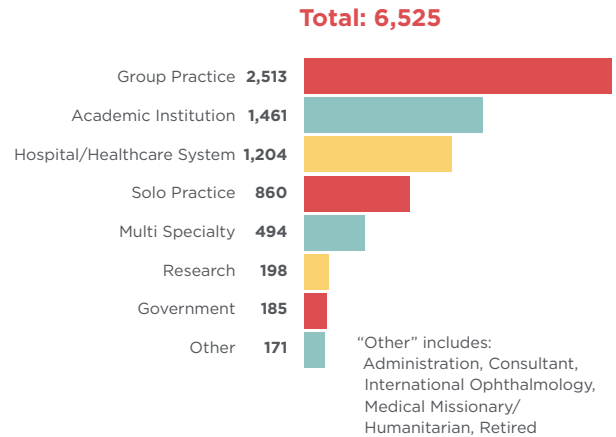
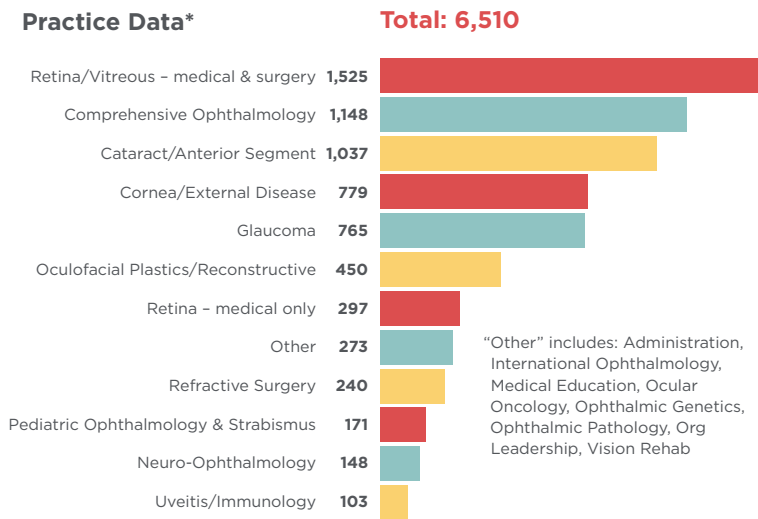
Attendance

- 7,486** Physicians
- 1,583** Health Professionals
- 810** Spouses/Guests
- 5,896** Exhibitors
- 15,775** Total Attendance

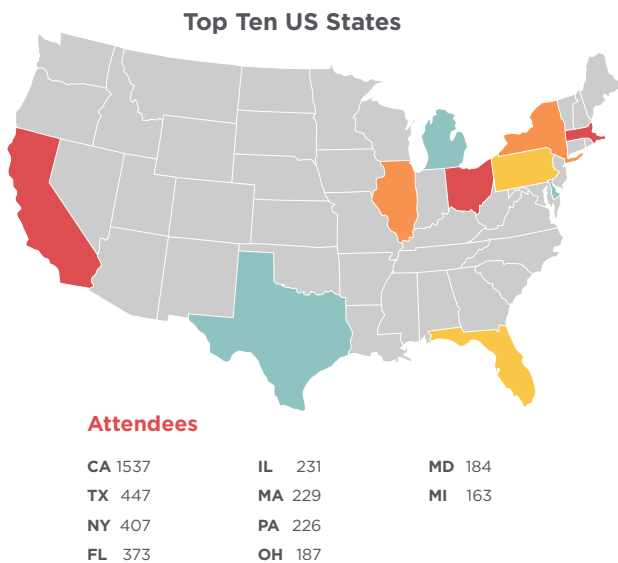


450
Exhibiting Companies

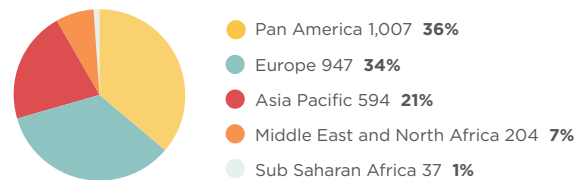
Subspecialty & Practice Data*



Professional Attendance

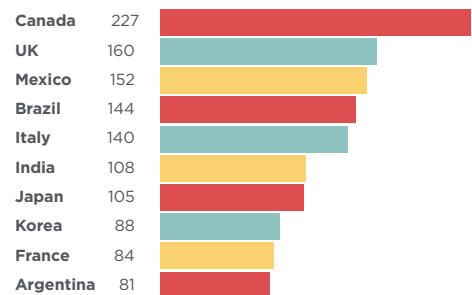


International Regions Total: 2,789



Top Ten Countries

Attendees



* 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.



Important Dates

As you prepare to exhibit, please take note of the following important dates:

March 4	Promotional Opportunities Sales Open
March 6	Hotel Meeting Space Opens
May 1	Hotel Reservations Opens for Companies Reserving 20 or more Rooms
May 10	Earn Two Points for Full Payment*
May 17	Last Day to Cancel or Downsize Exhibit Space Without Penalty
June 12	Online Hotel Reservations Opens for all Other Companies
July 10	Exhibitor Registration Opens
July 10	Final Booth Payment Due
July 15	Exhibitor Service Kit Available
Aug. 16	Exhibitor Designated Contractor (EDC) Authorization Form Due
Sept. 20	Last Day to Submit Exhibit Space Application

*Exhibit space must be paid in full by this date to receive the two priority points.

A full list of dates and deadlines for AAO 2024 can be found on Exhibitor Central, aao.org/exhibitorcentral.



Expo Schedule AAO 2024

Registration: South Building, Level 3, Hall A

Expo: South Building, Level 3, Hall A

	Exhibitor Registration	Exhibit Installation	Exhibit Hours	Exhibit Dismantle
Wednesday, Oct. 16	7:30 a.m. – 6:00 p.m.	7:30 a.m. – 7:00 p.m.		
Thursday, Oct. 17	7:30 a.m. – 6:00 p.m.	7:30 a.m. – 7:00 p.m.		
Friday, Oct. 18	7:00 a.m. – 5:00 p.m.	7:30 a.m. – 7:00 p.m.*		
Saturday, Oct. 19	7:00 a.m. – 5:00 p.m.		9:00 a.m. – 5:00 p.m.	
Sunday, Oct. 20	7:30 a.m. – 5:00 p.m.		9:00 a.m. – 5:00 p.m.	
Monday, Oct. 21	7:30 a.m. – 3:30 p.m.		9:00 a.m. – 3:30 p.m.**	3:30 p.m. – 10:00 p.m.***
Tuesday, Oct. 22				8:00 a.m. – 5:00 p.m.
Wednesday, Oct. 23				8:00 a.m. – 5:00 p.m.
Thursday, Oct. 24				8:00 a.m. – 12:00 p.m.

* Approval to work past 7 p.m., Friday, Oct. 18 must be obtained from show management prior to 3 p.m. that day. There are no in and out privileges after 7 p.m.

** Expo closes Monday, Oct. 21 at 3:30 p.m. It will take approximately 5 – 6 hours for the empty crates to return. Cartons and cases will be returned first. Plan your booth dismantle and travel schedule appropriately. Plan to return on Tuesday, Oct. 22, to finalize your outbound details.

*** On Monday, Oct. 21 exhibit dismantle ends for the day at 10 p.m. with no in and out privileges after 7 p.m. An exhibitor may make a request to work until midnight by contacting show management prior to 1 p.m. that day.



All exhibit space reservations include:

- Complimentary registrations based on booth size.
- Sleeping rooms, allocated by square footage of exhibit space, at official Academy hotels provided through our official hotel partner, Expovision.
- Opportunity to reserve meeting space at official Academy hotels.
- Company name, booth location and product information published in the online ShowMap floorplan, in the Mobile Meeting Guide, and in the printed EyeNet Exhibitor Guide.
- Company name and booth location printed in the Expo Floor Plan, distributed to all meeting attendees at Registration counters.
- Access to all scientific sessions except for Skills Transfer Program.

Booth Types and Fees

Linear Booths

- 10' x 10' booth - \$3,900
- 10' x 20' booth - \$7,800
- 10' x 30' booth - \$11,400

Linear booths receive:

- 8' high back drape and 3' high side drape
- 7" high x 44" wide identification sign
- Five Exhibitor Representative badges for each 10' x 10' booth purchased.

Island Booths

\$39 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 \$39 (e.g., 20' x 20' = 400 x \$39 = \$15,600).

Includes five Exhibitor Representative badges for each 100 sq. ft. of exhibit space purchased.

Business Suites

- 10' x 20' - \$14,910
- 10' x 30' - \$18,165
- 20' x 20' - \$22,580
- 20' x 30' - \$25,200

Includes walls, door, five Exhibitor Representatives badges per 100 sq. ft. of space purchased. Carpet, furniture and other services are the responsibility of the exhibiting company.

Non-Profits

Informational exhibits and posters are available to charitable associations or organizations with a tax-exempt status of 501(c)(3). Proof of tax-exemption paperwork must be submitted.

Informational Exhibits are \$1,950 and include:

- 10' x 10' linear booth in the informational exhibit area
- 8' high back drape and 3' high side drape
- 7" high x 44" wide identification sign
- Five Exhibitor Representative badges for each 100 sq. ft. of exhibit space

Informational Posters are \$250 and include:

- 48" high x 96" wide poster board
- Sign noting the poster number and title
- 4' table and chair
- Two complimentary Exhibitor Representative badges



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 shared booth size is an island 20' x 20'. Exhibitors in linear 10' x 10' booths must request adjacent booth space.
- Space is assigned based on the companies' averaged priority points and ophthalmologic relevance rating.

To qualify, each company must:

- Respond "yes" to the Shared and Adjacent question on the Exhibit Space Application.
- Complete the Shared and Adjacent Request Form.
- Submit a formal letter outlining the business agreement and request to share exhibit space.



Exhibit Space Application

Companies who have previously exhibited will be emailed the Exhibitor Portal link.

- You will have five business days to log into the portal with your email address and password used last year.
- Complete the online application and select booth preferences from the available booth inventory.
- A mandatory 50% deposit is due when the application is submitted. **Exhibitors paying the full booth fee when they submit their space application will receive bonus priority points.**

Academy staff will review the submitted information, make an assignment, and generate an email confirmation. See “Assignment of Exhibit Space” below.

Exhibitors in the next sales cycles will be able to see previous booth assignments on the floor plan when they select their own booth options.

Third Parties

Exhibiting companies often engage the services of outside management firms to handle exhibit applications, details, promotional opportunities and events during the Academy’s annual meeting. These third parties are not Exhibitor Designated Contractors (EDC) as they do not, themselves, build the booth or provide other onsite booth services.

In order for a third-party firm to work on behalf of an exhibitor, **the exhibiting company must complete a Third-Party Authorization Form**. The form is available in the Exhibitor Portal.

Alternatively, a third-party company representative may email exhibitions@aao.org for a Request for Third Party Authorization form.

Designated third parties are required to abide by all rules and regulations, and to meet all deadlines.

First Time Exhibitors: Eligibility to Exhibit

Eligibility to exhibit at the Academy’s annual meeting is determined solely by the Academy. Exhibits are generally restricted to companies whose products and services are related to ophthalmology or the medical field.

Companies that have not exhibited previously at an Academy annual meeting must be approved to exhibit and have to undergo a review. To initiate a review visit aao.org/annual-meeting/exhibitor/new-exhibiting-companies and follow the instructions. You will need to submit the following:

- A brief summary about your company.
- Your website information.
- Reason for exhibiting statement.
- List of product(s) or service(s) you intend to exhibit/promote at the Academy’s annual meeting.
- Digital example(s) of your sales materials.

Due to numerous complaints, companies with cosmetic products and services are no longer invited to participate in the Academy meeting.

Assignment of Exhibit Space

Exhibit space is assigned after receipt of the minimum 50% deposit. Space is assigned preferentially according to the exhibiting company's earned priority points and ophthalmologic relevance rating.

Priority Points

Priority points are calculated on the company's points from the prior three years. The AAO 2024 rankings are, therefore, based on the points earned for 2021, 2022 and 2023.

Priority points are awarded for the following activities:

- One (1) point for each 100 square feet of exhibit space purchased.
- Two points for full payment by the full payment deadline of **May 10**.
- Two points for completing the exhibitor survey.
- Two points for utilizing 95% - 100% of the initial hotel room block reserved.
- One point per \$5,000 spent on Academy and Foundation Support, Advertising and Promotional Opportunities, with no cap on points earned.

For more information, please visit the Priority Points page of the Academy's website at aao.org/annual-meeting/exhibitor/priority-points or contact exhibitions@aao.org with questions regarding your company's accrued points.

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.
- Category B is composed of exhibitors of peripheral products and services, exhibitors displaying used equipment and companies conducting market research.

Mergers and Acquisitions

Companies that have merged with, have been purchased by, or who 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.

Payment Terms and Cancellation Policy

Payment Terms

- A **50% deposit** is due at the time the exhibit space application is submitted, or within 14 business days from the date the application is submitted. Exhibit space will not be assigned until the deposit is received.
- **Two bonus priority points** will be awarded to those who make a full payment for the exhibit space at the time they submit their exhibit space application or no later than May 10.
- Final booth payment is due on **Wednesday, July 10**.

Outstanding balances:

- 30 days past the final payment date will incur priority point penalties.
- Companies with outstanding balances will not be listed in the Mobile Meeting Guide.
- Booth freight will not be delivered until the account balance is paid.
- Companies with outstanding balances will not be invited back until the balance is paid.

Credit Card Payments

Select the **Make Payment** option in the Exhibitor Portal to make a credit card payment. You may adjust the amount shown before entering the credit card information when paying less than the full amount. When paying by credit card, you will need the card holder's name and billing address.

Check Payments

Checks are to be drawn on U.S. bank accounts, made payable to American Academy of Ophthalmology.

Send check payments by **express mail** to:
American Academy of Ophthalmology
Attn: Exhibitions Department
655 Beach Street
San Francisco, CA 94109

Send check payments by **standard mail** to:
American Academy of Ophthalmology
PO Box 884045*
Los Angeles, CA 90088-4045

*Do not attempt to send express mail to a post office box!

Cancellation and Downsizing Policy

Notification of an exhibitor's decision to cancel or downsize assigned exhibit space must be submitted in writing. An exhibiting company's cancellation of exhibit space:

- Forfeits access to AAO 2024;
- Forfeits the use of the assigned exhibit space; and
- Releases previously assigned hotel rooms and meeting space.

Downsizing of exhibit space: Reduces the number of exhibitor badges and hotel rooms the company receives.

Cancellation/Downsize Schedule

May 17	Last Day to cancel/downsize without penalty
May 18 - July 10	50% penalty for cancellation/downsizing
July 11	100% penalty for cancellation/downsizing

Electronic Payments

Wells Fargo Bank, NA
420 Montgomery St
San Francisco, CA 94014

Account Name: American Academy of Ophthalmology
Account number: 4121478242
ACH: Routing number: 121000248

EFT: U.S. Wire Transfers: ABA number: 121000248

International Wire Transfer: SWIFT Code: WFBIUS6S

When using one of these electronic methods of payment, include the exhibiting company name on the documentation.

Note that the payment is "For benefit of American Academy of Ophthalmology."



Hotel Reservations

The Academy has contracted hotel sleeping rooms at over fifty Chicago hotels for AAO 2024. Hotels included in the Academy's block are considered official hotels. A portion of the contracted sleeping rooms in each hotel are allocated for exhibitor assignment.

Exhibitor hotel reservations will open in two tiers:

- Tier one opens **May 1** for companies that actualized 20 or more rooms on peak night at AAO 2022 and/or AAO 2023 and the top 50 companies in priority points.
- Tier two opens online **June 12** for all other companies.
- The number of hotel rooms that can be reserved is the same as the number of exhibitor badges the company receives.

More information will be included in the Exhibitor Hotel Reservation Brochure available in May.

Exhibiting companies will earn 2 priority points for utilizing 95% of the original hotel block secured with Expovision the official Hotel service.

Hotel Meeting Space

The Academy holds meeting space in official AAO 2024 hotels for alumni, exhibitors and related group events. Space is reserved only for confirmed exhibitors, medical institutions and ophthalmic non-profits.

Check aao.org/meeting_space for:

- List of official Academy meeting space hotels
- Hotel meeting space hours
- Instructions to reserve hotel meeting space



Promotional Options at AAO 2024

All marketing and advertising options during the Academy's annual meeting are available exclusively to exhibiting companies. If a company has contracted with a third party to secure opportunities on their behalf, a Third Party Authorization Form must be on file with the Academy. See page 22 for more information about third parties.

Promotional Opportunities: Convention Center

Visit aao.org/promo-opps to view a listing of all options available within the convention center and advertising in print meeting materials.

Requests to purchase these promotional opportunities are submitted through the Exhibitor Portal. The Academy reviews all requests as they come in and assigns specific opportunities on a first-come basis.

Additional Options

Official vendor partners and other Academy business divisions offer additional marketing and advertising options for AAO 2024. These options are not reserved through the Exhibitor Portal, rather exhibiting companies will contract and work directly with these partners. Opportunities include:

- Academy pre-registrant mailing list rental
- EyeNet Magazine advertising
- Hotel door drop
- Outdoor/citywide options
- Supporting educational activities through the American Academy of Ophthalmology Foundation
- Web banner and e-newsletter advertising

Visit aao.org/promo-opps to find a list of contacts and links for specific information.

Sponsored Symposia

The Academy does not offer sponsored symposia. Exhibiting companies can, however, secure hotel meeting space for a symposium or event. The Academy will post a complimentary listing of activities that use hotel meeting space on our website and in the Mobile Meeting Guide. We encourage you to promote your events through promotional opportunities provided by the Academy.

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.

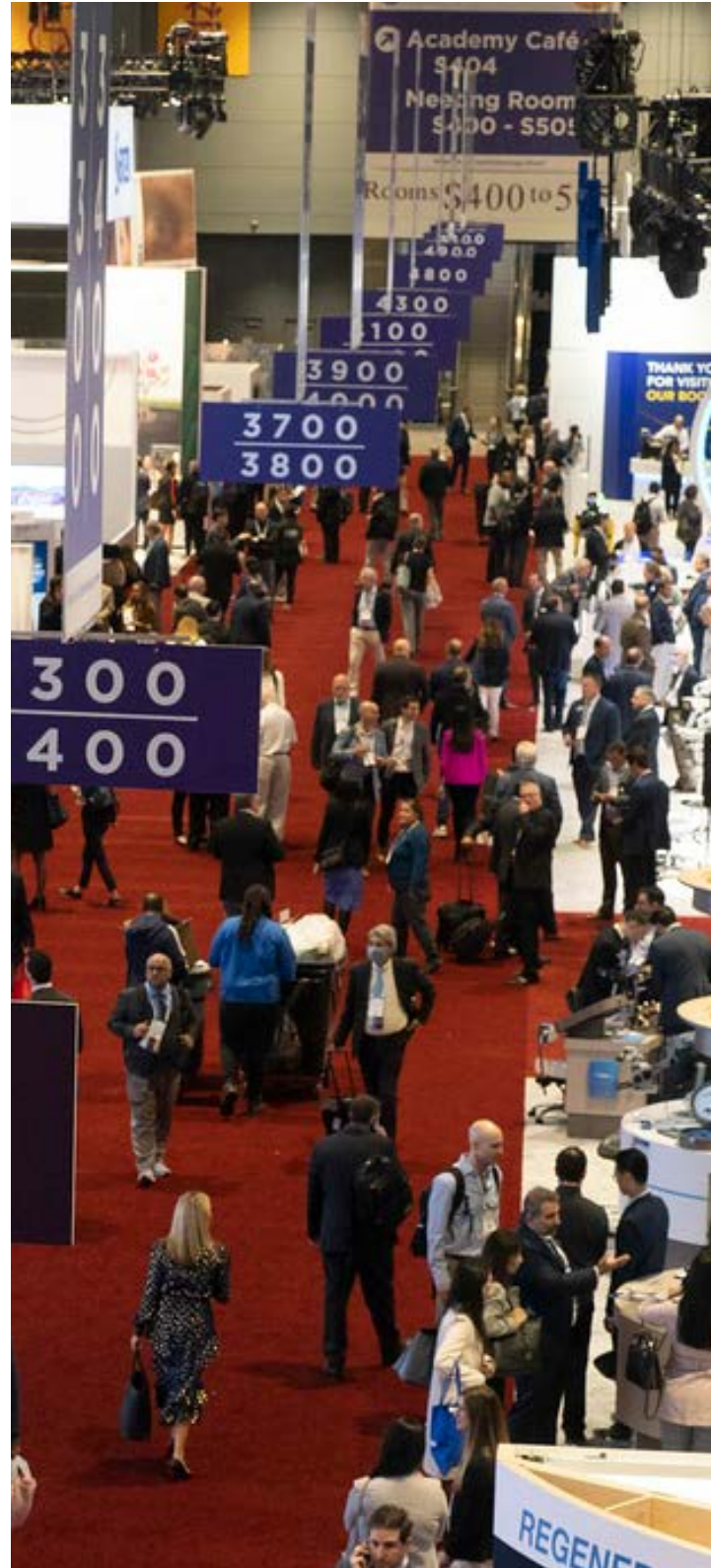
It is the responsibility of the exhibiting company to register their representatives prior to arriving in Chicago.

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**.



Booth Design

Exhibits must conform to the professional and scientific atmosphere of the meeting and are subject to onsite review.

- Exhibitors may not install any permanent fixtures or deface the building. Upon conclusion of the meeting, they must leave the exhibit space in the same condition that it was received.
- An exhibit must follow all local, state, and federal statutes, ordinances, rules, orders and regulations that are in force or applicable during the meeting, including, without limitation, the Americans with Disabilities Act of 1992, as amended.
- An exhibitor's signage and booth graphics may identify only the company named on the Exhibit Space Application as well as the products or services they manufacture and sell.
- Any modifications to booth design or installation deemed necessary onsite will be at the exhibitor's expense.
- Certain booths may require Fire Watches, electrical ventilation, smoke detection devices, fire extinguishers, multiple exits, etc., as required by Fire Prevention Officials. See below for Fire Department Regulations.

Linear Booths

All linear booths have:

- Black backwall drape at a uniform eight-foot (8') height
- Black side drape at a three-foot (3') height

All components of the booth design are to remain within the boundaries of the exhibit space.

- The maximum allowable height of products and display materials is eight feet (8').
- Display materials greater than four feet (4') in height must be a minimum of five feet (5') back from the front aisle.
- Where necessary, a drape will be installed, at the exhibitor's expense, to cover exposed or unfinished parts of a display.
- Linear booths cannot have hanging signs.

All booths must be carpeted with a standard nine-foot by ten-foot (9' x 10') covering. Exhibitors may not use smaller pieces of material to cover the floor unless it is an interlocking system that creates a single covering. Any other type of flooring must be approved by the Expo Team. Booths not carpeted in this manner by **3:00 p.m. on Friday** will be supplied with carpet and charged accordingly by Freeman.



Booth Design (continued)

Island Booths

Island exhibit space is an open area with aisles on all four sides. Island booths must be designed to allow access from all four sides.

- Exhibit displays and signage cannot substantially obstruct the view of, or otherwise interfere with, the displays of other exhibitors.
- Structures in the booth and hanging signs may not exceed twenty-five feet (25') in height. Lighting and truss may be hung above this height.
- Structures such as conference or meeting rooms, offices, storage or video walls in booths less than 4900 square feet may not exceed 50% of the booth dimension it is on (i.e. in a 50 x 50 cannot exceed 25ft) and must have sufficient see-through areas that do not block the view of neighboring exhibitors.
In booths 5000 square feet and above these structures may not exceed 75% of the booth dimension it is on and must have 25% see-through effect to prevent blocking views of neighboring exhibitors.
- All components of the booth design are to remain within the boundaries of the exhibit space, including:
 - Hanging signs
 - Truss and lighting
 - Carpet/floor covering

Reception counters, information kiosks and similar display components should be set back a minimum of 3 ft. from the aisle.

Seating for presentations/demonstrations must be a minimum of five feet (5') back from the aisles. Exhibitors are required to monitor and control attendance at these events so that aisles remain free from congestion. The presentation will be shortened or stopped if attendees overflow into the aisle.

Island booths are subject to onsite review and where necessary modification at the exhibitor's expense.

Floor Plans/Blueprints

All companies with island exhibit space must submit complete accurate scaled drawings for review and preliminary approval by **Aug. 10**. The booth rendering and blueprint must show dimensions for structure and hanging sign, indicating the placement of presentation areas and other booth components.

It is advisable to secure approval before beginning any new construction. Attach a cover note to the floor plan indicating the date by which approval is needed to meet construction schedules.

Email floor plans to La Shon Smith, Director, Exhibitions at lsmith@aao.org. Do not fax floor plans.

The Academy has the right to require modification to company booths who fail to receive prior approval, or whose exhibit construction does not meet guidelines. If an exhibit is built not in compliance with Academy guidelines, the company is subject to loss of their Expo points for that year.

Hanging Signs

Hanging signs are only in island booths.

The maximum branded height is 25' measuring from the floor to the top of the sign. Unbranded truss and lighting can be hung above 25'.

After the Director of Exhibitions approves your request for a hanging sign you must submit the blueprint to Freeman a minimum of sixty (60) days prior to the event move-in date.

The combined length of all overhead signs may not exceed the following limits (whether hung horizontally or vertically):

- The length of a single-faced or double-faced one-piece sign may not exceed fifty percent (50%) of the booth dimension on the aisle that it faces.
- The length of any side of the sign (whether rectangular, square, circular or triangular) may not exceed fifty percent (50%) of the booth dimension on the aisle that it faces.

Booth Design (continued)

- The height limit for each side of a sign may not exceed eight feet (8').
- The suspended height of a sign may not exceed twenty-five feet (25') when measured from the floor up to the top of the sign.

Hanging signs must be received at the Freeman advance warehouse **no later than Oct.7**. It is cost-effective to include assembly instructions in the hanging sign shipment. Hanging Sign Shipping labels will be included in the online Exhibitor Service Kit.

Multi-Level Exhibits

Island exhibits may have multiple levels. In addition to review by the Director of Exhibitions, detailed plans of multiple-story or enclosed booths must be submitted to the Public Safety Department at McCormick Place at least two months prior to move-in. Exhibitors must present booth blueprints that:

- Indicate if the exhibit is multiple-story and/or enclosed.
- Include dimensions and an isometric drawing.
- Specify the maximum number of occupants.
- Are stamped and approved by a licensed professional structural engineer certifying the maximum occupant load capacity.

Blueprints must be kept in the booth should exhibitors be asked to present them.

Fire Department Regulations

Some of the most important fire department requirements are summarized here. Complete fire regulations for McCormick Place will be included in the online Exhibitor Service Kit.

- All material used in the construction and decoration of an exhibit must be made from noncombustible materials or treated with a flame-retardant solution or with a flame-retardant process.
- Literature on display shall be limited to reasonable quantities (one day supply). Reserve supplies shall be kept in closed containers and stored in a neat and compact manner free and clear of electrical cables or junction boxes.
- Storage of any kind is prohibited behind the back drapes of a linear booth.
- All crates, cartons, containers, packing materials and other supplies necessary for repacking must be removed from the exhibit floor.
- McCormick Place Fire and Safety staff inspects all booths to ensure compliance.
- Fire extinguishers and fire hose cabinets must remain visible and accessible.

Booth Construction

Installation & Dismantle

Exhibit Installation

Refer to Target Freight Map for the specific date/time assigned to your company for installation. This map will be included in the online Exhibitor Service Kit.

Installation days and hours are as follows:

- Tuesday, Oct. 15; 7:30 a.m. – 7:00 p.m.+
- Wednesday, Oct. 16 and Thursday, Oct. 17; 7:30 a.m. – 7:00 p.m.*++
- Friday, Oct. 18; 7:30 a.m. – 7:00 p.m.*+++**

Exhibit Dismantle:

- Monday, Oct. 21; 3:30 p.m. – 10:00 p.m.+
 - Tuesday, Oct. 22; 8:00 a.m. – 5:00 p.m.
 - Wednesday, Oct. 23; 8:00 a.m. – 5:00 p.m.
 - Thursday, Oct. 24; 8:00 a.m. – 12:00 p.m.
- + Must have wristband for access to exhibit hall after 5:00 p.m.**
- * Must have exhibitor badge to access exhibit hall after 5:00 p.m.**
- ++ Approval to work past 5:00 p.m. must be obtained from show management prior to 3:00 p.m. that day.**
- ** There are no in and out privileges after 7:00 p.m.**

Refer to the Labor Rates for standard and overtime on the next page.

Access to Exhibit Hall

Every individual working in the exhibit hall must have an identification badge or wristband. To receive a badge or wristband, exhibitor personnel and exhibitor designated contractors (EDCs) are required to show photo identification.

Approval for early installation will be granted on an individual basis, with the understanding that Freeman will provide the labor for all installation work performed on **Monday, Oct. 14.**

Children are not allowed on the exhibit floor at any time during the installation or dismantle of exhibits.

Care of Facility

Exhibitors may not install any permanent fixtures or deface the building, and upon conclusion of the meeting they must leave the exhibit space in the same condition that it was received.

Dismantling Exhibits

Dismantling of an exhibit prior to the close of the Expo is not permitted. Any company violating these regulations will forfeit the priority points they were to earn for the meeting and may not be invited to participate in future Academy meetings.

It will take approximately five to six hours to return all empty crates and cartons to the exhibitor's booth. Cartons and fiber cases should be returned within four hours. Plan to return on Tuesday, Oct. 22 to complete outbound arrangements.

Booth Construction (continued)

McCormick Place Labor Jurisdictions

Exhibitor Booth Install and Dismantle

Full-time employees of an exhibiting may install and dismantle a booth of any size with the use of their ladder and hand tools if they have the necessary skills and training to do so as determined by the Authority.

Exhibitors and their employees are not allowed to use scooters, forklifts, pallet jacks, motorized dollies or similar motorized or hydraulic equipment.

Any labor services that may be required beyond what the regular full time exhibiting company employees can provide must be provided through Display labor. Freeman has an agreement with Display Labor.

Display Labor

Display Labor a unified labor force combining carpenters and decorators responsible for installing and dismantling exhibits including but not limited to cabinets, carpet and furniture.

Electricians

Responsible for the distribution of electrical services overhead and under flooring, connection of all service to the building, connection of all services 208v and higher, assembly of truss, lighting, etc. that is suspended from the building structure.

Freeman is the exclusive provider of electrical services.

For more information on the labor jurisdictions visit [Labor Jurisdictions](#).

Display Labor Rates

Hourly union labor rates for installing and dismantling exhibits are as follows:

Straight Time

6:00 a.m. – 8:30 p.m.
first 8 hours
Monday – Friday

\$208.50/HR

Overtime

Next 4 hours (after 8 hours ST)
Monday – Friday,
6:00 a.m. – 6:30 p.m.
Saturday

\$312.75/HR

Doubletime

Monday – Friday

12:00 a.m. – 6:00 a.m.,
after 4 hours OT,

8:30 p.m. – 12:00 a.m.
Saturday, All day Sunday
& holidays

\$417.00/HR



Material Handling & Shipping

The Teamsters Union has jurisdiction over all unloading and reloading of display materials on trucks, trailers, common and contract carriers. The Union also has jurisdiction over the operation of all material handling equipment – this includes all dollies and hand trucks. The Riggers Union has jurisdiction for uncrating, unskidding, positioning and reskidding of all machinery. Exhibitors requiring assistance with unloading, uncrating, un-skidding, leveling, and assembly of machinery and equipment, as well as the reverse processes would secure labor through one of these unions.

Freeman will control access to the loading area in order to provide for a safe and orderly move-in and move-out. Unloading or reloading at McCormick Place of materials from any and all contracted carriers will be handled by Freeman.

Exhibitors may hand carry items from the entrances of McCormick Place to their booth in quantities that can be managed by one person, in one trip, needing no equipment.

Material Handling Rates

Material handling rates are quoted per pound.

Contact: Freeman Exhibitor Services
Tel: (888) 508-5054
Email: ExhibitorSupport@freeman.com

Material Handling

\$2.19 per pound

Rate applies to shipments sent to either the Advance Warehouse or Direct to Show Site.

Material Handling – After Warehouse Deadline

\$2.74 per pound

Rate applies to shipments sent to the Advance Warehouse after the Deadline.

Material Handling – Small Package 10 lbs and Under

Free of Charge

This rate is per shipment. A qualifying shipment totals any numbers of pieces delivered to the same booth, by the same shipper, on the same day, weighing 10 lbs or less.



Accessible Storage

\$1.30 per pound

This flat rate is based on the initial inbound weight of the material exhibitors are placing in storage on-site, and allows for exhibitors to access products any time they need to replenish their booth.

Priority Empty Return Labels

\$160.00 each

This unique service guarantees that empty containers with priority empty labels will be returned to the exhibitor's booth within two hours of the show closing.

Material Handling & Shipping (continued)

Advance Shipping – Warehouse

Beginning Sept. 16, Freeman will accept crated, boxed or skidded materials at the advance freight warehouse address noted below. There are additional charges for carpet and pad that is shipped separately, and uncrated or loose display shipments. All freight shipments must be sent prepaid.

Schedule the delivery of freight so that it arrives at the warehouse **no later than Oct. 7**. Warehouse receiving hours are 8:00 a.m. – 3:30 p.m. Monday through Friday. Shipping labels will be in the online Exhibitor Service Kit.

Freight shipments to the advance warehouse should be addressed with the following:

Exhibiting Company Name / Booth Number
American Academy of Ophthalmology
C/O Freeman
2500 West 35th Street
Chicago, IL 60632

Hold for American Academy of Ophthalmology – Oct. 19 – Oct. 21, 2024.

Exhibitors will receive an email confirmation from Freeman verifying receipt of shipment(s).

Direct Shipping – McCormick Place

The online Exhibitor Service Kit will contain the Freight Target Move-in map with assigned move-in dates and times. Questions about the target move-in schedule and/or requests to change assigned target days/times, should be directed to the Freeman Freight Department as outlined on the Freight Target Move-in map. Adherence to the move-in target date and time will help ensure a smooth move-in.

The show will be marshalled. A map to the marshalling yard will be included in the online Exhibitor Service Kit.

Direct shipments to McCormick Place will be accepted beginning Tuesday, October 15, 2024 at 8:00 a.m. unless specified by the Freight Target Move-in delivery schedule.

Freight shipped directly to McCormick Place should be addressed as follows:

Exhibiting Company Name / Booth Number
American Academy of Ophthalmology
C/O Freeman
McCormick Place
2301 S. Lake Shore Drive
Chicago, IL 60616

Hold for American Academy of Ophthalmology – Oct. 19 – Oct. 21, 2024.

All vehicles delivering materials to McCormick Place must obtain a dock pass at the Marshalling Yard:

Freeman Marshalling Yard
3050 S. Moe Drive
Chicago, IL 60616

This includes privately owned vehicles (cars, trucks, vans, etc.) who choose to unload their own materials at the established unloading area. No vehicle will be allowed to the dock area without a pass.

Equipment Pass

Removal of equipment or display items from the exhibition during meeting days – Saturday, Oct. 19 through Monday, Oct. 21 – will require a pass. The passes can be obtained at the Academy Exhibitor Services counter, located in the Exhibitor Service Center beginning Saturday, Oct. 19. Once the show closes at 3:30 p.m. on Monday, Oct. 21, equipment passes will not be required. It is the responsibility of each exhibiting company to properly secure and remove its equipment when the show closes.



Exhibitor Designated Contractors and Third Parties

Exhibitor Designated Contractors

An Exhibitor Designated Contractor (EDC) is any company, other than one of the designated official contractors, that provides a service to the exhibitor and needs access to the exhibition during installation, dismantle, and exhibition dates.

- Audio Visual
- Installation & Dismantle
- Supervision
- Other Specialty Service (eg engraving, photography)

EDCs are not permitted to perform, and exhibitors may not designate a contractor for, any of the following services:

- Booth cleaning (includes vacuuming)
- Electrical services
- Internet
- Material handling
- Plumbing
- Rigging/hanging signs
- Security
- Telecommunications

To designate a contractor, complete the online EDC Authorization form located in the Exhibitor Portal by **Friday, Aug. 16.**

Third Parties

The American Academy of Ophthalmology defines Third Parties as companies hired by an exhibitor to handle: advertising & promotions, exhibit booth details & logistics, hotel reservations, and/or meetings & events.

These third parties are not Exhibitor Designated Contractors (EDC) as they do not build the booth or provide other onsite booth services as described in the next column.

All third parties are required to follow all rules and regulations, and meet all deadlines.

Authorization

In order for a third-party firm to work on behalf of an exhibiting company, **the company must complete a Third-Party Authorization Form.** Email exhibitions@aao.org to request the form.

Alternatively, a third-party company representative may make a Request for Third Party Authorization by completing the 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.

Failure to submit the form by the deadline will result in the exhibiting company being required to use labor provided by Freeman for installation and dismantle, and other official contractors for other services.



Exhibitor Designated Contractors and Third Parties (continued)

Exhibitors who are in the process of selecting an EDC should contact **Felix Suarez, Exhibitions Manager** at fsuarez@aao.org prior to **Friday, Aug. 16** for instructions on how to proceed.

Exhibitors approved for early move-in on Monday, Oct. 14 understand they must use labor provided by Freeman. Independent contractors may begin working on Tuesday, Oct. 15.

The EDC Authorization Form will be available in the Exhibitor Portal in May.

Documentation

All EDCs are required to have a Certificate of Insurance (COI) and Onsite Contact Information on file with the Academy in order to have access to the Expo. **Friday, Sept. 13** is the deadline for receipt of this documentation. Independent contractors whose documentation is not received by this date, or those whose documentation is incomplete, will not be allowed access to the exhibit floor.

It is the exhibiting companies' responsibility to ensure the Academy receives this documentation.

Certificate of Insurance

The Certificate of Insurance MUST be an original and:

- Include \$1,000,000 comprehensive general liability coverage against claims for bodily injury or death and property damage, for each occurrence;
- Include \$1,000,000 comprehensive automobile liability insurance covering owned, leased, hired, and non-owned vehicles;
- Include worker's compensation coverage for all permanent employees and temporary labor hired for the event;
- Name the American Academy of Ophthalmology as certificate holder and as an additional insured;
- Be in effect from October 14, 2024 through October 23, 2024;
- List the exhibiting company name(s) and booth number(s).

Onsite Contact Form

This contact form provides the Academy with the following information for each designated contractor:

- Name and contact information for booth Account Manager or Representative
- Exhibiting company name and booth number
- Onsite supervisor name and cell phone number
- 24-hour emergency phone number
- Names of personnel that will need a badge for on-site access to the exhibit floor.

The Onsite Contact Form will be available online in the Exhibitor Portal for independent contractors after the exhibiting company has submitted the online EDC Authorization Form.

Badges

Exhibitor Designated Contractor (EDC) personnel are not to be registered as exhibitor representatives. The Academy will badge the EDC personnel as Exhibitor Designated Contractors.

- The EDC badge allows access to the exhibition during installation, dismantle, and the meeting dates.
- Badges will be issued with the individual's name and company's name.
- EDC Supervisors can provide names for badges to staff in Exhibitor Registration beginning Wednesday, Oct. 16.

All EDC personnel will require an EDC badge for access to the exhibit hall Saturday, Oct. 19.

Official Contractors

The Academy has contracted suppliers and vendors to provide the necessary services for a successful Expo. We encourage exhibitors to utilize their services. To avoid fraud and scams, we have asked them to include our official contractor logo on order forms and written correspondence. Please look for the official contractor logo before purchasing services.

Official General Service Contractor

Freeman is the General Service Contractor for the Academy. Their services include:

- Audio/Visual
- Booth Cleaning
- Booth Furniture Rental
- Carpet
- Custom exhibits and rentals
- Electrical
- Graphics
- Hanging signs/rigging
- Installing and the dismantling of exhibits
- Material handling,
- Shipping

Information and order forms will be available in the online Exhibitor Service Kit in July. For budgeting purpose, you can email:

Solutions@Freeman.com for a quote.

McCormick Place

The following services are exclusive to McCormick Place. Information and order forms will be available in the online Exhibitor Service Kit.

- Catering
- Internet/Telecommunications
- Utilities

Other Official Contractors:

Information and order forms for other official contractors such as, floral, international freight forwarder, lead management, photography and security will be available in the online Exhibitor Service Kit.

Exhibitor Advisory Committee

The Exhibitor Advisory Committee was established to advise the Academy regarding issues and concerns affecting exhibitors. Exhibitors are encouraged to share their viewpoints and concerns with the Academy Meetings Division staff or Exhibitor Advisory Committee Members. The names and contact information for committee members follow:

Mary Mikels
Allergan, an AbbVie Company
2525 DuPont Dr.
Irvine CA 92612-1599
Tel: 949.923.8536
mikels_mary@allergan.com

Erin Moore
Alcon Laboratories, Inc.
6201 South Freeway
Fort Worth TX 76134-2001
Tel: 817.568.6077
erin.moore@alcon.com

Patricia Moroses
Bausch + Lomb Pharmaceuticals

400 Somerset Corp Blvd
Bridgewater, NJ 08807
Tel: 862.812.9240
patricia.moroses@bausch.com

Cynthia Dupuis
Lenstec
1765 Commerce Ave N
St. Petersburg, FL 33716
Tel: 727.571.2272
cdupuis@lenstec.com

Chrissie Pattison
Marco
11825 Central Parkway
Jacksonville, FL 32224-2637

Tel: 904.997.4114
cpattison@marco.com

Jenna Williams
Nextech
5550 W Executive Dr Ste 350
Tampa, FL 33609-1035
Tel: 813.425.9260
j.williams@nextech.com

Jennifer Harrison
Regeneron
777 Old Saw Mill River Road
Tarrytown, NY 10591-6717
Tel: 914.548.6955
jennifer.harrison@regeneron.com

Rules and Regulations

Audio Visual Components in Exhibits

The Academy reserves the right, in its sole discretion, to determine when sound levels from audio visual equipment constitute interference with others or becomes unacceptable. Sound complaints will be addressed immediately and if not resolved, show management reserves the right to shut down power until the issue is resolved.

Exhibitors are responsible for obtaining appropriate licenses for any copyrighted music used in their exhibit.

Noise Abatement Policy

- All booth elements must remain within the officially contracted booth space. This includes all truss work, lighting, audio equipment, speakers, etc.
- Live presentations in an open display should use a sound chamber or acoustically contained area to keep the sound level from intruding on any adjacent exhibits.
- Audio speakers of any kind must be directed toward the interior of the booth space rather than face aisles or neighboring exhibits.

Wireless headsets may be a more appropriate alternative based on the booth size.

Booth Activities

The purpose of the exhibits is to further the education of meeting attendees through product and service displays and demonstrations. Order-taking and sale of exhibited products is permitted.

All activities within the booth must be conducted in an appropriately professional and businesslike manner. The Academy reserves the right, in its sole discretion, to determine what is acceptable within the Expo. Academy staff or their representatives may restrict at any time a display, demonstration, presentation or activity deemed inappropriate or undesirable. In the event of such restriction, the Academy will assume no liability for any expenses incurred by the affected company.



Booth Staffing

Exhibits must be staffed each day during exhibit hours until the close of the show at **3:30 p.m. on Monday, Oct. 21.**

- Staff must wear their personal Academy-issued exhibitor meeting badge while onsite.
- Company representatives are expected to dress and conduct themselves in a professional manner, consistent with a medical meeting.

Rules and Regulations (continued)

Cleaning

Exhibit hall aisles will be vacuumed daily, and wastebaskets will be emptied nightly if they are placed in the aisle. Exhibit booth cleaning, which includes booth vacuuming, is a service provided exclusively through Freeman. Exhibitor Designated Contractors (EDCs) are not allowed to provide booth cleaning services. Full-time exhibiting company employees may clean the booth, but cannot vacuum the booth. A form for ordering this service for the duration of the meeting will be included in the online Exhibitor Service Kit. The Academy no longer provides booth vacuuming on Friday, Oct. 18.

Display of Drugs and Devices not Approved by the Federal Food and Drug Administration (FDA)

Exhibitors with non-FDA-approved products must complete the Non-FDA Approved Product Agreement in the Exhibitor Portal by **Sept. 6** indemnifying the Academy for losses arising out of the exhibition of investigational products or the violation of these policies.

In accordance with U.S. Law, exhibitors may not sell and deliver non-FDA approved products to U.S. physicians at the Academy's annual meeting. Exhibitors agree not to sell, promote or distribute in any fashion any non-approved product, in whole or in part, during or in connection with the Academy's annual meeting to U.S. attendees.

Exhibitors may sell and deliver non-FDA approved products to non-U.S. physicians if they adhere to all applicable U.S. laws and regulations. Exhibitors may, therefore, market and conduct sales activities for non-approved products solely to attendees who are non-U.S. doctors exclusively for sales outside the United States, provided that such activities follow the relevant laws of any such non-U.S. jurisdiction.

You can find further information and guidance on the subject at www.fda.gov.

Any investigational product marketed within the exhibit is subject to the following rules:

- Use only objective statements about the product.

- Contain no claims of safety, effectiveness, or reliability.
- Contain no claims about how the product compares with marketed products.
- Must be accompanied by directions for becoming an investigator and a list of investigator responsibilities.
- Easily visible signage must be placed near the device or drug and on any graphic depicting the device or drug. Acceptable statements:
 - This device is not cleared by the FDA for distribution in the United States.
 - This device is limited by federal law to investigational use only.
 - Caution—Investigational Device—Limited to Investigational Use

Penalties for noncompliance to these rules and regulations include:

- The Academy, in its sole discretion, will immediately shut down the exhibitor's booth for the remainder of the meeting.
- The exhibitor will not be entitled to a refund.
- The exhibitor may face legal action from the U.S. government for failing to comply with the appropriate rules and regulations.
- The exhibitor may not be invited to participate in future meetings.

Drawings, Raffles & Games of Chance

Drawings, raffles and games of chance are permitted at the Academy's annual meeting within specific guidelines (see below). Complete details of these activities are to be submitted for review on the Additional Booth Activities form due **Sept. 6**. The Academy reserves the right, in its sole discretion, to prohibit booth activity that it deems inappropriate in the context of the professional purpose of the exhibition.

Drawings and raffles may be conducted by an exhibitor in their booth provided the following conditions are met:

- The item(s) to be awarded are modest in value and/or educational in nature.

Rules and Regulations (continued)

- All professional attendees must be eligible to enter.
- No purchase is necessary.
- The activity does not interfere with or cause a disturbance to neighboring exhibitors.
- The exhibitor is responsible for notifying the winner and to make the arrangements for the prize transfer.

It is the exhibitor's responsibility to decide what types of activities are appropriate based on their own compliance office and standards of industry conduct. Exhibitors are responsible for compliance with all state and local laws. Exhibitors are also expected to follow the AMA, PhRMA, and AdvaMed guidelines for interactions with healthcare professionals.

A simple Game of Chance (roll of dice or spin of wheel) is permitted to:

- Draw booth traffic.
- Determine discounts on the products or services the exhibitor is displaying and selling.

Giveaways

Exhibiting companies may distribute descriptive product literature and samples of their listed products to each booth visitor. Distribution of approved items must not create a nuisance or cause interference with adjoining exhibits. Exhibitors who wish to distribute items of an educational nature other than product samples must submit a request in writing to La Shon Smith, Director, Exhibitions by **Sept. 6**.

Samples of giveaways sent to the Academy for review will not be returned.

Companies regulated by the Pharmaceutical Research and Manufacturers of America's (PhRMA) codes governing interactions with healthcare professionals, and supporting similar changes from the Advanced Medical Technology Association (AdvaMed), may giveaway items designed primarily for the education of patients or healthcare professionals. They are not allowed to giveaway pens, pencils, notepads, small desk clocks, pocket calculators, desk calendars and mousepads.

Exhibiting companies should assess giveaways for their impact on the environment. Exhibitors are strongly

encouraged to choose items that are produced using sustainable practices, that can be recycled and/or are made from recycled materials.

Prescription drug samples may be distributed to physicians only in accordance with the Prescription Drug Marketing Act.

Helium Balloons

Helium balloons are not permitted as part of an exhibitor's display.

In-Booth Activities Restrictions

- **Live human-subject demonstrations of techniques on the exhibit hall floor are prohibited.**
- Product demonstrations, promotions, activities or presentations that may be questionable or lack credible scientific support must be pre-approved by La Shon Smith, Director, Exhibitions. Once approved, appropriate and prominent disclaimer signage must be displayed onsite. The Academy reserves the right to cancel any activity that does not have the appropriate disclaimers or for which the Academy did not receive proper notification.
- Decorative and cosmetic contact lenses are linked to serious eye disorders and infections. They may not be sold, displayed, distributed, promoted or otherwise marketed at the meeting.

Lasers and Other Hazardous Light Sources

Exhibitors planning to display laser equipment including low level laser (light) therapy or other hazardous light sources must complete the Laser and Light Safety Form in the Exhibitor Portal by **Sept. 6**.

Laser safety information and additional guidelines for displaying or demonstrating a laser or other hazardous light source will be sent after the submission of the Laser and Light Safety Form.

The Academy's Laser and Light Safety Working Group (LLSWG) will conduct an inspection of all lasers and hazardous light sources on **Friday, Oct. 18**.

Rules and Regulations (continued)

- The inspections will begin at 5:00 p.m. and should conclude within two hours.
- The company-appointed person responsible for all exhibited lasers (displayed or demonstrated) must be present when the LLSWG representatives inspect these lasers, or their company will lose priority points.
- All lasers must pass inspection for mechanical stability, beam termination, enclosure reflections and beam access, or proper labeling.
- At the time of the inspection, all lasers that are being inspected for demonstration approval, must be fully operational as they would be during the exhibition hours.

The Academy will not allow operation of a health care laser system that has not been approved by a recognized regulatory agency unless it is accompanied by a detailed safety analysis by a laser safety professional.

If a non-FDA approved health care laser system has a CE mark, it will be inspected by the LLSWG who will determine its suitability for operation during the meeting. The exhibiting company must have available, at the exhibit site, an operator's manual containing safe operating instructions for these lasers.

Any laser system without a regulatory approval must be accompanied by a laser safety professional's detailed safety review that will be made available to the LLSWG during the inspection. The review of this document will determine whether that laser may be operated during the meeting. *This requirement includes Class I laser systems designed for diagnostic purposes.*

- Exhibitors demonstrating or displaying lasers must comply with all provisions of ANSI Z136.1.
- Any laser employed as a laser light show must have a variance from FDA/CDRH.
- Compressed gas or compressed liquid cylinders used in the booth must be securely anchored to prevent toppling. Only a one-day, secured supply will be allowed in the display area.
- This includes companies operating lasers with non-FDA approved software must notify the Academy and label the instrument following the non-FDA guidelines above.

- Any tissues used in demonstrations must be disposed of through the official waste disposal contractor. See the Wet Labs section below.

Sales

- Exhibitors are encouraged to bring and distribute bags, preferably made of recycled or sustainable material, for attendees to carry their purchased items or product information. Bags may not exceed 14" x 16". Send a sample for approval by **Sept. 6** to La Shon Smith, Director, Exhibitions at lsmith@aao.org.
- If an exhibitor sells a product on the exhibit floor that cannot be carried out of the exhibit hall by hand, arrangements must be made to have the product shipped to the customer.
- Attendees will not be allowed on the exhibit floor after the exhibit hall closes on Monday, Oct. 21, to complete transactions.
- It is the responsibility of each exhibitor to secure any licenses or permits that might be required and collect and remit all city and state sales taxes.
- The Academy reserves the right to restrict sales activities that it deems inappropriate or unprofessional.

A floor manager will contact the individual charged with managing the wet lab onsite to provide complete instructions for obtaining supplies (red bags, boxes and sharp containers) and the drop-off locations for medical waste.

Exhibitors with non tissue wet labs, can dispose of their own waste. A floor manager will check at the end of the show to ensure hazardous waste is being disposed of properly.

Any company that fails to follow these directions will be penalized the priority points they were to accrue for the meeting and may be prohibited from operating a wet lab at future Academy meetings.

Rules and Regulations (continued)

Security

The Academy will provide perimeter security in the exhibit halls on a twenty-four (24) hour basis from the installation through the dismantling of exhibits. Entrance and exit of workers, attendees and exhibit personnel will be strictly monitored. Despite these precautions, neither the Academy, nor Freeman, nor McCormick Place can assume responsibility for loss of or damage to exhibitors' property. Exhibitors are encouraged to take precautions to protect their own property and to obtain the appropriate insurance against loss.

The online Exhibitor Service Kit will contain information on ordering security personnel and, if available, security cages. Exhibitors are urged to take advantage of the security services offered.

Smoking

The Academy prohibits smoking in all meeting and exhibit areas.

Wet Labs

Injection, laser or instrument demonstration on human or bovine tissue, or fruits and vegetables is considered a wet lab.

An exhibitor planning to conduct a wet lab on the exhibit floor must indicate this on the Exhibit Space Application. In addition, exhibitors must complete the online Wet Lab Request, found in the Exhibitor Portal by **Sept. 6**.

Exhibitors may only allow physicians to participate in the wet lab.

An exhibitor using human or bovine tissue is required to use the official infectious waste disposal contractor and will be charged for medical waste disposal according to the number of wet lab stations in the booth.

- One to four wet lab stations: \$250
- Five or more wet lab stations: \$375

Violation of Rules and Regulations

As a condition for exhibiting, each exhibitor, and their representatives and agents, agrees to observe all policies, terms, rules and regulations as laid out in this Exhibit Prospectus. Those who violate these conditions will be penalized. Examples of potential penalties include:

First violation: The Company does not accrue priority points for its participation for the year.

Second violation: The Company loses 50 percent of its total accrued priority points.

Third violation: The Company loses the remaining 50 percent of its total accrued priority points.

Fourth violation: The Company is not eligible to exhibit at future Academy meetings.

The Academy reserves the right to impose additional or harsher penalties in the event of:

- An egregious violation,
- Engagement in practices that are unfair or deceptive, or
- Repeated failure to observe the policies, terms, rules, and regulations over time.

At its sole discretion, the Academy may determine to close an exhibit onsite or refuse applications for exhibit space in a future year.

Infractions of the spirit of the policies, terms, rules, and regulations by a current or potential exhibitor at any time may be considered in determining whether to accept an application to exhibit at any Academy meeting.

Marketing Policies

The Academy reserves the right, in its sole discretion, to determine what is acceptable publicity and advertising related to the annual meeting and Expo. This includes advertisements in other media that refer to AAO 2024 or to marketing within McCormick Place. The Academy may restrict, at any time, an advertisement, display, demonstration, presentation or activity it deems inappropriate or undesirable. In the event of such restriction, the Academy will assume no liability for any expenses incurred by the affected company.

- No exhibitor shall, without permission, use the name of the American Academy of Ophthalmology, or any symbol, logo, trademark, or service mark identified therewith, in any manner representing that the exhibitor or its products or services possess the approval or endorsement or are associated or affiliated with the Academy. This applies to all promotional outlets including, but not limited to, print, email, Internet and social media.
- Product literature, both printed and visual, must be in accord with the professional nature of AAO 2024.
- To prevent misunderstandings, promotional copy for exhibitor meetings, booth presentations, seminars, events, functions and gatherings may not use the phrase “in conjunction with the Academy,” or use similar language that in any way states, conveys, or implies Academy sponsorship, endorsement, joint presentation, or support. Exhibitors may use the statements: “at AAO 2024” or “during AAO 2024” in their promotional copy.
- All promotional copy must include a disclaimer that the meeting, booth presentation, seminar, event, function or gathering is not affiliated with the official program of AAO 2024. Failure to comply with this policy may result in priority point forfeiture.
- Exhibitors may not reference the Academy’s scientific program, such as poster or course titles, in their promotional materials nor use any terminology similar to Academy terms, such as Break With the Experts, etc.
- Exhibitors must check the Academy’s copyrighted and trademarked terms as they may not be used in marketing materials.

- Exhibitors may use the annual meeting promotional banner in their email correspondence below their signature or on their web site. It must be linked to the Academy web page, aao.org/2024. Email exhibitions@aao.org to request the promotional banner.

Marketing Outside Your Booth

All product and service demonstrations, interviews, instructional activities and distribution of promotional literature within McCormick Place must be confined to the limits of the assigned exhibit space.

- Representatives of commercial companies may attend an educational activity, but they may not participate in the discussion or engage in sales activities while in the room, or outside the room, where the educational activity takes place. This includes Academy educational areas on the Expo floor.
- Per Accreditation Council for Continuing Medical Education (ACCME) guidelines no commercial promotional materials shall be displayed or distributed in the same room, immediately before, during or after, an educational activity that is certified for credit takes place.
- Any person canvassing outside his or her company’s exhibit booth will be asked to vacate the building and the exhibiting company will be penalized priority points.

Marketing Free Zone

The Academy has created a marketing free zone around the immediate vicinity of McCormick Place. Exhibitors are prohibited from all street marketing activities in these areas which include: segways, street teams, decals sidewalk art, or literature distribution. The Academy also restricts exhibitors from conducting these marketing activities on the property of official hotels.

Contact exhibitions@aao.org for a map of the restricted area.

Marketing Policies (continued)

Media Activities

The Academy invites exhibiting companies to prepare and supply appropriate media materials for distribution in the Academy newsroom. These materials should be formatted as news releases and press kits. No sales literature or promotional items will be permitted. Exhibitor-sponsored media events, including news conferences, may not be held on McCormick Place premises or be scheduled through the Academy newsroom. Company representatives may leave written messages for reporters in the newsroom, but representatives are otherwise prohibited from soliciting or making uninvited contact with reporters in or around the newsroom.

- Media Guests
 - **Registered media guests can attend scientific sessions, instruction courses (space permitting) and go on the exhibit floor. For sessions and courses, they are there only to listen to presentations and are not permitted to ask questions of the presenters.**
- Photography and Recording
 - **Photography is allowed in the newsroom, during press briefings and when accompanied by Academy newsroom staff. Photography of any component of educational programs (including stills and video of presenters, materials, screens, etc.) is strictly prohibited without prior permission.**
 - **An Academy newsroom staff member must accompany all video and photography crews from news organizations when filming or photographing outside the newsroom or press briefing room. Please check with the newsroom staff, as scheduling is subject to their availability.**
 - **Any recorded or photographed material is for editorial use only in conjunction with a news story related to the Academy's annual meeting.**

Media Materials

Exhibiting companies can supply appropriate media materials for distribution in the Academy newsroom onsite. These materials should be formatted as news releases and press kits. No sales literature or promotional items will be permitted.

Company representatives may leave written messages for reporters in the newsroom, but representatives are otherwise prohibited from holding news conferences and making uninvited contact with reporters in or around the newsroom.

Photographing and Videotaping

An exhibitor may photograph or videotape their own booth during construction or during the meeting, before or after exhibit hall hours. Security arrangements for these activities outside the show hours must be made in advance, at the exhibitor's expense.

If hiring a photographer or videographer for the meeting, the exhibitor must designate those vendors as Exhibitor Designated Contractors. See the Exhibitor Designated Contractor section on page 22 of this Prospectus.

Exhibitors understand and agree that photographs of their exhibit will be taken by the official show photographer while documenting the annual meeting. Exhibitors agree that photos of their booth, possibly containing logos and trademarks may appear without restriction, in promotional and other documents produced by the Academy.

An exhibitor may not photograph or videotape any other company's exhibit booth or presentation. This activity will result in the loss of priority points.