



AAO 2020 Virtual Expo

Where All of Ophthalmology Meets®
aao.org/2020 | Nov. 13 - 15

Rules & Regulations

Registration

Policies

Representatives of commercial companies attending an educational activity may not engage in sales activities while in a session, or in any chat where an educational activity takes place.

Exhibitor Registration Types

Booth Staff

Company personnel who will staff the company's virtual booth and attend AAO 2020 Virtual. These individuals will be registered in Intrado.

Exhibitor Representatives

Company personnel that will attend AAO 2020 Virtual only. These individuals will be registered in Experient.

Paid Exhibitor Representatives

Same as Exhibitor Representatives only there is a registration fee. See fees below.

Exhibiting companies have an allotment of complimentary registrations and an allotment of paid registrations based on their booth package as outlined below:

Registration Type	Visionary	Premium	Champion	Contributor	Supporter
Booth Staff	50	50	50	10	4
Exhibitor Reps	150	50			
Paid Reps	150	75	25	5	2

Fees:

Booth Staff = Complimentary

Exhibitor Representatives = Complimentary

Paid Exhibitor Representatives = \$550 each

Companies may purchase additional registrations over their Paid Rep allotment at the cost of \$1,100 each.

All Booth Staff and Exhibitor representatives will have full access to the virtual meeting platform including:

- All sessions
- All eight Subspecialty Days
- Posters
- Symposia
- Video presentations

Booth Staff and Exhibitor representatives cannot attend Skills Transfer courses.

How to Register

Booth Staff:

Booth staff are registered by the booth manager using the Intrado Space Builder tool. It is one of the steps in building the booth.

Exhibitor Representatives and Paid Exhibitor Representatives

A link to the Experient Exhibitor Registration website will be sent to exhibiting companies to register Exhibitor Reps and Paid Reps. Additional information and details will be provided when the link is sent.

An individual email is required for each registrant in Space Builder and Experient. All registrants Booth Staff and Exhibitor Reps will receive an email from AAO Nov. 11 with log-in information and instructions for accessing the virtual meeting.