BE A PART OF THE MOST COMPREHENSIVE MEETING OPTOMETRY HAS TO OFFER
The American Academy of Optometry’s annual meeting will take place October 7 – 10, 2020 at Music City Center in Nashville, TN.

We invite you to exhibit at the premier meeting within the vision industry. This is the most comprehensive eye-care meeting in the world and represents the full spectrum of optometric professionals and decision-makers, including optometrists in general practice and subspecialties, optometric residents, optometry students and many other professionals within the vision science community.

The Academy’s annual meeting provides groundbreaking clinical and scientific vision care research as well as updated educational information of the highest quality in the profession. Our bustling exhibit hall is a focal point and gathering place of the meeting.

For the Academy’s corporate partners and industry related organizations, this event is an unparalleled opportunity to make and solidify relationships through person-to-person communications and marketing. Make the Academy your “go-to” meeting today!

This prospectus contains important information that makes it easy for you and your company to prepare for the Academy 2020 Nashville.

About the American Academy of Optometry:
The American Academy of Optometry (AAO) enhances excellence in optometric practice by fostering research and disseminating knowledge in vision science through its journal, Optometry and Vision Science, and the continuing education presented at its annual meeting. Fellows of the Academy are committed to the premise that learning is a lifelong obligation of a professional, as is the commitment to expand the profession’s knowledge base through ongoing fellowship and exchange. For more information, visit the website: http://www.aaopt.org.
MEET OUR ATTENDEES

ACADEMY ANNUAL MEETING ATTENDANCE

TOTAL ATTENDANCE: 8,129

2019 ORLANDO, FL

<table>
<thead>
<tr>
<th></th>
<th>Fellows/Candidates</th>
<th>Students</th>
<th>Exhibitors</th>
</tr>
</thead>
<tbody>
<tr>
<td>2019 Orlando, FL</td>
<td>4,996</td>
<td>1,645</td>
<td>1,488</td>
</tr>
</tbody>
</table>

AMERICAN ACADEMY OF OPTOMETRY ATTENDEES BY AGE

<table>
<thead>
<tr>
<th>Age Group</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>&lt;30</td>
<td>42%</td>
</tr>
<tr>
<td>30-39</td>
<td>26%</td>
</tr>
<tr>
<td>40-49</td>
<td>12%</td>
</tr>
<tr>
<td>50-59</td>
<td>8%</td>
</tr>
<tr>
<td>&gt;60</td>
<td>10%</td>
</tr>
</tbody>
</table>

MEET new prospects and generate leads

CONNECT with optometric professionals who are the top decision makers in the industry

PROMOTE your company’s products and services

DISCUSS your customers’ needs face-to-face and demonstrate solutions

RESEARCH your competitors and develop ways to distinguish your products and services

PARTNER with the premier meeting within the vision industry

TOTAL ATTENDANCE: 7,948

2018 SAN ANTONIO, TX

<table>
<thead>
<tr>
<th></th>
<th>Fellows/Candidates</th>
<th>Students</th>
<th>Exhibitors</th>
</tr>
</thead>
<tbody>
<tr>
<td>2018 San Antonio, TX</td>
<td>4,435</td>
<td>1,358</td>
<td>2,155</td>
</tr>
</tbody>
</table>

TOTAL ATTENDANCE: 7,692

2017 CHICAGO, IL

<table>
<thead>
<tr>
<th></th>
<th>Fellows/Candidates</th>
<th>Students</th>
<th>Exhibitors</th>
</tr>
</thead>
<tbody>
<tr>
<td>2017 Chicago, IL</td>
<td>4,583</td>
<td>1,253</td>
<td>1,856</td>
</tr>
</tbody>
</table>
GENERAL INFORMATION

EXHIBITION VENUE
Music City Center
201 5th Ave S
Nashville, TN 37203

HEADQUARTERS HOTEL
Omni Nashville Hotel
250 5th Ave S
Nashville, TN 37203

Exhibit Dates and Hours

Exhibitor Move In
Monday October 5, 2020
8:00 am – 6:00 pm
Tuesday, October 6, 2020
8:00 am – 6:00 pm
Wednesday, October 7, 2020
8:00 am – 3:00 pm

Official Show Hours
Wednesday, October 7, 2020
5:00 pm – 7:30 pm
Opening Night Welcome Reception
Thursday, October 8, 2020
10:00 am – 11:30 am
Student Focus Hour
11:00 – 6:00 pm
Lunch in the Exhibit Hall
Friday, October 9, 2020
10:00 am – 3:00 pm
Lunch in the Exhibit Hall

Exhibitor Move-Out
Friday, October 9, 2020
3:00 pm – 11:59 pm
Saturday, October 10, 2020
7:00 am – 12:00 pm

Exhibitor Service Manual
A comprehensive service manual, including all order forms for labor and services will be available online to all exhibiting companies in July 2020.

Booth Costs and Application Deadlines
Costs below are per each 10′x10′ space.

<table>
<thead>
<tr>
<th></th>
<th>Before Feb 1, 2020</th>
<th>After Feb 1, 2020</th>
</tr>
</thead>
<tbody>
<tr>
<td>Inline</td>
<td>$3,000</td>
<td>$3,100</td>
</tr>
<tr>
<td>Corner</td>
<td>$3,200</td>
<td>$3,300</td>
</tr>
<tr>
<td>Non-Profit</td>
<td>$1,000</td>
<td>$1,000</td>
</tr>
<tr>
<td>Island</td>
<td>$30 NSF</td>
<td>$31 NSF</td>
</tr>
</tbody>
</table>

What’s Included:
- Standard 8′ high draped backwall and 3′ high siderails; company identification sign, booth number floor decal.
- 5 ½ hours of UN-opposed exhibit time with three food & beverage events taking place in the exhibit hall.
- Five complimentary exhibitor badges per 100 square feet of space (10′x10′).
- Recognition our annual meeting Program Preview, which is distributed to targeted regions of licensed ODs in the U.S., and the entire Academy membership which totals more than 65,000 copies.
- Complimentary listing in our meeting Exhibits guide
- Attendee Registration Lists: Exhibitors receive these pre- and post-show lists for proactive marketing to registered attendees.
- VIP Exhibit Hall Only Passes: Exhibitors can send out an unlimited number of these to invite potential and current customers to visit your booth.
- Company listing on the Academy.20 Meeting App and Academy website.
- Exhibitor Lounge: A complimentary exhibitor lounge is provided and is open to all exhibitors during set up and exhibit hours. Refreshments and comfortable furnishings are provided for your comfort and convenience.

ANNUAL MEETING HOTELS
Official housing information and online reservations will be available on the website. To reserve blocks on more than 10 rooms, you must complete the Hotel Block Request Form located on academymeeting.org.
PRIORITY POINTS BOOTH SELECTION POLICY

Booth space for Academy 2020 Nashville is assigned in priority point order, and then on a first-come, first-serve basis. The priority point system is designed to recognize companies that support the Academy and its activities, and to encourage new companies to participate. Priority points are assigned for each year of participation as an exhibitor and/or corporate supporter. Each exhibitor is credited with (10) points for each year exhibiting, plus (1) point for each 100 net square feet (10x10) of exhibit space. Companies also earn priority points for advertising and/or sponsorship dollars spent.

Once your application is processed, you will receive an email from the Exhibits Sales Team confirming your assigned booth location.

NOTICE

The price of the booth rental does not include additional services such as: storage, placement, shipment or reshipment of exhibit materials, special lighting, booth furnishings, tables, chairs, electrical supplies, carpet, individual booth cleaning or any other special services, which are the financial responsibility of the exhibitor.

CONTRACT ACCEPTANCE

The Academy reserves the right to exercise its sole discretion in acceptance or refusal of applications. If an application is not accepted by the Academy, all paid fees will be returned to the applicant.

HOW TO GET STARTED

Visit www.academymeeting.org > Exhibits and Sponsors.
Here you can view the floor plan and complete the online exhibitor application. All areas of the contract must be completed in full and it must be e-signed to expedite processing.
A non-refundable 25% deposit will be required for all space applications. If deposit will be made by check, please mail to:
American Academy of Optometry
Exhibit Sales Department
2909 Fairgreen Street
Orlando, FL 32803

AAO CONTACT INFORMATION

Betty Taylor, CEM
Director, Meetings & Exhibits
Phone: 321.319.4861
Email: BettyT@aaoptom.org

Adrienne Wilhoite
Exhibits Manager
Phone: 321.319.4875
Email: AdrienneW@aaoptom.org

Zaide Laboy
Meetings & Exhibits Assistant
Phone: 321.319.4857
Email: ZaideL@aaoptom.org
Sponsorship and corporate support partnerships are a great opportunity to increase your exposure before, during and after the event. These prospects have been developed to offer a wide variety of ways to reach the attendees and to fit any budget.

Below are just some of the opportunities that will be available at Academy 2020 Nashville. More to come!

**PRINT OPPORTUNITIES**
Put your company’s ad in the hands of attendees!

**Exhibits Guide**
Increase your company’s visibility and exposure by placing your advertisement in the 2020 Exhibits Guide!

The Exhibits Guide helps attendees locate each company they would like to visit in the hall. A great advertising opportunity with significant visibility – this book will be in everyone’s hands at the meeting.

**Under Door Flyers**
Draw people to your exhibit booth, product or corporate program!

Registrants will be staying in official AAO hotels in Nashville! Put your advertising in the hands of meeting attendees. Use it to draw people to your exhibit booth or corporate program. Academy must approve material to be distributed. Sponsor prints all materials and pays distribution fees to the hotels.

**DIGITAL OPPORTUNITIES**
Reach attendees in technologically forward ways!

**Academy.20 App Advertisement**
Academy.20 is the Academy’s mobile event planning program. Attendees use this program for quick and easy reference to course schedules, outlines, and speaker bios, as well as exhibitor location and information about Nashville.

**Student Eye-Mail**
Excellent visibility with more than 5,000 student and resident members of the Academy. Quarterly email issues sent in the months leading up to the annual meeting, highlighting education and student events.

**Eye-Mail Monthly**
Superior visibility that includes logo and product description with a direct link to your website. Email newsletter distributed to more than 12,000 members each month.

**Academy Newsletter**
Semi-annual newsletter distributed digitally to over 12,000 members. Sponsor will receive a full-page, color ad in the Spring and Fall issues.
DIGITAL & PRINT GRAPHIC OPPORTUNITIES
Make a lasting impression on attendees onsite!

Banners and Column Wraps
Make a powerful impact with a highly visible banners and column wraps through-out the convention center and official hotels. Drive traffic to your booth creating awareness about a new product or promoting your company/service.

Registration Area Video Wall
This 3x5 video wall is located in the registration area. Sponsor will have the top 5 screens in the wall for video or static advertisements.

You are Here / Locator Boards
Located in the front of the exhibit hall. Attendees will use this unit to locate booths in the exhibit hall. Your logo/artwork will be the splash page.

Aisle Sign Extension Signs
These signs are located in the exhibit hall at the bottom of the numbered aisle signs. Each are highly visible and will place you on every row in the exhibit hall.

EVENTS
Face-to-face time with Academy 2020 Nashville’s attendees!
These exciting opportunities allow exhibitors to reach attendees beyond their booth space and provide additional face-to-face time with key decision makers.

Vision Theater Sessions
These informative commercial programs are conducted by exhibitors in a specially constructed theater on the exhibit floor.

Industry Innovation Lunch + Learn Sessions
These 60-minute sessions are your company’s time to shine and let attendee know more about your company or product. These sessions are set to reflect a classroom style setting and box lunches will be provided for all session attendees.

Residency & Graduate Program Fair
This event has been designed for students to learn more about various residency and graduate programs. Staff from schools and programs will be available to answer questions. Sponsors will have an opportunity to connect with over 1500 students and residents attending Academy! Build your brand, increase your visibility and solidify your recruiting pipeline. Sponsors will receive tons of recognition including printed and digital. During the event, each sponsor will have a specialized branded area for networking and connections. Two sponsor opportunities available.
The American Academy of Optometry Foundation is the philanthropic arm of the American Academy of Optometry.

The Foundation provides financial support for optometric research and education in vision and eye health to improve clinical patient care.

The Foundation was founded in 1947 for promoting optometric education, the profession of optometry and its practitioners. The guiding force behind the creation of the organization was William C. Ezell, OD, of Spartanburg, South Carolina.

**What the Foundation supports**
- Ezell Fellowships
- Residency Awards
- Research Grants
- Educational Grants
- Lectures
- Scholarships
- Career Development Awards
- Student Travel Fellowships
- Student Giving Matching Travel Grants

**Get Involved**
- Donate with your meeting registration and membership dues
- Become a President’s Circle member
- Become an Ezell Club member
- Donate your speaker honorarium
- Make a gift in memory or honor of a special person
- Become a member of the Legacy Society

Your gifts are critical to existing initiatives and the success of new programs.

**Your donations at work**
- Over 175 awards presented annually
- Over 80 travel grants provided to attend the Academy annual meeting
- Nearly half a million dollars will be awarded to students and researchers this year
- Over $5.1 million in support during the past ten years
- 435 Ezell Fellowships awarded to date

Apply for one of the many award opportunities or donate at: [www.aaopt.org/aaof](http://www.aaopt.org/aaof)
ABB Optical Group
AccuLens Inc.
Acuity Pro Software
Adit
Air Force Recruiting Service
Alcon
Alcon Foundation “Hoop it UP”
Allergan, Inc.
American Academy of Optometry
American Academy of Optometry Foundation
American Academy of Orthokeratology and Myopia Control
American Board Certification
Medical Optometry
American Board of Opticianry & National Contact Lens Examiners
American Board of Optometry
Art Optical Contact Lens, Inc.
Association of Schools and Colleges of Optometry
Bausch & Lomb
Berrn
Bio-Tissue
Blanchard Contact Lens, Inc.
BlephEx
Brien Holden Vision Institute
Bruder Healthcare Company
CareCredit
CenterVue Inc.
Choroideremia Research Foundation, Inc.
Clerio Vision - Extreme H2O Contact Lenses
Coburn Technologies
Compulink Healthcare Solutions
Contamac
CooperVision
Corporate Optometry
DemandForce
Designs for Vision, Inc.
DGH Technology Inc.
Digital Health Care Professionals
DIOPSIS, INC.
Elektron Eye Technology
Elsevier
EnsurnEyeMD
Eschenbach Optik of America
Espansione Marketing Spa
Essilor
Euclid Systems Corporation
Eye Care and Cure
Eyenvia, Inc.
EyePromise
Eyeris
EyeSpace
Eyevance Pharmaceuticals, LLC
Fellows Doing Research
Florida Optometric Insurance Services
Fortifye Vitamins
Frames Data
Good-Lite Co.
Guardian Health Sciences
Haag-Streit USA/Reliance
Healthy Eyes Advantage
Heidelberg Engineering
Heine USA, Ltd.
Hoya Vision Care & Optikam Tech
Icare Tonometers
IDOC
ILLUMINIX Industries
iMatrix
Indigo Iris Designs, LLC
Innova Systems, Inc.
International Association of Contact Lens Educators (IACLE)
INVISION Magazine
Irisvision
Johnson & Johnson Vision
Kala Pharmaceuticals, Inc.
Keeler Instruments, Inc.
Kentucky College of Optometry
Kona Medical USA
Lombart Instrument
Lumenis
Luneau Technology USA
M&S Technologies
MacuHealth
MacuLogix, Inc
Marco
MAXIVISION
MedPhoto Manager
MedTech International Group
Menicon America
Midwestern University - Arizona College of Optometry & Chicago College of Optometry
MODERN OPTOMETRY
Myco Industries/AB Max™
National Board of Examiners in Optometry
National Vision, Inc.
NOAH - National Organization for Albinism and Hypopigmentation
Norwood Device & Diagnostics
NOVA Southeastern University
Novabay Southemapeutics, Inc
Novartis Pharmaceuticals
NovaSight
NuSight Medical
OCULUS, Inc.
Ocusoft, Inc.
Ocutech
OptiLanes, Inc.
Opto Multimedia
Optometric Architects
Optometry Times
OptoPrep
Optos, Inc.
Optovue, Inc.
Paragon Vision Sciences
PentaVision
PlenOptika
Precision Vision, Inc.
Primary Care Optometry
News & Healiio
Prudential Advisors
Quantel Medical
Quidel Corporation
Regeneron Pharmaceuticals Inc.
Reichert Technologies
REVIEW OF OPTOMETRY
RightEye
Salus University Pennsylvania College of Optometry
ScienceBased Health
Scope Health
SEE International
Sight Sciences
Solutionreach
Spark Therapeutics
Specsy
Sun Ophthalmics
Surgenex
SynergEyes, Inc.
Tangible Science
The Dry Eye Doctor, Inc.
Topcon Medical Systems, Inc.
TruForm Optics Inc.
Valley Contax, Inc.
Virtual Field
VISION ASSOCIATES, INC.
Vision Group Holdings
Vision Service Plan
Visionary
Visionary Optics
Visioneering Technologies, Inc.
Vispero
Vital Tears
Vivid Vision
Vmax Vision, Inc
Volk Optical
VOSH International
VRmagic Inc.
Weave
Western University of the Health Sciences College of Optometry
Wolters Kluwer Health
World Council of Optometry
Younger Optics
Zeiss
Zilia
Zoomax (USA) Inc.
Secure your Exhibit Space!
Companies interested in exhibiting are encouraged to sign up early for prime locations on the show floor. Contracting early also gives exhibitors longer exposure with a listing on the Academy 2020 Nashville website and other long-term exposure.

December 14, 2019
Priority Point Exhibit Sales Open at Academy 2019 Orlando. 25% deposit due to hold space. Booth assignments made via Priority Point selection.

January 18, 2020
Second round, general exhibit sales open booth assignments made on a first come, first serve basis. 50% deposit required to assign space.

January 30, 2020
Second round booth confirmation letters and invoices sent.

Cancellation
(Please see additional details in the Rules and Regulations section).

April 29, 2020
Last day to cancel exhibit space without penalty.

April 30, 2020
50% percent penalty incurred for cancellation after this date.

July 15, 2020
100% percent penalty incurred for cancellation after this date.

Corporate Support and Partner Opportunities Available

January 20, 2020
Corporate support opportunities available

Affiliate/ICW Link out to Exhibitors

April 1, 2020
Affiliate application and ICW link will be sent out to all exhibiting companies.

Exhibitor Services
(A complete list of important dates will be provided in the Exhibitor Service Manual)

July 15, 2020
Company profile, category listing due

July 22, 2020
Exhibitor service manual out to exhibitors

August 7, 2020
Exhibitor staff badging

August 7, 2020
Booth design approval

September 6, 2020
Hanging sign request

September 23, 2020
Advance warehouse begins accepting freight

September 15, 2020
Exhibitor service manual discount deadline

September 15, 2020
EAC authorization due

September 25, 2020
EAC certificate of insurance

September 25, 2020
Last day for advance freight accepted

October 5, 2020
Direct shipments begin

Housing & Travel

April 22, 2020
Exhibitor housing will open.

Exhibitor room block request form due.
The rules and regulations contained herein are intended by the American Academy of Optometry (AAO) to serve the best interest of the annual meeting, the exhibitors and the registrants, and to give notice to applicants and exhibitors of governing rules and regulations.

All applicants, exhibitors and exhibitor-appointed contractors are bound by these rules and regulations. For the purpose of these Rules and Regulations, “Show Management” shall be defined as the American Academy of Optometry.

**Americans with Disabilities Act (ADA)**
Exhibitors are fully responsible for complying with the Americans with Disabilities Act (ADA) with regard to booth space, including, but not limited to, the wheelchair access provisions. Exhibitors indemnify, hold harmless and defend Show Management, its officers, directors, agents, members, and employees from and against any claims, liabilities, losses, damages, and expenses (including attorneys’ fees and expenses) resulting from or arising out of the exhibitors’ failure or allegations of exhibitors’ failure to comply with the provisions of the ADA. Information regarding ADA compliance is available from the U.S. Department of Justice ADA Information Line (800.514.0301).

**Approval of Booth Schematics**
All lighting and overhead rigging must be submitted to Show Management for approval prior to August 21, 2020. Overhead rigging is not permitted on in-line booths. For additional details, please refer to the International Association of Exhibitions and Events (IAEE) Rules and Regulations that can be found in the Exhibitor Service Manual.

**Audio Use**
Utilization of audio is allowed, if audible only within a two-foot perimeter. This includes live, projected and or recorded audio. Speaker units can be placed within the confines of the booth space but cannot be within two feet of the aisle. Exhibitor acknowledges and agrees that it shall be solely responsible for obtaining any licenses, permits, etc., which may be required for it to broadcast, perform or display any copyrighted materials including, but not limited to, music, video and software. Exhibitors indemnify, defend and hold Show Management, its officers, directors, agents, members, and employees from and against any and all claims and expenses, including attorneys’ fees and costs, arising out of or related to exhibitor’s breach of this provision.

**Carpeting**
Carpet/Floor Covering is required in each exhibit booth. Exhibitors can rent carpet from the Official General Services contractor or can provide their own carpet or floor covering. If providing their own, the carpet or floor covering must fit the full dimensions of the booth space.

**Certificate of Insurance Requirements**
Each exhibitor MUST provide a Certificate of Insurance evidencing Commercial General Liability insurance. Policies shall name the American Academy of Optometry and Music City Convention Center as additional insureds. If your insurance broker is providing the required evidence of coverage, forward the certificate to zaidel@aaoptom.org

**Display Guidelines/Third Party**
All exhibits must conform to the guidelines for display rules and regulations published by the International Association of Exhibitions and Events (IAEE), which can be found in the Exhibitor Service Manual. Additionally, Exhibitors are not permitted to display names or advertisement of persons, products, or entities other than those of the Exhibitor. Exhibitors are not permitted to use another person’s or firm’s product to the extent necessary for operation of displays or demonstrations relating to Exhibitor’s products or services; All booth activities and content must be professional in nature.

**Downsizing**
If any booth spaces are downsized prior to July 1, 2020, the booth price will reflect the change. Downsizing between July 1 and September 1 will result in a refund minus 25%. If booth spaces are downsized after September 1, 2020, there will be no refunds, and full payment of original booth space will be due.

**Exhibitor Service Manual**
The Exhibitor Service Manual will contain a complete list of all official contractors, available services and work rules. It will be available online to exhibiting companies on July 13, 2020. The manual provides information and rates for services, including material handling; audiovisual services; complimentary and special signage; rental furniture; carpentry, decorator, rigging and freight labor; floral services; computer rentals; booth security; photography; telecommunications; lead retrieval; booth cleaning; and air, water, and electrical services. Exhibitor Service Manuals will be sent via email to all Exhibitors who are paid in full. Exhibitors are urged to take advantage of cost reductions offered by most contractors for advance orders. Many services cost substantially more when ordered onsite.

**Exhibitor Service Center**
An Exhibitor Service Center will be located in the Exhibit Hall. The area will be staffed by the official contractors, beginning October 6, 2020, and continuing throughout the meeting and dismantle.

**Exhibits Subject to Approval**
The American Academy of Optometry may review, exclude, modify, remove or require any Exhibitor to modify or remove any exhibits, Exhibitor personnel (e.g., employees, agents, invitees, etc.) or Exhibitor materials and/or activities (e.g., costumes, décor, music, paraphernalia, fliers, method of operation, conduct, etc.) that, in its sole discretion, is unsuitable, dangerous, or objectionable for the Exhibit Space. In the event of such exclusion, modification, or removal, Exhibitor agrees to pay or reimburse the AAO for any expenses incurred by the AAO or its agents in connection therewith at the then-prevailing rates. Further, the AAO shall not be required to refund any fees paid to the AAO by Exhibitor or be responsible for Exhibitor’s expenses or any liabilities resulting, therefore.

**Exhibit Hours**
All Exhibits must be in place and show ready by 3:00 pm on...
Wednesday, October 7, 2020. No exhibit may be dismantled, torn down, or removed until the show closes. Failure to adhere to this schedule will result in an automatic refusal of the right to exhibit at future annual meetings and may result in the loss of priority points.

**Exhibitor Access**

All Exhibitors will be able to access the Exhibit Hall during installation and dismantling schedules as noted in this prospectus. Additionally, exhibitors may access the exhibit hall one hour before opening and one hour after closing each day. Exhibitor’s booths must be manned at all time during exhibit hours. A penalty will be imposed on any companies that dismantle their exhibits early and/or leave the booth space unattended.

**Exhibitor-Appointed Contactors (EAC)**

Show Management has made every effort to appoint the best-qualified contractors to provide show services. If an exhibitor chooses to designate a non-official exhibitor-appointed contractor (EAC), the exhibitor and contractor must abide by the rules set forth in this document. Exhibitors must notify Show Management via email of the selection of and contact information for an EAC.

**Exhibitor Compliance**

Exhibitors will comply with this entire agreement. Exhibitors will also comply with Music City Center rules and Exhibitor Service Manual rules. Exhibitor will also comply with applicable federal, state, and local laws, regulations, and ordinances, including without limitation the Americans with Disabilities Act. Exhibitors will inform all its employees and agents of this compliance requirement and will be responsible for their compliance.

**Fire & Safety Guidelines**

Complete fire regulations for Music City Center will be included in the online Exhibitor Service Manual.

- 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 and display wall. All crates, cartons, containers, packing materials and other supplies necessary for repacking must be removed from the exhibit floor. The Music City Center Fire and Safety staff inspects all booths to ensure compliance.
- Fire extinguishers and fire hose cabinets, located on the columns, must remain visible and accessible.

**Gratuites**

The Official General Service Contractor and the Music City Center work rules prohibit any employee from soliciting and/or accepting gratuities or gifts. Any attempt to solicit a gratuity by an employee for any service should be reported immediately to Show Management.

**Housing**

The Academy official hotels offer not only premium amenities, discounted rates and the best networking opportunities, but staying within the Academy room block will help us effectively ensure that the Academy hotel block is protected for future annual meetings. Large convention cities often will reject or reduce overall meeting space requests because hotel rooms are not filled proportionately through the housing block. It is critical that all exhibitors and attendees alike book within the official Academy housing block. The Academy reserves the right to limit the number of sleeping rooms at each hotel requested by exhibitors. Exhibitors or their agents may not negotiate a block of hotel rooms directly with contracted Academy participating hotels. While we do not anticipate any corporate supporters will violate this housing policy, should a violation occur, you will forfeit your priority status at next year’s meeting, and you will give up any first right of refusal status.

**Hospitality Space and Associated Exhibitor Activity (Affiliate Meetings/ICW)**

Space is to be used for internal company, institutional, or organizational meetings or social functions, and is subject to the AAO Affiliate Space Rules and Regulations and as amended in the future. In the event that a meeting space is used for unauthorized functions, AAO reserves the right to revoke and reassign space. All payments will be forfeited, and your company, institution, or organization risks revocation of exhibitor priority points. Show Management reserves the right to control all group activities sponsored by exhibitors during the period of the annual meeting whether they are held inside or outside the meeting facilities or official hotels. Failure to seek the necessary approval from Show Management for sponsorship of such an activity will result in the loss of priority points and possible refusal of the right to exhibit at future meetings. Please see the “Affiliate Meetings/ICW Rules and Regulations” for additional details.

**Indemnification**

The exhibitor agrees to protect, indemnify and hold Show Management, the Academy, Music City Center, their respective officers, directors, agents, and employees against and from any and all losses, costs, damages, liability, or expenses (including attorney’s fees) arising from or by reason of any accident, bodily injury, property damage, or other claims or occurrences to any person, including exhibitor, its employees and agents, or any business invitees, arising out of or related to exhibitor’s occupancy or use of the exhibition premises in the meeting or on and adjacent to Music City Center.

**Lead Retrieval**

The name, address, email, and practice information of attendees can be retrieved through an electronic system offered by the registration and lead retrieval contractor. Complete information and order forms for this service will be provided in the online Exhibitor Service Manual.

**Material Handling**

The Local Stagehand Union have jurisdiction over all unloading and reloading of all 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. Exhibitors requiring assistance with unloading, uncrating, unskidding, leveling, and assembly of machinery and equipment, as well as the reverse processes would secure labor through this union. Exhibitors may hand carry items from the entrances of Music City Center to their booth in quantities that can be managed by one person, in one trip, needing no equipment. The General Service Contractor 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 Music City Center of materials from any and all contract carriers will be handled by the General Service Contractor.

**Payment Schedule, Refund Policy and Terms of Liability**

Payment Schedule: Before December 1, 2019 a 25% deposit may be used to hold a booth space with full payment due April 15, 2020. After April 15, 2020, full payment must accompany the Contract/Application for Exhibit Space to have space assigned. Please contact Show Management for special payment circumstances.
Refund Policy
- 25% of the total booth cost of original space contracted is non-refundable.
- Companies canceling their exhibit space on or before March 31, 2020, receive a refund of all payments made to date less the 25% non-refundable deposit.
- Companies canceling their exhibit space on or after April 1, 2020, and before July 1, 2020, receive a refund of all payments made to date less a 25% penalty and the, 25%, non-refundable deposit.
- Companies canceling their exhibit space on or after July 1, 2020, receive no refunds.

Terms of Liability:
- December 1, 2019 to March 31, 2020 - Exhibitor is 25% liable for exhibit space contracted.
- April 1, 2019 to July 1, 2020 - Exhibitor is 50% liable for exhibit space contracted.
- July 1, 2020 or after - Exhibitor is 100% liable for exhibit space contracted.

Photography
Recording video or taking photographs other than the official Show Management Photographer is strictly prohibited unless prior approval is received from Show Management.

Priority Point Assignments
Booth space for Academy 2020 is assigned in priority point order first, and then on a first-come, first-served basis after all priority point assignments have been completed. The priority-point system is designed to recognize companies that support the Academy’s annual meeting and its activities, and to encourage new companies to participate. Points are assigned for each year of participation as an exhibitor, plus one point for each 100 net square feet (10’x10’) of Exhibit Space. Companies can also earn priority points for advertising and/or sponsorship dollars spent with the Academy, please contact Show Management for details.

Provision in Case of Default
If any exhibitor shall fail to perform any material term or condition of the contract, Show Management reserves the right to terminate this contract immediately and to withhold from the exhibitor possession of the space involved or to take immediate possession thereof.

Right of Refusal
Show Management reserves the right to exercise its sole discretion in the acceptance or refusal of exhibit applications.

Security
Show Management provides perimeter access security for the Exhibit Hall and public spaces. Neither Show Management nor the Music City Center are responsible for loss or damage to exhibitor property. For the protection valuable items and equipment exhibitors may require additional security and are encouraged to secure it. Details can be found in the Exhibitor Service Manual.

Show Cancellation
In the event of acts of God, fire, strikes or other unavoidable occurrences rendering the exhibit space unfit for use, Show Management will attempt to provide exhibit and meeting space at another location. In the event that Academy 2020 Nashville is not held at all, an exhibitor’s sole remedy is a refund of its exhibitor space fees paid, less any actual costs incurred by the Show Management.

Smoking
Nashville Music City Center is a smoke free facility. Smoking is not permitted anywhere within the convention center including back-of-house areas and loading docks.

Solicitation
Solicitation or interfering with other exhibitors will jeopardize a company’s future exhibiting status. Additionally, entry into another exhibitor’s booth without permission is strictly prohibited.

Special Placement
Show Management reserves the right to place any exhibitor in a strategic location in order to obtain the best possible traffic flow and maximum benefit for the trade show.

Storage
Storage of all sales literature and paraphernalia must be accommodated within the booth space storage areas (i.e., on or under tables). No crates, fiber cases, cardboard boxes, or reserve supplies may be stored behind the booth back walls. Accessible storage is available through the General Services Contractors.

Decorators Union (Display Installation & Dismantle)
This union claims jurisdiction over all set-up and dismantling of exhibits including signs and carpet installation. This does not apply to the unpacking and placement of your merchandise. Full-time exhibitors are permitted to set-up and dismantle exhibits; assemble and disassemble materials, machinery or equipment; install all signs (with regards to overhead hanging signs), graphics and other decorative items; deliver, set-up, plug in, interconnect, and operate an exhibitor’s electrical equipment, computers, audio-visual devices and other equipment; skid, position and re-skid all exhibitor material, machinery, and equipment. Electricians are required for all electrical connections over 120 volts.

Electrical Union
Members of the IBEW claim jurisdiction for hardwiring ordered outlets to the line side of the exhibitors’ equipment and wiring of caps over 120 volts to the raw cord feeding exhibitors’ equipment. All electrical plugs over 120 volts must be plugged in by electrical union personnel. Exhibitors may plug in their own plugs of 120 volts to their ordered.

Unoccupied, Subletting, and Prohibited Use of Exhibit Space
Any booth not set, or left empty (i.e., no freight, no furnishings ordered, no obvious set up activity) by 3:00 pm on October 7, 2020 will be considered no-shows and will be forfeited without refunds of any fees paid. It is the Exhibitors responsibility to contact Show Management if such a circumstance should arise. Exhibitors may not assign, sublet, or have any space allocated to it and may not advertise or display goods other than those intended on the 2020 space application.

Use of Space
The exhibition is a tradeshow designed to provide a showcase for display of products, services, instrumentation, and educational resources related to eye care products and services. The exhibition is held primarily as a means of product display and education.

Video Recording
Video recording is prohibited on the show floor, unless prior approval is received from Show Management. All requests should be sent to exhibits@aaoptom.org.
FUTURE MEETINGS

ACADEMY 2021 BOSTON
November 3 – 6, 2021

ACADEMY 2022 SAN DIEGO
October 26 – 29, 2022

ACADEMY 2023 NEW ORLEANS
October 11 – 14, 2023

ACADEMY 2024 WASHINGTON DC
November 6 – 9, 2024

ACADEMY 2025 BOSTON
October 8 – 11, 2025

ACADEMY 2026 SAN DIEGO
November 11 – 14, 2026
**Academy 2019 Orlando and 3rd World Congress of Optometry**

**Post Meeting Report**

## Registration

### Registration by Category

<table>
<thead>
<tr>
<th>Category</th>
<th>2017 Attendance</th>
<th>2018 Attendance</th>
<th>2019 Attendance</th>
</tr>
</thead>
<tbody>
<tr>
<td>Fellows/Candidates</td>
<td>2,378</td>
<td>2,471</td>
<td>2,408</td>
</tr>
<tr>
<td>Non-Members OD’s</td>
<td>1,680</td>
<td>1,434</td>
<td>1,548</td>
</tr>
<tr>
<td>Residents (some are also Fellows/Candidates)</td>
<td>525</td>
<td>530</td>
<td>551</td>
</tr>
<tr>
<td>Students</td>
<td>1,253</td>
<td>1,358</td>
<td>1,548</td>
</tr>
<tr>
<td>Exhibitors</td>
<td>1,245</td>
<td>1,595</td>
<td>1,488</td>
</tr>
<tr>
<td>Guests/Press/Librarian/Other</td>
<td>466</td>
<td>373</td>
<td>429</td>
</tr>
<tr>
<td>Exhibit Hall Only</td>
<td>145</td>
<td>187</td>
<td>157</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>7,692</strong></td>
<td><strong>7,948</strong></td>
<td><strong>8,129</strong></td>
</tr>
</tbody>
</table>

### 2019 Registration Source

<table>
<thead>
<tr>
<th>Source</th>
<th>2019 Attendance</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Online/Self Registered</td>
<td>7413</td>
<td>91%</td>
</tr>
<tr>
<td>Onsite</td>
<td>716</td>
<td>9%</td>
</tr>
</tbody>
</table>
### How satisfied were you with the conference?

Responses marked with an asterisk had the “did not attend/use” numbers removed from the respective satisfied data.

<table>
<thead>
<tr>
<th>Area</th>
<th>Very Satisfied / Satisfied</th>
<th>Dissatisfied</th>
<th>Very Dissatisfied</th>
<th>Did Not Attend/Use*</th>
</tr>
</thead>
<tbody>
<tr>
<td>Registration and Check-in (onsite)</td>
<td>97.58%</td>
<td>2.11%</td>
<td>0.31%</td>
<td>1.91%</td>
</tr>
<tr>
<td>Online pre-registration</td>
<td>98.85%</td>
<td>1.06%</td>
<td>0.08%</td>
<td>5.93%</td>
</tr>
<tr>
<td>Quality of the Plenary Program</td>
<td>90.51%</td>
<td>7.74%</td>
<td>1.75%</td>
<td>38.19%</td>
</tr>
<tr>
<td>Overall quality of the speakers in lectures and workshop program (1 or 2 hour courses)</td>
<td>98.02%</td>
<td>1.75%</td>
<td>0.24%</td>
<td>3.82%</td>
</tr>
<tr>
<td>Overall quality of the Scientific Paper/Poster Sessions</td>
<td>97.65%</td>
<td>2.01%</td>
<td>0.34%</td>
<td>31.34%</td>
</tr>
<tr>
<td>Overall quality of the symposia</td>
<td>97.51%</td>
<td>2.38%</td>
<td>0.12%</td>
<td>35.13%</td>
</tr>
<tr>
<td>Quality of the Gala and Awards Ceremony</td>
<td>83.08%</td>
<td>12.99%</td>
<td>3.93%</td>
<td>74.28%</td>
</tr>
<tr>
<td>Academy's conference website</td>
<td>96.09%</td>
<td>3.23%</td>
<td>0.68%</td>
<td>9.48%</td>
</tr>
<tr>
<td>Academy.19 (mobile meeting app)</td>
<td>97.04%</td>
<td>2.05%</td>
<td>0.90%</td>
<td>6.38%</td>
</tr>
<tr>
<td>Venue (Orange County Convention Center)</td>
<td>85.08%</td>
<td>11.23%</td>
<td>3.69%</td>
<td>0.31%</td>
</tr>
<tr>
<td>Location (Orlando, FL)</td>
<td>88.41%</td>
<td>8.44%</td>
<td>3.15%</td>
<td>0.15%</td>
</tr>
<tr>
<td>Overall quality of the education</td>
<td>97.35%</td>
<td>2.11%</td>
<td>0.55%</td>
<td>1.16%</td>
</tr>
</tbody>
</table>

### How satisfied were you with the conference? (Survey Results)

- **Yes**: 65%
- **Not Sure**: 27%
- **No**: 8%

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**Post Meeting Survey Results**

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**2020 Prospectus**
**Impressions and Marketing**

<table>
<thead>
<tr>
<th>Aspect</th>
<th>Hits/Views</th>
</tr>
</thead>
<tbody>
<tr>
<td>Unique Hits to Academy.19 Web App</td>
<td>1,583</td>
</tr>
<tr>
<td>Unique Hits to Academy.19.Online Planner</td>
<td>717</td>
</tr>
<tr>
<td>Academy.19 iPhone Downloads</td>
<td>5,768</td>
</tr>
<tr>
<td>Academy.19 Android Downloads</td>
<td>1,376</td>
</tr>
<tr>
<td>Academy.19 Splash Screen Ad Views</td>
<td>199,707</td>
</tr>
<tr>
<td>Unique Hits to AAO Homepage</td>
<td>102,983</td>
</tr>
<tr>
<td>Unique Hits to AAO Meeting Website</td>
<td>78,865</td>
</tr>
<tr>
<td>Facebook Followers</td>
<td>16,716</td>
</tr>
</tbody>
</table>

**EXHIBIT HALL**

**Which Days Did You Visit the Exhibit Hall?**

- **55%** Wednesday
- **84%** Thursday
- **70%** Friday

*Thursday continues to be the most visited day in the exhibit hall*

**How Satisfied Were You with These Aspects of the Exhibit Hall?**

<table>
<thead>
<tr>
<th>Aspect</th>
<th>% Answering Very Satisfied or Satisfied</th>
</tr>
</thead>
<tbody>
<tr>
<td>Exhibit Hall Location</td>
<td>98.08%</td>
</tr>
<tr>
<td>Opening Night Reception</td>
<td>97.96%</td>
</tr>
<tr>
<td>Thursday Reception</td>
<td>96.82%</td>
</tr>
<tr>
<td>Lunch Concessions</td>
<td>74.78%</td>
</tr>
<tr>
<td>Exhibit Hall Hours</td>
<td>88.29%</td>
</tr>
<tr>
<td>Companies</td>
<td>97.27%</td>
</tr>
<tr>
<td>Vision Theater</td>
<td>97.16%</td>
</tr>
</tbody>
</table>
Find your inspiration for excellence.

Academy 2020 Nashville

Enhance your vision for the future over the course of four invigorating days packed with clinically relevant CE and the latest cutting edge research. Discover the latest products and technology in the spacious exhibit hall to help improve patient care and take your practice to the next level. Network with the best and brightest in optometry from around the world and enjoy numerous exciting social events. Get your groove on in the vibrant city of Nashville while you explore its popular attractions and diverse blend of music. Come find your inspiration for excellence at Academy 2020 Nashville.