BE A PART OF THE MOST COMPREHENSIVE MEETING OPTOMETRY HAS TO OFFER
Dear Colleagues:

Thank you for your interest in Academy 2020 Nashville, held October 7-10.

Over the last several years, the American Academy of Optometry annual meeting has grown to be the largest and most multifaceted event in optometry, and we are delighted that groups are finding it valuable to hold events in conjunction with ours. Historical attendance patterns show that the Academy’s annual meeting serves as an educational, professional, and business development venue for an increasing number of organizations, companies, and individuals including and beyond our membership.

If your company, institution, or organization is interested in holding a meeting, reception, or other “In Conjunction With” (ICW) event at Academy 2020 Nashville, we request that you review and share our updated policies.

Please read this prospectus in its entirety for policy information, deadlines, and costs. The requirement to apply online applies to all events held from Monday, October 5 through Saturday, October 10, and held in the general vicinity of Nashville. You will need to submit a request for each event you’re planning. We will work closely with you to identify the right space to meet your requirements and provide you with the information you need for a successful event.

No exceptions to these policies are permitted without the express written consent of the Vice-President of Meetings & Industry Relations. Violations may cause individuals or organizations to forfeit the privilege of sponsoring, exhibiting, advertising, or attending the annual meeting, and the revocation of priority points for future exhibit space selection.

We look forward to helping you host your event(s) during Academy 2020 Nashville and appreciate your partnership.

Sincerely,

Betty Taylor, CEM
Vice-President, Meetings & Industry Relations
SUMMARY OF AFFILIATE OR ICW (“IN CONJUNCTION WITH”) EVENTS

The American Academy of Optometry (AAO) recognizes the need for groups to meet with industry colleagues and staff while attending Academy 2020 Nashville. These rules and regulations apply to any group which has business related to the field of optometry and vision sciences. Events can be held during Academy 2020 Nashville from Monday, October 5 through Saturday, October 10. All groups are responsible for having their representatives and/or official third parties produce events in compliance with the rules and regulations set forth by the Academy.

What is an Affiliate or ICW Event?

Events or activities independently organized by exhibitors, universities, government agencies, and non-profit organizations that are in one of the following categories: committee, investor, focus groups, market research groups, investigator meetings, hospitality or social events not promoting products, and staff or board meetings including press and sales meetings.

Who Can Apply?

Exhibitors, non-profit organizations, universities and government agencies.

For-profit non-exhibitors should contact Adrienne Wilhoite at adriennew@aaoptom.org for information on exhibiting. For-profit non-exhibitors are not eligible to apply for meeting space unless they meet the exemption criteria. The Academy will allow companies with products or services in exploratory stages or those which have not yet received FDA approval to host small meetings. Please contact Adrienne Wilhoite for more information and to receive approval prior to applying.
GET INVOLVED:

AFFILIATE OR ICW EVENT TYPES

<table>
<thead>
<tr>
<th>Committee or Investor Meetings</th>
<th>Focus Group, Market Research or Investigator Meetings</th>
<th>Hospitality or Social Events</th>
<th>Staff or Board Meeting</th>
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<tr>
<td>Committees, task forces or advisory board meetings.</td>
<td>An informal fact-finding group brought together to assess the feasibility of a product, procedure, or results of a study.</td>
<td>Non-educational activities that include breakfasts, dinners, receptions or other social events including Alumni Receptions. These activities cannot promote products.</td>
<td>Limited to company employees or members of the board. Includes press meetings and sales meetings.</td>
</tr>
</tbody>
</table>

Don’t see your event type listed?

Check below first, and then contact Megan Scherman at mscherman@tradeshowlogic.com for clarification prior to applying.

Other Event Types That Will Not Be Approved as an Affiliate or ICW

Educational Events that involve any type of educational activities (CE or non-CE); summits, symposia, dinners, and/or CE-based presentations.

Promotional Presentations that involve any product related presentations.

Where Will Events Be Held?

The Academy controls all meeting, social event space, and suites in contracted hotels and convention centers during Academy 2020 Nashville. The venue will not reassign space without the explicit consent of the Academy. Events will be assigned to the best possible locations based on availability, on a first-come, first-served basis with the caveat that there are a multitude of competing requests for space.

If, because of space limitations at the Academy’s contracted venues, an organization or company needs to secure space for an event or function at another host city venue (not a contracted Academy space) you must first submit an online space request. The Academy must review and approve the purpose, date and time of the proposed event, as well as the need to go outside the contracted properties for space. Once approved, you may contact the venue directly.

There is no available meeting space at Music City Center. Anyone interested in space at the convention center must reserve an Expo Suite in the exhibit hall. We have limited availability. Please contact Adrienne Wilhoite at adriennew@aaoptom.org for more information.
When Can For-Profit Affiliate or ICW Events Be Held?

For-profit Company Approved Hours

- Monday, October 5 from 6:30 am – 11:00 pm
- Tuesday, October 6 from 6:30 am – 11:00 pm
- Wednesday, October 7 from 6:30 – 9:00 am, after 5:00 pm
  *50 people or less from 8:00 – 9:00 am
- Thursday, October 8 from 6:30 – 9:00 am, after 5:00 pm
  *50 people or less from 8:00 – 9:00 am, 5:00 – 5:30 pm
- Friday, October 9 from 6:30 – 9:00 am, after 5:00 pm
  *50 people or less from 8:00 – 9:00 am, 5:00 – 6:00 pm
- Saturday, October 10 from 6:30 am – 6:00 pm
  *50 people or less from 8:00 am – 5:00 pm

*For-profit Companies can host events or meetings during the times listed from Wednesday through Saturday but are restricted to 50 people or less.

When Can Other Affiliate or ICW Events Be Held?

- Academy Sections, SIGs and Committees
- Government Agencies
- Non-profit Organizations
- Universities

Monday, October 5 through Saturday, October 10 from 6:30 am – 11:00 pm. Alumni Receptions can begin as early as 6:30 pm on Friday, October 9.

APPLICATION

APPLICATION FEE

The fee per application is an administrative fee that offsets Academy 2020 Nashville’s overall costs and will be charged upon receipt of the application. A credit card is required to request space. The fee does not include any room rental, food and beverage, audiovisual, or any other costs associated with hosting your event. All financial arrangements associated with planned events are the sole responsibility of the organization, third party, or provider and must be made directly with the assigned venue. The Academy assumes no financial responsibility for any costs or damages incurred for such events.

Each Affiliate or ICW event must have its own application. If your event spans multiple days, each day must be submitted as an individual request.

- Non-profit Organizations, Government Agencies: $250 per application
- Universities: $250 per application
- Exhibitors: $500 per application
- For-profit Non-Exhibitors (if approved): $1500 per application
- Academy Sections, SIGs and Committees: Fee not applicable, no credit card required

All function space requests, or changes submitted after June 26 will incur a late fee of $250 in addition to the standard application fee. No new meeting requests, changes or cancellations of meeting requests will be accepted after September 4.

If an exhibiting company cancels its exhibit space, all approved event space for that company will also be cancelled. There are no refunds for cancelled event space.

APPLICATION PROCESS

Exhibitors, non-profit organizations, universities and government agencies wishing to host an Affiliate or ICW event must apply through the website to be considered. Payment is due at the time of application. Incomplete applications will not be reviewed. Each Affiliate or ICW event must have its own application. If your event spans multiple days, each day must be submitted as an individual request. A credit card is required to request space. Companies wishing to hold a meeting during Academy 2020 Nashville will receive a confirmation including the location, the meeting room assignment and meeting date/time.
Promotional materials may use the approved annual meeting logo if the Academy 2020 Nashville Branding Guidelines are followed. In addition, all marketing materials must encourage attendees to register for Academy 2020 Nashville.

All invitations or solicitations to attend your event must be approved by the Academy prior to distribution or posting. Do not print any materials before they have been approved by the Academy, as revisions may be required before distribution. Please reference the Social Media and Branding Guidelines below.

All materials must contain the following statement, clearly displayed on any and all material (including all invitations/promotions) for your event: “This is not an official function or event of the American Academy of Optometry.”

The mention of a free or complimentary gift is strictly prohibited in all invitations and promotional printed material.

Submit final versions of materials for approval (before printing or posting) to Megan Scherman at mscherman@tradeshowlogic.com. Once approved, any revisions to the materials must also be submitted to the Academy for review. Include any website address where the event will be marketed.

Events must be contained within the assigned function room except for: (1) 6-foot registration table and (2) chairs, and (1) 22” x 28” sign (no larger) at the entrance of the assigned function space and placed no earlier than 30 minutes prior to the event and removed 30 minutes after the event.

Signs, advertisements, display articles, equipment, or information concerning events during Academy 2020 Nashville may not be placed throughout official Academy venues. Signage is limited to the entrance of the assigned function space.

While it’s your responsibility to market your event, the Academy will include the event on the Academy20 mobile app if you indicate on your application that you would like your event publicized.
Our company is not exhibiting at Academy 2020 Nashville. Can we apply for space?

For-profit non-exhibitors should contact Adrienne Wilhoite at adriennew@aaoptom.org for information on exhibiting, as for-profit non-exhibitors are not eligible to apply for meeting space unless they meet the exemption criteria. The Academy will allow companies with products or services in exploratory stages or those which have not yet received FDA approval to host small meetings. Please contact the Academy for more information and to receive approval prior to applying.

My meeting is small with only a few people. Do I still need to apply?

All meetings that require space, regardless of size, during Academy 2020 Nashville from Monday, October 5 through Saturday, October 10 must be approved through the Academy.

Is there space available at Music City Center for my event?

There is no available meeting space at Music City Center. Anyone interested in space at the convention center must reserve an Expo Suite in the exhibit hall. We have limited availability. Please contact Adrienne Wilhoite at adriennew@aaoptom.org.

Can I apply for a room on an all day hold?

Because of space limitations, we will not accommodate requests for meeting rooms on all day holds. Contact Adrienne Wilhoite at adriennew@aaoptom.org to reserve an Expo Suite in the exhibit hall. We have limited availability. The Expo Suite will allow you to host meetings, unrestricted, within Music City Center. No other “all day” holds will be approved.

I would like to showcase a product but I don’t see this as a meeting type.

Products can be showcased at a Vision Theater Session or in an Expo Suite. Contact Adrienne Wilhoite at adriennew@aaoptom.org for more information.

I applied for space but have not received a confirmation. What is the timeline for confirmations?

Confirmations will be sent out in mid-July for space applications received by June 26.

Do you have a preferred audiovisual company?

All groups are encouraged to go through Royal Productions for any and all audiovisual needs. Royal Productions is the preferred audiovisual (AV) vendor for Academy 2020 Nashville and will extend a discount on equipment for all events affiliated with the meeting. Information on audiovisual needs will be included in the Affiliate kit. You will be responsible for your AV equipment/labor needs and all charges associated with your requirements. Please contact Megan Scherman with any questions at mscherman@tradeshowlogic.com.

When will we receive contact information for the assigned venue?

The Affiliate/ICW kit will be sent in July and will include all ordering and contact information. Do NOT contact any venue until you have received your confirmation from the Academy.
The American Academy of Optometry reserves the right to attend and observe any function held in conjunction with its annual meeting, without notice. Functions are to be consistent with the policies and requirements submitted in the application. Programs that deviate from the application descriptions may be subject to non-compliance penalties including denial of future group function space.

The American Academy of Optometry neither endorses nor co-sponsors affiliate functions and the opinions presented at ICW function(s) are solely those of the organization sponsoring the function. Companies must not imply that the function is presented in cooperation with the American Academy of Optometry.

Each organization assumes full obligation for such event and dissolves the Academy from all liability.

The American Academy of Optometry is not responsible for unsatisfactory attendance and/or marketing of this event.

The American Academy of Optometry assumes no responsibility for determining whether companies are considered competitors.

The American Academy of Optometry has the full authority to interpret or amend these rules, and its decision is final. Each exhibiting company, university, non-profit organization, or a third-party provider agrees to abide by all rules and regulations that may hereafter be adopted.

Any issues not addressed in these rules are subject to the decision of the American Academy of Optometry.

**NON-COMPLIANCE**

A company or organization found holding unapproved events or events that are in violation of the policies outlined in this document may be subject to any of the following: an immediate end to any activities without regard to monies spent or presence of individuals, loss of any accumulated priority points, and/or restriction to exhibit or hold events at future Academy events. The Academy will not be responsible for expenses or losses resulting from the cancellation or termination of said non-compliant event(s).
The American Academy of Optometry, the Foundation and the Academy 2020 Nashville annual meeting maintain the following set of branding, communications and social guidelines as well as corresponding repositories for use by all members, attendees, exhibitors, corporate partners and media. If there are any questions outside of the documentation provided, please reach out to one of the PR/Media Relations representatives below.

**Academy 2020 Nashville Location and Date**
Music City Center
201 5th Ave S, Nashville, TN 37203
October 7-10, 2020
**LANGUAGE USE GUIDELINES**

- When shortening the name American Academy of Optometry, always use “the Academy” instead of AAO.
- When referring to the Academy’s annual meeting, please use the full name Academy 2020 Nashville or Academy 2020.
- When shortening the name of the American Academy of Optometry Foundation, always use “the Foundation.”

<table>
<thead>
<tr>
<th>Use</th>
<th>Do Not Use</th>
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| • Academy 2020 Nashville  
• Academy 2020  
• The American Academy of Optometry Annual Meeting (to be used when the year is not mentioned) | • AAO meeting  
• AAO 20 |
| • The meeting app is called: Academy.20 (available fall 2020) | • AAO app, Academy app, Academy2020 app, etc. |

**SOCIAL MEDIA**

The Academy has established channels for social media engagement throughout the year and during the Academy 2020 Nashville. They are:

**Facebook**
- Like and follow us at https://www.facebook.com/AAOPT
- Posts: Tag @AAOPT

**Twitter**
- Follow us at https://twitter.com/aaopt
- Posts: Tag handle @aaopt

**LinkedIn**
- Follow us at https://www.linkedin.com/company/aaopt/
- Posts: Tag American Academy of Optometry

**YouTube**
- Subscribe at https://www.youtube.com/optometryTV

**Instagram**
- Follow us at https://www.instagram.com/aaopt
- Posts: Tag @aaopt

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<tr>
<th>Hashtag to Use</th>
<th>Do Not Use</th>
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</table>
| **Twitter**  
• The official meeting hashtag is #Academy20 | • #AAO20 or #AAO2020  
• #Academy2020  
• #AAOPT20 or #AAOPT2020 |

**Social Post Examples**
- We’re excited to be attending #Academy20 on October 7-10 in Nashville. See you there!
- Calling all optometry professionals, we’ll be exhibiting at #Academy20 in Nashville this fall. Come see us at Booth XXX!
- We’ll be celebrating World Sight Day this year in Nashville at the #Academy20 annual meeting. Let’s improve eye care together!
LOGO USAGE

The Academy brand logo and the Academy 2020 Nashville meeting logo should be used as delivered and should not be altered, cropped, or skewed in any way. All logos should stand alone and not be incorporated into another logo without express permission from the Academy.

COLOR PALETTES

<table>
<thead>
<tr>
<th>Academy 2020 Nashville</th>
<th>Academy Parent Brand</th>
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<tbody>
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<td></td>
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<td>Web #00538B</td>
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</tbody>
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GRAMMAR GUIDELINES

• FAAO should always appear last in the sequence of degrees after a Fellow’s name (no periods in between letters).

• There should be a max of only three degrees or distinctions listed after a Fellow’s name (including FAAO).

• The word Diplomate should not be truncated or abbreviated in any way. The words “Diplomate, Low Vision” should be spelled out in entirety.

• The words Fellow and Diplomate should always be capitalized.

• Optometry and Vision Science should always be italicized. Also, spell out the ‘and’ rather than using the ‘&’ symbol.

• The words Section and Special Interest Group (SIG) should always be capitalized.
BOILER PLATES FOR OVERVIEWS AND RELEASES

American Academy of Optometry

About the American Academy of Optometry
The American Academy of Optometry (AAO) inspires 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: http://www.aaopt.org.

Academy 2020 Nashville

About Academy 2020 Nashville
One of the largest events of its kind in the world, Academy 2020 Nashville is being held at the Music City Center in Nashville, TN on October 7-10, 2020, and is expected to draw more than 8,000 optometrists, ophthalmologists, vision care professionals, students, support personnel and media, to discuss the latest optometric developments, trends and strategies. It is designed to provide attendees with an exciting, interactive experience that will give them the clinical and scientific knowledge they need to thrive in the evolving world of optometry. For more information, visit: https://academymeeting.org.

American Academy of Optometry Foundation

About the American Academy of Optometry Foundation
The American Academy of Optometry Foundation (AAOF) is the 501(c)(3) philanthropic arm of the American Academy of Optometry (AAO) and was founded in 1947 for the “upholding, broadening, fostering, promoting and aiding of optometric education; the profession of optometry and its practitioners.” The organization provides financial support for optometric research and vision and eye health education to improve patient clinical care. For more information, visit the website: https://www.aaopt.org/home/aaof.

ACADEMY 2020 ONLINE MEDIA CENTER AND LIBRARY

As a courtesy to both our corporate and media partners, we have established the Academy 2020 Online Media Center and Library that will house news releases, fact sheets, video, photos, audio and a myriad of other resources for you to use before, during and after the event. Please visit: https://academymeeting.org/media

PUBLIC AND MEDIA RELATIONS

In order to better assist our corporate and media partners, we have established a dedicated media team for Academy 2020 Nashville, and we encourage you to reach out to them for any communications needs you may have. From interviews with Fellows about the meeting to proper logo usage, this team is here to serve your requests for information.

Contacts:

Pete Spiller
pspiller@highimpactcom.com
407-683-0045

Jarrod Cady
jcady@highimpactcom.com
321-356-5240