Exhibits & Corporate Support

PROSPECTUS

Boston Convention & Exhibition Center
Boston, MA
November 3 - 6, 2021

Presented by AMERICAN ACADEMY of OPTOMETRY
Join us November 3-6 as the American Academy of Optometry proudly presents Academy 2021 Boston held at the Boston Convention & Exhibition Center. The Academy invites you to exhibit at the most comprehensive meeting the vision industry has to offer.

Academy 2021 Boston will represent 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 sciences community. The Academy’s annual meeting provides groundbreaking clinical and scientific vision care research, as well as updated educational information to practitioners, educators, scientists, administrators, and all eye care professionals. Our bustling exhibit hall is a focal point and the gathering place of Academy 2021 Boston, allowing attendees to explore the new developments and advancements showcased by the Academy’s exhibiting partners.

For the Academy’s corporate partners and industry-related organizations, this event offers an unparalleled opportunity to make and solidify relationships through in-person networking and relationship building. Make the Academy your “go-to” meeting today. Your competitors will be there, so should you!

This prospectus contains important information that makes the decision to become an Academy 2021 Boston industry partner an easy one.

If you have questions regarding the prospectus or exhibiting at Academy 2021 Boston, please reach out to a member of our Exhibits Team:

Betty Taylor, CEM, BettyT@aaoptom.org
Vice President, Meetings & Industry Relations

Adrienne Wilhoite, AdrienneW@aaoptom.org
Manager, Exhibits & Corporate Support

Zaide Laboy, ZaideL@aaoptom.org
Assistant, Meetings & Exhibits
WHO YOU CAN CONNECT WITH AT
ACADEMY 2021 BOSTON

FACTS & FIGURES

Over 20% of Academy 2020 At Home’s attendees are in private practice!

2019 2020
ATTENDANCE 8,129 6,472
FIRST TIME ATTENDEES 25% 43%
EXHIBITING COMPANIES 182 104
ATTENDEE TO EXHIBITING COMPANY RATIO 44:1 62:1

2020 INTERNATIONAL ATTENDANCE 13%

PROFESSIONAL DISCIPLINE

ACADEMIC (Research, Clinical, Administrator) 10%
CORPORATE PRACTICE (Franchise or Corporate Owned) 2%
FEDERAL SERVICE (Military, V A, Indian Health Service, etc.) 7%
HEALTH MAINTENANCE ORGANIZATION 1%
INDUSTRY / EXHIBITOR 1%
PRIVATE PRACTICE (Optometrists Only) 14%
PRIVATE PRACTICE (Various Health Care Professionals) 6%
RESIDENT 2%
RETIRED 4%
STUDENT 11%
Thank you to our Academy 2020 at Home exhibitors

Enhance your company's brand recognition while fostering relationships with key and prospective customers by sponsoring an Academy 2021 Boston event.

Integrate your presentation into Academy 2021 Boston's schedule to reach a targeted audience who want to learn what your company has to offer.

Promote the presence of your company at Academy 2021 Boston through strategic signage placement and various digital and print opportunities, making it easy for thousands of attendees to find you at the show.

The Academy's annual meeting attracts the best and brightest innovators and key decision makers in optometry. Whether your company's goal is to gain new leads or increase brand recognition, making the choice to partner with the Academy is an excellent way to reach our more than 12,000 members and meet your company's objectives. Sponsorship and corporate support partnerships will give your company the chance to increase your exposure before, during and after. Attending Academy 2021 Boston will allow you the opportunity to:

**Meet**

Gain measurable and meaningful returns and insights by obtaining qualified leads from attendees that choose to opt in to be contacted and receive your company’s custom content.

**Partner**

Enhance your company’s brand recognition while fostering relationships with key and prospective customers by sponsoring an Academy 2021 Boston event.

**Present**

Integrate your presentation into Academy 2021 Boston’s schedule to reach a targeted audience who want to learn what your company has to offer.

**Promote**

Highlight the presence of your company at Academy 2021 Boston through strategic signage placement and various digital and print opportunities, making it easy for thousands of attendees to find you at the show.

Alcon
Allergan
American Academy of Orthokeratology and Myopia Control
American Board of Optometry
Art Optical Contact Lens, Inc.
Bausch + Lomb
Bernell
Blanchard Contact Lens, Inc.
Bruder Healthcare Company
Bryn Mawr Communication
Coburn Technologies
COLOR MY WORLD BY VIVID EYES
CooperVision
Corporate Optometry
Doctor Multimedia
Dompé
ELSEVIER
Evanich University
Eschenbach Optik of America
Essilor of America
Eyefinity
Eyenovia, Inc.
Eyevance Pharmaceuticals, LLC
Eyeward
Freedom Scientific
Heidelberg Engineering
Horizon Therapeutics
Icare-Centervue
Indigo Iris Designs, LLC
Innova Systems, Inc.
INVISION Magazine
Johnson & Johnson Vision
Kala Pharmaceuticals, Inc.
Keeler Instruments, Inc.
Kentucky College of Optometry
Lombart Instrument
Lumenis
Luxottica Eye Care
Maculogix
Marchon & Altair
Marcos
Med Learning Group
NOAH - National Organization for Albinism and Hypopigmentation
Nova Southeastern University
College of Optometry
Novartis Pharmaceuticals
Opticwash
Optometric Architects
Optometry Times
Optos Inc.
OrCam
Oyster Point
Pentavision
Precision Vision
Quantel Medical | Ellex - Lumibird
Medical Group
Regeneron Pharmaceuticals Inc.
REMOTE AREA MEDICAL
Review of Optometry
RVL Pharmaceuticals, Inc.
Sight Sciences
Spark Therapeutics ID YOUR IRD® gene testing initiative
Sun Ophthalmics
Synergetics, Inc.
Tangible Science
Tarsus
The Dry Eye Doctor, Inc.
TissueTech Inc.
Topcon Healthcare
U.S. Army Medical Recruiting
Vertical Pharmaceuticals, LLC
VSP Global
VSP Optics Group
VOSH/International
VSP Global Premier Program
Weave
Wolters Kluwer
Women In Optometry
Zeavision, LLC
EXHIBITION VENUE
Boston Convention & Exhibition Center
415 Summer St, Boston, MA 02210

Exhibit Dates and Hours
Exhibitor Move In
Monday, November 1, 2021
8:00 a.m. – 6:00 p.m.
Tuesday, November 2, 2021
8:00 a.m. – 6:00 p.m.
Wednesday, November 3, 2021
8:00 a.m. – 3:00 p.m.

Official Show Hours
Wednesday, November 3, 2021
4:00 p.m. – 7:30 p.m.

Exhibit Hall Welcome Reception
Thursday, November 4, 2021
11:00 a.m. – 6:00 p.m.

Exhibitor Move-Out
Friday, November 5, 2021
3:00 p.m. – 12:00 a.m.
Saturday, November 6, 2021
7:00 a.m. – 12:00 p.m.

SPONSORSHIP LEVELS

VISIONARY  •  PATRON  •  BENEFACCTOR
CONTRIBUTOR  •  SUPPORTER  •  FRIEND

By making the decision to become an Academy 2021 Boston sponsor, your company unlocks exclusive benefits including, but not limited to:

• Complimentary meeting registrations.
• Complimentary advertisements on Academy 2021 Boston’s event app and registration website.
• Complimentary affiliate meetings applications.
• Priority placement in the exhibit hall.
• Company logo on signs and banners throughout the convention center and printed materials.
• Annual recognition in newsletters, conference, and annual report.
• Social media recognition.
• Feature articles on the Academy’s industry focused initiative, Optometry365.
• Feature podcasts on the Academy’s industry focused initiative, Optometry365.
• And more!

*Benefits are based off specific sponsorship levels. Please contact sales@aaoptom.org for more information

HEADQUARTER HOTEL
Omni Boston Hotel at the Seaport
450 Summer St, Boston, MA 02210

All exhibiting companies are expected and required by contract to use official Academy hotels. For more information, please see the Rules and Regulations section of this prospectus.

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

<table>
<thead>
<tr>
<th></th>
<th>Before Apr 15, 2021</th>
<th>After Apr 15, 2021</th>
</tr>
</thead>
<tbody>
<tr>
<td>Inline</td>
<td>$3,000</td>
<td>$3,150</td>
</tr>
<tr>
<td>Corner</td>
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<td>$3,300</td>
</tr>
<tr>
<td>Non-Profit</td>
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<td>$1,000</td>
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<tr>
<td>Island</td>
<td>$30 NSF</td>
<td>$31 NSF</td>
</tr>
</tbody>
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What’s Included:
• Standard 8’ high draped backwall and 3’ high siderails; company identification sign, booth number floor decal.
• Five and a half hours of unopposed exhibit time.
• Five complimentary exhibitor badges per 100 square feet of space (10x10).
• Recognition in our Annual Meeting Program Preview Guide, which is distributed to the entire Academy membership.
• Complimentary listing in our meeting Exhibits guide.
• Attendee Registration Mailing Lists: Exhibitors receive these pre- and post-show lists for proactive marketing to registered attendees who opt-in.
• 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.21 Mobile Phone Application and Academy website.

GENERAL INFORMATION

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 2021.
ANNUAL MEETING HOTELS
Official housing information and online reservations will be available on aaopt.org. To reserve blocks of more than 10 rooms, you must complete the Hotel Block Request Form located on aaopt.org. A non-refundable 25% deposit will be required for all space applications. If deposit will be made by check, please mail to the address below. Please include a description of the check’s purpose.

American Academy of Optometry
Exhibit Sales Department
622 East Washington Street, Suite 300,
Orlando, FL 32801

Once your application is processed, you will receive an email from the Exhibits Sales Team confirming your assigned booth location upon which your 25% booth space deposit must be paid in order to keep your assigned space.

HOW TO GET STARTED
Visit Exhibitor Information at the Academy website: aaopt.org. 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.

Priority Points Booth Selection Policy
Booth space for Academy 2021 Boston 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 have supported the Academy’s past annual meetings 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 ten (10) points for each year exhibiting, plus one (1) point for each 100 net square feet (10x10) of exhibit space. Companies also earn priority points for advertising and/or sponsorship dollars spent.

CANCELLATION
(See additional details in the Rules and Regulations section. Should Academy 2021 Boston be canceled by the Academy, exhibitor will be entitled to a full refund).

March 31, 2021
Last day to cancel exhibit space without an additional penalty beyond 25% nonrefundable deposit.

April 1, 2021 – July 14, 2021
25% percent penalty plus 25% nonrefundable deposit incurred for cancelling during this period.

July 15, 2021
100% percent penalty incurred for cancelling after this date. No refunds will be extended.

Corporate Support and Partner Opportunities Available
January 15, 2021
Corporate Support opportunities available within the Academy 2021 Boston sponsorship portal.

Affiliate/In Conjunction With (ICW) Link out to Exhibitors
April 5, 2021
Affiliate Application and ICW link will be sent out to all exhibiting companies.

Housing & Travel
May 21, 2021
Exhibitor Housing including room block bookings will open. Exhibitor Booth Attendant Registration opens.

25% deposit required to hold space. Booth assignments made via Priority Point selection.

IMPORTANT DATES & DEADLINES

January 25, 2021
General exhibit sales open booth assignments made on a first come, first serve basis. 50% deposit required to hold space.

Cancelling during this period.

Exhibitor Services
(These dates are subject to change per the Exhibitor Service Manual. A complete list of dates will be included in the Exhibitor Service Manual).

May 18, 2021
Exhibitor Booth Attendant Registration opens

July 1, 2021
Company profile, category listing due

July 21, 2021
Exhibitor Service Manual out to Exhibitors

August 7, 2021
Advance Warehouse begins accepting freight

October 1, 2021
Hanging Sign Request

October 10, 2021
Exhibitor Service Manual Discount deadline

October 15, 2021
Exhibitor Appointed Contractor (EAC) Authorization due

October 22, 2021
EAC Certificate of Insurance due

October 25, 2021
Last Day for Advance Freight accepted

November 1, 2021
Direct Shipments begin

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 2021 Boston website and other promotional opportunities.

2021 PROSPECTUS
RULES & REGULATIONS

Booth Reservation and Confirmation
In order to be assigned booth space for Academy 2021 Boston, the exhibitor must complete the online booth space application and contract. By completing this contract, the exhibitor agrees to all exhibiting terms and conditions, including payment for requested booth space. Upon confirmation of booth space, the exhibitor agrees to pay 25% of the total booth cost of the contracted booth space within seven business days of confirmation. Failure to do so will result in cancellation of contracted booth space (unless other terms have been discussed and approved by the Academy’s Exhibit Manager).

Refund/Cancellation Policy
• 25% of the total booth cost of original contracted space is non-refundable.
• Companies canceling their exhibit space on or before March 31, 2021, 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, 2021, and before July 15, 2021, 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 15, 2021, receive no refunds.

Terms of Liability
• December 15, 2020 to March 31, 2021 | Exhibitor is 25% liable for exhibit space contracted.
• April 1, 2021 to July 14, 2021 | Exhibitor is 50% liable for exhibit space contracted.
• July 15, 2021 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. Unapproved photographs or video will be confiscated and will remain the property of Show Management.

Priority Point Assignments
Booth space for Academy 2021 Boston 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. Priority points are assigned for each year of participation as an exhibitor and/or corporate supporter. Each Exhibitor is credited with ten (10) Priority Points for each year exhibiting at the annual meeting, 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 the Exhibit Manager for details.

Security
Show Management provides perimeter access security for the Exhibit Hall and public spaces. Neither Show Management nor the Boston Convention & Exhibition Center (BCEC) are responsible for loss or damage to exhibitor property. Entry into another exhibitor’s booth without permission is strictly prohibited. For the protection of valuable items and equipment, exhibitors may require additional security and are encouraged to secure it. Further details can be found in the Exhibitor Service Manual available July 22, 2021. No exhibitor will be allowed to dismantle any portion of their exhibit prior to the end of exhibit hours on the final day of exhibits. Exhibitors who dismantle prior to the closing of the show will forfeit accrued seniority at the next Academy annual meeting.

Show Cancellation
In the event of acts of God, fires, 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 2021 Boston is not held at all, an exhibitor’s sole remedy is a refund of its exhibitor space fees paid. The Academy is not liable for any travel expenses incurred by exhibitor in the event Academy 2021 is canceled.

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Solicitation
Solicitation of other exhibitors or interfering with other exhibitors will jeopardize a company’s future exhibiting status.

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 Contractor.

Balloons
The display and distribution of balloons will not be allowed at any time within the Exhibit Hall. Balloons are detrimental to the fire detection systems installed in the Exhibit Hall. Their use is strictly prohibited.

Early Dismantling
No exhibitor will be allowed to dismantle any portion of their exhibit prior to the end of exhibit hours on the final day of exhibits. Exhibitors who dismantle prior to the closing of the show will forfeit accrued seniority at the next Academy annual meeting.

Electrical & Rigging
The ERSP is the exclusive provider of all aerial rigging, truss and motors, and operation of ground-supported crank-ups within BCEC exhibit halls. This includes, without limitation, all physical attachments (truss, motors, etc.) and detachments to the facility structure; all attachment of items hanging overhead, including ground-supported goal post trusses; the assembly and installation of trusses; safety inspection and approvals of equipment; and provision of rigging labor for these tasks. The ERSP will provide and operate all aerial lifts and operate any crank-ups for the purpose of providing this service. Licensee’s general service contractor may hang aisle signs that weigh less than 150 lbs. from the exhibit hall catwalk railings only. The ERSP is the exclusive provider of rigging services to exhibitors in the exhibit halls, including hanging of signs, banners, overhead lighting or electrical rigging, and the assembly and attachment of any trusses, including ground-supported goal post trusses, in the booth space. All equipment must be assembled and attached by the ERSP, on the ground and/or in the air. The ERSP is exclusive for providing all truss and motors. Any prefabricated truss systems, specific to an event, must receive approval from the ERSP prior to use. All equipment is subject to safety inspection and approval of the ERSP on behalf of the MCCA. If the ERSP deems any equipment unsafe, then such equipment will not be rigged until the safety issue is corrected.
Exhibit Space

Any booth not set, or left empty (i.e., no freight, no furnishings ordered, no obvious set up activity) by 3:00 p.m. on November 3, 2021 will be considered no-shows and will be forfeited without refunds of any fees paid. It is the Exhibitor’s 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 2021 space application.

Food & Beverage

The Boston Convention & Exhibition Center (BCEC) is the exclusive provider of food and beverage. BCEC/Massachusetts Convention Center Authority (MCCA) prohibits any food or beverages from being brought into the building, except by Levy Restaurants, the exclusive food and beverage service provider. The distribution of food and beverages, regardless of type and/or quantity, is the sole responsibility of Levy Restaurants.

The party interested in distributing food and/or beverage, regardless of type and/or quantity, is the sole responsibility of Levy Restaurants. The exhibitor agrees to protect, indemnify, and hold Show Management, The Academy, The Boston Convention & Exhibition 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 Boston Convention & Exhibition Center. Proof of insurance must be submitted prior to exhibiting at Academy 2021 Boston.

Glitter, Confetti, Popcorn and Other Materials

The use of glitter, confetti, sand, or simulated snow types of material, as well as popcorn, is not permitted. Popcorn is not permitted without prior written approval from the MCCA. Additional cleaning charges may apply.

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 American Academy of Optometry (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 will be considered objectionable and will not be allowed.

Exhibitors distributing unauthorized food and/or beverage without receiving proper certification will face penalties.

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Exhibitors distributing unauthorized food and/or beverage without receiving proper certification will face penalties.

Indemnification

The exhibitor agrees to protect, indemnify, and hold Show Management, The Academy, The Boston Convention & Exhibition 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 Boston Convention & Exhibition Center. Proof of insurance must be submitted prior to exhibiting at Academy 2021 Boston.

Sound

Exhibitors may use sound equipment in their booths as long as the noise level does not disrupt the activities of neighboring exhibitors. Speakers and other sound devices should be positioned so as to direct sound into the booth rather than into the aisle. Any sound that exceeds 80 decibels measured at the edge of an exhibitor’s booth is considered objectionable and will not be allowed.

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.

Noise Levels in Displays

Exhibits which include the operation of musical instruments, radios, sound projection equipment, public address systems or any noisemaking machines must be conducted or arranged so that the noise resulting from the demonstration will not annoy or disturb adjacent exhibitor and their patrons, nor cause the aisles to be blocked. Operators of noisemaking exhibits must secure approval of operating methods before the exhibits open. Noise levels must be held to an 80-decibel maximum at all times. Show Management will monitor the 80-decibel regulation on-site.

If an exhibitor is in violation of the 80-decibel regulation, they will receive one warning. If the exhibitor continues to operate noisemaking exhibits in excess of 80-decibels after the first warning, Show Management reserves the right to cut the power of the offending mechanism, or otherwise ensure the noisemaking mechanism is shut off. Any expenses incurred in this instance will be the sole responsibility of the exhibitor.

Prohibited

The BCEC prohibits the use of the items below. This is not an exhaustive list. If you are unsure about an item, please check with the Exhibits Manager prior to Academy 2021 Boston:

- Candles
- Pyrotechnics
- Confetti
- Popcorn
- Glitter
- Sand

Materials

- Glitter
- Confetti
- Popcorn
- Pyrotechnics
- Candles
- Sand

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Materials

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- Pyrotechnics
- Candles
- Sand
FUTURE MEETINGS

Academy 2022 San Diego (Centennial Celebration)
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

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 aaoptom.org.