Centennial Celebration
Academy 22
San Diego
October 26–29, 2022
In Honor of 100 Years of Optometric Achievement
Exhibit & Sponsorship Prospectus
EXHIBIT AND SPONSOR AT ACADEMY 2022 SAN DIEGO
October 26-29, 2022 | San Diego Convention Center | 111 West Harbor Drive, San Diego, CA 92101

Your company is invited to partner with the American Academy of Optometry for its 100th annual meeting — Centennial Celebration Academy 2022 San Diego — the most comprehensive meeting the vision industry has to offer.

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 more than 13,000 members, meet your company’s objectives, and increase your exposure.

Mark your calendar!

SECURE EXHIBIT SPACE*

January 18, 2022  Priority point exhibit sales open.
February 28, 2022  General exhibit sales open; booth assignments made on a first come, first served basis.

*dates may vary

Booth Costs & Application Deadlines:
(cost below per each 10’x10’ space)

<table>
<thead>
<tr>
<th>EXHIBIT TYPE</th>
<th>BEFORE April 1, 2022</th>
<th>AFTER April 1, 2022</th>
</tr>
</thead>
<tbody>
<tr>
<td>Inline</td>
<td>$3,100.00</td>
<td>$3,200.00</td>
</tr>
<tr>
<td>Corner</td>
<td>$3,300.00</td>
<td>$3,400.00</td>
</tr>
<tr>
<td>Non-Profit</td>
<td>$1,000.00</td>
<td>$1,000.00</td>
</tr>
<tr>
<td>Island</td>
<td>$31.00 NSF</td>
<td>$32.00 NSF</td>
</tr>
</tbody>
</table>

What is included with each exhibit:
- 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 (10’x10’).
- Recognition in our Annual Meeting Program Preview Guide, which is distributed to the entire Academy membership.
- Complementary listing in our Exhibits & Industry Connections Guide.
- Attendee Registration 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 these out to invite potential and current customers to visit your booth.
- Company listing on the Academy.22 mobile app, Optometry365, and Academy website.

SPONSORSHIP*

Sponsorship sales open March 1, 2022.

*dates may vary

See you in Cali!

Presented by AMERICAN ACADEMY of OPTOMETRY