

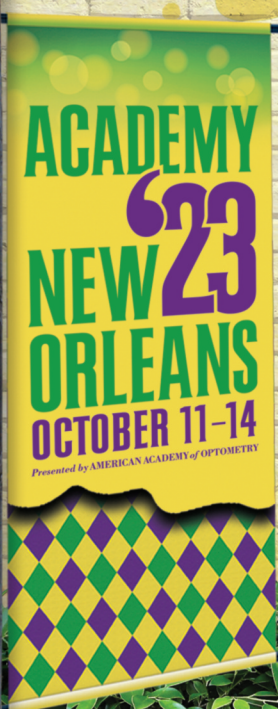


*laissez les bon
temps rouler*

AAO



Rue des Français
Frenchmen Street



AFFILIATE IN CONJUNCTION WITH
POLICY GUIDE

New Orleans Ernest N. Morial Convention Center





AFFILIATE & ICW EVENTS

The American Academy of Optometry (AAO) recognizes the need for groups to meet with industry colleagues and staff while attending Academy 2023 New Orleans. 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 2023 New Orleans from Monday, October 9 through Saturday, October 14. 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.

WHO can apply for affiliate/ICW events?

- ♦ Exhibitors
- ♦ Non-profit organizations
- ♦ Universities
- ♦ Government agencies

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. For more information and to receive approval prior to applying, for-profit non-exhibitors should contact:

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

WHAT event types are approved?

- ♦ **Committee or investor meetings**
Committees, task forces or advisory board meetings.
- ♦ **Focus groups, market research or investigator meetings**
Informal fact-finding groups brought together to assess the feasibility of a products, procedure or results of a study.
- ♦ **Hospitality or social events**
Non-educational activities that include breakfast, dinners, receptions, or other social events including alumni receptions. These activities can not promote products.
- ♦ **Staff or board meetings**
Limited to company employees or members of the board. Includes press meetings and sales meetings.

Events NOT approved.

- ♦ **Educational events**
Educational activities (CE or non-CE) including summits, symposia, dinners and/or CE-based presentations.
- ♦ **Promotional Presentations**
Any product-related presentation.

Events type not listed?

If your event type is not listed above, contact our event operations team for approval prior to applying at affiliates@aaoptom.org

WHEN can approved events be held?

- ♦ **Monday, October 9 - Saturday, October 14**
6:30 a.m. - 11:00 p.m.
- ♦ **Alumni Receptions**
Friday, October 13

For-profit approved hours:

- ♦ **Monday, October 9**
6:30 a.m. - 11:00 p.m.
- ♦ **Tuesday, October 10**
6:30 a.m. - 11:00 p.m.
- ♦ **Wednesday, October 11**
6:30 a.m. - 9:00 a.m., after 6:00p.m.
*50 people or less from 8:00 a.m. - 9:00 a.m.
- ♦ **Thursday, October 12**
6:30 a.m. - 9:00 a.m., after 6:00p.m.
*50 people or less from 8:00 a.m. - 9:00 a.m.
- ♦ **Friday, October 13**
6:30 a.m. - 9:00 a.m., 5:30 -7:00p.m.
*50 people or less from 8:00 a.m. - 9:00 a.m.
- ♦ **Saturday, October 14**
6:30 a.m. - 6:00 p.m.
*For-profit companies can host events or meetings during the times listed from Wednesday through Saturday but are restricted to 50 people or less.





WHERE will approved events be held?

The American Academy of Optometry controls all meeting, social event space, and suites in contracted hotels at the convention center during Academy 2023 New Orleans. 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 the New Orleans Ernest N. Morial Convention Center. Anyone interested in space at the convention center must reserve an Expo Suite in the exhibit hall. We have limited availability.

HOW does the application process work?

Exhibitors, non-profit organizations, universities, and government agencies wishing to host an Affiliate or ICW event must apply to be considered. Once we have received your application, an invoice for payment will be sent to you. The invoice **MUST** be paid in full before any meeting space will be assigned to you. When you receive your invoice, please be sure to pay as soon as possible to secure your space. 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 2023 New Orleans will receive a confirmation including the location, the meeting room assignment, and meeting date/time.

Application fees:

The fee per application is an administrative fee that offsets Academy 2023 New Orleans 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: \$350 per application
- Universities: \$250 per application
- Exhibitors: \$650 per application
- For-profit non-exhibitors (*if approved*): \$3,000 per application
- Academy sections, SIGs, committees: fee not applicable, no credit card required

All space request, or changes submitted after Friday, June 9, will incur a late fee of \$250 in addition to the standard application fee. All space requests, or changes submitted after Friday, July 28, will incur a late fee of \$500 in addition to the standard application fee. No new meeting requests will be accepted after Friday, August 25. The Academy reserves the right to close the application process early.

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.

Request meeting space: [Apply Here](#)

For questions, contact affiliates@aaoptom.org



Branding Guidelines:

- Promotional materials may use the approved annual meeting logo if the Academy 2023 New Orleans Branding Guidelines are followed.
- All marketing materials must encourage attendees to register for Academy 2023 New Orleans.
- 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 included.
- 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 our event operations team at affiliates@aaoptom.org. Once approved, any revisions to the materials must also be submitted to the Academy for review.
- 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 2023 New Orleans may not be placed throughout official Academy venues. Signage is limited to the entrance of the assigned function space.
- While it is your responsibility to market your event, the Academy will include the event on the Academy.23 mobile app if you indicate on your application that you would like your event publicized.

Noncompliance:

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 noncompliant event(s).

Disclaimers:

- 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 noncompliance 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.

