EXHIBITS & CORPORATE SUPPORT

PROSPECTUS

New Orleans Ernest N. Morial Convention Center
AN INVITATION

Join us October 11-14 as the American Academy of Optometry proudly presents Academy 2023 New Orleans at the New Orleans Ernest N. Morial Convention Center. The Academy invites you to exhibit at the most comprehensive meeting the vision industry has to offer. Academy 2023 New Orleans will represent the full spectrum of optometric professionals and decision-makers, including optometrists in general practice and subspecialties, optometric residents, optometry students, and many others 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 gathering place for Academy 2023 New Orleans, allowing attendees to explore new developments and advancements showcased by the our 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 2023 New Orleans industry partner an easy one.

If you have questions regarding the prospectus or exhibiting at Academy 2023 New Orleans, 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
Coordinator, Meetings & Industry Relations
THANK YOU To Our 2022 Sponsors

VISIONARY

Johnson & Johnson VISION Alcon SEE BRILLIANTLY

PATRON

BAUSCH + LOMB EssilorLuxottica

NOVARTIS

BENEFACTO R

Tarsus CooperVision

an AbbVie company

CONTRIBUTOR

SUPPORTER

Apellis GLAUKOS Janssen Ceil-Janssen Menicon

Santen SIGHT Sciences VSP Vision

Zeiss Vyluma ReviewWave

FRIEND

Contamac CooperVision Dompé Essilor CUSTOM CONTACT LENS SPECIALISTS Healio Horizon Invision

Optometry Times Lumibird Medical Mojo NIDEK NovoSight PentaVision

Review Optometry RVL SynergEyes TelScreen Topcon Healthcare Vision 2023 Denver

Wolters Kluwer When you have to be right
Our attendees come from all over the globe and are key decision makers in the profession.

Where Attendees Are From

The American Academy of Optometry's annual meeting is an international affair with attendees from all over the globe including China, Canada, Mexico and more!

Practice Modes Of Doctors

- Private Practice: 1,324
- Academic: 926
- Federal: 472

Academy 2022 San Diego Attendance Registration

<table>
<thead>
<tr>
<th>Category</th>
<th>Attendance</th>
</tr>
</thead>
<tbody>
<tr>
<td>Fellows / Candidates</td>
<td>2,905</td>
</tr>
<tr>
<td>Non-member ODs</td>
<td>1,493</td>
</tr>
<tr>
<td>Residents</td>
<td>501</td>
</tr>
<tr>
<td>Students</td>
<td>1,426</td>
</tr>
<tr>
<td>Exhibitors</td>
<td>1,401</td>
</tr>
<tr>
<td>Guest / Press / Librarian / Other</td>
<td>274</td>
</tr>
<tr>
<td>Exhibit Hall Only</td>
<td>246</td>
</tr>
<tr>
<td><strong>TOTAL</strong></td>
<td><strong>8,246</strong></td>
</tr>
</tbody>
</table>
High satisfaction with the Exhibit Hall and exhibiting companies was expressed by 96% of Academy 2022 San Diego attendees.

Peak Exhibit Hall Occupancy

<table>
<thead>
<tr>
<th>Day</th>
<th>Attendance</th>
</tr>
</thead>
<tbody>
<tr>
<td>Wednesday</td>
<td>2,867</td>
</tr>
<tr>
<td>Thursday</td>
<td>3,030</td>
</tr>
<tr>
<td>Friday</td>
<td>1,871</td>
</tr>
</tbody>
</table>

Average Duration of Attendee Hall Visit

- 0 to 90 minutes: 33%
- 180 to 270 minutes: 16%
- 90 to 180 minutes: 44%
- 180 to 270 minutes: 7%

Attendance Totals

<table>
<thead>
<tr>
<th>Day of Week</th>
<th>Attendance</th>
</tr>
</thead>
<tbody>
<tr>
<td>Wednesday</td>
<td>3,591</td>
</tr>
<tr>
<td>Thursday</td>
<td>5,565</td>
</tr>
<tr>
<td>Friday</td>
<td>3,764</td>
</tr>
</tbody>
</table>
2022 EXHIBITORS

2Eyes Vision
ABB OPTICAL GROUP
Academy Sections & SIGs
Scleral Lens Manufacturer
ACEP Smart Mirror
Alcon Vision, LLC
Aldeya Therapeutics, Inc.
Allergan, an Abbvie Company
American Academy of Optometry Membership & Foundation
American Board of Opticianry & National Contact Lens Examiners
American Board of Optometry
American Vision Partners
AFOS
Art Optical Contact Lens, Inc.
Association of Schools and Colleges of Optometry
Avellino Labs
Bausch + Lomb
Benign Essential Blepharospasm Research Foundation
Bernell VTP
BQ Ergonomics
BRUDER HEALTHCARE COMPANY
Modern Optometry / Bryn Mawr Communications
Bynocs
CareCredit
Zeiss
CATS Tonometer, LLC
CCLRT
Celularity Inc.
CHADWICK OPTICAL
Choroideremia Research Foundation (CRF)
Coburn Technologies
Compulink Healthcare Solutions
Contamac
CooperVision, Inc.
Crystal Practice Management
Designs for Vision, Inc.
DGH Technology Inc.
SightRite
DOCTOR MULTIMEDIA
Dompé
Dry Eye Drink
Dry Eye Foundation
Dry Eye Guys | ThermoEye IPL & MiBoFlo
eClinicalWorks
Elsevier, Inc.
Envision University
epipole Inc.
Eschenbach Optik of America
eSight
EssilorLuxottica
EssilorLuxottica Eye Care
E-SWIN USA
Euclid Vision Corporation
EyeCare Partners
Eyenvision, Inc.
Family HealthCare Network
Fellows Doing Research SIG
Vispero
Gentle Drop
Gluakos
Good-Lite Company
Haag-Streit Group
Pharmax
Heart of America Eye Care Congress
Heidelberg Engineering
HEINE
Horizon Therapeutics
Icare-USA
ILLUMINIX Industries
iMatrix
IMMAD
INVISION Magazine
Iveric Bio
Johnson & Johnson Vision
Kaiser Permanente / The Southeast Permanente Medical Group
Katena/Corza
Keeler USA
Konal Medical USA
Lacrivera
LENZ Therapeutics
LKC Technologies, Inc.
Lombart Instrument
Lumenis
LumiThera, Inc.
M&S Technologies
MacuHealth
Marco
Meiervert
MEDlite
Med Learning Group
Menicon America
Midwestern University - AZCOPT & CCO
MyEyeDr.
Nanodropper
National Vision
National Board of Examiners in Optometry
Neurolens
NeurOpTrek/Sensoria
NICTAVI
NIDEK
Notal Vision
Nova Southeastern University College of Optometry
Novartis Pharmaceuticals
NovaSight Ltd.
OCULUS, Inc.
OcùSci Inc
OCuSOFT Inc.
Ocutech, Inc.
Olleyes
Optometry Giving Sight
Optometry Times
OptoPrep
Optos
Oyster Point Pharma, Inc.
PAVE
Perzeption
Phelcom Technologies
Precision Vision, Inc.
Protoconch: A Cochlear Implant/Spectacle Solution
Quidel Corporation
Radius XR
Regener-Eyes®
Regeneron Pharmaceuticals Inc.
Remidio
Review of Optometry
Review Wave
RevitaVision
RevolutionEHR
RX Loupes
Santen Inc.
ScienceBased Health
Optase
Moptim
Sight Sciences
Smart-Phone Based Placido Disc Attachment _ SPDA
Spexy
Sun Ophthalmics
Sun Snap Kids
SynergEyes, Inc.
Tarsus Pharmaceuticals, Inc.
The Circle of Least Confusion®
The Dry Eye Doctor, Inc.
Thea Pharma, Inc.
Topcon Healthcare
TruForm Optics
Vision2023 Low Vision Conference
Herbert Wertheim School of Optometry & Vision Science
US Ophthalmic, LLC.
Valley Contax, Inc.
Versa Ophthalmics
Virtual Field
Vision Source
VISIONARY CONTACT LENS, INC.
Visionary Optics
Visioneering Technologies, Inc.
Visionix
Vital Tears
Volk Optical Inc.
VOSH International
VSP Vision
CRO (Clinical & Refractive Optometry) Journal
Warby Parker
Weave
Western University of Health Sciences College of Optometry
Wolters Kluwer
World Council of Optometry
YOUNGER OPTICS
Zilia
All Sponsors are recognized throughout the year in email newsletters, and on the Academy website. At the annual meeting, the size, characteristics, and location of contributor names on signs, banners, and other recognition are proportional to the company's level of support as listed below.

**Visionary | $350,000+**
- Five full meeting registrations
- Four affiliate/In Conjunction With (ICW) event applications (no cost)
- Two banner ads on Academy.23 meeting app
- Five social media recognition posts throughout the year
- Three social media recognition posts throughout the duration of Academy annual meeting
- Company logo on 8’x8’ carpet at entrance to exhibit hall
- Company logo on signs and banners throughout the convention center and printed materials
- One table at Fellow’s Banquet (eight tickets) with five minutes of speaking time addressing attendees
- Two complimentary featured articles on Optometry 365
- Two complimentary podcasts on Optometry 365
- Annual recognition in newsletters, conference, and annual report
- Annual recognition with logo and hyperlink on Academy website
- Priority placement in future exhibit halls

**Benefactor | $100,000 - $199,999**
- Two full meeting registrations
- One affiliate/ICW event applications (no cost)
- Company logo on signs and banners throughout the convention center and printed materials
- Three social media recognition posts throughout the year
- Two social media recognition posts throughout the duration of Academy annual meeting
- One complimentary podcast on Optometry 365
- Annual recognition in newsletters, conference, and annual report
- Priority placement in future exhibit halls

**Contributor | $50,000 - $99,999**
- One affiliate/ICW event applications (no cost)
- Company logo on signs and banners throughout the convention center and printed materials
- Three social media recognition posts throughout the year
- Two social media recognition posts throughout the duration of Academy annual meeting
- One complimentary podcast on Optometry 365
- Annual recognition in newsletters, conference, and annual report
- Priority placement in future exhibit halls

**Patron | $200,000 - $349,999**
- Five full meeting registrations
- Two affiliate/ICW event applications (no cost)
- One banner ad on Academy.23 meeting app
- Four social media recognition posts throughout the year
- Three social media recognition posts throughout the duration of Academy annual meeting
- Company logo on signs and banners throughout the convention center and printed materials
- One table at Fellow’s Banquet (eight tickets)
- One complimentary featured article on Optometry 365
- One complimentary podcast on Optometry 365
- Annual recognition in newsletters, conference, and annual report
- Annual recognition with logo and hyperlink on Academy website
- Priority placement in future exhibit halls

**Supporter | $15,000 - $49,999**
- One affiliate/ICW event applications (no cost)
- Company logo on signs and banners throughout the convention center and printed materials
- Two social media recognition posts throughout the year
- One social media recognition post throughout the duration of Academy annual meeting
- Annual recognition in newsletters, conference, and annual report
- Priority placement in future exhibit halls

**Friend | $5,000 to $14,999**
- Company logo on signs and banners throughout the convention center and printed materials
- Annual recognition in newsletters, conference, and annual report
**GENERAL INFORMATION**

**Exhibition Venue**
New Orleans Ernest N. Morial Convention Center  
900 Convention Center Blvd.  
New Orleans, LA 70130

**Headquarters Hotel**
Hilton New Orleans Riverside  
Two Poydras St.  
New Orleans, LA 70130

**Exhibit Sales, Corporate Support & Sponsorships**
Betty Taylor, CEM  
Vice President, Meetings & Industry Relations  
BettyT@aaoptom.org

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

Zaide Laboy  
Coordinator, Meetings & Industry Relations  
ZaideL@aaoptom.org

**ICW/Affiliates**
Amy Loy, CMP  
Events Manager  
AmyL@aaoptom.org

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**Exhibit Dates and Hours***
*Exhibit hours subject to change

**Exhibitor Move In**
Monday October 9, 2023  
(by appointment only)  
8:00 a.m. – 6:00 p.m.

Tuesday, October 10, 2023  
8:00 a.m. – 6:00 p.m.

Wednesday, October 11, 2023  
8:00 a.m. – 3:00 p.m.

**Exhibitor Move Out**
Friday, October 13, 2023  
3:00 p.m. – 12:00 a.m.

Saturday, October 14, 2023  
7:00 a.m. – 12:00 p.m.

**Official Show Hours**
Wednesday, October 11, 2023  
5:00 p.m. – 7:00 p.m.  
*Exhibit Hall Welcome Reception*

Thursday, October 12, 2023  
10:00 a.m. – 6:30 p.m.  
*Exhibit Hall Opens*

10:00 a.m. – 11:00 a.m.  
*Student Focus Hour*

11:30 a.m. – 1:00 p.m.  
*Lunch in Exhibit Hall*

Friday, October 13, 2023  
9:00 a.m. – 3:00 p.m.  
*Exhibit Hall Opens*

11:30 a.m. – 1:00 p.m.  
*Lunch in Exhibit Hall*
Booth Costs and Application Deadlines

Costs below are per each 10’x10’ space.

<table>
<thead>
<tr>
<th>Booth type</th>
<th>Before April 15, 2023</th>
<th>After April 15, 2023</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’s Included:

- Standard 8’ high draped backwall and 3’ high siderails, company identification sign, booth number floor decal.
- 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 only.
- VIP Exhibit Hall Only Passes: Exhibitors may send out an unlimited number of these to invite potential and current customers to visit their booth.
- Company Listing on the Academy.23 mobile app and Academy website.

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 2023 New Orleans website and other promotional opportunities.

**March 15, 2023***
- Priority points exhibit sales open.
- 25% deposit required to hold space.
- Booth assignments made via Priority Point selection.

**April 1, 2023***
- General exhibit sales open booth assignments made on a first come, first served basis.
- 50% deposit required to hold space.

Payment may be made by credit card in the Exhibitor Portal, by check, or by ACH.

*Dates subject to change

*Non-Profit Associations and Organizations must email exhibits@aaoptom.org to submit evidence of their tax-exempt status.

*NSF = net square feet

*An island booth is defined as a booth with all sides exposed to an aisle.
Booth Reservation and Confirmation

In order to be assigned booth space for Academy 2023 New Orleans, Exhibitor must complete the online booth space application and contract. By completing this application and contract, Exhibitor agrees to all exhibiting terms and conditions, including payment for the requested booth space. Upon confirmation of booth space, 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 the cancellation of contracted booth space (unless other terms have been discussed and approved by the Academy’s Exhibit Manager). The mandatory 25% deposit is due when the application is submitted.

The American Academy of Optometry (Academy) reserves the right, in its sole discretion, to allocate space on any other basis it deems appropriate for Academy 2023 New Orleans.

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, 2023, receive a refund of all payments made to date less the 25% nonrefundable deposit.
- Companies canceling their exhibit space on or after April 1, 2023, and before July 15, 2023, 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, 2023, receive no refunds.
- Companies downsizing their exhibit space on or after July 15, 2023, will be liable for 25% of initial booth space costs.
- An Exhibitor that cancels its participation on or after Thursday, July 15, 2023 must pay the remaining balance for the canceled space before exhibiting at future meetings.

Terms of Liability

- Before or on March 31, 2023, Exhibitor is liable for 25% of contracted exhibit space.
- April 1, 2023, to July 14, 2023, Exhibitor is liable for 50% of contracted exhibit space.
- July 15, 2023, or after, Exhibitor is liable for 100% of contracted exhibit space.

Booth Cancellation

Notification of an Exhibitor’s decision to cancel assigned exhibit space must be submitted in writing to Exhibits@aaoptom.org. Cancellation of exhibit space means that the Exhibitor:

- Forfeits access to Academy 2023 New Orleans.
- Forfeits the use of the assigned exhibit space.
- Releases previously assigned hotel rooms and meeting space.

Booth Downsizing

The amount of space reserved may be reduced by Exhibitor by giving written notice to Exhibits@aaoptom.org. Exhibitors choosing to reduce their booth space are subject to the terms of liability for the initial contracted exhibit space.

Reduction of booth space will result in the following penalties:

On or before March 31, 2023
Exhibitor is liable for 25% of initial contracted exhibit space. Overage will be refunded.

April 1, 2023, to July 14, 2023
Exhibitor is liable for 50% of initial contracted exhibit space. Overage will be refunded.

After July 15, 2023
Exhibitor is liable for 100% of contracted exhibit space. No refunds will be given.

Booth Upsizing

At any time after signing the original contract, Exhibitor may enter a new contract for larger space, subject to availability.

Booth Personnel

Exhibits must be staffed each day during Exhibit Hall hours until the close of the show. Company representatives are expected to dress and conduct themselves in a professional manner consistent with a medical meeting and wear their issued Exhibitor personnel badge.
Contract
Submission of the official Exhibit Space Application and receipt by the Exhibitor of the exhibit space assignment notification constitute a Contract for the right to use the space assigned. Exhibitors acknowledge that they are not contracting for a specific booth, but rather for the right to participate as an Exhibitor at the Academy 2023 New Orleans. Submission of the application/contract and receipt of the booth space confirmation means that the Exhibitor has read and agrees to be bound by all the policies, terms, rules and regulations governing the exhibition set forth in the application, space assignment notice and the Exhibit Prospectus, which together constitute the entire Contract between the Exhibitor and the American Academy of Optometry.

Insurance
Exhibitor shall carry adequate insurance to protect itself against bodily injury (including death) and property damage claims arising from Exhibitor’s participation in the Academy 2023 New Orleans, including but not limited to (i) worker’s compensation as required by law and (ii) commercial general liability insurance in such amounts as are adequate, but in no event less than one million U.S. dollars (USD 1,000,000.00) combined single limit for both bodily injury and property damage. Said insurance shall name Academy 2023 New Orleans and each of the Sponsors, including their respective members, officers, directors, agents and employees (collectively the “Academy Parties”) as additional insureds, shall contain an endorsement that such policy shall remain in full force and effect notwithstanding that the insured has waived its right of action against any party prior to the occurrence of a loss, and shall require the insurer to waive all rights of subrogation against the Parties. Further, said insurance shall include a provision for notification to Academy at least thirty (30) days prior to cancellation. The Exhibitor shall furnish Academy with a Certificate of Insurance verifying such coverage 30 days prior to the exhibition.

List the exhibiting company name(s) and booth number(s).

Provision in Case of Default
If any Exhibitor fails 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.

Due to numerous complaints regarding companies with cosmetic products and services, the American Academy of Optometry approves booth space applications from companies whose products and/or services are directly related to the optometric industry. Companies with products and/or services that are not related to the industry of optometry or vision science will not be accepted.

Eligibility for Exhibiting
Companies that have not exhibited previously at any Academy annual meetings must undergo review in order to be considered as a first-time Exhibitor. To initiate a review, potential Exhibitors must provide background information on the company, including but not limited to their website, copies of promotional brochures, and literature for all products and services to be exhibited.

Installation and Dismantling
Until Academy receives the full space rental fee payment, Exhibitor will not be permitted to set up nor will freight or furnishings be delivered to Exhibitor’s booth. Exhibitor will not be allowed to set up, nor will freight or furnishings be delivered to Exhibitor’s booth until Academy receives the full space rental fee payment. Exhibitors must comply with all move in and move out requirements as set forth in the Exhibitor Service Manual. Exhibitor agrees that if Academy should receive, handle, or have in its care or custody Exhibitor’s property of any kind, Academy is authorized to act solely for the accommodation of Exhibitor, and Academy shall not be liable for any loss, damage, or injury to such property.
Indemnification

The Exhibitor agrees to protect, indemnify, and hold show management, The Academy, New Orleans Convention 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 New Orleans Convention Center. Proof of insurance must be submitted prior to exhibiting at Academy 2023 New Orleans.

Logo Usage

Exhibitor agrees to provide Academy with a limited, revocable, non-exclusive, nontransferable, worldwide, royalty free license to use, distribute, display, make derivative works from and copy the trademarks and logos of Exhibitor for promotional and marketing purposes related to Academy 2023 New Orleans.

Access to Exhibit Hall

Every individual working in the Exhibit Hall must have an identification badge. To receive a badge, Exhibitor personnel and Exhibitor designated contractors (EDCs) are required to show photo identification and proof of affiliation with their employer. An Exhibitor may obtain a badge in Exhibitor Registration. Approval for early installation will be granted on an individual basis, with the understanding that Fern Expositions will provide the labor for all installation work performed on Monday, October 9, 2023.

Care of Facility

Painting of any kind within the New Orleans Ernest N. Morial Convention Center (NOENMCC) is strictly prohibited.

Nothing may be glued, taped, tacked, nailed, or in any way affixed to any interior or exterior surface of the NOENMCC. Nothing may be attached to exhibit floor columns, even within booths, drilling into NOENMCC concrete floor is prohibited.

Glitter and adhesive-backed (stick-on) decals are strictly prohibited and may not be distributed or used for any purpose within the NOENMCC.

Any reports of building damage will be reported by the NOENMCC Public Safety Department and could result in additional charges.

Dismantling Exhibits

Dismantling of an exhibit prior to the closing of the Exhibit Hall is not permitted.

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 Exhibitors 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.

Force Majeure

Academy may suspend or terminate this Contract without penalty in the event the Convention Center becomes unavailable, is destroyed or damaged, or if it becomes inadvisable, impracticable, illegal, or impossible to hold the Academy 2023 New Orleans as scheduled due to any event beyond the control of Academy, including but not limited to the following: strike; lockout; injunction; emergency; act of God; fire; flood; earthquake; other types of natural disaster; pandemic; epidemic; labor dispute; any law,
ordinance, rule or regulation which becomes effective after the date of the execution of this Agreement which may adversely affect attendance or the ability to hold the event; travel, social distancing or gathering capacity restrictions or recommendations issued by a governmental authority, agency or recognized health organization; act of war or terror; curtailment of local, national, or international transportation facilities with a significant impact on domestic and/or international travel; and economic factors which make it impracticable for Academy to hold the Exhibit as scheduled or otherwise perform its obligations hereunder (including the unavailability or inadequacy of any convention center, headquarters, hotel(s), or necessary expansion space). In such an event, Exhibitor hereby waives any and all damages and claims for damages and agrees that the sole liability of Academy and the Sponsors of the Academy shall be to refund to Exhibitor all payments made for exhibit space, less a proportionate share of all expenses incurred and committed by Academy, such as, but not limited to, advertising, convention center fees, etc., to the extent any monies remain after payment of such expenses.

Restrictions
Exhibitor’s activities shall be restricted to Exhibitor’s booth space only. Academy reserves the right to restrict, reject, prohibit, or eject any exhibit, in whole or in part, which becomes objectionable due to noise, safety hazards, or other reasons. Academy reserves the right to deny access to or eject any person whose behavior becomes objectionable or inconsistent with the Code of Conduct. In any such event, no refunds will be issued. Sanctions for noncompliance with Academy’s rules and regulations may result in forfeiture of all fees paid and ineligibility to exhibit at or attend any future Academy meeting.

Security
Show management provides perimeter access security for the Exhibit Hall and public spaces. Neither show management nor the New Orleans Convention Center 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.

Signage
Affixing signage graphic wall, door, and window clings is allowed with prior approval by the Event Manager. All locations must be approved and plotted on a diagram prior to installation. Only certain materials are approved for usage. Nothing may be taped, nailed, stapled, tacked, or affixed to ceilings, walls, painted surfaces, fire sprinklers, or fabric walls/air walls. It is the responsibility of Licensee/show management to inform your vendors, Exhibitors, speakers, and staff of the policy. Check with your Event Manager for further information on appropriate display methods.

UPS Business Center
The NOENMCC manages and operates the UPS Store, which is conveniently located in Lobby F. Onsite printing and shipping needs are available, as well as finishing services such as laminating, collating, stapling, and binding. Signs and banners can be ordered.

Smoking & Vaping
The NOENMCC promotes a smoke-free environment for its customers and employees. Smoking and vaping are prohibited at all times in all areas, including Exhibit Hall, loading docks, lobbies, food service areas, public and service corridors, and restrooms.

Exhibitors and attendees are permitted to smoke outside in front areas of the facility.

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

Storage
NOENMCC does not provide storage for crates or freight of any kind. Exhibitors must plan with the general contractor for storage of crates and other packing materials. Combustible materials such as brochures, literature, giveaways, etc., within exhibit booths are limited to a one-day supply. Nothing may be stored behind booths. All packing containers, wrapping materials, carrying cases, etc., must be stored off the exhibit floor. NOENMCC inspects all exhibits to ensure compliance. Please contact the general contractor for assistance regarding storage.

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.

Use of Space
The exhibition is a trade show 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.
Photographing and 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.

Exhibitors understand and agree that photographs of their exhibit will be taken by the official show photographer while documenting the annual meeting. Exhibitors agree that photos of their booth, possibly containing logos and trademarks may appear without restriction, in promotional and other documents produced by the Academy.

Helium Balloons

Helium-filled balloons are allowed in the NOENMCC only as part of a display and must be securely fastened to the booth. Balloons may not be distributed within the NOENMCC. The Exhibitor is responsible for all expenses incurred for removal of balloons that become entangled in the NOENMCC’s ceiling trusses.

Compressed gas cylinders used to inflate balloons must be properly secured to prevent toppling and must be removed from within the NOENMCC during all event hours.

Official Hotels

Exhibitors are required to secure all guest rooms at official Academy hotels through the Academy’s official hotel reservation provider, Orchids Event Solutions.

Cooking Guidelines

Centerplate is the exclusive catering provider at the NOENMCC. All food and beverage including samples, sodas, coffee, all forms of potable water, all refrigerated product storage along with coat, bag, and luggage check are exclusive. All food and beverage items in the Exhibit Hall must be purchased through the NOENMCC’s Food and Beverage Department. This includes bottled water.

Centerplate is solely licensed to sell, dispense, and/or serve alcoholic beverages.

A NOENMCC bartender must dispense all alcoholic beverages. Louisiana State Law prohibits alcoholic beverages from being brought into the NOENMCC. The NOENMCC rigorously enforces this law.

Open Flame

No open flame lighting devices may be used in the NOENMCC.

Emergency Equipment

No equipment, booths, signs, displays, or other items can block or obstruct any emergency phones, alarms, sprinkler valves, or hose connection.

Explosives

No one is allowed to bring into the NOENMCC any substance of an explosive nature such as fireworks or Class B or Class A explosives without prior written approval from the NOENMCC and the New Orleans Fire Prevention Division. A Fire Watch is required.

Flammable Liquids (Kerosene, Gasoline, Mineral Spirits, Other, Etc.)

Flammable liquids are not allowed within the NOENMCC. Filling of any tank or device with any flammable liquid inside the NOENMCC is not permitted.

Freight And Deliveries

The NOENMCC cannot accept freight shipments or packages for Exhibitors, event organizers, or contractors at any time. Freight must be arranged and managed through the official general contractor. There are no exceptions to this policy. Exhibitors carrying in their equipment and displays must use a freight gate.

The NOENMCC does NOT provide carts, dollies, pallet jacks, labor, etc., for Exhibitors’ use.
Loading and unloading through the lobby glass doors is prohibited. Only hand carried or wheeled items that can be rolled through a single glass lobby door are allowed. Exhibitor-owned or leased vehicles are NOT allowed to drive onto the exhibit floor to unload or load. Access to the exhibit floor for tractor-trailer trucks, cranes, etc., must be arranged in advance through the event’s general contractor.

Hazardous Materials

The Occupational Safety and Health Administration (OSHA) requires that all containers of hazardous materials be labeled and display appropriate warnings.

Exhibitors displaying or using hazardous materials must submit Material Safety Data Sheets and manifests to the NOENMCC at least 60 days prior to move-in. Any container not clearly labeled and identified will be removed from within the NOENMCC, tested, and disposed of at Exhibitor’s expense.

Fluids, chemicals, petroleum-based products, medical and biological waste, hazardous waste, and contaminated materials must be identified and disposed of in the manner mandated by federal, state, and local regulations.

Arrangements for the disposal of waste can be made through the general contractor. The Exhibitor is responsible for all disposal costs.

Parking

The NOENMCC manages and operates several adjacent parking lots. The standard daily rate is $20 per vehicle, with no in/out privileges. Oversized vehicle parking is available at variable rates. No overnight parking is allowed in any NOENMCC parking lot.

Personal Property

Exhibitors should not leave valuables or personal items (laptops, cell phones, tablets, purses, cameras, briefcases, etc.) on tabletops, behind booth drape, or in any unsecured areas of the exhibit. Please remove all such items from the building at the close of show each day. During move-out, please do not leave your booth unattended until all of your display materials have been packed and crated.

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.

Third-Party Authorization

An Exhibitor who engages the services of an outside management firm to handle exhibit details and logistics, meeting and events, or publicity and advertising, must complete a Third-Party Authorization Form identifying the firm who will work on its behalf. The company designated in this capacity must meet all deadlines. The form is available in the Exhibitor Portal.

A third-party company representative may make a Request for Third-Party Authorization by completing the form posted on Exhibitor Portal and submitting it to Exhibits@aaoptom.org. The submission of the Third-Party Authorization Form is not accepted in lieu of the Exhibitor Designated Contractor.
FUTURE MEETINGS

Academy 2024 Indianapolis
October 16 -19, 2024
Indianapolis, Indiana

Academy 2025 Boston
October 8-11, 2025
Boston, Massachusetts

Academy 2026 San Diego
November 11-14, 2026
San Diego, California