



**ACADEMY 2024 INDIANAPOLIS**

**EXHIBITOR  
PROSPECTUS**

**ACADEMY 2024**  
**INDIANAPOLIS**

presented by the American Academy of Optometry

**NOVEMBER 6-9**



# AN INVITATION

## TO EXHIBIT AT ACADEMY 2024 INDIANAPOLIS

Join us November 6-9, 2024, as the American Academy of Optometry proudly presents its annual meeting, Academy 2024 Indianapolis at the Indiana Convention Center. The American Academy of Optometry invites you to partner with us at what will be the most comprehensive meeting the optometric industry has to offer.

Academy 2024 Indianapolis' attendees 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 science community. Our bustling exhibit hall is a focal point and gathering place of the meeting, allowing attendees to explore the new developments and advancements showcased by our exhibiting partners.

For corporate partners and industry-related organizations, Academy 2024 Indianapolis offers an unparalleled opportunity to make and solidify relationships through in-person networking and relationship building opportunities designed to maximize your company's visibility. From engaging sponsored symposia to unique brandable lounges and signage, the sponsorship program provides ways to stand out from the crowd and make the most of your budget.

Don't miss out on this opportunity to connect with your target audience. Make the decision to become an Academy 2024 Indianapolis partner today.

If you have questions, please reach out to a member of our Exhibits and Sponsorship Team:

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

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

# THANK YOU

TO OUR ACADEMY 2023 NEW ORLEANS PARTNERS

**Alcon**  
SEE BRILLIANTLY

## VISIONARY

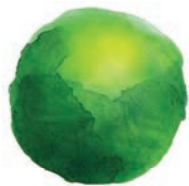
**EssilorLuxottica | Eye Care**

LENSCRAFTERS<sup>®</sup>  OPTICAL<sup>®</sup> PEARLE<sup>EST. 1961</sup>OOVISION

**BAUSCH + LOMB**

*Johnson & Johnson* VISION

## PATRON



CooperVision<sup>®</sup>

## BENEFACTOR



**TARSUS**

## CONTRIBUTOR

**IVERIC  
BIO**  
An Astellas Company



**VIATRIS<sup>™</sup>**

## SUPPORTER

Apellis



**Dompé**

**GLAUKOS<sup>®</sup>**  
TRANSFORMING VISION



**HORIZON.**



**SUN  
OPHTHALMICS**

Janssen | PHARMACEUTICAL COMPANIES OF  
*Johnson & Johnson*

**Théa**  
let's open our eyes



**VTI | naturalVue<sup>®</sup>**  
REDEFINING VISION

**vsp VISION.**

## FRIEND



**LUMIBIRD<sup>®</sup>  
MEDICAL**

**epipole**

**Euclid**

**HEART OF AMERICA  
EYE CARE CONGRESS**  
CAMARADERIE | EDUCATION | INNOVATION



**INVISION<sup>®</sup>**

**MARCO**

**Menicon**

**NIDEK**

**OPTOMETRY  
giving sight**

**Optometry Times<sup>®</sup>**  
PRACTICAL CHAIRSIDE ADVICE

**PentaVision**  
POWERED BY BROADCASTMED

**REVIEW<sup>®</sup>  
of OPTOMETRY**

**RVL**  
PHARMACEUTICALS, INC.

**TelScreen**

**Wolters Kluwer**  
When you have to be right

2023

# EXHIBITOR LIST

ABB OPTICAL GROUP  
AccuLens Inc.  
Alcon  
Allergan, an AbbVie company  
American Academy of  
Optometry  
American Academy of  
Optometry Foundation  
American Board of Opticianry  
& National Contact Lens  
Examiners  
American Board of  
Optometry  
American Optometric  
Association  
American Vision Partners  
Apellis Pharmaceuticals, Inc.  
Armed Forces Optometric  
Society  
Art Optical Contact Lens, Inc.  
Association of Schools and  
Colleges of Optometry  
Barti Software  
Bausch + Lomb  
Bausch + Lomb  
Bayou Ophthalmic  
Instruments  
Benign Essential  
Blepharospasm Research  
Foundation  
Bernell  
Bruder Healthcare Company  
Bryn Mawr Communications,  
LLC  
CareCredit  
Carl Zeiss Meditec, Inc.  
CATS Tonometer LLC  
CCLRT  
Chadwick Optical, Inc.  
Choroideremia Research  
Foundation, Inc.  
Coburn Technologies  
Compulink Healthcare  
Solutions  
Contamac  
CooperVision, Inc.  
Corza Medical  
Crystal Practice Management

Designs for Vision, Inc.  
DGH Technology, Inc.  
Diagnosys LLC  
DigitalOptometrics LLC  
Dompé  
Earned Wealth  
eClinicalWorks  
Elsevier, Inc.  
Envision University  
epipole  
Eschenbach Optik of America  
eSight  
Essilor Custom Contact Lens  
Specialists  
EssilorLuxottica  
EssilorLuxottica Eye Care  
E-SWIN USA  
Euclid Systems Corporation  
EyeCare Partners  
Eyenovia, Inc.  
Falck Medical, Inc.  
Fellows Doing Research SIG  
Glaukos  
Global Myopia Awareness  
Coalition (GMAC)  
Good-Lite Co.  
GPLI (GP Lens Institute  
& Contact Lens  
Manufacturers Association)  
Haag-Streit USA  
Harrow  
Heart of America Eye Care  
Congress  
Heidelberg Engineering  
HEINE  
Horizon Therapeutics  
Icare USA, Inc  
Indigo Iris Designs, LLC  
INVISION Magazine  
Iveric Bio  
Johnson & Johnson Vision  
Keeler USA  
Kentucky College of  
Optometry  
KMK Educational Services  
Konan Medical USA  
LENZ Therapeutics

LKC Technologies, Inc.  
Lombart Healthcare  
Lumenis  
M&S Technologies  
Marco  
MDelite  
Menicon America  
Midwestern University -  
AZCOPT & CCO  
MyEyeDr.  
Myze  
Nanodropper  
National Alliance for Eye and  
Vision Research (NAEVR)  
National Board of Examiners  
in Optometry  
NIDEK  
Notal Vision  
Nova Southeastern University  
College of Optometry  
NovaSight Ltd.  
OCULUS, Inc.  
Ocumetra  
OcuRx  
Ocusoft, Inc.  
Ocutech Inc.  
Olleyes  
OmegaQuant  
Opticyte by Merakris  
Therapeutics  
optometric aesthetics  
Optometry Giving Sight  
Optometry Times  
OptoPrep  
Optos Inc.  
Orcam  
Pearle Vision  
PentaVision-BroadcastMed  
Perc Merchant Services  
Pharmanex  
PHELCOM TECHNOLOGIES  
LLC  
Precision Vision  
Prism Vision Group  
QuidelOrtho  
Radius XR

ReBokeh Vision Technologies  
Regener-Eyes  
REMOTE AREA MEDICAL  
Review Of Optometry  
RVL Pharmaceuticals  
Rx Loupes  
ScienceBased Health  
Scope Health  
Seonix Bio  
Sight Sciences  
Solutionreach  
Strategic Tax Planning  
Sun Ophthalmics  
Tarsus Pharmaceuticals, Inc.  
The Circle of Least Confusion  
The Dry Eye Doctor, Inc.  
The Dry Eye Foundation  
The Relief Products  
Thea Pharma Inc  
Topcon Healthcare  
TruForm Optics  
Trukera Medical  
Twenty Twenty Therapeutics  
US Navy Medical Recruiting  
US Ophthalmic, LLC.  
Valley Contax, Inc.  
Versea Ophthalmics  
Viatrix, Inc.  
Virtual Vision Health  
Vision Source  
Visioneering Technologies,  
Inc.  
Visionix  
VisionServe Alliance Inc.  
Vital Tears  
VOLK Optical  
VOSH International  
VSP Vision  
Warby Parker  
WaveFront Dynamics  
WEAVE  
Western University of the  
Health Sciences College of  
Optometry  
Wolters Kluwer  
Zilia

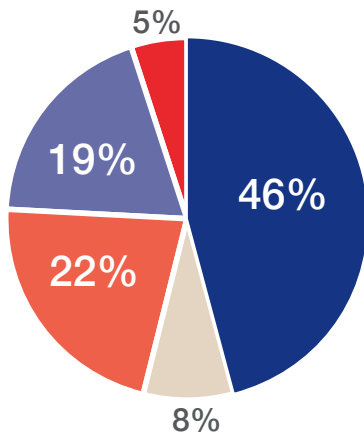
## WHY SHOULD YOU BECOME AN

# ACADEMY PARTNER

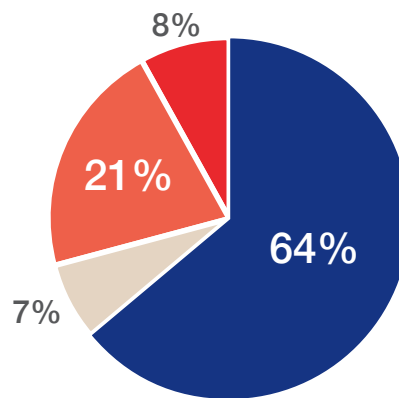
Every year the American Academy of Optometry welcomes thousands of attendees to its annual meeting. Making the decision to become an Academy partner will put your company face to face with your target audience.

## ATTENDANCE

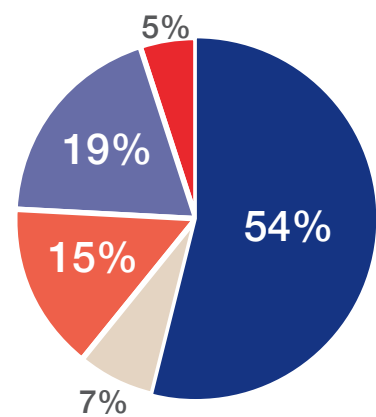
Academy 2021  
**BOSTON**  
6,620



Academy 2022  
**SAN DIEGO**  
8,246



Academy 2023  
**NEW ORLEANS**  
7,083



Doctors

Residents

Students

Exhibitors

Other

### 2023 Private Practice Doctor Information

Private practice with optometrists only	25.15%
Private practice with various health care professionals	13.80%
Corporate practice (franchise or owned by corporation)	6.01%
Academic (research, clinical, administrator)	26.25%
Federal service (military, VA, Indian Health Service, etc.)	11.52%
Health Maintenance Organization	5.33%
Industry / Exhibitor	2.62%
Retired	2.37%
NA - Student or Resident	6.94%

### Practice Length

<1 to 5 Years	16.09%
6 to 10 Years	17.27%
11 to 15 Years	14.39%
16 to 20 Years	10.16%
>20 Years	33.70%
Not Applicable	8.38%

### Gender

Male	35.13%
Female	63.15%
Non-binary	0.26%
Prefer not to respond	1.37%



**The American Academy of Optometry currently has more than 14,000 members representing over 20 countries.**

The Academy understands making the decision to become an exhibitor at Academy 2024 Indianapolis is an investment. Your company’s time, efforts, and resources are important to us. The Academy is committed to ensuring you have the best exhibiting experience you can. As an exhibitor at Academy 2024 Indianapolis, you can expect:

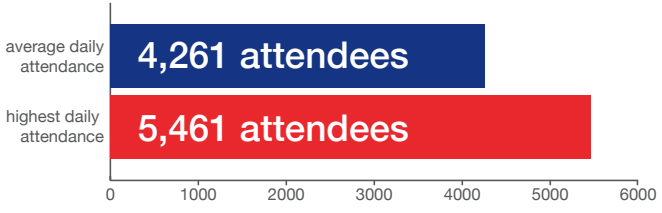
- Two attendee receptions in the exhibit hall to encourage attendance.
- Lunches in the exhibit hall for attendees on Thursday and Friday of the meeting.
- Promotion of the exhibit hall in materials to attendees leading up to Academy 2024 Indianapolis.
- Sixteen total hours exhibiting time.
- Five and a half hours of unopposed exhibiting time.

**ACADEMY 2023 NEW ORLEANS**

**EXHIBIT HALL ATTENDANCE**

Over the course of three days of exhibits, the Academy 2023 New Orleans exhibit hall saw an average exhibit hall attendance of 4,261 attendees.

Thursday, October 12, 2023, saw the highest exhibit hall attendance at 5,461.



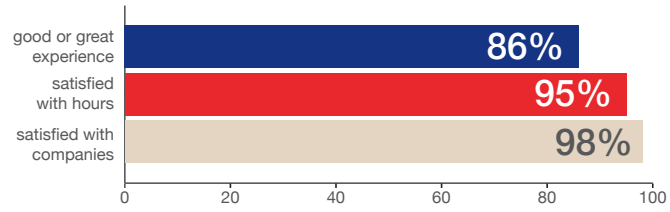
On average, attendees spent 155 minutes in the exhibit hall.

**EXHIBIT HALL ATTENDEE SATISFACTION**

**Exhibit Hall Experience:** 86% of attendees had a good or great exhibit hall experience.

**Exhibit Hall Hours:** 95% of attendees were very satisfied/satisfied with the exhibit hall hours

**Exhibiting Companies:** 98% of attendees were very satisfied/satisfied with the exhibiting companies.



# GENERAL INFORMATION

## EXHIBITION VENUE

Indiana Convention Center | Hall I  
100 S Capitol Ave, Indianapolis, IN 46225

## HEADQUARTERS HOTEL

JW Marriott Indianapolis  
10 S West St, Indianapolis, IN 46204

## EXHIBIT DATES AND HOURS

### Official Show Hours

*\*Hours subject to change*

**Wednesday, November 6, 2024**

5:00 pm – 7:30 pm

*Exhibit Hall Welcome Reception*

**Thursday, November 7, 2024**

11:00 am – 6:30 pm

4:30 pm – 6:30 pm

*Attendee Reception*

**Friday, November 8, 2024**

9:00 am – 3:00 pm

10:00 am – 11:00 am

*Student Focus Hour*

### Exhibitor Move In

**Monday, November 4, 2024**

8:00 am – 6:00 pm

**Tuesday, November 5, 2024**

8:00 am – 6:00 pm **Wednesday,**

**November 6, 2024** 8:00 am – 3:00 pm

### Exhibitor Move-Out

**Friday, November 7, 2024**

3:00 pm – 12:00 am

**Saturday, November 8, 2024**

7:00 am – 12:00 pm



## 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 2024.

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.

No carpeting, furnishings, electrical services, or other amenities are included. Discount pricing for these services will be available from the general contractor, Fern. The Fern online service manual will be available in July. **Floor covering is not included and is required.**

	On or Before April 1, 2024	After April 1, 2024
Inline:	\$3,100	\$3,200
Corner	\$3,300	\$3,400
Non-Profit*	\$1,000	\$1,000
Island**	\$31.00 NSF <sup>^</sup>	\$32.00 NSF

Dates subject to change.

\*Non-Profit Associations and Organizations must email [exhibits@aaoptom.org](mailto:exhibits@aaoptom.org) to submit evidence of their tax-exempt status.

\*\*An island booth is defined as a booth with all sides exposed to an aisle.

<sup>^</sup>NSF = net square feet

What's Included:

- Standard 8' high draped backwall and 3' high siderails; company identification sign, booth number floor decal.
- Sixteen hours total exhibiting time.
- 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 (more than 14,000 members).
- Complimentary 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.24 mobile app, various promotional materials, and Academy website.

## PRIORITY POINTS BOOTH SELECTION POLICY

Booth space for Academy 2024 Indianapolis is assigned in priority point order, and then on a first-come, first-served 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.

## HOW TO GET STARTED

Visit Exhibitor Information at the Academy website: [www.aaoptom.org](http://www.aaoptom.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.

## ANNUAL MEETING HOTELS

Official housing information and online reservations will be available on [aaoptom.org](http://aaoptom.org). To reserve blocks of more than 10 rooms, you must complete the Hotel Block Request Form located on [aaoptom.org](http://aaoptom.org). A non-refundable 25% deposit will be required for all space applications.

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

## ACADEMY CONTACT INFORMATION EXHIBIT SALES / CORPORATE SUPPORT

**Adrienne Wilhoite**

Director, Corporate Support and Exhibits

Phone: 321.319.4875

Email: [AdrienneW@aaoptom.org](mailto:AdrienneW@aaoptom.org)

**Zaide Laboy**

Coordinator, Meetings & Exhibits

Phone: 321.319.4857

Email: [ZaideL@aaoptom.org](mailto:ZaideL@aaoptom.org)





# IMPORTANT DATES & DEADLINES

## 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 2024 Indianapolis website and other promotional opportunities.

### February 12, 2024

Priority point exhibit sales open.  
25% deposit required to hold space.\* Booth assignments made via Priority Point selection.

### February 28, 2024

General exhibit sales open; booth assignments made on a first come, first served basis.  
25% deposit required to hold space.

*\*This 25% non-refundable deposit is due within seven business days of booth space confirmation. Exhibitors that do not pay this non-refundable deposit within seven business days of confirmation of contracted booth space will be canceled.*

*\*Dates subject to change.*



**CANCELLATION** *(Please see additional details in the rules and regulations section)*

**March 31, 2024**

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

**April 1, 2024 – July 14, 2024**

25% percent penalty plus 25% nonrefundable deposit incurred for cancelling during this period.

**July 15, 2024**

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

**CORPORATE SUPPORT AND PARTNER OPPORTUNITIES AVAILABLE**

**March 18, 2024**

Corporate Support opportunities will be available within the Academy 2024 Indianapolis Sponsorship Portal.

**HOUSING & TRAVEL**

**May 21, 2024**

Exhibitor Housing including room block bookings will open.

**EXHIBITOR BOOTH PERSONNEL REGISTRATION**

**May 20, 2024**

**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 20, 2024**

Exhibitor Booth Personnel Registration Opens

**July 1, 2024**

Company profile and category listing due

**July 22, 2024**

Exhibitor Service Manual available to exhibitors

**July 31, 2024**

Booth designs due for approval

**September 4, 2024**

Exhibitor Appointed Contractor (EAC) Certificate of Insurance

**October 1, 2024**

Advance Warehouse begins accepting freight

**October 10, 2024**

Hanging Sign Request Deadline

**October 15, 2024**

Exhibitor Service Manual Discount Deadline

**October 15, 2024**

EAC Authorization Due

**October 25, 2024**

Last Day for Advance Freight accepted

**November 1, 2024**

Direct Shipments Begin



# 2024 RULES & REGULATIONS

In the following rules and regulations for Academy 2024 Indianapolis brought to you by the American Academy of Optometry (AAO), “Convention Center” refers to Indiana Convention Center (ICC) and “The event” refers to Academy 2024 Indianapolis.

The American Academy of Optometry (AAO) reserves the rights, in its sole reasonable discretion, to: (i) amend AAO rules and regulations at any time; (ii) grant or deny its consent; and (iii) apply, interpret, and enforce these rules. Any point not specifically covered in these rules is subject to the decision of AAO, whose decision shall be final.

## **ALARMS**

In the event that an alarm goes off, please know that Convention Center staff does not deactivate the alarm until the proper emergency response team is onsite and verifies the cause of the alarm. The Convention Center operates at a maximum safety level that helps to ensure life safety. In case of an emergency following an alarm, staff will activate the Convention Center’s public address system and provide direction to everyone in the facility. When the public address system starts to operate, please listen and follow the directions. Doing anything else will increase the hazard and will put you and your attendees at risk.

## **ANIMALS**

Except for guide, signal or service animals, animals are not allowed in the facility without prior written approval. Approval is based on whether the animal is legitimately part of a show, exhibit or activity requiring the use of animals. If allowed, Licensee/

Show Management is responsible for the liability and sanitary needs associated with the animals.

## **ARRANGEMENT OF EXHIBITS**

The American Academy of Optometry follows International Association of Exhibitions and Events (IAEE) Guidelines. Booths include standard drapery, one identification sign, five Exhibitor personnel badges per 100 square feet of booth space, and two complimentary listings (one in the Academy.24 event app and the other in the Academy 2024 Indianapolis Industry Connections Guide). The floor space for all booths must be carpeted or in some other way professionally covered, with the cost for this covering being the responsibility of the Exhibitor. If such floor covering has not been arranged by the Exhibitor prior to the conclusion of move-in, AAO reserves the right to order carpeting at Exhibitor’s expense.

## 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. Helium balloons distributed outside the facility shall not be permitted inside the building. Their use is strictly prohibited.

## BOOTH RESERVATION AND CONFIRMATION

To be assigned booth space for Academy 2024 Indianapolis, the exhibitor must complete the online booth space application and contract. By completing this application and contract, the exhibitor agrees to all Academy rules, regulations, terms, conditions, and ICC exhibit hall and stadium regulations. This includes payment for requested booth space.

Upon approval 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 Director, Exhibits & Corporate Support).

## PAYMENT SCHEDULE

- 25% of total booth space cost due upon confirmation of booth space before April 1, 2024.
- 50% of total booth space cost due upon confirmation of booth space from April 2, 2024 – July 14, 2024.
- 100% of total booth space cost due upon confirmation of booth space on and after July 15, 2024.

## 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, 2024, receive a refund of all payments made to date less the 25% non-refundable deposit.
- Companies canceling their exhibit space April 1, 2024, through July 15, 2024, receive a refund of all payments made to date less a 25% penalty and the 25% non-refundable deposit.



- Companies canceling their exhibit space after July 15, 2024, receive no refunds.
- Companies downsizing their exhibit space on or after July 15, 2024, will be liable for 25% of initial booth space costs.

## TERMS OF LIABILITY

- December 15, 2023, to March 31, 2024 | Exhibitor is 25% liable for exhibit space contracted.
- April 1, 2024 to July 14, 2024 | Exhibitor is 50% liable for exhibit space contracted.
- July 15, 2024 or after | Exhibitor is 100% liable for exhibit space contracted.

## UPSIZING

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

## DOWNSIZING

The amount of space reserved may be reduced by Exhibitor by giving written notice to the Director, Exhibits & Corporate Support. Reduction of booth space will result in the following penalties:

- On or before July 15, 2024 - 25% of the original Contract price. Any overage will not be refunded.
- After July 15, 2024 - 100% of the original Contract price. Payment in excess of the cost of the new space is non-refundable. There will be no exceptions.

## **CARPET / FLOOR COVERING**

No carpeting, furnishings, electrical services, or other amenities are included. Discount pricing for these services will be available from the general contractor, Fern. The Fern online service manual will be available in July. Floor covering is not included and is required to exhibit.

## **DAMAGE TO CONVENTION CENTER**

Exhibitor shall be solely responsible for any and all damage to the Convention Center caused by Exhibitor, its contractors, any company attending pursuant to an Additional Listing Contract or their respective officers, directors, employees, representatives, servants, agents, invitees, licensees, or subcontractors.

## **DANGEROUS WEAPONS**

A dangerous weapon is any object or device designed or intended to be used to inflict serious injury upon persons or property. The possession of a dangerous weapon is prohibited in the Convention Center. All concealed weapons are strictly prohibited in the Convention Center. Dangerous weapons include, but are not limited to firearms, explosives, stun guns, handcuffs, brass knuckles, sticks, clubs, batons, martial arts instruments, pepper spray, tear gas, knives, etc. Guests found in possession of the above-mentioned items will be asked to remove the item from the Convention Center or dispose of it. Guests who refuse to comply will be removed from the building and may be subject to arrest.

## **DISCLAIMER OF WARRANTIES**

The express terms of this Agreement are in lieu of all warranties, conditions, undertakings, terms and obligations implied by statute, common law, trade usage, course of dealing or otherwise, including but not limited to any implied warranties of merchantability or fitness for any particular purpose, all of which are hereby excluded to the fullest extent permitted by law.

## **DRONE USAGE**

Drone usage is not permitted inside the Convention Center. Drones are not permitted to fly on the

outside perimeter of the building without prior FAA authorization. For additional information, contact your Event Manager.

## **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.

## **ELECTRIC SAFETY**

All show and exhibitor equipment must be UL approved. Extension cords shall be three-wire with ground and shall service one appliance or device. Multi-plug adapters must be UL approved and have an overload internal circuit breaker. Home-type "cube" taps are prohibited. Spliced wires are heat generators and are prohibited.

Cooking/warming devices shall be electric and shall be UL or FM approved. Cooking/warming devices and heated products need to be four feet away from the front of the display, or have a shield 18" high, 1/4" thick across the front and down the sides of the demonstration area.

A 2A10BC fire extinguisher must be in the booth and readily available near the demonstration area.

Electrical equipment shall be installed, operated, and maintained in a manner that does not create a hazard to life or property. Sufficient access and working space must be provided for all electrical equipment and must comply with current N.E.C. standards.

## **ELECTRIC SERVICES**

Electrical service is available in most areas of ICCLOS. Orders may be placed online using a valid credit card here <http://www.icclos.com/exhibitors/facility-services-order-utilities.aspx>

- All Exhibit Hall floor pockets contain three phase electrical, 100 amp 208v, or six (6) each 20 amp 120 v. Every other floor pocket contains three phase 100 amp 480v.
- There is an average of three (3) 20 amp 120v, single-phase electrical service lines in each meeting room (2400 watts per line).
- Extension cords provided by the user must be approved by an ICCLOS electrician. Heavy-duty



extension cords may be rented through the ICCLOS. Light-duty utility cords may NOT be used.

- Additional electrical hookups are available. Higher voltage can be ordered on a special hookup basis and at an additional cost. (Request Electrical Service Form).

## EXHIBIT SPACE

Any booth not set, or left empty (i.e., no freight, no furnishings ordered, no obvious set up activity) by 3:00 pm on November 6, 2024, will be considered no-shows and will be forfeited without refunds of any fees paid. It is the Exhibitors 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 2024 space application.

## FOOD & BEVERAGE

Sodexo Live! has exclusive food and beverage distribution rights within the ICCLOS. See also Section 7.2 CONTRACTED SERVICES: Food & Beverage - Sodexo Live!. The term “Hosted Food and Beverage” refers to Food and Beverage product that is guaranteed and paid for by the Licensee. It does not include sales tax, house charge, booth catering, catering for events held in conjunction with client’s event, or labor charges. BARS AND/OR CONCESSIONS sales do not apply toward food and beverage minimums.

## GENERAL CONDITIONS REGARDING SAMPLING

The ICCLOS has established the following provisions to allow for the distribution of sampled food and beverage items:

The Catering Department of ICCLOS retains the exclusive right for booth catering. The combination and/or preparation of companies’/sponsors’ products designed for the purpose of nourishment or entertainment, as in a reception, is deemed “catering.”

The ICCLOS understands that certain conventions have, as their primary purpose, the preparation and consumption of food and beverage. Exhibitors at private conventions relating to food and beverage may sample food and beverage within the confines of their booth.

Exhibitors may sample foods under the following guidelines. Permit applications are required and may be obtained through the Marion County Health Department. Sodexo Live! may have additional guidelines and/or charges.

- ICCLOS maintains the exclusive rights to all food and beverage sampled within the building and will determine the types of food and the maximum number of booths available for sampling within space held at the ICCLOS.
- A sampling charge may be imposed to offset lost food and beverage sales.

- An “Authorization Request for Sample Food & Beverage Distribution” form can be obtained from your Sodexo Live! Catering Manager or online at [icclos.com](http://icclos.com).
- A signed copy of the authorization form must be present in the show management office and the exhibitor’s booth at all times.
- Items dispensed are limited to products manufactured, processed, or marketed by the exhibiting firm and are related to the theme of the show.
- All items are limited to SAMPLE SIZE.
- Beverages are limited to a two oz. container.
- Food items are limited to a “bite size”, two oz. or less.
- The applicant acknowledges they have the sole responsibility for use, serving or other disposition of such items in compliance with all applicable laws. Indiana state law prohibits the sampling and distribution of any alcoholic beverage.
- Applicant agrees to indemnify and forever hold harmless Sodexo Live!, ICCLOS, and the CIB.

- Show Management and applicant are responsible for securing all applicable city and state permits for the distribution of sampling items including applicable Marion County Health Permits.
- Standard fees for storage, handling, delivery, etc. will be charged where applicable.
- Food and beverage items used as traffic promoters (i.e. coffee, popcorn, sodas, bar service, ice, etc.) MUST be purchased from Sodexo Live!.

In addition to the seven percent (7%) Indiana sales tax, there is a two percent (2%) Marion County Food and Beverage tax on all food and beverage purchases. Please call 317-262-3500 to speak with a catering manager.

## FORCE MAJEURE

AAO 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 2024 Indianapolis as scheduled due to any event beyond the control of AAO, 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 AAO 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 AAO and the Sponsors of the AAO shall be to refund to Exhibitor all payments made for exhibit space, less a proportionate share of all expenses incurred and committed by AAO, such as, but not limited to, advertising, convention center fees, etc., to the extent any monies remain after payment of such expenses.





## **FREIGHT DELIVERIES & MATERIALS SHIPPING**

The Convention Center will not accept delivery of show materials or freight. Freight or shipping carriers must deliver freight to the attention of Licensee/Show Management's official service contractor or Licensee/Show Management during licensee's contracted days.

## **GENERAL**

The parties are independent contractors with respect to each other, and nothing herein shall create any association, partnership, joint venture, or agency relationship between the parties. Neither party has any right nor authority, to assume or to create any obligation or responsibility on behalf of the other party except as otherwise provided herein. The parties agree that all rights and obligations provided in this Agreement which do not expressly terminate pursuant to this Agreement shall survive beyond the term of this Contract and shall remain in full force and effect in perpetuity. This Contract represents the entire agreement of the parties and supersedes any other understanding of the parties concerning the subject matter herein. This Contract may be modified only with signed written consent of AAO. The waiver of a breach of any of the terms hereof or of any default hereunder shall not be deemed a waiver of any subsequent breach or default, whether of the same or similar nature, and shall not in any way affect the other terms hereof. No waiver or modification shall be

valid or binding unless in writing and signed by the waiving party. All provisions of this Contract shall be severable, and no provision shall be affected by the invalidity of any other provision to the extent that such invalidity does not also render such other provision invalid.

## **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.

## **HARD CONSTRUCTION**

The Convention Center does not allow any hard construction activities to be executed on the exhibit floor or within the building, such as, but not limited to, material sawing, painting, welding, soldering, etc. without prior written approval. No spray paint, adhesives, cement and/or anchors are allowed on the premises.

## **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 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 risks revocation of exhibitor priority points. Show Management reserves the right to control all group activities sponsored by exhibitors during the period of the annual meeting whether they are held inside or outside the meeting facilities or official hotels. Failure to seek the necessary approval from Show Management for sponsorship of such an activity will result in the loss of priority points and possible refusal of the right to exhibit at future meetings.

## **INDEMNIFICATION**

The exhibitor agrees to protect, indemnify, and hold Show Management, The Academy, Indianapolis 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 Indianapolis Convention Center. Proof of insurance must be submitted prior to exhibiting at Academy 2024 Indianapolis.

## **INDEMNIFICATION**

Exhibitor agrees to defend, indemnify, and hold harmless AAO, the Convention Center, the Operator, and their respective officers, directors, employees, and agents from and against any and all claims, demands, actions, causes of action, penalties, judgments and liabilities (including court costs and reasonable attorney's fees) based upon or arising out of any act, omission, negligence, misconduct or breach of any material condition of this Contract by Exhibitor, its contractors, any company attending pursuant to an Additional Listing Contract or their respective officers, directors, employees, representatives, servants, agents, invitees, licensees, or subcontractors (collectively "Exhibitor Parties").

## **INDIANA EXHIBITS**

Exhibitors selling goods (new or used) must register their business with the Indiana Department of Revenue ("IDOR") and submit a Business Tax Application (BT-1) for sales tax. All exhibitors

selling products or tangible items are required to have a BT-1 and to collect the Indiana state sales tax (currently 7%) and declare to the IDOR. Presently, a \$25.00 fee applies. Please visit <http://www.in.gov/dor/4323.htm> to register and for additional information.

## **INSTALLATION AND DISMANTLING**

Exhibitor will not be allowed to set up, nor will freight or furnishings be delivered to Exhibitor's booth until AAO 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 AAO should receive, handle, or have in its care or custody Exhibitor's property of any kind, AAO is authorized to act solely for the accommodation of Exhibitor, and AAO shall not be liable for any loss, damage, or injury to such property.

## **INSURANCE**

Exhibitors must provide proof of insurance 90 days before the start of the event. 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 2024 Indianapolis, 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 2024 Indianapolis and each of the Sponsors, including their respective members, officers, directors, agents and employees (collectively the "AAO 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 AAO at least thirty (30) days prior to cancellation. Exhibitor shall furnish AAO with a Certificate of Insurance verifying such coverage 30 days prior to the exhibition.

## **LIMITATION OF LIABILITY**

Exhibitor agrees that the liability of AAO under this agreement shall not exceed the amount of



space rental fees paid by Exhibitor. In no event shall AAO be liable for any indirect, consequential, punitive, or incidental damages, even if advised of the possibility of such damages. To the extent allowed by law, no claim may be brought against the AAO beyond one (1) year of the conclusion of the Academy 2024 Indianapolis.

## LOGO USAGE

Exhibitor agrees to provide AAO 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 2024 Indianapolis.

## MOVE-IN AND MOVE-OUT

Children under 18 years of age are not allowed on the show floor during move-in and move-out. Closed toe shoes must be worn at all times in the exhibit halls and docks. No access will be granted to the exhibit halls or docks if the shoe policy is not followed. No open-toed footwear, sandals or flip flops allowed.

## 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.

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. The Convention Center does not allow outside equipment to be connected to or operated from the house sound system.

## NONEXHIBITING LOUNGE SPACE

All companies that wish to set up lounge space or additional exhibits outside of the exhibit hall must submit a full rendering including all details (drawing of the space, electrical needs, setup time, dismantle time) to [adrienne@aaoptom.org](mailto:adrienne@aaoptom.org). These requests are approved or denied at the discretion of the American Academy of Optometry (AAO). AAO reserves the right to make changes to these placements leading up to and onsite at Academy 2024 Indianapolis.

## PHOTOGRAPHY

Neither photography nor video recording are permitted in the Convention Center without AAO's expressed, prior written consent. Sanctions for noncompliance may include the seizure and destruction of film or electronic storage devices.

## PRIORITY POINT ASSIGNMENTS

Booth space for Academy 2024 Indianapolis 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.

## PROHIBITED

The Indianapolis Convention Center 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 2024 Indianapolis:

- AA, AAA, C, D, and all other batteries to include
- lithium ion, button, hydrogen etc.
- Adhesives
- Aerosol cans of any type
- Air fresheners
- Ammonia
- Bathroom cleaners
- Brake fluid, transmission fluid, antifreeze etc.
- Biohazardous materials – blood, animal waste, human waste etc.
- Bricks
- Carpet cleaners
- Carpet rolls
- Chlorine Bleach
- Cleaning products
- Combustible dusts: wood, sugar, flour, grain, metals, rubber, charcoal, soot etc.
- Compact Fluorescent light bulbs
- Compressed gas cylinders
- Concrete – powder, whole or broken blocks
- Confetti
- Decorative Candles
- Detergents
- Electronics
- Fertilizer
- Fire extinguishers
- Fireworks
- Five-gallon buckets
- Floor wax
- Fluorescent light tubes
- Furniture polish
- Gasoline
- Glass bottles / jars
- Glitter
- Glue
- Hazing, Mist or Fog-producing Machines
- Herbicides
- Insecticides
- Large plastic containers
- Lead Acid Batteries
- LED bulbs
- Lighter fluid
- Elemental mercury
- Metals
- Moth crystals
- Nail polish & nail polish remover
- Used cooking oil
- Used motor oil
- Oil-soaked rags or papers
- Open Flames
- Oven cleaner
- Paint
- Paint stripper
- Paint thinner
- Pallets whole or broken/plastic or wood
- Pesticides
- Pool chemicals
- Propane tanks / fuel tanks
- Popcorn
- Pyrotechnics
- Rocks
- Rock Salt
- Sand
- Soil/dirt
- Stain removers
- Starting fluid cans
- Welding Equipment



## 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.

## PURPOSE OF THE EXHIBIT

The purpose of Academy 2024 Indianapolis's exhibition is to disseminate knowledge and promote the development and application of optometry. Only exhibitors whose materials are related to those purposes will be allowed to maintain displays. The American Academy of Optometry (AAO) reserves the right to determine whether Exhibitor's materials relate to the purpose of the exhibition. If AAO determines an exhibitor is in violation with the purpose of the exhibit, AAO maintains the right to ask an exhibitor to leave during the event. Misrepresentation by Exhibitor of one's exhibition materials will not be tolerated and violators who are asked to leave will not be refunded.

## RESTRICTIONS

Exhibitor's activities shall be restricted to Exhibitor's booth space only. AAO 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. AAO 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 AAO's rules and regulations may result in forfeiture of all fees paid and ineligibility to exhibit at or attend any future AAO meeting.

## RIGHT OF REFUSAL

Show Management reserves the right to exercise its sole discretion in the acceptance or refusal of exhibit applications.

## SECURITY

Show Management provides perimeter access security for the Exhibit Hall and public spaces. Neither Show Management nor The Indianapolis 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. Further details can be found in the Exhibitor Service Manual available July 22, 2024.

## **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 2024 Indianapolis is not held at all, an exhibitor's sole remedy is a refund of its exhibitor space fees paid, less any actual costs incurred by the Show Management. The Academy is not liable for any travel expenses incurred by exhibitor if the annual meeting is canceled.

## **SIGNAGE**

Affixing signage graphic wall, door and window clings are allowed with prior approval by the Event Manager. All locations must be approved and plotted on a diagram prior to installation. For carpet cling requests, please contact your Event Manager. 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 displaying methods.

## **SMOKING & VAPING**

The Convention Center is a non-smoking facility. By state law, and in the interest of public health, the Convention Center has adopted a nonsmoking policy. There are designated areas outside the building where smoking and vaping are permitted.

## **SOLICITATION**

Solicitation of other exhibitors or interfering with other exhibitors will jeopardize the 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. Additional storage is available through the General Services Contractor.

## **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](mailto:exhibits@aaoptom.org).



# FUTURE MEETINGS

## **ACADEMY 2024 INDIANAPOLIS**

November 6-9, 2024  
Indianapolis, Indiana

## **ACADEMY 2028 NASHVILLE**

November 8-11, 2028  
Nashville, Tennessee

## **ACADEMY 2025 BOSTON**

October 8-11, 2025  
Boston, Massachusetts

## **ACADEMY 2029 SEATTLE**

October 10-13, 2029  
Seattle, Washington

## **ACADEMY 2026 TBA**

## **ACADEMY 2030 ORLANDO**

## **ACADEMY 2027 SAN ANTONIO**

November 10-13, 2027  
San Antonio, Texas

November 6-9, 2030  
Orlando, Florida

