

# ACADEMY 2024 INDIANAPOLIS

presented by the American Academy of Optometry

NOVEMBER 6-9



ACADEMY 2024 INDIANAPOLIS

AFFILIATES &  
ICW GUIDELINES



AMERICAN ACADEMY  
of OPTOMETRY

The American Academy of Optometry (AAO) recognizes the need for groups to meet with industry colleagues and staff while attending **Academy 2024 Indianapolis**. These rules and regulations apply to any group with business related to the field of optometry and vision sciences. Events may be held during Academy 2024 Indianapolis from Monday, November 4 through Saturday, November 9. Review the guidelines below for the eligibility requirements, application information, and additional details.

## PERMITTED EVENTS

- Committee or investor meetings such as non AAO committees, task forces, or advisory board meetings.
- Focus groups, market research, or investigator meetings such as informal fact-finding groups brought together to assess the feasibility of a product, procedure, or results of a study.
- Hospitality or social events such as non-educational activities that include breakfasts, dinners, receptions (including Alumni Receptions), or similar events.
- Staff or board meetings which are limited to company employees or members of the board. This includes press meetings and sales meetings.
- Educational events (CE or non-CE), including but not limited to summits, symposia, and dinners will NOT be approved.

## AVAILABLE SPACE

The American Academy of Optometry controls all meeting and social event space in contracted hotels and the convention center during Academy 2024 Indianapolis. The venue will not reassign space without the explicit consent of the AAO. 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. While we will strive to honor the requested date and time for your event, the AAO reserves the right to alter the event schedule as needed to avoid conflicts with competing events and programs.

If, because of space limitations at the AAO's contracted venues, an organization or company needs to secure space for an event or function at another host city venue (not a contracted AAO space) you must first submit an online space request.

There is no available meeting space at the Indiana Convention Center. Anyone interested in space at the convention center must reserve an Expo Suite in the exhibit hall. We have limited availability.

**Hospitality Suites:** All requests for exhibitor hospitality suites (parlor suites connected to guest rooms) in hotels within the official AAO room block must submit an Affiliate Application Form. Hospitality suites are of limited inventory and are on a first-come, first-serve basis. There is no application charge for hospitality suites, and these are not guaranteed but based on overall inventory.

**IF YOUR EVENT TYPE IS NOT LISTED, CONTACT AFFILIATES@AAOPTOM.ORG TO DISCUSS YOUR EVENT BEFORE APPLYING.**

## GENERAL EVENT HOURS

**Monday, November 4 -  
Saturday, November 9**  
6:30 a.m. - 11:00 p.m.

Alumni Receptions  
Dates TBA

\*For-profit companies can host events or meetings during the times listed from Wednesday through Saturday but are restricted to 50 people or less.

## FOR-PROFIT EVENT HOURS

**Monday, November 4**  
6:30 a.m. - 11:00 p.m.

**Tuesday, November 5**  
6:30 a.m. - 11:00 p.m.

**Wednesday, November 6**  
6:30 a.m. - 10:30 a.m., after 5:00 p.m.  
\*50 people or less from  
8:00 a.m. - 10:30 a.m.

**Thursday, November 7**  
6:30 a.m. - 9:00 a.m., after 4:30 p.m.  
\*50 people or less from 8:00 a.m. -  
4:30 p.m.

**Friday, November 8**  
6:30 a.m. - 9:00 a.m., after 5:30 p.m.  
\*50 people or less from 8:00 a.m.  
-4:30 p.m.

**Saturday, November 9**  
6:30 a.m. - 5:00 p.m.



# APPLICATION PROCESS

1) Submit your request for meeting space via the button to the right. If your event spans multiple days, a separate request for each event is required.

2) You'll receive a notification regarding your application approval status and will receive an invoice to pay the application fee.

3) 60 days before Academy 2024 Indianapolis, you will receive your exact space assignment from Academy staff along with the venue/partner contact information.

The fee per application is an administrative fee that will be charged upon approval of the application. 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 AAO assumes no financial responsibility for any costs or damages incurred for such events.

## IMPORTANT DEADLINES

All space requests or changes submitted after 5:00 p.m. EST on Monday, June 17, will incur a late fee of \$250 in addition to the standard application fee. All space requests, or changes submitted after 5:00 p.m. EST on Wednesday, July 31, will incur a late fee of \$500 in addition to the standard application fee. No new meeting requests will be accepted after 5:00 p.m. EST on Friday, September 6. The AAO reserves the right to close the application process early.

**APPLICATION OPENS MAY 1**

## APPLICATION FEES

- 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.

## ELIGIBILITY REQUIREMENTS

For-profit organizations, non-profit organizations, universities, government agencies, and Special Interest Groups are all eligible to request space at the AAO meeting. For-profit, non-exhibitors are not eligible to apply for meeting space unless they meet the exemption criteria. The AAO will allow companies with products or services in exploratory stages or those which have not yet received FDA approval to host small meetings. To discuss your eligibility, please contact [affiliates@aaoptom.org](mailto:affiliates@aaoptom.org).

# BRANDING GUIDELINES

*Promotional materials may use the approved annual meeting logo if the Academy 2024 Indianapolis Branding Guidelines are followed. Download the 2024 guidelines [here](#).*

- Please use the link below to view the signage opportunities available at the Indiana Convention Center and headquarter hotel during Academy 2024 Indianapolis.

## Access Signage Opportunities

- All marketing materials must encourage attendees to register for Academy 2024 Indianapolis “This is an approved affiliate event in conjunction with the American Academy of Optometry. We encourage all participants to register for Academy 2024 Indianapolis by visiting [www.aaopt.org](http://www.aaopt.org)”
  - All materials must clearly display the following statement (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.
- 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 2024 Indianapolis may not be placed throughout official AAO venues.
  - While it is your responsibility to market your event, the AAO will include the event on the Academy.24 mobile app if you indicate on your application that you would like your event publicized.
  - All invitations or solicitations to attend your event must be approved by the AAO prior to distribution or posting. Do not print any materials before they have been approved by the AAO, as revisions may be required before distribution.
  - Submit final versions of materials for approval (before printing or posting) to our event operations team at [affiliates@aaoptom.org](mailto:affiliates@aaoptom.org). Once approved, any revisions to the materials must also be submitted to the AAO for review.

## SUSTAINABILITY POLICY

The AAO takes pride in our commitment to decreasing the organization’s carbon footprint and promoting sustainable practices. We encourage our corporate partners and affiliates to join in this endeavor as we look to Academy 2024 Indianapolis and beyond.







## THIRD-PARTY AUTHORIZATION:

The exhibiting company and or group will be held responsible for the activities of any third-party agency appointed on its behalf. It is the responsibility of the exhibiting company or group to disseminate the rules and regulations for Academy 2024 Indianapolis among its staff and affiliates. Any violations by a third party will be considered a violation by the company and will be dealt with as outlined in the exhibitor rules and regulations. All third-party agency's must have an up to date, completed Third-Party Authorization on file. Download the 2024 Third-Party Authorization form [here](#).

## CANCELLATION OF ICW OR AFFILIATE MEETING REQUESTS:

All groups requesting space are responsible for meeting the deadlines. All cancellations received after payment has been collected will not receive a refund. If the function space is canceled by the AAO at our sole judgment that the event is in breach of the ICW contract, all unpaid fees are due to the AAO, and no refund will be administered. If an exhibiting company cancels its exhibit space, all approved event space for that company will also be canceled unless unforeseen events have been approved in advance.

For additional questions, please contact [affiliates@aaoptom.org](mailto:affiliates@aaoptom.org).

## DISCLAIMERS

**The AAO strictly forbids outboarding.** Outboarding is the practice of a non-exhibiting company or person who sets up an exhibit, display, or other off-site event to encourage attendees to spend time outside the exhibit hall, or education sessions. A few examples of outboarding are hospitality suites in hotels or near-by restaurants in which products are displayed or marketing materials are distributed or any situation where a company or person displays or discusses the sale of items by a non-exhibiting company. The only legitimate place to conduct business during Academy 2024 Indianapolis is within a contracted exhibit space on the show floor, and or an approved ICW/Affiliate event.

Any 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 AAO meetings. The AAO will not be responsible for expenses or losses resulting from the cancellation or termination of said noncompliant event(s).

## NONCOMPLIANCE

- The AAO 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 AAO neither endorses nor co-sponsor 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 AAO
- Each organization assumes full responsibility for their event(s) and dissolves the AAO from all liability.
- The AAO is not responsible for unsatisfactory attendance and/or marketing of this event.
- The AAO assumes no responsibility for determining whether requested events or companies are considered competitors.
- The AAO 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 AAO.