Optometry’s Meeting® is the official annual meeting of the American Optometric Association and the American Optometric Student Association.

Optometry’s Meeting is the national meeting for optometry.
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ONE PLACE TO SEE IT ALL

Optometry’s Meeting®, the profession’s premier event, proudly convenes frontline vision and eye health care experts, advocates and industry leaders for three powerful days that advance optometry forward. Attendees will experience next-generation vision care in the expansive exhibit hall — complete with the ideas, people and products that reflect the most advanced points of view. You’ll meet with doctors, students, and paraoptometric technicians looking to you for innovations they need to deliver the highest level of care to their patients.
WHY EXHIBIT AT OPTOMETRY’S MEETING

Two great associations. One amazing meeting. Optometry’s Meeting is the official annual meeting of the American Optometric Association (AOA) and the American Optometric Student Association (AOSA) — bringing the present and future of optometry together under one roof.

Our exhibit hall has been around for almost a century and is revered in the industry, giving you the opportunity to showcase your technologies and solutions to the most successful optometric professionals in the country.

Attendees know when they walk onto the show floor they’ll find exhibitors like you, with everything they need to improve efficiencies, understand advanced pharmaceuticals, offer the latest trends in lenses and frames, and deliver the most comfortable care their patients have ever experienced. Your presence at Optometry’s Meeting will bring you up close to your target audience so you can demonstrate the efficacy of your solutions to those who need them most.

Furthermore, as the National Association of Optometry, we advocate for our members on Capitol Hill, provide updates on healthcare reform, and keep them current on health initiatives that affect optometry, the way they practice, and what their patients expect. 32% of our optometrist attendees are key opinion leaders and are very much involved with the overall health and success of the profession.

THIS YEAR, IN JUST THREE POWERFUL DAYS, YOU CAN EXPECT TO MEET:

1,700 doctors of optometry
300 ophthalmic professionals (paraoptometrics)
1,000 students of optometry
2,200 additional attendees

The leads you generate at the 2022 Optometry’s Meeting will impact your sales for the entire year.
ATTENDEE STATS FROM THE 2019 OPTOMETRY’S MEETING

DOCTORS OF OPTOMETRY

1,563 ODS IN ATTENDANCE

76% OF OUR ODS HAVE BEEN IN PRACTICE FOR 10+ YEARS

13% FOR 6-10 YEARS

11% FOR 1-5 YEARS

27% AGE 37-47

26% AGE 26-36

54% ARE OWNERS

80% DECISION MAKERS

32% KEY OPINION LEADERS

OPTOMETRY STUDENTS

855 STUDENTS IN ATTENDANCE

28% AGE 26-36

71% AGE 21-25

30% ARE FIRST YEAR

45% ARE SECOND YEAR

19% ARE THIRD YEAR

5% ARE FOURTH YEAR

NEW AOSA LOGO

AMERICAN OPTOMETRIC ASSOCIATION

Optometry's meeting®
ATTENDEE STATS FROM THE 2021 OPTOMETRY’S MEETING

**DOCTORS OF OPTOMETRY**

1,028 ODS in attendance

69% of our ODS have been in practice for 10+ years

15% for 6-10 years

16% for 1-5 years

17% age 24-33

27% age 34-43

41% are owners

80% decision makers

30% influencers

**OPTOMETRY STUDENTS**

285 students in attendance

3% age 36+

6% age 31-35

51% age 21-25

40% age 26-30

0% are first year

27% are second year

32% are third year

41% are fourth year
CONTACT US WITH QUESTIONS

DIRECTOR, STRATEGIC PARTNERSHIPS
Amanda Gianino
Phone: 314.983.4134
Email: agianino@aoa.org

PROJECT COORDINATOR
Caroline Guyol
Phone: 314.983.4125
Email: cguyol@aoa.org

PUBLIC RELATIONS
(Press Information/Requests)
Yakesha Cooper
Phone: 703.837.1349
Email: ycooper@aoa.org

FREEMAN (DECORATOR)
8201 W 47th Street
McCook, IL 60525

General Questions:
Phone: 888.508.5054

Submitting Orders only:
exhibitor.support@freeman.com

AOA/AOSA OFFICE
243 North Lindbergh Blvd.
St. Louis, MO 63141
Phone: 800.365.2219

EXHIBITOR CENTER
McCormick Place
2301 S. King Dr.
Chicago, IL 60616
Phone: 312.791.7000

OPTOMETRYSMEETING.ORG
EXHIBITOR INFORMATION

DATES AND LOCATION
June 15-18, 2022 | McCormick Place

INSTALLATION OF EXHIBITS
Tuesday, June 14 8 a.m. - 4:30 p.m.
Wednesday, June 15 8 a.m. - 4:30 p.m.
Thursday, June 16 8 a.m. - 11:30 a.m.

DISMANTLE DATES
Saturday, June 18 12:30 p.m. - 7 p.m.
Sunday, June 19 8 a.m. - 12 pm.

MATERIAL HANDLING FORMS
Turned in by 9am Sunday, June 19th

STANDARD BOOTH EQUIPMENT
8” Backdrop—Single row pipe-and-drape
3’ Side Rails—Single row pipe-and-drape
7” x 44” Identification sign
Exhibit Hall is not carpeted—Exhibitors must carpet their booth space.

BANNERS ABOVE ISLAND BOOTHs
Banners can be hung above Island booth spaces only. Banners will be hung 25’ from the floor to the top of the sign.

BILLS OF LANDING
Sunday, June 19 9 a.m.

EXHIBIT DATES AND TIMES (10-15 HOURS)
*Thursday, June 16
Ribon Cutting
Hall Open
3:45 p.m.
4 p.m. - 6 p.m.
*Friday, June 17
9 a.m. - 5 p.m.
*Saturday, June 18
9 a.m. - 12 p.m.
*Hall hours are subject to change but will be open for a total of 10 to 15 hours.

AISLE WIDTH
10’ center aisles
20’ cross unless noted otherwise.

HOUSING
Housing opens online on Tuesday, December 28, 2021 at optometristsmeeting.org.
Please contract sleeping rooms within the AOA block.

SERVICE MANUALS
Exhibitor Service Manuals will be emailed to you in March 2022 by Freeman and will be available online.
EXHIBITOR INFORMATION

PRIORITY POINTS
Priority Points are earned based on previous participation in Optometry’s Meeting and are accumulated annually.

In general, exhibit space is assigned preferentially according to the exhibiting company’s earned points. However, the AOA reserves the right, in its sole discretion, to allocate space on any other basis it deems appropriate. Points are earned for exhibiting, sponsorship and advertising in AOA publications. For a complete list, please contact Amanda Gianino, at 314.983.4134 or agianino@aoa.org.

MEETING SPACE
You must be an exhibitor to acquire meeting space. Meeting space may not be secured for education (CE credit) under any circumstance.

ADVERTISING SPACE
You must be an exhibitor to acquire advertising space in Optometry’s Meeting publications. Supporters who receive “comp” ads based on their supporter level must use general product ads that do not mention other companies or their products.

SECURITY
The AOA provides security guards throughout the Exhibit Hall on a 24-hour basis. However, the AOA is not liable for an exhibitor’s property. You may order security guards for your booth through the Exhibitor Service Manual.
# Booth Space Details

## Exhibit Space Rental Fees
Exhibit space rental fees are charged according to booth configuration and size. All exhibit specifications will be in accordance with the Optometry’s Meeting rules and regulations and the International Association of Expositions and Events (IAEE) Guidelines for Display and Regulations. All line-of-sight rules will be enforced.

## Booth Space Guidelines
Inside linear/perimeter booths consist of one or more 10’x10’ booths facing an aisle with a maximum height of 8’. Perimeter booths can go to a maximum height of 10’. Island booths consist of four or more 10’x10’ booths with aisles on all four sides and have a maximum height of 25’, including signage. No exhibitor shall assign/sublet any part of its assigned space without written consent from the AOA.

## Cost for Booth Space
- **Rental Fee**: $30 per square foot.
- **Corner charge** is $250 per corner.
- The smallest booth available is a 10’x10’ at $3,000.
- **Island booths**: 20’x20’ or larger—$30 per square foot plus $250 per corner.
- We offer nonprofit and military rates. Please contact Amanda Gianino for details.

## Exhibit Space Includes the Following

<p>| | |</p>
<table>
<thead>
<tr>
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</thead>
<tbody>
<tr>
<td>1</td>
<td>Space rental.</td>
</tr>
<tr>
<td>2</td>
<td>Five complimentary badges per every 100 square foot of booth space rented.</td>
</tr>
<tr>
<td>3</td>
<td>One complimentary Optometry’s Meeting pre- and post-registrant list available upon request. Information regarding the list can be found in the Exhibitor Service Manual.</td>
</tr>
<tr>
<td>4</td>
<td>Opportunity to send an eblast directly to registered attendees. Information and pricing regarding the e-blast opportunity can be found in the Exhibitor Service Manual.</td>
</tr>
<tr>
<td>5</td>
<td>Standard booth equipment for corner, linear, and perimeter booths include back and sidewall draping (show colors) and a booth identification sign with company name and booth number.</td>
</tr>
<tr>
<td>6</td>
<td>Company listing on optometristsmeeting.org.</td>
</tr>
<tr>
<td>7</td>
<td>Company listing on our website at exhibitsOM.org/2022.</td>
</tr>
<tr>
<td>8</td>
<td>Invitation to select booth space for 2023 prior to general selection.</td>
</tr>
<tr>
<td>9</td>
<td>Complimentary refreshments and meeting space in the Exhibitor Lounge.</td>
</tr>
</tbody>
</table>
RESERVE YOUR SPACE

Please use this link to visit our floorplan and select your top three preferences:
https://blueprint.freeman.com/app(slug/SNjtttGQr6msGYuCs?standChoice=true

1. Once on the provided link, you will see the most up to date floorplan. To view booths, zoom in and zoom out to see specific information.

2. Use the mouse arrow to move the floor plan up, down, or side to side.
   Select the booth on the floor plan to review details and download a technical PDF plan.

3. Please enter your email address and select your first, second, and third-choice booth preferences.
   Select “Save Preferences” to submit your selections.
   You will see the message “Your stand preferences have been submitted successfully” when complete.
SIGNAGE

There are several signage opportunities offered at McCormick Place, Hyatt Regency McCormick, and the Marriott Marquis Chicago. With this opportunity, your sign will be displayed to approximately 6,000 attendees during Optometry’s Meeting.

Pricing is based on type and size of sign. All featured locations are in high-trafficked areas.

LEARN MORE
https://envision.freeman.com/show/optometry-s-meeting-2022
These rules and regulations apply for events and meetings requested and held in the host city (Chicago, IL) on the conference dates, four days leading up to the meeting, and two days following the meeting.

The American Optometric Association (AOA) will not support or promote education, meetings, or events being offered immediately before, during, or after the AOA’s annual meeting if they are held in the same geographic area as the Annual Meeting but not requested through the AOA and/or conducted at an AOA-contracted property. Sponsors of such events may not use the AOA, AOSA, or Optometry’s Meeting in any way to promote or publicize their event(s) and will be held liable for violation of these rules and regulations.

All requests for exceptions to these policies must be submitted to AOA at optometristsmeeting@aoa.org.
ALLOWABLE EVENT LOCATIONS

The AOA controls all meeting space and suites via contracts with the convention center and hotels during the annual meeting. Events will be assigned on a first-come, first-served basis to the best of our ability, within the confines of the space we have to work within. If there are space limitations at the Convention Center and/or the AOA-contracted hotels and an organization needs to secure space outside the AOA Block at any other venue within the Chicago area, you must first submit an online space request to receive approval from the AOA on the purpose, date, and time of the proposed event, as well as the need to go outside the contracted properties for space. If approved, you may contact the venue directly and move forward with your plans.

No organization or company is permitted to reserve meeting rooms directly through the convention center or contracted hotels. If you plan an event that is not at the convention center or one of the contracted hotels, you must still first receive approval from the AOA on the purpose, date, and time of the proposed event.

The only events or meetings held by for-profit companies that may be scheduled at the same time as AOA education on Thursday through Saturday of the meeting, or during Exhibit Hall hours, are those that are primarily for non-ODs, such as press conferences or sales meetings with internal staff only. Each of these events, if approved, must be for fewer than 25 people and by invitation only.

Due to space limitations, we will not accept requests for meeting rooms on an all-day hold. It is also hard to find meeting rooms for requests with fewer than five attendees. The AOA will try to identify an appropriate location to hold your small meeting but there are no guarantees.

Planning a non-attendee meeting for your internal staff? Please be mindful of the Exhibit Hall Hours, so that booth staff can be present during these times:

<table>
<thead>
<tr>
<th>EXHIBIT HALL DATES</th>
<th>EXHIBIT HALL HOURS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Thursday, June 16, 2022</td>
<td>3:45 p.m. 4:00 - 6:00 p.m.</td>
</tr>
<tr>
<td></td>
<td>Ribbon Cutting Exhibit Hall Open</td>
</tr>
<tr>
<td>Friday, June 17, 2022</td>
<td>9:00 a.m. - 5:00 p.m.</td>
</tr>
<tr>
<td>Saturday, June 18, 2022</td>
<td>9:00 a.m. - 12:00 p.m.</td>
</tr>
</tbody>
</table>
ATTENDEE MEETING TYPES ALLOWED:

- Focus groups that target a specific group of attendees to obtain specific data regarding perceptions or opinions and/or are a collaborative effort of information gathering and sharing among peers.
- Advisory board meetings that assemble a group of attendees with specific knowledge or skill sets to provide advice and input on specific topics informed by their expertise.
- Investigator meetings and updates/opinion leader events including steering committee meetings, consultant forums, and conference debriefing meetings.
- Media events including news conferences, product previews, and/or interviews that are directed to the news media where information about a company’s products, services, research findings, or studies are released.

ATTENDEE MEETING TYPES NOT ALLOWED:

- Educational functions (with or without CE/Cope).
- Formal presentations, equipment demonstrations, or procedural instructions.
- If you are not sure if what you are trying to do is allowed, please contact the AOA at optometristsmeeting@aoa.org.

If a meeting space is used for unauthorized meetings, the AOA 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.

All marketing materials must encourage attendees to register for Optometry’s Meeting and all attendees should be badged.

Sponsoring organizations, institutions, and companies may not charge a registration fee for their event(s) if the event is held on Thursday through Saturday of the annual meeting. Events approved and held immediately before or immediately after may have an admission fee.
ATTENDEE MEETINGS ARE PERMITTED TO BE HELD DURING THE FOLLOWING TIMES:

Dates other than those listed above may be requested in the Space Request form and are subject to AOA’s review and approval.

<table>
<thead>
<tr>
<th>OPTOMETRY’S MEETING DATES*</th>
<th>AVAILABLE AFFILIATE FUNCTION TIME SLOTS</th>
<th>IMPORTANT INFORMATION</th>
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<tr>
<td><strong>Wednesday, June 15</strong></td>
<td>7:00 p.m. - Midnight</td>
<td>Opening Event</td>
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<tr>
<td></td>
<td></td>
<td>5:30 p.m. - 10:00 p.m.</td>
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<tr>
<td><strong>Thursday, June 16</strong></td>
<td>7:00 p.m. - Midnight</td>
<td>Exhibit Hall Ribbon Cutting</td>
</tr>
<tr>
<td></td>
<td></td>
<td>3:45 p.m.</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Exhibit Hall Open</td>
</tr>
<tr>
<td></td>
<td></td>
<td>4:00 p.m. - 6:00 p.m.</td>
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<tr>
<td></td>
<td></td>
<td>AOA Awards and National Hall of Fame</td>
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<tr>
<td></td>
<td></td>
<td>8:00 p.m. - 10:00 p.m.</td>
</tr>
<tr>
<td><strong>Friday, June 17</strong></td>
<td>5:00 p.m. - Midnight</td>
<td>Exhibit Hall Alumni Receptions</td>
</tr>
<tr>
<td></td>
<td></td>
<td>9:00 a.m. - 5:00 p.m.</td>
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<tr>
<td></td>
<td></td>
<td>5:30 p.m. - 7:00 p.m.</td>
</tr>
<tr>
<td><strong>Saturday, June 18</strong></td>
<td>5:00 p.m. - Midnight</td>
<td>A Celebration of Optometry</td>
</tr>
<tr>
<td></td>
<td></td>
<td>7:00 p.m. - 10:00 p.m.</td>
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FUNCTION REQUEST PROCESS

Companies/organizations that wish to host a Corporate Affiliate Function as outlined above must submit the online Function Space Request that follows. ICW submission form can be found here. A separate form must be submitted for each event being requested. Requests will be reviewed upon receipt. If your event is not approved, you will receive notification from the AOA within ten business days (excluding the period from December 20, 2021 to January 3, 2022, due to the holiday). Function space is assigned on a first-come, first-served basis and as space availability allows.

If the event is approved, you will receive an email confirmation in April 2022 with your room assignment and function details. Do not contact the hotel or convention center until you have received your email confirmation with the venue contact information.
MEETING FEES

Access Fee: The fee charged is per event, per day requested. AOA will send an invoice for the access fee by email, due within 10 days. If space requests are made on June 1, 2022 or later, the invoice is payable upon receipt. Payment must be received by the AOA by June 14, 2022 or the room will be cancelled.

Cancellations: To receive a 50% refund of the access fee, cancellations must be submitted to the AOA in writing by midnight CT, May 13, 2022, via email at optometrysmeeting@aoa.org. Cancellations received after this date will not receive a refund.

<table>
<thead>
<tr>
<th>EVENT TYPE</th>
<th>EARLY BIRD ACCESS REQUEST</th>
<th>PREMIUM ACCESS REQUEST</th>
</tr>
</thead>
<tbody>
<tr>
<td>Non-Attendee Meeting</td>
<td>$500 (per event, per day)</td>
<td>$1,000 (per event, per day)</td>
</tr>
<tr>
<td>1-25 people</td>
<td></td>
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</tbody>
</table>

Attendee Meeting — Fill out the ICW form here. Pricing is determined based on size of meeting.

Non-Exhibitor Meeting — Room rental starts at $3,000.

OUTBOARDING

Outboarding can be defined as the creation of a concurrent event that is related to an existing exhibition or event but that is not sanctioned by the organizer and that seeks to benefit from the audience the organizer attracts. The AOA considers outboarding to be unethical business conduct and it will not be condoned nor tolerated. Any infringement of this rule may subject offending company to loss of benefits or other penalties, up to and including immediate cancellation of Exhibitor’s exhibit space and loss of priority points.

ADDITIONAL INFORMATION

For more information, or if you have questions, please contact the AOA at optometrysmeeting@aoa.org. AOA reserves the right to change information in the Corporate Affiliate Function Guidelines and Space Request form without advance notice.
JUNE 21-25, 2023
Walter E. Washington Convention Center
Washington, D.C.
*Image by David Mark from Pixabay*

JUNE 19-23, 2024
Music City Center
Nashville, TN
*Image by Domingo Trejo from Pixabay*

JUNE 25-28, 2025
Minneapolis Convention Center
Minneapolis, MN
*Image by retzer_c from Pixabay*
THANK YOU TO OUR 2021 INDUSTRY SUPPORTERS

VISIONARY  Johnson & Johnson Vision  SSILORLUXOTTICA

PLATINUM  Alcon

GOLD  Allergan  AOA exel  NOVARTIS  CooperVision

SILVER  REGENERON

BRONZE  EyePromise  HOYA

AMERICAN OPTOMETRIC ASSOCIATION