



EXHIBITOR

Prospectus

Exhibit Dates: June 25 - 26

Gaylord National

exhibitsom.org/2020

Does your business require ophthalmic professionals to succeed? If so, you should exhibit at Optometry's Meeting®

The American Optometric Association has more than **44,000** members who are always looking for the latest and greatest products and services for their practice and patients.

In 2020 we estimate more than **6,500** attendees at the National Meeting.



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



Contact Information

AOA/AOSA Office

243 North Lindbergh Blvd.
St. Louis, MO 63141

Phone: 800.365.2219

Senior Manager, Strategy & Logistics for OM Exhibits & Sponsorships

(Exhibit Sales & Sponsorship Logistics)

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Meeting Planner

(Meeting Space Requests)

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Public Relations

(Press Information / Requests)

Susan Thomas

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Freeman (Decorator)

9900 Business Parkway

Landham, MD 20706

Phone: 301.918.7975

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www.freemanco.com

Gaylord National Resort & Convention Center

201 Waterfront Street

National Harbor, MD 20745

Phone: 301.965.2081



Gaylord National Resort & Convention Center

exhibitsom.org/2020

Exhibit Planning Details

exhibitsom.org/2020

Installation of Exhibits

Tuesday, June 23 8:30am-4:30pm
Wednesday, June 24 8:30am-4:30pm
Thursday, June 25 8:00am-12pm

Exhibit Dates and Times (10—15 Hours)

*Thursday, June 25 3pm-7pm
*Friday, June 26 8:30am-5pm
***Hall hours are subject to change, number of hours will be between 10 and 15.**

Dismantle Dates

Friday, June 26 at 5pm
Bills of lading are due Saturday at 10am
Hall cleared by Saturday, June 27 at noon

Dates and Location

June 24-June 28, 2020
Gaylord National Resort & Convention Center

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 20' from the floor to the top of the sign.

Aisle Width

10' unless noted otherwise.

Service Manuals

Exhibitor Service Manuals (kits) will be emailed to you February 2020 by Freeman and also available online.

Priority Points

Priority Points are earned on the basis of 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 Kellie Rodrigue, CEM, at 314.983.4255 or kerodrigue@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. Sponsors that receive "comp" ads based on their sponsor level must use general product ads that do not mention other companies or their products.

Housing

Housing opens online in February 2020 at optometrymeeting.org. Please contract sleeping rooms within the AOA block.

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.



Exhibit Planning 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.

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| <ul style="list-style-type: none">• Rental Fee: \$30 per square foot• Corner charge is \$250 per corner• The smallest booth we sell is a 10x10 at \$3,000 | <ul style="list-style-type: none">• Island Booths: 20x20 or larger—\$30 per square foot, plus \$250 per corner• Rental fee for 2nd level of a double-deck booth is \$6.50 per square foot• We do offer a nonprofit and military rate; please call for details—314.983.4255 |
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Booth Space Guidelines:

Inside Linear/Perimeter booth consist of one or more 10'x10' booths facing an aisle and have 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 16'- 20', including signage. [No exhibitor shall assign/sublet any part of its assigned space without written consent from the AOA.](#)

Exhibit Space includes the following:

1. Space rental
2. Five complimentary badges, per every 100 square foot of booth space rented
3. One complimentary Optometry's Meeting® pre-registrant list; available upon request.
Information regarding the list can be found in the Exhibitor Service Manual.
4. 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.
5. Company listing on the meeting's mobile phone app.
6. Company listing on our website at exhibitsOM.org/2020
7. Invitation to select booth space for 2021 prior to general selection.
8. Complimentary refreshments and meeting space in the Exhibitor Lounge.
9. A comp pass code to get your customers into the Exhibit Hall for FREE. A \$32 value!

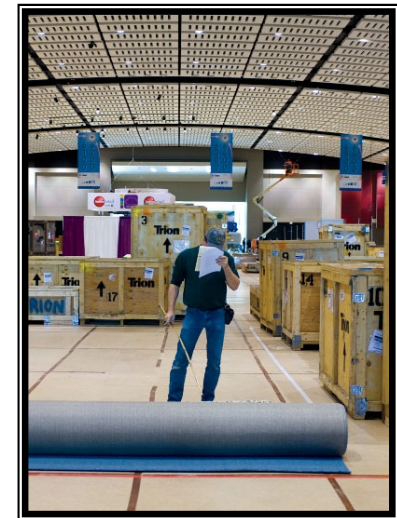


Exhibit Rules & Regulations

1. AOA: The words “Association” and “AOA” are interchangeable and as used herein shall mean American Optometric Association (AOA or Association), or its Officers, Committees, Agents or Employees acting for it in the Management of the Exhibition. These regulations and the Display Regulations are a part of the contract/license between the Exhibitor and the AOA, which constitutes a license to use designated space, and are formulated in the best interest of the Exhibitor. The AOA requires full cooperation of the Exhibitor in observing these regulations. Points not covered are subject to the decision of the AOA.
2. Contract for Space Requirements: In applying for space, exhibitor agrees to accept all of these terms with the American Optometric Association and provide appropriate deposit amount. The Association reserves the right to refuse space to any company or individual whose products or services, in the judgment of the Association, do not further the purposes of Optometry’s Meeting®. The Association also reserves the right to limit or deny available space to any company or individual whose product or service is not of benefit to the member doctors of optometry and the optometric practice. Exhibitors are subject to evaluation by the Association concerning their eligibility to participate as an Exhibitor and may be required to provide information in addition to that already provided, including a description of the exhibit booth and contents. No mail, fax or telephone requests for space will be accepted unless directed by the AOA. ALL SPACE IS CONTRACTED ONLINE AT exhibitsOM.org/2020.
3. Sub-licensing/Booth Usage: No Exhibitor shall assign, sublet or share the whole or any part of the space allotted. No Exhibitor is permitted to offer for sale, give as a premium, or advertise goods or services not manufactured, sold or provided by the Exhibitor’s firm in the regular course of business, except where such articles are required for the proper demonstration or operation of Exhibitor’s display, in which case identification of such articles shall be limited to the regular nameplate, imprint or other identification, which in standard practice appears normally on them. Exhibits must solely be used for the purpose of promoting Exhibitor’s products or services and shall not be used for other business purposes. Exhibitor may not permit non-exhibiting companies’ representatives to conduct business in its booth. Rulings of the AOA in its sole discretion shall in all instances be final with regard to such use of exhibit space.
4. Admission to Exhibition: No firm, organization or individual not assigned booth space in the Exhibit Hall will be permitted to solicit business in any manner (no suitcasing) within the Exhibit Hall. Admission is not available to firms qualified to exhibit, but not assigned booth space. Exhibit Hall admission is by official badge only.
5. Terms of Payment: This electronic application for space, along with a 50 percent deposit (U.S. dollars) and formal notice of the AOA’s acceptance of the application and the assignment by the AOA of exhibit space, constitutes a contract/license for the right to use the exhibit space. All exhibits and exhibitors are subject to the following regulations: Applications are processed and assignments made in the order received. The AOA has up to (7) business days after the assignment of space to cancel the license (with return of full deposit to Exhibitor). All space rents for \$30.00 (U.S. dollars) per square foot. Space consisting of island booth(s) will be charged an additional \$1,000.00. A deposit (U.S. dollars) of at least 50 percent of the total booth balance due must accompany this application to be processed. The remaining balance must be received on or before Jan. 17, 2020. **NEW THIS YEAR! As of May 1, 2019, a 3% processing fee will be assessed to any credit card payments received on invoices greater than \$10,000.** Decorator, housing, airline and additional information will be sent when balance due is paid in full. If the space assigned to Exhibitor is not paid in full by January 17, 2020, AOA may, at its option, cancel exhibitor space assignment and reassign the space. In this event, Exhibitor will be considered to have cancelled the space due to nonpayment and will be subject to the liquidated damages amounts described in Section 6.

Nonprofit Booth Space Rental Fees: A limited number of booths are available for the not-for-profit and government-related organizations at a reduced rate of \$500 for one booth space with the maximum size to be 100 square feet. Eligibility to receive this rate and the placement of a discounted not-for-profit booth is at the sole discretion of the AOA. Please contact the AOA Industry Relations department office (St. Louis) to determine non-profit eligibility status.

Exhibit Rules & Regulations

6. Space Cancellation/Reduction: Exhibitor specifically recognizes and acknowledges that the AOA will sustain certain costs if Exhibitor reduces or cancels its exhibit space after it has been assigned and confirmed by the AOA. Due to the difficulty of determining and proving such costs, Exhibitor agrees to pay the following amounts as liquidated damages, and not as a penalty in the event Exhibitor reduces the original booth space for which a confirmation has been received. If the liquidated damages fee is less than the deposit paid to Exhibitor, then the liquidated damages fee shall be deducted from any refund of the deposit paid to Exhibitor; if the liquidated damages fee is greater than Exhibitor's deposit, the additional amount shall be paid immediately by Exhibitor to the AOA. **EXHIBITOR AUTHORIZES AOA TO CHARGE THE LIQUIDATED DAMAGES FEE AT THE TIME IT IS DUE, TO THE SAME CREDIT CARD THAT WAS USED BY EXHIBITOR TO MAKE THE DEPOSIT.**

(a) If Exhibitor cancels or reduces/downsizes exhibit space requirements, on or prior to October 10, 2019, Exhibitor shall pay as liquidated damages an amount equal to 10 percent of the original total booth cost; (Example: 1 booth, total cost - \$3,000. Liquidated damages of – 10 percent x 3,000 = \$300.00);

(b) If Exhibitor cancels or reduces/downsizes exhibit space requirements from October 12, 2019, until January 16, 2020, Exhibitor shall pay as liquidated damages an amount equal to 50 percent of the original total booth cost;

(c) If Exhibitor cancels or reduces/downsizes exhibit space requirements on or after Jan. 17, 2020, Exhibitor shall pay as liquidated damages an amount equal to 100 percent of the original total booth cost.

The above paragraphs also apply in the event that two or more exhibiting companies merge and the combined exhibit space is less than originally contracted by the individual companies.

7. Failure to Hold Exhibition or Furnish Space/Termination of Exhibition/Default:

(a) AOA Failure to Hold Exhibition or Furnish Space, Without Cause. Should the Association, without cause, fail to hold the Exhibition as herein provided, or to furnish to Exhibitor the space herein described, it shall promptly refund to the Exhibitor all sums paid hereunder, and such refund shall be accepted by Exhibitor in full settlement of all loss or damage suffered by Exhibitor.

(b) Termination of Exhibition by the AOA, With Cause. In the event that the premises in which the Exhibition is, or is to be, conducted shall become, in the sole discretion of the AOA, unfit for occupancy, or in the event the holding of the Exhibition or the performance of the AOA under the contract (of which these Rules and Regulations, and Display Regulations are a part) are substantially or materially interfered with by virtue of any cause or causes not reasonably within the control of the AOA, said contract and/or the Exhibition (or any part thereof), may be terminated by the AOA. The AOA shall not be responsible for delays, damage, loss, increased costs, or other unfavorable conditions arising by virtue of cause or causes not reasonably within the control of the AOA. If the AOA terminates said contract and/or Exhibition (or any part thereof) as aforesaid, then the AOA may retain such part of an Exhibitor's rental as shall be required to recompense it for expenses incurred up to the time such contingency shall have occurred and there shall be no further liability on the part of either party.

(c) Default by Exhibitor. If the Exhibitor breaches any of its obligations or covenants under this contract/license, including without limitation any Exhibition Rule or Regulation or Display Regulation promulgated pursuant to this contract/license, the AOA may, without notice, terminate this contract/license without any refund of any deposit or fees paid by Exhibitor. In the event of such default by Exhibitor during the Exhibition, the AOA may thereupon direct the Exhibitor forthwith to remove its employees, agents or representatives, and all of its articles of merchandise and personal property from the space contracted for and from the Exhibition Hall. In addition, the AOA shall have and may exercise any other remedies provided by this contract or applicable law.

Exhibit Rules & Regulations

For purposes hereof, the phrase “cause or causes not reasonably within the control of the AOA” shall include, but not be limited to, fire; casualty; flood; epidemic; earthquake; explosion or accident; act of terrorism; blockade; embargo; inclement weather; governmental restraints; restraints or orders of civil defense or military authorities; act of public enemy; riot or civil disturbance; strike; lockout; boycott or other labor disturbance; inability to secure sufficient labor; technical or other personnel failure; impairment; curtailment; or lack of adequate transportation facilities; inability to obtain condemnation requisition or commandeering of necessary supplies or equipment; local, state or federal laws, ordinances, rules, orders, decrees or regulation, whether legislative, executive or judicial, and whether constitutional or unconstitutional; or Act of God.

8. Liability and Indemnification/ Security/Insurance:

a) **Liability and Indemnification.** Exhibitor shall assume all liability for loss or damage, including but not limited to damage to Exhibition Facility caused to floors, walls or columns, or to standard booth equipment, by reason of its exhibit or presence at the Exhibition and shall indemnify the AOA and the Exhibition Facility for all liability that ensues by reason of its exhibit or presence at the Exhibition. Exhibitor may not apply paint, lacquer, adhesives or other coatings, or otherwise alter building columns, floors or standard booth equipment. Neither the AOA nor the Exhibition Facility will be liable for injury to persons, loss or damage to property of the Exhibitor or its representatives from theft, fire, accident, loss in transit or other causes except in cases of proven negligence by the AOA or Exhibition Facility. Neither the AOA nor Exhibition Facility shall bear responsibility for damage to Exhibitor’s property in transit, including, but not limited to, lost shipments either coming in or going out, nor for moving costs. Damage to inadequately packed property is Exhibitor’s own responsibility. If exhibit fails to arrive, Exhibitor is nevertheless responsible for exhibit space cost. Exhibitor is advised to insure against these risks. This Contract/License agreement shall not constitute or be considered a partnership, joint venture or agency relationship between the AOA and Exhibitor. Exhibitor hereby agrees to indemnify, hold harmless and defend the AOA from and against any and all liability, responsibility, loss, damage, cost or expense of any kind whatsoever as they arise [including but not limited to court costs, interest and attorney’s fees, which the AOA may incur, suffer, be party to, or be required to pay, incident to or arising directly or indirectly from any intentional or negligent act or omission or breach of these terms, conditions and rules by Exhibitor or any of its employees, servants, agents or independent contractors. Exhibitor agrees that the AOA shall not be liable in the event of any errors or omissions in the listings in the Exhibitor’s Official Directory or in any promotional material. The AOA makes no representations or warranties with respect to the number of Exhibition attendees or demographic nature of such attendees.

b) **Security.** The AOA will employ a reputable security agency during the periods of installation, show and dismantling. The Exhibitor agrees that the provision of such services constitutes adequate discharge of all obligations of the AOA to supervise and protect Exhibitor’s property within the Exhibition. Exhibitors should check with the AOA regarding special security for extremely valuable items. All such items are brought to the Exhibition and displayed at Exhibitor’s own risk and should be safeguarded at all times.

(c) **Insurance.** Exhibitor is advised to see that its regular company insurance includes extra-territorial coverage, and that it has its own theft, public liability, and property damage insurance. Exhibitors are responsible for a certificate of insurance. Must be in effect June 23-27, 2020.

9. **Safety Codes:** The Exhibitor assumes full responsibility for complying with city and facility regulations concerning fire, safety and health. It is understood that all exhibit material shall be flameproof, and bottled gas or any other type of flame will not be permitted. Smoking in exhibits is forbidden. Crowding will be restricted. Aisles and fire exits must not be blocked by exhibits. All electrical displays and equipment must be wired in accordance with all applicable standards established by various governmental agencies and standard fire inspection ordinances.

Exhibit Rules & Regulations

10. Special Services: Electricity, gas, water and other utilities, as well as other special services needed by individual Exhibitors, are provided only when the Exhibitor orders and agrees to pay for them specially from the persons authorized to supply such services in conformity with city, insurance and other requirements. The AOA has contracted with exclusive vendors for, but not limited to the following: general service contractor, audio visual, computer rental, floral, photography and lead retrieval. Exhibitors are required to contract with AOA-approved/exclusive vendors for those service needs. For a complete list of those vendors, please refer to the Exhibitor Service Manual that you will receive from Freeman via email in February 2020. Exhibitors solicited by unofficial vendors should report such solicitations to the AOA immediately. Unauthorized vendors will not be permitted on the show floor.

11. Decoration: The AOA shall have full discretion and authority in the placing, arrangement and appearance of all items displayed by Exhibitor if Exhibitor's display is not in compliance with the Display Regulations or interferes with other Exhibitors, and may require the replacing, rearranging or redecorating of any item or of any booth, and no liability shall attach to the AOA for costs that may devolve upon Exhibitor thereby. Refer to "Display Rules & Regulations" for specific provisions governing booth display in your Exhibitor Service Manual.

12. Solicitation: All demonstrations and interviews must be conducted within assigned booth space. All Exhibitor printed materials, souvenirs and other articles must be distributed within assigned booth space. Aisle space must be kept clear to permit for a smooth flow of traffic. Exhibitors are not permitted to distribute printed materials, souvenirs or other articles in or around the registration area, educational sessions or exhibit hall entrance(s). Food and beverages, giveaways and other promotional techniques may be utilized. The AOA, in its sole discretion, shall have the right to prohibit the distribution of any item it deems objectionable or otherwise inappropriate. A copy of all surveys to be distributed during Optometry's Meeting® must be submitted to AOA by May 15, 2020, for approval. Violation of this regulation may result in the eviction of the Exhibitor.

13. Lotteries/Contests: The operation of games of chance, or lottery devices, or the actual or simulated pursuit of any recreational pastime is permitted only to the extent permitted by applicable law.

14. Booth Representatives: Booth Representatives shall be restricted to Exhibitor's employees and their authorized representatives. Booth Representatives shall wear badge identification furnished by the AOA at all times while in the exhibit hall. Exhibitors not wearing and unable to produce the official badge upon request or within a reasonable time will be ejected from the exhibit hall. The AOA may limit the number of Booth Representatives at any time. All booths must be staffed by the Exhibitor during all open show hours.

15. Exhibitor Conduct: Exhibitor shall not use its booth to promote any other exhibition or conference. Consumer (public) shows will not be subject to this restriction. Exhibitor expressly agrees that it will not, nor will its employees or representatives conduct official Exhibitor functions, sales or entertainment in hotel suites during business hours of the Exhibition. Exhibitors are strongly encouraged to house within the AOA Contracted Hotels. The Exhibitor shall conduct and operate its exhibit so as not to annoy, endanger or interfere with the rights of other Exhibitors and visitors. Any practice resulting in complaints from any other Exhibitor or any visitor that, in the opinion of the AOA, interferes with the rights of others or exposes them to annoyance or danger, may in the AOA's sole discretion be prohibited by the AOA. Any demonstration or activity that results in obstruction of aisles or prevents ready access to nearby Exhibitor's booth shall be suspended for any periods specified by the AOA.

16. Selling or order taking is permitted, but Exhibitor is expected to maintain proper decorum and be consistent with the educational purposes and integrity of the show and profession. Exhibitors must obtain any/all permits/licenses required by the host state/city prior to selling/taking orders on-site. All taxes related to sales/orders on-site are the sole responsibility of the Exhibitor.

Exhibit Rules & Regulations

17. Performance of Music/Indemnification: The Exhibitor acknowledges that any live or recorded performances of music that occur in the Exhibitor's booth must be licensed from the appropriate copyright owner or its agent. Exhibitor represents and warrants that no musical work protected by copyright will be staged, produced or otherwise performed via either live or mechanical means, by or on behalf of Exhibitor unless Exhibitor has previously obtained written permission from the copyright owner or the copyright owner's designee (e.g., ASCAP, BMI or SESAC) for such use. Exhibitor further represents and warrants that it shall be fully responsible for the performance of all obligations under any agreement permitting the use of such music, including but not limited to all obligations to report data and to pay royalty fees. Exhibitor further agrees to indemnify, save and hold harmless the AOA from any and all claims and expenses (including legal fees and disbursements), legal actions and liabilities of every kind with respect to any breach of the foregoing representations and warranties.
18. Sound Level: Mechanical or electrical devices that produce sound must be operated so as not to prove disturbing to other Exhibitors. The AOA reserves the right to determine the acceptable sound level in all such instances and reserves the right to restrict exhibits, which, because of noise, method of operation or for any other reason, become objectionable.
19. Receipt of Goods and Exhibits: All arriving goods and exhibits will be received at a receiving area designated by the AOA. All incoming goods and exhibits must be plainly marked and all charges prepaid.
20. Outboarding: 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, may subject offending company to loss of benefits or other penalties, up to and including immediate cancellation of Exhibitor's exhibit space, with such cancellation treated as a space cancellation by Exhibitor according to the terms of paragraph 6.
21. Care and Removal of Exhibits: The AOA will maintain the cleanliness of all aisles. Exhibitors must, at their own expense, keep exhibits clean and in good order. All exhibits must remain fully intact until exhibition has officially ended. Disturbing or tearing down an exhibit prior to the official closing hour of the Exhibition can result in a refusal by the AOA to accept or process exhibit space applications for subsequent exhibitions. Exhibits must be removed from the building by the time specified in the Exhibitors' Manual. In the event any Exhibitor fails to remove its exhibit in the allotted time, the AOA reserves the right, at the Exhibitor's expense, to ship the exhibit through a carrier of the AOA's choosing or to place the same in a storage warehouse subject to the Exhibitor's disposition or make such other disposition of this property as it may deem desirable without any liability to the AOA except in cases of proven negligence by the AOA.
22. Photography: The photographic rights for the Exhibition are reserved to the AOA, and photography in the Exhibition required by Exhibitors can be carried out at moderate charges by the official photographers (as designated by the AOA) if desired.
23. Email: AOA corresponds with Exhibitors almost exclusively by email. A working e-mail is **MANDATORY** for this contract to be accepted. Contact emails do not have the option to opt out of AOA communications by email until the conclusion of Optometry's Meeting®. Contact emails are not sold and are only shared with exclusive Optometry's Meeting® vendors so they can share information about the services they provide during Optometry's Meeting®.
24. All advertising at or near official meeting venues with content specifically targeting attendees (doctors of optometry, ophthalmic content, etc.) must be channeled through and pre-approved by the AOA. Any infringement of this rule may subject offending company to loss of benefits or other penalties.

Exhibit Rules & Regulations

25. **Function Space:** You must be an exhibitor or sponsor to acquire function space. Function space must be secured through the AOA by completing an in conjunction with (ICW) space request form. Please contact the AOA Industry Relations Department at 800.365.2219 ext. 4255, for a space request form. Space is assigned on a first-come, first-served basis. Submitting a request does not constitute an actual order. Once space has been assigned by AOA, a confirmation letter will be sent to the venue and a catering representative will contact you to discuss your catering needs. Meeting space may not be secured for education (CE Credit) under any circumstance. The Association reserves the right to refuse space to any company or individual whose product or services, in the judgment of the Association, do not further the purposes of Optometry's Meeting® or violate any of the terms listed in the ICW request form.

26. **Social Activities or Educational Symposia:** Exhibitor agrees to refrain from sponsoring/securing hospitality suites/rooms or other functions during official show activities, including exhibit hours, social functions, educational seminars and any other related activity scheduled by show management. The AOA considers this 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, including but not limited to priority points or other penalties.

27. **Advertising Space:** You must be an exhibitor to acquire advertising space in Optometry's Meeting® publications. Sponsors that receive "COMP" ads based on their sponsor level must use general company/product ads that do not mention other companies or their products.

28. **Amendment to Rules:** Any matters not specifically covered by these Exhibitor Rules and Regulations and the Display Regulations shall be subject solely to the decision of the AOA. The AOA shall have full power in the matter of interpretation, amendment and enforcement of all said rules and regulations, and that any such amendments when made shall be and become part hereof as though duly incorporated herein and Exhibitor shall be subject to the provisions of this license as so amended.

29. **Agreement to Rules:** Exhibitor, for itself and its employees, agents and representatives, agrees to abide by these rules and by any amendments that may be put into effect by the AOA.

30. **Agreement Non-Assignable:** This Contract/License is non-assignable. Any attempted assignment of this Contract/License shall be null and void and shall constitute a default.

31. **Integration of License:** This Contract/License, consisting of the Exhibitor Application, Exhibitor Rules and Regulations, and Display Regulations, contains the entire agreement between the AOA and Exhibitor. It may not be orally modified. Only an agreement in writing signed by the duly authorized representatives of the parties will be enforceable.

32. **Forum Selection Clause:** This Contract/License agreement is deemed to be entered into and governed by the laws of the State of Missouri. Exhibitor consents to the jurisdiction of the courts of the State of Missouri for the resolution of any and all disputes and claims arising out of this License. Exhibitor waives any claim as to lack of personal or subject matter jurisdiction and agrees that it is subject to the jurisdiction of the State of Missouri.

33. **Force Majeure:** In the event of any circumstances beyond the control of the American Optometric Association, including acts of God, floods, fires, natural disaster, war, strike or terrorism, or threat of war, strike or terrorism, that render the holding of the meeting in good faith opinion of Association to be impractical, impossible, or inadvisable, the Association may, in its sole discretion, cancel the meeting and shall have no obligation to Exhibitor other than the return of the unused prorated portion of the rental fee. Exhibitor releases the Association from any and all claims for damages which may arise in consequence thereof.

Exhibit Rules & Regulations

34. AOA guidelines for contact lens try-ons in the exhibit hall. AOA recognizes that contact lens try-ons are viewed by some exhibitors as a valuable opportunity for member doctors to experience new contact lens innovations and find the best tools for their patients. The AOA places utmost value on the health and safety of everyone who attends and AOA meeting and exhibit halls and respect the position of contact lenses as FDA-regulated medical devices and the importance of the relationship between doctors and patients.

The AOA requires that all contact lens manufacturers offering meeting attendees the opportunity to try-on contact lenses in the AOA exhibit hall must

1. Require all booth visitors who wish to try on contact lenses to sign an acknowledgement of the risks involved; the acknowledgment must highlight the importance of comprehensive eye care and proper lens handling.
2. Require booth visitors who are not currently licensed doctors of optometry and any visitor who does not receive a slit lamp evaluation of the contact lens on the eye by a doctor of optometry to remove the contact lenses prior to exiting the booth.
3. Have, at a minimum, a locally licensed doctor of optometry on-call and onsite at the meeting.
4. Promptly report to the AOA any incidents of adverse events reported to FAERS stemming from contact lens try-ons in an exhibit hall at an AOA-hosted event. A reporting form is available upon request. In the event that a conference attendee reports an adverse event experience directly to the AOA, the AOA will direct the individual to report the occurrence to the manufacturer.

Any exhibitor who provides contact lens try-ons at Optometry's Meeting shall hold harmless the American Optometric Association, its affiliates, subsidiaries, and related organizations from and against any and all liability arising out of said activities.

Exhibit Rules & Regulations

EXHIBIT BOOTH INFORMATION:

LINEAR BOOTH: Linear booths have only one side exposed to an aisle and are generally arranged in a series along a straight line. They are also called “in-line” booths. The basic booth stands back-to-back with an opposite row of booths. It usually has adjacent booths on one or both sides, and an aisle on one (sometimes two) sides. The standard backwall height is 8 ft. Display boards and other equipment more than 36 in. high must not extend more than 36 in. from the backwall to conform to sight line restrictions. (See pg. 3—standard booth)

PENINSULA BOOTH: A peninsula booth is exposed to aisles on three (3) sides and consists of a minimum of four booths. Peninsula booths that back up to linear booths must have a backwall that must be centered on the booths backline and may only be 8 ft. high and 10 ft. wide. Standard sight-line restrictions for the remaining backwall footage apply. The back side of the backwall must be finished (laminated, painted, etc.) and may not carry signs or other copy that would detract from adjoining exhibits.

PERIMETER BOOTH: Similar to the standard booth in every way except the height of the back wall, which can go up to 12 ft. These booths go up against the wall, so high backwalls don't detract from a back-to-back neighbor. Standard sight-line restrictions apply.

ISLAND BOOTH: Bordered on all four sides by aisles, the island booth has no adjacent neighbors. Island exhibits must be designed to allow access from all four aisles and structures and may not exceed 20' in height. Exhibit displays, construction and signage must be arranged to allow for see-through visibility and must not obstruct substantially the view of, or otherwise interfere with, the displays of other exhibitors. (See pg. 3—ceiling height)

CARPETING: The Exhibit Hall is not carpeted. Exhibiting company is responsible for carpeting its booth. Spaces not carpeted by 10am on Thursday, June 25, will be carpeted by Freeman, and the exhibitor will be responsible for any and all charges associated with the carpeting.

HANGING SIGNS/RIGGING SERVICES: The assembly and hanging of all signs and lighting truss is an exclusive service provided through Freeman. All booth signage is subject to the size limitations stated in these policies.

1) The suspended height of a sign may not exceed **20 feet** when measured from the floor up to the top of the sign. Please refer to floor plan as ceiling heights may differ in each hall.

2) Only island exhibits (20x20 and larger) may utilize hanging signs. Please contact Freeman for your hanging signs.

BOOTH RESTRICTIONS: A booth shall accommodate the audience for its demonstration and/or entertainment. Aisles are not the proprietary space of one exhibitor's audience. Demonstrations shall be placed well inside the booth, not on the aisle line facing outward. If an exhibitor is disrupting aisle traffic, Management is within its responsibilities to make exhibitor rearrange the demonstration or eliminate it. Exhibitors are responsible for keeping the noise level of sound systems under control. Management reserves the right to limit use of such sound system when it constitutes an interference with neighboring exhibitors.

Exhibit Rules & Regulations

OFFICIAL SERVICE CONTRACTOR: General questions regarding any services ordered through Freeman installation and dismantle labor, material handling, rental furnishings, special signage, carpet and rental displays should be directed to Freeman's Service Department at 888.508.5054.

GIVEAWAYS: Exhibiting companies may distribute descriptive product literature and samples of their products to visitors. Exhibiting companies may also distribute gifts and promotional items, providing they are not inappropriate and do not create a nuisance or cause interference with adjoining exhibits. The AOA, in its sole discretion, shall have the right to prohibit the distribution of any item it deems objectionable or otherwise inappropriate.

GRATUITIES: Tipping is expressly prohibited. This includes such practices as giving money, merchandise or other special consideration for service rendered. Do not give coffee breaks other than mid-morning and mid-afternoon, when the union has a 15-minute paid break. Meal breaks are one hour. Any attempt to solicit a gratuity by an employee for any service should be reported immediately to Freeman.

IN GENERAL: Craftsmen at all levels will be instructed to refrain from expressing any grievances or directly challenging the practices of any exhibitor. All questions originated by labor are to be expressed only to Freeman or the Exhibit Manager. Exhibitors are asked to refrain from voicing labor complaints directly to craft personnel. Any questions regarding contract labor should be directed to Freeman.

Baltimore/Washington Area Union Regulations:

To assist you in planning your participation in the upcoming exhibition, we are certain you will appreciate knowing in advance that union labor will be required for certain aspects of your exhibit handling. To help you understand jurisdiction that the various unions have, we ask that you read the following:

EXHIBIT INSTALLATION AND DISMANTLING:

The installation and dismantling of prefabricated displays comes under the jurisdiction of the carpenters' union. However, two (2) full-time exhibiting company employees may work without Carpenter Labor for one (1) hour on the installation (move-in) and one (1) hour on the dismantle (move-out) without union labor on booths that are larger than 10' x 10'. Exhibitors may work in booths 10' x 10' or smaller without the use of union labor. Exhibitors are not permitted to use POWER TOOLS (electric drills, power saws, etc.) on booths of any size. Manual tools such as hammers, screwdrivers, ratchets, pry bars, etc. are allowable for exhibitor use within size and time limitations. Exhibitors may not borrow tools, ladders or other equipment from the exhibit facility and/or Freeman.

MATERIAL HANDLING:

One individual from each exhibiting company is permitted one trip to hand-carry items into the exhibit facility. The exhibitor use of dollies, hotel baggage carts, flat trucks and other mechanical equipment, is *not* permitted. Freeman will control access to the trade show floor which includes access from the loading docks and/or all doorways into an exhibit facility. This will help to provide a safe and orderly move-in/move-out. Unloading or reloading of any freight into the exhibit hall by any and all private vehicles and contracted carriers will be handled by Freeman. Rates for material handling services are enclosed in this exhibitor service manual. Freeman shall be the sole authority on all matters in the DOCK area. This shall include but not be limited to such items as assignment of dock space and loading or unloading of all materials and equipment. Any conflicts or disagreements regarding the union jurisdictions or interpretations thereof should be resolved with representatives of Freeman and Show Management.

SAFETY:

Standing on chairs, tables or other rental furniture is prohibited. This furniture is not engineered to support your standing weight. Freeman cannot be responsible for injuries or falls caused by the improper use of rental furniture. Please assist in our efforts to provide a SAFE WORKING ENVIRONMENT for everyone.

TIPPING/LENDING OF TOOLS:

Freeman requests that exhibitors do not tip our employees. They are paid at an excellent wage scale denoting a professional status, and we feel that tipping is not necessary. This applies to all Freeman employees. Also, please take note, personnel of Freeman cannot lend material handling equipment or tools to exhibitors.

Future Optometry's Meetings



2021 - Anaheim, California

Anaheim Convention Center

June 23-27

2022

Chicago, Illinois

McCormick Place

June 15-19

2023

Washington, D.C.

Walter E. Washington

Convention Center

June 17-25

2024

Nashville, Tennessee

Music City Center

June 14-23