

The logo consists of a stylized eye or lens shape formed by three concentric, overlapping circles in blue, red, and green, with a black pupil in the center. To the right of this icon is the text "Optometry's meeting" in a black, sans-serif font, with a registered trademark symbol (®) at the end.

# Optometry's meeting<sup>®</sup>

Dear Kellie,

We greatly appreciate your continued support of the AOA, as we all continue to rally around the profession of optometry during these challenging times. Thank you, wholeheartedly, for your continued efforts.

The Industry Relations Team is reaching out to you, first, with important news that we will share with the greater membership later this week. The AOA Board of Trustees has made the difficult decision to cancel the in-person component of Optometry's Meeting scheduled for June 24 – 28 at the Gaylord National Resort & Convention Center in National Harbor / Washington, D.C., given the growing concerns around the global spread of the Coronavirus/COVID-19.

This is the first time the event has ever been cancelled and, while this is the right decision to make for everyone's health, it is heartbreaking. AOA recognizes that this news creates many questions for exhibitors, and we will publish available information at [optometrismeeing.org](http://optometrismeeing.org) by tomorrow, Thursday, April 9. We will update this resource with additional information as it becomes available.

Here is a summary of some important details for your convenience:

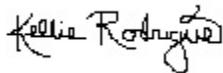
- For exhibitors who have paid in-full for their 2020 booth space, we can defer payment as a credit to the 2021 Optometry's Meeting; scheduled June 23-27 in Anaheim, CA at the Anaheim Convention Center.
- The AOA traditionally holds a pre-sale for the future year's booth space in early-May. Given the course of events, the 2021 pre-sale will be postponed to July / August time frame.
- The pre-sale will still be conducted per usual, assigning days and times for booth selection.
- Any partial payments for 2020 OM booth space will be refunded.
- Any booths with no payments will be released. However, we hope to see all of you again during our 2021 OM pre-sale in July / August, as we look ahead to Anaheim.
- **Registration and hotel fees:** All Optometry's Meeting and Optometry Cares 5K Run / Walk registrations will be cancelled on an attendee's behalf and, if applicable, they will be refunded the fees in the same method they were made. For example, if one paid via credit card, their credit card will be refunded. All hotel reservations booked within Optometry's Meeting's block will be cancelled on an attendee's behalf. Because the credit card was only used to hold the reservation and not charged, a refund will not be necessary. Those who booked a room within the block will receive an email confirmation once the cancellation has been processed. If one booked a hotel room on

their own, outside of the Optometry's Meeting block, they will need to cancel that reservation on their own.

AOA appreciates you keeping this information **confidential**, as we are taking this time to alert you and all key stakeholders first. If you do have questions or concerns in the meantime, please direct them to [Kerodrigue@aoa.org](mailto:Kerodrigue@aoa.org).

Thank you for your continued patience and partnership during these difficult and unprecedented times as we move through this together, united, to a brighter future ahead.

Best regards,

A handwritten signature in black ink that reads "Kellie Rodrigue". The signature is written in a cursive style with a large, stylized initial "K".

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