20/20
AAPOS
ANNUAL MEETING
AUSTIN, TEXAS
MARCH 25-29
MARKETING PROSPECTUS
We are delighted with your planned participation at the 46th Annual Meeting of the American Association for Pediatric Ophthalmology and Strabismus (AAPOS) at the Fairmont Austin in Austin, Texas. The following information should help answer many common questions about the meeting, as well as help you plan for your upcoming trip to Austin. Please read it carefully.

About the Annual Meeting
The AAPOS Annual Meeting is the only venue that provides access to the majority of physicians whose practices are devoted to the care of children’s eyes. This group of physicians also provides medical and surgical care to adult patients with strabismus. AAPOS members are practicing ophthalmologists. Most of these physicians are not reached through corporate support or exhibits at general ophthalmology meetings such as the American Academy of Ophthalmology (AAO) or American Society of Cataract and Refractive Surgery (ASCRS). This meeting represents an outstanding opportunity to meet, one on one, with this unique group of caregivers. At this meeting, products that help the children we serve can be introduced. Most importantly, personal relationships can be forged that will last throughout the year.

We look forward to seeing you in Austin!

Meeting Location
Fairmont Austin
101 Red River Street
Austin, TX 78701
(512) 600-2000
www.fairmont.com/austin

Join Us!
Registered exhibitors are welcome to attend the Opening Reception, Exhibitor Reception and Closing Reception.
Annual Meeting Support

Your company or group can provide support for the 2020 Annual Meeting by participating in one of our corporate support levels. By providing support, your company will be helping AAPOS fulfill its mission to promote the highest quality medical and surgical eye care worldwide for children and for adults with strabismus. Corresponding recognition benefits for the corporate support levels are listed below.

### Corporate Levels of Support

#### PLATINUM

- Recognition as “Platinum” supporter in the Supporters and Exhibitors Book
- One (1) complimentary exhibit booth (8′x10′)
- “Supporter” ribbons for booth staff
- Level of support recognition at your exhibit booth
- Full-page marketing opportunity in the Supporters and Exhibitors Book (highlighting company or one product)
- 5 complimentary registrations and access to all social events
- Opportunity to provide promotional items (with approval from the Corporate Relations Chair)

**$50,000**

#### GOLD

- Recognition as “Gold” supporter in the Supporters and Exhibitors Book
- One (1) complimentary 6′x30” tabletop
- “Supporter” ribbons for booth staff
- Level of support recognition at your exhibit booth
- Full-page marketing ad in the Supporters and Exhibitors Book (highlighting company or one product)
- 4 complimentary registrations and access to all social events
- Opportunity to provide promotional items (with approval from the Corporate Relations Chair)

**$30,000**

#### SILVER

- Recognition as “Silver” supporter in the Supporters and Exhibitors Book
- “Supporter” ribbons for booth staff
- Full-page marketing ad in the Supporters and Exhibitors Book (highlighting company or one product)
- 3 complimentary registrations and access to all social events
- Opportunity to provide promotional items (with approval from the Corporate Relations Chair)

**$20,000**

#### BRONZE

- Recognition as “Bronze” supporter in the Supporters and Exhibitors Book
- “Supporter” ribbons for booth staff
- Half-page marketing ad in the Supporters and Exhibitors Book (highlighting company or one product)
- 2 complimentary registrations and access to all social events
- Opportunity to provide promotional items (with approval from the Corporate Relations Chair)

**$10,000**

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Support the AAPOS Meeting

Reserve Exhibit Space
## Marketing Opportunities

### Networking Events

Recognition of support for networking opportunities may include signage at the event and verbal recognition from the podium during announcement breaks. Any combination of these opportunities counts towards a corporate level of support.

<table>
<thead>
<tr>
<th>Event</th>
<th>Cost</th>
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</thead>
<tbody>
<tr>
<td><strong>OPENING RECEPTION</strong></td>
<td><strong>$50,000</strong></td>
</tr>
<tr>
<td>Wednesday, March 25 – The Opening Reception is very well attended and sets the pace for the meeting. This social event provides the opportunity for meeting attendees, guests and industry representatives to relax, network and reconnect with colleagues.</td>
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<tr>
<th>Event</th>
<th>Cost</th>
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</thead>
<tbody>
<tr>
<td><strong>CLOSING RECEPTION</strong></td>
<td><strong>$50,000</strong></td>
</tr>
<tr>
<td>Saturday, March 28 – A celebration at its best! Enjoy one last time to let loose, have fun and celebrate a successful meeting.</td>
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<thead>
<tr>
<th>Event</th>
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<tbody>
<tr>
<td><strong>CONTINENTAL BREAKFASTS IN EXHIBIT HALL</strong></td>
<td><strong>$25,000</strong></td>
</tr>
<tr>
<td>Meeting attendees gather each morning for a continental breakfast held in the exhibit halls before the general session begins. This provides time for networking with attendees and exhibiting company representatives in the exhibit area.</td>
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</table>

**Dates Available:** Thursday, March 26; Friday, March 27; Saturday, March 28; Sunday, March 29

<table>
<thead>
<tr>
<th>Event</th>
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</thead>
<tbody>
<tr>
<td><strong>MORNING COFFEE BREAKS IN EXHIBIT HALL</strong></td>
<td><strong>$15,000</strong></td>
</tr>
<tr>
<td>Morning refreshment breaks are held in the exhibit hall during breaks in the general session each day of the meeting and area chance for attendees and exhibiting company representatives to network.</td>
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</table>

**Dates Available:** Thursday, March 26; Friday, March 27; Saturday, March 28

<table>
<thead>
<tr>
<th>Event</th>
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<tbody>
<tr>
<td><strong>EVENT MARKETING</strong></td>
<td><strong>$5,000</strong></td>
</tr>
<tr>
<td>Are you planning an ancillary event at AAPOS 2020? Would you like AAPOS to advertise this event to meeting attendees and AAPOS members? Includes 1 electronic announcement of the event prior to the AAPOS 2020 Annual Meeting.</td>
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<tr>
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<tbody>
<tr>
<td><strong>5K RUN/WALK</strong></td>
<td><strong>$5,000</strong></td>
</tr>
<tr>
<td>Saturday, March 28 – The 5K Run/Walk takes place before the general session on Saturday morning. The company that supports this event will have their company logo featured on the 5K Run T-shirt that is given to all 5K Run/Walk participants.</td>
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<thead>
<tr>
<th>Event</th>
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</thead>
<tbody>
<tr>
<td><strong>INTERNATIONAL ATTENDEES RECEPTION</strong></td>
<td><strong>$3,000</strong></td>
</tr>
<tr>
<td>Wednesday, March 25 – A reception with international flair and flavor! Attendees and AAPOS members from around the world connect and network during this special reception.</td>
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<thead>
<tr>
<th>Event</th>
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</thead>
<tbody>
<tr>
<td><strong>YO, SO, &amp; NEW MEMBER RECEPTION</strong></td>
<td><strong>$3,000</strong></td>
</tr>
<tr>
<td>Friday, March 27 – A special reception for Young and Senior Ophthalmologists and the New Members of AAPOS to gather, meet new colleagues and network with leadership.</td>
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</thead>
<tbody>
<tr>
<td><strong>CYBER CAFÉ</strong></td>
<td><strong>$3,500</strong></td>
</tr>
<tr>
<td>Feature your logo on the computers in the Cyber Café and device charging station.</td>
<td></td>
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</table>
Exhibit Opportunities
The exhibit hall will be located in the Manchester Ballroom (section EE-GG) of the Fairmont Austin. Registration will be located in the Manchester (A) Foyer.

Exhibitor Rates

8' x 10' Booth  $6,500
includes 5 exhibitor badges, and half-page, color ad in the Supporters and Exhibitors Book

Double 6' x 30" Tabletop Space  $6,200
includes 4 exhibitor badges, and half-page, color ad in the Supporters and Exhibitors Book

6' x 30" Tabletop Space  $3,100
includes 2 exhibitor badges, and half-page, color ad in the Supporters and Exhibitors Book

6' x 30" Tabletop Space (Non-profit)  $1,500
includes 2 exhibitor badges, and half-page, color ad in the Supporters and Exhibitors Book

- Please provide the names of individuals who should receive complimentary badges on your online exhibitor application.
- If you need to make changes to the badge names, please email Christina Scott at cscott@aao.org.
- Additional representatives must register using the registration form available on the AAPOS website: www.aapos.org.
- Please submit the additional badge form for additional company representatives by Wednesday, February 24, 2020.
- FURNISHINGS PROVIDED: 1 six-foot (6’) table, draped and skirted, 2 chairs, 1 wastebasket, 1 Supporters and Exhibitors Book, 1 program book per company, exhibitor badges (see above). Please note that the ballroom is carpeted, and, therefore, carpet does not need to be ordered.

Exhibitor Schedule*

<table>
<thead>
<tr>
<th></th>
<th>WEDS, MARCH 25</th>
<th>THURS, MARCH 26</th>
<th>FRI, MARCH 27</th>
<th>SAT, MARCH 28</th>
</tr>
</thead>
<tbody>
<tr>
<td>REGISTRATION &amp; HELP DESK</td>
<td>12:00 pm – 8:00 pm</td>
<td>6:30 am – 5:00 pm</td>
<td>6:30 am – 5:00 pm</td>
<td>7:00 am – 5:00 pm</td>
</tr>
<tr>
<td>EXHIBIT INSTALLATION</td>
<td>12:00 pm – 8:00 pm</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>EXHIBIT HOURS</td>
<td>6:30 am – 7:55 am</td>
<td>10:00 am – 11:00 am</td>
<td>6:30 am – 7:00 am</td>
<td>7:00 am – 7:45 am</td>
</tr>
<tr>
<td></td>
<td>1:00 pm – 6:30 pm</td>
<td></td>
<td>9:45 am – 10:30 am</td>
<td>10:00 am – 11:00am</td>
</tr>
<tr>
<td>Reception in the Exhibit Hall: 4:30 pm – 6:30 pm</td>
<td></td>
<td></td>
<td>11:45 am – 1:15 pm</td>
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</tr>
<tr>
<td>EXHIBIT DISMANTLE</td>
<td></td>
<td></td>
<td></td>
<td>11:00 am – 5:00 pm</td>
</tr>
</tbody>
</table>

*These times are subject to change. Final times will be available in March with the exhibitor confirmation notices.
Supporters and Exhibitors Book

CORPORATE SUPPORTER’S ADVERTISEMENT

Platinum, Gold, and Silver Corporate Support may submit artwork for a full-page marketing opportunity at no additional cost. Bronze level Corporate Support may submit artwork for a half-page marketing opportunity at no additional cost.

EXHIBITOR’S ADVERTISEMENT

All exhibitors who reserve their space by Friday, January 17, 2020 may submit artwork for a half-page marketing opportunity.

Advertise in JAAPOS*

In partnership with the Journal of AAPOS, take advantage of special advertising rates for the Annual Meeting special issue of JAAPOS. For detailed information and to place an order, contact please contact Joe Skey, Elsevier Representative at (856) 577-0916 or j.skey@elsevier.com.

<table>
<thead>
<tr>
<th></th>
<th>REGULAR RATE</th>
<th>AAPOS EXHIBITOR RATE</th>
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<tbody>
<tr>
<td>Full-page/4-color</td>
<td>$2,414 (net)</td>
<td>$1,664 (net)</td>
</tr>
<tr>
<td>Web Banner</td>
<td>$90/CPM</td>
<td>$70/CPM for Month of Conference While Inventory is Available</td>
</tr>
</tbody>
</table>

*5 spaces available on a first come basis

Company Bio: 50-word company description and contact information may be included in the directory portion of the Supporters and Exhibitors Book. Please submit this information on the registration form.

Artwork Deadline: Friday, February 7, 2020
Submit files via Dropbox: bitly.com/AAPOS-2020-Ads
Exhibit Hall

Manchester Ballroom
Fairmont Austin

View sold and available exhibit space »
EXHIBITOR HOUSING
Housing at the Fairmont Austin opens on Wednesday, November 20, 2019. The housing link will be e-mailed to you upon that date.

SHIPPING AND MATERIAL HANDLING INSTRUCTIONS
Alliance Nationwide Exposition Company will provide drayage. They will receive crated exhibits and exhibit material at their warehouse, store them, deliver to the exhibitor’s space in the ballroom, remove, store, and return empty containers, and reload for outbound shipment. You will be notified by Alliance Nationwide Exposition Company when the exhibitor service kit is available.

The Fairmont Austin Hotel does not permit shipments to be delivered directly to the hotel. All shipments MUST be delivered to the advance warehouse. Advance shipment deadlines will be provided in the exhibitor service kit.

ADVANCE SHIPMENTS ADDRESS:
Exhibiting Company Name/Booth #
AAPOS 2020 Annual Meeting
c/o Alliance Exposition/Old Dominion Freight
6403 Decker Lane
Austin, TX 78724

If you need to speak with someone directly, please contact:

For assistance, please contact Exhibitor Services at 888.528.2011 or ExhibitorAssistance@alliance-exposition.com.

MATERIAL HANDLING RATES
The Alliance Nationwide Exposition Company will handle all incoming and outgoing exhibit hall packages for tabletop exhibits, crates, skids and booths. Drayage charges will be assessed as noted in the exhibitor service kit.

EXHIBIT SPACE
The exhibit hall is designed for 6’ x 30” tabletop exhibits and 8’ x 10’ booths. Please refrain from bringing exhibits that are larger than your allotted space. Large items that are placed on the floor can be intrusive to other exhibitors by blocking or impeding attendees from getting to other exhibit tables. If a large item that is critical to your exhibit will not fit on your 6 ft. table or in your 8’ x 10’ booth space, you must contact AAPOS prior to the meeting so proper placement on the exhibit floor can be assessed. You may be required to rent a second space to accommodate the floor item. Items not cleared with AAPOS prior to arrival may not be allowed to be set up.

You may choose your exhibit space by selecting up to 3 preferred locations on the provided floor plan. Payment in full is required to receive final confirmation of your space. Your space will remain available until payment is processed. Once registration opens, the floor plan will be updated daily to reflect available space. You will be placed in your top pick based on space availability and receipt of payment. All exhibitors will receive final notification of their exhibit space and any updates to the exhibitor schedule, via email, in March. AAPOS reserves the right to accept or reject, in its sole discretion, any request to exhibit, and to determine the eligibility of any proposed exhibit.

CARE OF FACILITY
Exhibitors may not install any permanent fixtures or deface the building and, upon conclusion of the show, must leave the exhibit space in the same condition it was received.

DISPLAY OF NON-FDA APPROVED DRUG & DEVICES
Any investigational product that is graphically depicted within the exhibit must: (1) contain only objective statements about the product; (2) contain no claims of safety, effectiveness or reliability; (3) contain no comparative claims to other marketed products; (4) be accompanied by directions for becoming an investigator and a list of investigator responsibilities; (5) contain the statement “Caution- Investigated Device- Limited to Investigational Use” in prominent size and placement; and (6) not be sold, or be the subject of order taking, until approved. Signage that is easily visible is to be placed near the devices themselves and on any graphics depicting the device stating clearly any FDA limitations on its use.

PUBLICITY & ADVERTISING
Exhibitors may not use the name of the American Association for Pediatric Ophthalmology and Strabismus (AAPOS), or any of its symbols, logos, or trademarks in any manner representing that the exhibitor or its products or services are approved, endorsed, associated or affiliated with AAPOS, without AAPOS approval. AAPOS prohibits the solicitation of any program speaker or registrant, for the distinct purposes of securing interviews or manuscripts. Exhibitors who violate this rule will be asked to leave immediately.

SAFETY RESTRICTIONS
All display materials and content must conform in all respects to applicable safety, health and fire codes in addition to the rules of the hotel. All materials used within the display, for decoration, or any displayed products shall be flame retardant. Bio-hazardous materials are prohibited. Safety and fire exits must be left accessible at all times. Any operational lasers must conform to appropriate safety precautions. No unshielded laser beam delivery is permitted within the display and must be fully housed with
wavelength absorbent materials. AAPOS reserves the right to prohibit or require the removal of any display (all or part of), exhibit or products that it deems not suitable, unsafe not in accordance with these regulations, or not acceptable with professional ethics as determined by AAPOS.

**ACCME GUIDELINES**

No commercial promotional materials shall be displayed or distributed in the educational space before, during, or after a CME activity. Representatives of commercial supporters may not engage in sales activities while in the room where educational activity takes place. Support of AAPOS CME activities does not influence AAPOS booth space assignment decisions.

**ELECTRICAL, AUDIO/VISUAL AND INTERNET NEEDS**

Electricity, audio visual equipment and or/internet can be ordered from PSAV through the exhibitor service kit. You will be notified by Alliance Nationwide Exposition Company when the exhibitor service kit is available. If you need to speak with someone, please contact the following directly:

**ELECTRICAL, AV AND INTERNET:**

Mark Cervantes
PSAV® Representative
Fairmont Austin
956.342.2637
mcervantes@psav.com

Electrical and/or audio/visual services will NOT automatically be set up in the exhibit hall. If you need electrical services, you MUST contact PSAV prior to your arrival.

**REMOVAL OF TRUNKS & CRATES**

All trunks, crates, boxes or any other items used to transport items for your tabletop exhibit must be removed from the exhibit hall floor and placed in storage prior to the floor opening at 12:00pm, Thursday, March 26, 2020 at 12:00pm.

**ONSITE STORAGE**

Exhibitor storage will be available onsite through drayage company. Please note that storage is only for trunks and crates. Giveaways, product literature, etc., must be stored under your table. If an item does not fully fit under your table, it must be handled by the drayage company. Details on storage fees will be included in the final confirmation sent in March.

**SECURITY & INSURANCE**

A storage room will be available for overnight use, if desired. However, neither AAPOS nor the hotel can assume responsibility for loss of, or damage to, exhibitors’ property. Exhibitors are encouraged to take security precautions to protect their own property. Each exhibitor carries the responsibility of maintaining adequate insurance coverage against injury to persons, damage to or loss of property.

**EXHIBITING RULES & REGULATIONS**

If any exhibiting company fails to observe the policies, terms and regulations outlined in this agreement or is deemed by AAPOS to have engaged in unfair or deceptive practices in connection with the exhibit, AAPOS reserves the right to terminate the exhibit onsite without refunding fees and to refuse assignment or space for future AAPOS meetings.

**PAYMENT, CHANGES & CANCELLATIONS**

Credit card payment in full is due at the time of exhibitor registration submission.

Notification of an exhibitor’s decision to cancel a tabletop/booth exhibit space must be submitted in writing to AAPOS. Refunds less a $500 administrative fee will be made if exhibit is cancelled prior to February 24, 2020. There will be no refunds after February 24, 2020. Sub-leasing of exhibit space is NOT permitted. Two companies may not share the same leased space. Downgrading your space from a booth to a tabletop, or reducing the number of reserved tabletops, may be accommodated permitting availability of space. Notification of an exhibitor’s decision to downgrade a tabletop/exhibit space must be submitted in writing to AAPOS. Refunds less a $500 administrative fee will be made if exhibit is downgraded prior to February 24, 2020. There will be no refunds for space downgrading after February 28, 2019.

All exhibits must be set up by show opening time on March 26, 2020. AAPOS reserves the right to resell the space of any exhibiting company not present by show opening on March 26, 2020, and no refunds will be made.

**LIABILITY**

AAPOS will bear no liability for personal injuries or property loss or damage to an exhibitor, its employees, contractors or business invitees, regardless of the cause, unless such injury or damage results from the gross negligence or intentional wrongful acts of AAPOS. Each exhibitor, in reserving space, agrees to indemnify, defend and hold harmless AAPOS from any and all claims, liability, damages or expenses (including attorney’s fees) asserted against them or incurred by them as a result of, in connection with, or arising from any loss of or damage to property, or injury to persons resulting from, arising out of, or in any way connected with the negligence or wrongful acts or omissions of the exhibitor or its agents or employees, contractors, or business invitees. All exhibits...
must be in compliance with all local, state and federal statutes, ordinances, rules, orders and
degulations that are in force or applicable during the meeting, including without limitation, the

SALES & GIVEAWAYS
Sales are permitted provided that transactions are conducted in an appropriate, professional
and businesslike manner. AAPOS reserves the right to restrict sales activities that it deems
inappropriate or unprofessional. Entertainment, food, alcohol and raffles are prohibited. Onsite
sales are also dependent upon state and city tax laws. It is the responsibility of each exhibitor
to secure any licenses or permits that might be required and collect and remit all city and state
sales taxes.

BOOTH STAFF
Exhibits must be staffed during exhibit hours. Booth staff members are expected to dress and
conduct themselves in a professional manner, consistent with a medical meeting.

ANCILLARY MEETINGS & EVENTS
Exhibitors may not plan, be part of, or encourage AAPOS attendee participation in any functions
during the following days and hours*:

<table>
<thead>
<tr>
<th>Day</th>
<th>Time</th>
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<tbody>
<tr>
<td>Wednesday, March 25</td>
<td>8:00 am – 4:00 pm</td>
</tr>
<tr>
<td>Thursday, March 26</td>
<td>8:00 am – 6:30 pm</td>
</tr>
<tr>
<td>Friday, March 27</td>
<td>7:00 am – 6:00 pm</td>
</tr>
<tr>
<td>Saturday, March 28</td>
<td>8:00 am – 5:30 pm</td>
</tr>
<tr>
<td>Sunday, March 29</td>
<td>7:00 am – 11:00 am</td>
</tr>
</tbody>
</table>

*hours subject to change

Exhibitors planning events at the Fairmont Austin must contact the AAPOS Meetings Manager to
request space. All space requests will be vetted through AAPOS for approval. To request space,
please contact Michael Paulos, Meetings Manager, at mpaulos@aao.org.

Contact AAPOS
American Association for Pediatric Ophthalmology and Strabismus
655 Beach Street
San Francisco, CA 94109
(415) 447-8505
www.aapos.org

Educational, Corporate Support and Marketing Opportunities
Jennifer Hull
Client Services Manager
jhull@aao.org

Exhibits
Christina Scott
Client Services Coordinator
cscott@aao.org

Meeting Logistics and Ancillary Space Requests
Michael Paulos
Meetings Manager
mpaulos@aao.org

Ad Submissions
Gina Minato
Production Project Manager
gminato@aao.org

Future AAPOS Dates & Locations

2019 AAPOS/RANZCO APSPOS JOINT MEETING
An Intercontinental Perspective of Pediatric Ophthalmology & Strabismus
November 7-8
Sydney, Australia
ICC Sydney
(RANZCO Congress Nov 9-12)

2020 AAPOS/ICO/SASPOS JOINT WOC PRE-MEETING
June 25
Cape Town, South Africa
Cape Town International Convention Center

AAPOS 2021
47th AAPOS Annual Meeting
April 7-11
Boston, MA
Westin Boston Waterfront Hotel

2021 JOINT CONFERENCE WITH THE ASSOCIATION FOR OPHTHALMOLOGY AND STRABISMUS
An Intercontinental Perspective of Pediatric Ophthalmology & Strabismus
June 16-18
Moscow, Russia
Radisson Royal

AAPOS 2022
48th AAPOS Annual Meeting
March 23-27
Scottsdale, AZ
Westin Kierland Resort and Spa

AAPOS 2023
49th AAPOS Annual Meeting
March 29-April 2
New York City, NY
Marriott Marquis New York

Support the AAPOS Meeting
Reserve Exhibit Space