



AAPOS 2022

SCOTTSDALE ARIZONA

Marketing Prospectus

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Exhibiting Information

Meeting Logistics

AAPOS 2022



CONTACT AAPOS

American Association for Pediatric Ophthalmology and Strabismus

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Roseville, MN 55113
(952) 646-2045

www.aapos.org

Annual Meeting Contact

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Children's Eye Foundation Support

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Fundraising & Grants
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We are delighted with your planned participation in the 47th Annual Meeting of the American Association for Pediatric Ophthalmology and Strabismus at the Westin Kierland Resort and Spa. The following information should help answer many common questions about the meeting, as well as help you plan for your upcoming trip to Scottsdale. Please read it carefully.

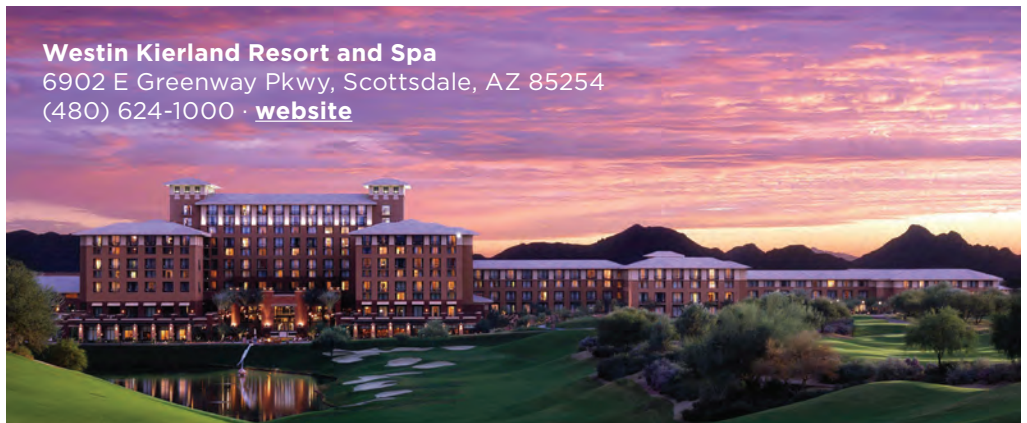
AAPOS was formed in 1974 and has over 1900 members. Membership includes the vast majority of practicing fellowship-trained, board-certified pediatric ophthalmologists and adult strabismus specialists in the United States and Canada, as well as over 400 international members.

Each year, AAPOS conducts an annual scientific meeting at a location in North America. Annual Meeting attendance in recent years has averaged over 1,000 professionals, including approximately 800 physicians.

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 Scottsdale!

Westin Kierland Resort and Spa
6902 E Greenway Pkwy, Scottsdale, AZ 85254
(480) 624-1000 · [website](http://www.westin.com)



Support the AAPOS Meeting



Reserve Exhibit Space

Annual Meeting Support

Provide support for the 2022 Annual Meeting by participating in one of our corporate support levels. 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

\$50,000

- Recognition as "Platinum" supporter in the Exhibitor and Corporate Support Guide
- 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 Exhibitor and Corporate Support Guide (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)

GOLD

\$30,000

- Recognition as "Gold" supporter in the Exhibitor and Corporate Support Guide
- 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 Exhibitor and Corporate Support Guide (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)

SILVER

\$20,000

- Recognition as "Silver" supporter in the Exhibitor and Corporate Support Guide
- "Supporter" ribbons for booth staff
- Full-page marketing ad in the Exhibitor and Corporate Support Guide (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)

BRONZE

\$10,000

- Recognition as "Bronze" supporter in the Exhibitor and Corporate Support Guide
- "Supporter" ribbons for booth staff
- Half-page marketing ad in the Exhibitor and Corporate Support Guide (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)



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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.

OPENING RECEPTION

Wednesday, March 23

\$50,000

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.

CLOSING RECEPTION

Saturday, March 26

\$50,000

A celebration at its best! Enjoy one last time to let loose, have fun and celebrate a successful meeting.

CONTINENTAL BREAKFASTS IN EXHIBIT HALL

Meeting attendees gather each morning for a continental breakfast held in the exhibit hall before the general session begins. This provides time for networking with attendees and exhibiting company representatives in the exhibit area.

Dates:	Thursday, March 24	\$25,000
	Friday, March 25	\$25,000
	Saturday, March 26	\$25,000
	Sunday, March 27	\$25,000

MORNING COFFEE BREAKS IN EXHIBIT HALL

Morning refreshment breaks are held in the exhibit hall during breaks in the general session each day of the meeting and are a chance for attendees and exhibiting company representatives to network.

Dates:	Thursday, March 24	\$15,000
	Friday, March 25	\$15,000
	Saturday, March 26	\$15,000
	Sunday, March 27	\$15,000

YOUNG PEDIATRIC OPHTHALMOLOGIST, SENIOR OPHTHALMOLOGIST, AND NEW MEMBER RECEPTION

Friday, March 25

\$3,000

A special reception for Young and Senior Ophthalmologists and the New Members of AAPOS to gather, meet new colleagues and network with leadership.



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INTERNATIONAL RECEPTION**Wednesday, March 23****\$3,000**

A reception with international flair and flavor! Attendees and AAPOS members from around the world connect and network during this special reception.

WI-FI ACCESS**Wi-Fi at the Meeting****\$10,500**

Support Wi-Fi access through the general session and exhibit space for the duration of the meeting.

Juice Bar**\$3,500**

Help meetings attendees stay charged up by supporting a charging station for cell phones, tablets, and more.

Social Media Wall**\$5,000**

Grab the attention of attendees with your logo on the social media wall in the registration foyer area.

EVENT MARKETING

Are you planning an ancillary event at the 2022 AAPOS Annual Meeting? Would you like AAPOS to advertise this event to meeting attendees and AAPOS members? Includes 2 electronic announcements of the event prior to the meeting.

\$2,500**Support the AAPOS Meeting****Reserve Exhibit Space**

Exhibit Opportunities

The exhibit hall will be located in the Herberger Ballroom of the Westin Kierland Resort.
Registration will be located in the Kierland Grand Ballroom Foyer.

Exhibitor Rates

Booth (8'x10')	\$7,150
includes 5 exhibitor badges, and half-page, color ad in the Exhibitor and Corporate Support Guide	
Double Tabletop Space (6'x30")	\$6,600
includes 4 exhibitor badges, and half-page, color ad in the Exhibitor and Corporate Support Guide	
Tabletop Space (6'x30")	\$3,300
includes 2 exhibitor badges, and half-page, color ad in the Exhibitor and Corporate Support Guide	
Non-profit Tabletop Space (6'x30")	\$1,650
includes 2 exhibitor badges, and half-page, color ad in the Exhibitor and Corporate Support Guide	

- 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 **Ashley Crunstedt** at ashley@aapos.org
- Additional representatives must register using the registration form available on the AAPOS website: https://aao-qrooa.formstack.com/forms/aapos_2022_exhibitor_registration_extra_badges.
- Please submit the registration form for additional company representatives by Friday, February 25, 2022.
- **FURNISHINGS PROVIDED:** 1 six foot (6') table, draped and skirted, 2 chairs, 1 Exhibitor and Corporate Support Guide, 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. Wastebaskets are not included with a tabletop spaces (they are included with a booth space) but can be ordered through Alliance Nationwide Exposition. You will be notified by Alliance Nationwide Exposition when the exhibitor service kit is available.

EXHIBITOR SCHEDULE*

	WED, MARCH 23	THURS, MARCH 24	FRI, MARCH 25	SAT, MARCH 26
Registration & Help Desk	12:00 pm – 8:00 pm	6:30 am – 5:00 pm	6:30 am – 5:00 pm	7:00 am – 5:30 pm
Exhibit Installation	12:00 pm – 8:00 pm			
Exhibit Hours		6:30 am – 7:55 am 10:00 am – 11:00 am 1:10 pm – 2:15 pm Exhibitor Reception 4:30 pm – 6:30 pm (exhibit hall)	6:30 am – 7:00 am 9:45 am – 10:30 am 11:45 am – 1:15 pm	7:00 am – 7:45 am 10:00 am – 11:00 am
Exhibit Dismantle				11:00 am – 5:00 pm

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



Support the AAPOS Meeting



Reserve Exhibit Space

Exhibitor and Corporate Support Guide

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 Monday, February 7, 2022 may submit artwork for a half-page marketing opportunity.

AD SPECS:

- **Content:** product or generic is acceptable
- **Dimensions:**
 - Full-page: 8.75" x 11.25" (add 1/8" for bleeds); trim size: 8.5" x 11"; live area: 7.5" x 10"
 - Half-page: 7.5" x 4.875" (no bleeds)
- **Color/Format:** PDF, 4-cp, CMYK (no spot colors), press-ready, high resolution, 300dpi, all fonts embedded

Artwork Deadline: Monday, February 7, 2022. Submit files via Dropbox: www.bitly.com/aapos-2022-exhibitor

Exhibitor Directory: 50-word company description and contact information (mailing address, phone numbers, email and web address) will be included in the directory portion of the Exhibitor and Corporate Support Guide. Please submit this information on the registration form.

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 more information and to place an order, contact **Jae Hong, Elsevier Representative at (212) 633-3713 or J.Hong@elsevier.com**

	REGULAR RATE	AAPOS EXHIBITOR RATE
Full-page/4-color	\$2,000	\$1,000
Web Banner	\$1,000	\$500

*5 spaces available on a first come basis



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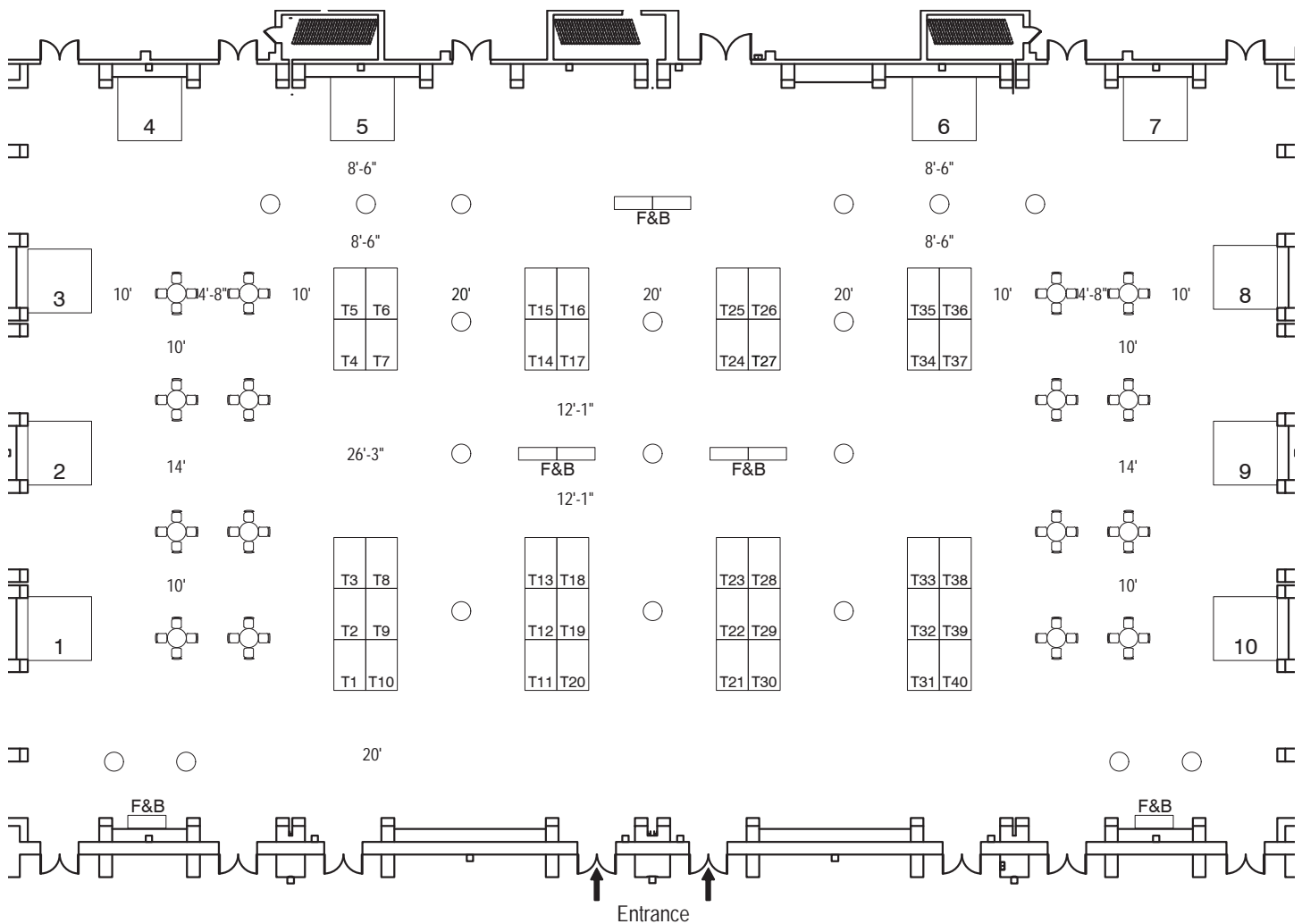
Reserve Exhibit Space



Exhibit Hall

Herberger Ballroom

[View sold and available exhibit space ►](#)



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Exhibitor Housing

Housing at the Westin Kierland Resort and Spa opens on December 1, 2021. The housing link will be emailed to you upon that date.

Shipping and Material Handling Instructions

Alliance National Exposition will provide drayage. They will receive crated exhibits and exhibit material at their warehouse, store them for up to 30 days prior to March 23, 2022, 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 National Exposition when the exhibitor service kit is available.

- First day for warehouse deliveries: **Tues, Feb. 22, 2022**
- Last day for warehouse deliveries: **Wed, Mar. 16, 2022**

The Westin Kierland Resort does not permit shipments to be delivered directly to the hotel. All shipments **MUST** be delivered to the advance warehouse. See the Exhibitor Portal for all shipping information.

If you need to speak with someone directly, please contact Claudia Black, National Account Manager at (815) 295-1347 or claudia.black@alliance-exposition.com.

Exhibit Space

The exhibit halls are designed for 6'x30" tabletop exhibits and 8'x10' 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'x10' 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.



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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 & Internet

Should your tabletop exhibit or booth require electricity, audio/visual equipment and/or internet, please order from the hotel at westinkierland@encoreglobal.com or call (480) 624-1014.

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 floor of the exhibit halls and placed in storage prior to the floor opening on March 24, 2022.

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.

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

Payment for exhibitor registration is due in full 30 days from the invoice date. Payment in full is required to receive final confirmation of your space. Your space will remain available until payment is processed. Payments can be made by check (payable in US funds and drawn on a US bank) or credit card (MasterCard and Visa). 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, 2022. There will be no refunds after February 24, 2022. 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, 2022. There will be no refunds for space downgrading after February 24, 2022.

All exhibits must be set up by show opening time on March 24, 2022. AAPOS reserves the right to resell the space of any exhibiting company not present by show opening on March 24, 2022, 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

**Support the AAPOS Meeting****Reserve Exhibit Space**

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 regulations that are in force or applicable during the meeting, including without limitation, the Americans with Disabilities Act of 1992, and as amended.

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*:

Thursday, March 24	8:00 am – 6:30 pm
Friday, March 25	7:00 am – 5:00 pm
Saturday, March 26	7:45 am – 5:30 pm
Sunday, March 27	7:00 am – 10:20 am

*hours subject to change

Exhibitors planning events at the Westin Kierland Resort and Spa must contact the AAPOS Meetings Manager to request space. All space requests will be vetted through AAPOS for approval. To request space, please contact **Ashley Crunstedt** at ashley@aaapos.org



AAPOS 2023

48th Annual Meeting
March 29–April 2
New York City, NY
Marriott Marquis NY



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