

AMERICAN OPTOMETRIC ASSOCIATION PRIORITY POINTS SYSTEM

EXHIBIT DATES: JUNE 25-28, 2025 ▶ MINNEAPOLIS, MINNESOTA

2025
OPTOMETRY'S
MEETING®

The AOA Priority Points system awards points for exhibiting at OM, in addition to recognizing an organization's ongoing support of AOA throughout the year and rewards exhibitors for upholding the OM rules and regulations during their previous year's participation. The order of booth selection will continue to be determined by each exhibitor's cumulative number of Priority Points.

How Points Are Earned

Permanent Points

- Are cumulative and remain with the company in the Points System.
 - One (1) point is earned per \$25,000 in-kind contribution.
 - Five (5) points are earned for each year of participation as an exhibitor at Optometry's Meeting.
 - Nonprofit and discounted booths do not earn points.
 - One (1) point is earned per \$10,000 actualized commitment for ongoing support of AOA via partnerships, education grants and in other areas other than OM.

Temporary Points

- Are not cumulative and are utilized for determining booth space selection order for current year's booth sales.
- OM 2025:
 - One (1) point is earned for each 10 x 10 booth space.
 - One (1) point is earned for a room block actualized via the official OM housing block vendor.
 - One (1) point is earned for full payment of exhibit space by the due date of April 1, 2025.

Company Mergers, Acquisitions or Divisions

1. Companies are not allowed to combine Temporary or Permanent Point Totals.
2. If companies are acquired, merged or consolidated, AOA will utilize the points from the company with the highest amount of accumulated Priority Points.
3. If a company divides/splits, it is the responsibility of the companies involved to determine how the Priority Points are to be divided between them. All requests for Priority Points transactions must be submitted in writing by the parent or subsidiary company to exhibits@aoa.org within 90 days after the event announcement.

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QUESTIONS?

▶ exhibits@aoa.org

MINNEAPOLIS, MN | JUNE 25-28, 2025

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How Points Are Earned *(continued)*

Points Award

The AOA will calculate Permanent and Temporary Points at least fifteen (15) days prior to the current year open date of Optometry's Meeting to determine priority for booth selection for the following year's event.

- Dates and criteria to earn points are subject to change.
- Show Management has the right to deduct points for not following show rules and regulations while participating at OM.
- Points may only be used by the company that earned the points.
- Points may not be transferred to a subsidiary, affiliate or any other entity.
- Exhibitors with a complimentary, discounted or non-profit booth will not earn Priority Points.

Tie Breakers

If the total points between exhibitors/partners are equal, a tiebreaker will be decided by the following:

- Specific booth space requested; the exhibitor requesting the larger \$/square footage will select first.
- By date a completed application is received by the AOA.
- Continuity of years exhibiting.
- Alphabetical order by parent company name.

Loss of Points

Any exhibiting company that does not exhibit or, in the interest of cancellation, does not pay in full for the intended booth space, for two consecutive years, will forfeit all Permanent Points. Should the company return after that two-year period it will start accumulating points from zero.

Violation of Rules and Regulations

As a condition for exhibiting, each exhibitor agrees to abide by all rules and regulations. For most violations, the following penalties will be enforced:

Violation #1
Loss of 25% of
Priority Points

Violation #2
Loss of 50% of
Priority Points

Violation #3
Loss of 100% of
Priority Points

Violation #4
One-year
suspension of
exhibit privileges

Subsequent Violations
Company will not be
eligible to participate in
future AOA programs

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