

**OPTOMETRY'S
MEETING®**



**5th WORLD
CONGRESS
OF OPTOMETRY**

MINNEAPOLIS, MN | **JUNE 25-28, 2025**



**Welcome to
Optometry's
Meeting
2025!**

**Exhibitor
Prospectus**

**Minneapolis
Convention
Center**



**Optometry's Meeting,
the AOA's annual
gathering, delivers
endless opportunities
to connect with
optometry professionals
in every career stage.**



Eye Care Square is an exhibit hall like no other—bringing together must-see exhibitors, optometry professionals who are decision makers in their business, immersive learning experiences and plenty of networking. Minneapolis is a fun and innovative city whose downtown area is connected by a skyway system of enclosed walkways that connect shops, hotels, restaurants and more. The Art Center, U.S. Bank Stadium, home to the Minnesota Vikings, Target Field located in the Warehouse District, home to the Minnesota Twins, lakes and parks, Irish pubs and breweries, Mill City Museum, Mall of America and of course Paisley Park, home to legendary musician Prince, are a melting pot of culture and entertainment providing a well-rounded experience at Optometry's Meeting.

Click here to view Exhibit Floorplan goeshow.com | Click here to apply for Exhibitor Booth Space goeshow.com

Eye Care Square Hours

Wednesday, June 25:

7 pm-9 pm

Join us for a Welcome Reception with food, drinks and entertainment, as we officially open Eye Care Square at Optometry's Meeting 2025.

Thursday, June 26:

9 am-4 pm

Friday, June 27:

9 am-4:30 pm

4:30 pm-9 pm

Move out begins

Saturday, June 28:

8 am-12 pm

Move out concludes

"Minneapolis is a fun and innovative city connected by a skyway system of enclosed walkways that connect shops, hotels, restaurants and more!"

Important Dates

February 14, 2025

Last chance to adjust booth size and/or cancel with a partial refund.

April 1, 2025

Final payment due

Monday, June 23, 2025

Move in for companies with booth spaces 900 sq. ft. or larger by appointment only.

Tuesday, June 24, 2025:

8 am-5 pm

All booths move in

Wednesday, June 25, 2025:

8 am-3 pm All booths move in

3 pm-7 pm Hall closed to general public

7 pm-9 pm Opening Reception and official opening of Eye Care Square.

June 25-27, 2025

Eye Care Square (exhibit hall) open

Exhibitors must be setup no later than 3 pm on Wednesday, June 25*

Your booth floor covering must be in place no later than 3 pm on the 25th or carpeting will be placed for you resulting in additional fees charged to your account.

Move-out days

Friday, June 27, 2025

4:30 pm-9 pm Move out begins

Saturday, June 28, 2025

8 am-12 pm

Move out concludes

Meet our attendees

Optometry's Meeting brings together the most innovative current practitioners and future practitioners preparing them for a career in the industry. We invite you to share in this opportunity to educate current professionals and reach your goals with new potential customers in the industry.

| | |
|--|--------------|
| Doctors of optometry..... | 1,817 |
| Optometric Staff/Paraoptometric..... | 369 |
| Student..... | 785 |
| Industry Professionals/Association Executives..... | 57 |
| 2024 TOTAL PROFESSIONAL ATTENDEES | 3,028 |
| TOTAL ATTENDANCE (includes exhibitors & guests) | 4,670 |

Here's what our exhibitors say about Eye Care Square

"Energy & insight, people & inspiration—Optometry's Meeting is the premier event bringing together doctors, students and industry to advance optometry through education and connection!"

It's easy to reserve exhibit space!

"Optometry's Meeting 2024 in Nashville was abuzz with excitement and optimism; the positive energy shared by students, new grads and established eye care professionals was palpable and infectious. It was a pleasure to attend OM, and we're excited to do so again next year!"

Reserve your space

Click here to view exhibit floorplan [goeshow.com](https://www.goeshow.com) | Click here to apply [Apply for Exhibitor Booth Space goeshow.com](https://www.goeshow.com)

Exhibit space pricing

| | |
|---|---------|
| Standard 10 feet x 10 feet in-line exhibit space..... | \$3,500 |
| Each corner..... | \$300 |
| A one corner in-line booth..... | \$3,800 |
| Non-profit 10 feet x 10 feet in-line exhibit space..... | \$1,000 |

Examples of standard booth sizes and prices

| | |
|------------------------|----------|
| 10 feet x 20 feet..... | \$7,000 |
| 20 feet x 20 feet..... | \$14,000 |
| 30 feet x 30 feet..... | \$31,500 |
| 40 feet x 40 feet..... | \$57,200 |

What is included with each 10 feet x 10 feet exhibit space**?

- Five (5) booth staff personnel badges (Eye Care Square access only)
- Company description, logo and links in the mobile app
- Company description, categories, logo and links in the online floor plan listing
- 8 feet high back drape and 3 feet high side drape (in-line booths)
- Booth identification sign (booths 300 square feet or less)

No carpeting, furnishings, electrical services or other amenities are included. Discount pricing for these services will be available from the general contractor, Freeman. The Freeman online service manual will be available January 2025. **Floor covering is not included and is required. Failure to install a floor covering by 3 p.m. on Wednesday, June 25 will result in carpet being installed for you and additional fees will be incurred for your booth space.

We're happy to consider your **custom-size booth space**. For more information contact mbeck@aoa.org for assistance with your booth development.



Are you launching a new company or exhibiting at Optometry's Meeting for the first time? Streamline your preparations and get ready to connect! Join our Kick-Start Cul de Sac.

Who is the Kick-Start Cul de Sac designed for?

This 8 x 10 space is perfect for opportunity for start up companies that have limited budgets and still want to have a presence in Eye Care Square. All you have to do is show up with your collateral and start making connections. What is included with each **Kick-Start Kiosk**.*

Your \$750 booth fee includes:

- Two (2) booth staff personnel badges (Eye Care Square access only)
- Company description, logo and links in the mobile app
- Company description, categories, logo and links in the online floor plan listing
- Carpeted flooring
- One (1) stool
- One (1) standard electrical power strip

***Kick-Start Kiosk display rules:** This is rental of the kiosk itself, and not exhibit space. All material, including product and collateral, must be confined to the kiosk unit countertop only. Additional items (ie. tables, chairs, banners, displays, etc.) are NOT permitted.

Payment schedule:

To be considered for exhibit space, your application must be accompanied by a 50% deposit of the total booth or kiosk cost. The full balance is due on or before April 1, 2025. All applications received after April 1, 2025, must include full payment and are non-refundable.

Acceptable payment forms are Visa, Mastercard, American Express, ACH or wire transfer, and business checks. All checks should be made payable to the American Optometric Association in U.S. funds or drawn on a U.S. bank. If selected, exhibitors will receive confirmation of their chosen exhibit space. Exhibitors not selected will receive a full payment refund based on the method of payment.



Cancellation or reduction of exhibit space:

Both the exhibiting organization and AOA acknowledge that, in the event the exhibitor must cancel, AOA will sustain substantial monetary losses that cannot precisely be determined. Due to the difficulty of determining and detailing these losses, the exhibitor agrees to pay the following as liquidated damages (not a penalty) if they cancel or downsize their exhibit space.

If written notice of cancellation or reduction of exhibit space or kiosk is received:

| | |
|--|--|
| By November 28, 2025..... | 25% of original space/kiosk reservation |
| September 29, 2025 to February 15, 2025..... | 50% of original space/kiosk reservation |
| After February 15, 2025..... | No refunds will be issued—100% of original space/kiosk reservation |

These cancellation fees will apply regardless of the execution date of the application. If the AOA does not receive any notice of cancellation in writing, the exhibitor will be liable for 100% of the total fee for exhibit space.

Questions?

For exhibit questions, contact mbeck@aoa.org

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Sponsorship Prospectus: contact Aolson@aoa.org.

Let us help you meet your goals!
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AMERICAN OPTOMETRIC ASSOCIATION

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