



AOA | OPTOMETRY'S
MEETING®
PHOENIX, ARIZONA
JUNE 17-20, 2026



OPTOMETRY'S MEETING® 2026 EXHIBITOR PROSPECTUS

JUNE 17-20, 2026 | PHOENIX CONVENTION CENTER





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

AN EXHIBIT HALL REIMAGINED

Step into the future of eye care at Optometry's Meeting, June 17-20, in vibrant Phoenix—where innovation meets inspiration. Whether you're aiming to expand your optical offerings or stay at the forefront of clinical trends, the Exhibit Hall serves as a gateway to growth, networking and hands-on learning in the heart of the desert. This dynamic showcase brings together the latest in optometric technology, practice management solutions, and patient care tools—all under one roof. Attendees have the unique opportunity to explore cutting-edge diagnostic equipment, connect with leading industry vendors and discover products designed to elevate their practice. It's a space where connection, discovery and progress converge year after year.

Eye Care Square Hours

Wednesday, June 17:

7-9 p.m.

Opening Reception

Thursday, June 18:

8:30 a.m.-4 p.m.

Friday, June 19:

8:30 a.m.-4 p.m.

4-9 p.m.

Move out begins

Saturday, June 20:

8 a.m.-12 p.m.

Move out concludes



Important Dates

February 13, 2026

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

April 1, 2026

Final payment due

Companies are required to pay an initial 50% deposit upon approval to exhibit, to hold their space.

Sunday, June 14, 2026

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

Monday, June 15-16, 2026

8 a.m.-5 p.m.: All booths move in

Wednesday, June 17, 2026

8 a.m.-3 p.m.: All booths move in

3-7 p.m.: Hall closed to general public

7-9 p.m.: Opening reception and official kickoff of Eye Care Square Exhibit Hall

Booth floor covering and set up must be in place no later than 3 p.m. on Wednesday, June 17, or carpeting will be placed for you resulting in additional fees to your account.

June 18-19, 2026

Eye Care Square Exhibit Hall open

Unopposed hours with the hall

12-2 p.m.

Friday, June 19, 2026

4-9 p.m.: Move out begins

Saturday, June 20, 2026

8 a.m.-12 p.m.: 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	1,621
Optometric Staff/Paraoptometrics	252
Students	584
Industry Professionals/Association Executives	49
2025 TOTAL PROFESSIONAL ATTENDEES	2,615
TOTAL ATTENDANCE (includes exhibitors & guests)	4,528

HERE'S WHAT OUR EXHIBITORS SAY ABOUT EYE CARE SQUARE

The exhibit hall at AOA Optometry's Meeting offers a unique opportunity to be among the latest innovations in eye care—and the companies and people driving them. For CooperVision, it's a valuable chance to strengthen connections with eye care professionals, share the newest developments in our portfolio, and be part of a vibrant community committed to advancing the profession.

*Michele Andrews, O.D., Vice President,
Marketing & Professional Affairs,
CooperVision*



From the moment the doors opened and throughout the conference, we were able to meet with vibrant and passionate optometrists, students and fellow industry leaders, forging strong relationships and lasting connections. We look forward to participating in 2026—and beyond!

*Theresa Hong, Education
Director, Ophthalmologix*

RESERVE YOUR SPACE

Click here to view exhibit floorplan: goeshow.com

Click here to apply for exhibitor booth space: goeshow.com

Exhibit space pricing

Standard 10' x 10' in-line exhibit space	\$3,500
• Corner	\$600
• Island space an additional	\$1,200

Examples of standard booth sizes and prices

Nonprofit booth space	\$1,000
10' x 20'	\$7,000
20' x 20'	\$14,000

WHAT IS INCLUDED WITH EACH 10' X 10' 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' high back drape and 3' high side drape (for in-line booths)
- Booth identification sign (for booths 300 square feet or less)

WHAT'S NOT INCLUDED?

- Carpet or floor covering (required)
- Furnishings (tables, chairs, etc.)
- Electrical services
- Internet, cleaning or other booth amenities

IMPORTANT NOTES

- Discount pricing for furnishings, carpet, and additional services will be available through the general contractor, Freeman.
- The Freeman online service manual will be available in January 2026.
- All exhibit spaces must have a floor covering. If not installed by 3 p.m. on Wednesday, June 17, Freeman will install carpet at the exhibitor's expense.

For more information contact mbeck@aoa.org for assistance with your booth development.



EyeStart Pavilion

Are you launching a new company or exhibiting at Optometry's Meeting for the first time? Streamline your preparations and make meaningful connections by joining the EyeStart Pavilion—created specifically for emerging businesses in the optometric space. This turnkey 8' x 10' exhibit area offers an affordable way to establish your presence in Eye Care Square with minimal hassle.

Just bring your collateral and get ready to engage. Interested in learning more? Reach out to mbeck@aoa.org.

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, 2026. All applications received after April 1, 2026, must include full payment and are nonrefundable.

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
November 29, 2025, to February 12, 2026 _____	50% of original space/kiosk reservation
February 13, 2026 _____	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.

The exhibit hall layout is at the discretion of the AOA. At times, changes in booth numbers or locations may be necessary to avoid large gaps of unused space or to be in compliance with fire codes and electrical grids. Exhibitors will be notified as soon as possible about any potential changes. Once on-site, booth locations are final. Please review and address any concerns in advance.

Questions?

For exhibit questions,
contact mbeck@aoa.org

For Sponsorship Prospectus,
contact aolson@aoa.org

Let us help you meet your goals!

Please contact mbeck@aoa.org for more information!

CLICK HERE TO VIEW
EXHIBIT FLOORPLAN

CLICK HERE TO APPLY FOR
EXHIBITOR BOOTH SPACE



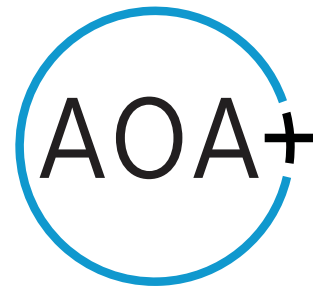
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AMERICAN OPTOMETRIC ASSOCIATION

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