



AOA

OPTOMETRY'S  
MEETING®



AOSA

BOSTON, MASSACHUSETTS  
JUNE 16-19, 2027

# OPTOMETRY'S MEETING® 2027 EXHIBITOR PROSPECTUS

JUNE 16-19, 2027 | BOSTON







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

## EYE CARE SQUARE

Step into the future of eye care at Optometry's Meeting® 2027, June 16-19, in historic Boston—where innovation, education and opportunity come together. Explore the latest advancements in optometric technology, medical devices, ophthalmic products, practice management solutions and patient care innovations from leading companies across the industry. Engage directly with exhibitors, experience hands-on product demonstrations and gain valuable insights into the tools and services shaping the future of eye care. More than just a marketplace, the Exhibit Hall is a vibrant hub for networking, learning and collaboration—bringing together optometrists, optometric professionals, students and industry leaders in one dynamic environment.

### Eye Care Square Hours

#### **Wednesday, June 16**

7-9 p.m.

*Opening Reception*

#### **Thursday, June 17**

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

#### **Friday, June 18**

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

4-9 p.m.

*Move out*

#### **Saturday, June 19**

8 a.m.-12 p.m.

*Move out*



### Important Dates

#### **Jan. 31, 2027**

Deadline to adjust booth size and/or cancel with a 25% cancellation fee.

#### **April 1, 2027**

Final payment due

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

#### **Sunday, June 13, 2027**

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

#### **Monday, June 14-Tuesday, June 15, 2027**

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

#### **Wednesday, June 16, 2027**

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

Freeman will install carpet at the exhibitor's expense if required booth flooring is not in place. Booth floor covering and set up must be in place no later than 3 p.m. on Wednesday, June 16.

#### **June 16-19, 2027**

Eye Care Square Exhibit Hall open

Unopposed Exhibit Hall Hours

12-2 p.m.

#### **Friday, June 18, 2027**

4-9 p.m.: Move out

#### **Saturday, June 19, 2027**

8 a.m.-12 p.m.: Move out



# 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                          | 1,470        |
| Optometric Staff/Paraoptometrics              | 101          |
| Students<br>*AOA+ Year                        | 2,651*       |
| Industry Professionals/Association Executives | 1,157        |
| Guests                                        | 503          |
| Staff & Misc. Vendors                         | 80           |
| <b>2026 TOTAL PROFESSIONAL ATTENDEES</b>      | <b>5,962</b> |

# HERE’S WHAT OUR EXHIBITORS SAY ABOUT EYE CARE SQUARE

“The AOA annual meeting is an invaluable opportunity to connect with the optometric community and support the future of patient care. We’re proud to participate and value the meaningful relationships built through this event.”

Thalia Gotsis, Convention Manager,  
Lenz Therapeutics



“As first-time exhibitors, we appreciated how easy the AOA team made everything. Communication was clear from start to finish. And there’s no substitute for face-to-face conversations with ODs from across the country.”

Sarah Nelson, Director  
of Marketing, Arrellio

# RESERVE YOUR SPACE

Click here to view exhibit floorplan: [goeshow.com](https://goeshow.com)  
Click here to apply for exhibitor booth space: [goeshow.com](https://goeshow.com)



## 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 2027.
- All exhibit spaces must have a floor covering. If not installed by 3 p.m. on Wednesday, June 16, Freeman will install carpet at the exhibitor's expense.

For more information contact [mbeck@aoa.org](mailto: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](mailto: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, 2027. All applications received after April 1, 2027, 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:**

|                               |       |                           |
|-------------------------------|-------|---------------------------|
| On or before Jan. 31, 2027    | _____ | 25% cancellation fee      |
| Feb. 1 through March 31, 2027 | _____ | 50% cancellation fee      |
| On or after April 1, 2027     | _____ | No refunds will be issued |

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](mailto:mbeck@aoa.org)

For Sponsorship Prospectus,  
contact [aolson@aoa.org](mailto:aolson@aoa.org)

**Let us help you meet your goals!**  
Please contact [mbeck@aoa.org](mailto:mbeck@aoa.org) for more information!

CLICK HERE TO VIEW  
EXHIBIT FLOORPLAN

CLICK HERE TO APPLY FOR  
EXHIBITOR BOOTH SPACE



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