

NOAO

NEW ORLEANS ACADEMY OF OPHTHALMOLOGY

2027

ANNUAL SYMPOSIUM

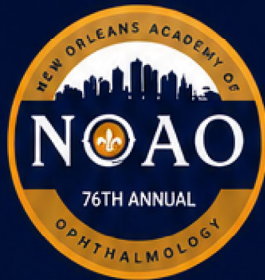
EXHIBITOR & PARTNERSHIP PROSPECTUS

 JANUARY 22 – 23, 2027

 SHERATON NEW ORLEANS HOTEL
NEW ORLEANS, LOUISIANA

FOCUS ON

RETINA, CORNEA,
OCULOPLASTICS & ONCOLOGY



meetings in the United States, bringing together physicians, surgeons, and industry partners for more than 75 years.

The NOAO Symposium delivers a highly focused, physician-driven environment where meaningful interaction—not just exposure—drives value.

BY THE NUMBERS



300+

OPHTHALMOLOGISTS
& ATTENDEES



30+

RESIDENTS &
FELLOWS



50+

TECHNICIANS
(Friday Program)



100%

PHYSICIAN FOCUSED
(No OD attendance)

THE NOAO DIFFERENCE



Attendee pathways
routed through
the exhibit hall



Food & beverage
service inside
the exhibit hall



Intimate setting
for meaningful
conversations



High-engagement
physician audience
actively evaluating
solutions



ATTENDEE ENGAGEMENT PROGRAM

Our raffle-based program drives attendees to visit exhibitor booths and increases meaningful engagement.

EXHIBIT OPPORTUNITIES

Choose the booth that's right for your goals.

TIER 1 PREMIUM BOOTH	TIER 2 STANDARD BOOTH	TIER 3 6' x 8' BOOTH	TIER 4 TABLETOP EXHIBIT
8' x 10'	8' x 10'	6' x 8'	6' tabletop
\$5,000	\$4,000	\$3,000	\$1,750
before Dec 1, 2026: \$5,500	before Dec 1, 2026: \$4,500	before Dec 1, 2026: \$3,250	before Dec 1, 2026: \$2,000
Prime location near entrances, food & general session	Strong visibility within the main exhibit footprint	Excellent exposure at a lower investment	Cost-effective entry point with strong attendee interaction
Maximum visibility to physician decision makers			

BOOTH INCLUDES

						
Pipe & drape (booths only)	Identification signage	One skirted table & two chairs	Wastebasket	Up to 4 company representatives included	Recognition in meeting materials & communications	Logo on Website & Brochure

NOTE: All sponsorships do not include cost of booth space.

TECHNICIAN PROGRAM SPONSORSHIP

Target a highly engaged clinical audience.



The NOAO Annual Symposium features a concurrent technician program on Friday, drawing 100+ ophthalmic technicians and clinical staff.

Technicians play a vital role in:

- Product utilization
- Clinical workflow decisions
- Patient education & implementation

This is a unique opportunity to connect with the team that ensures your products succeed in practice.

CORPORATE PARTNERSHIP OPPORTUNITIES

Expand your visibility and make a lasting impression.

	PLATINUM SPONSORSHIP • Exclusive Right Present Speaker – Friday or Saturday Lunch • Premium Tier 1 booth placement • Up to 6 company representatives • Prominent branding on signage, website & pre-event communications • Verbal recognition during General Session	\$20,000 EXCLUSIVE
	GOLD SPONSORSHIP (Includes Speaking Opportunity) • Exclusive Thursday night pre-party or Friday night President's welcome reception • Premium booth placement • Up to 4 company representatives • Signage and logo recognition	\$10,000
	SILVER SPONSORSHIP • Attendee Breakfast Buffet sponsorship or Speaker Dinner at Calcasieu® sponsorship • Premium booth placement • Up to 4 company representatives • Event signage and recognition	\$6,500
	BRONZE SPONSORSHIP (Break Sponsor) • Coffee break sponsorship in the exhibit hall • Signage at break location • Recognition on event materials	\$4,000
	ADDITIONAL BRANDING OPPORTUNITIES AVAILABLE Sponsorships do not include cost of booth.	

EXHIBIT HALL SCHEDULE

THURSDAY, JANUARY 21, 2027
Exhibitor Check-In & Set Up
(All Day)

FRIDAY, JANUARY 22, 2027
Exhibit Hours: 7:30 AM – 5:30 PM

SATURDAY, JANUARY 23, 2027
Exhibit Hours: 7:30 AM – 5:30 PM

EXHIBITOR GUIDELINES

- ✓ Up to 4 representatives per company included. Additional badges: \$50 each.
- ✓ All exhibit materials must be shipped through Alliance Exposition Services.
- ✓ Banner stands permitted.
- ✓ No hazardous materials allowed.
- ✓ Booths must be staffed during all exhibit hours.
- ✓ Cancellation Policy: \$1,000 retained if cancelled