



Exhibitor Prospectus & Sponsor Opportunities  
**2023 AAO CONVOCATION**  
March 15-19 • The Broadmoor • Colorado Springs, Colorado

# Neuromusculoskeletal Physiology *and the Osteopathic Concept*

Lisa DeStefano, DO  
Program chair



## Exhibitor Information At A Glance

**Exhibition dates:** March 15-17, 2023

**Convocation dates:** March 15-19, 2023

**Location:** The Broadmoor in Colorado Springs, CO

**Projected attendance:** 1,100+ osteopathic physicians, medical students, and residents

**Cost:** \$1,150-\$1,300

**Contact:** AAO Event Planner

(317) 879-1881, ext. 216

[EventPlanner@academyofosteopathy.org](mailto:EventPlanner@academyofosteopathy.org)

## Due dates

### ❑ **Jan. 25:** Complete

[exhibitor agreement online](#)

- Contact information
- \$500 non-refundable deposit
- Company logo in 300dpi (.jpg/.png)
- Certificate of insurance due. See Page 10 under *Liability and insurance*.

### ❑ **Feb. 6:** Submit complimentary advertisement to

[communications@academyofosteopathy.org](mailto:communications@academyofosteopathy.org).

*Only advertisements submitted by exhibitors will be included in the program.*

### ❑ **Feb. 22:** Remit balance due.

## Exhibitor Timeline

Exhibitor move-in: March 15, 12pm (noon)

### Exhibit Hall Hours

- Wednesday, March 15, 5 to 7 p.m.
- Thursday, March 16, 7:30 a.m. to 7 p.m.
- Friday, March 17, 7:30 a.m. to 5 p.m.

Exhibitor move-out: March 17, 5pm-8pm

*Note that the exhibit hall has areas that are open to attendees during exhibitor move-out. Exhibitor sales end at March 17 at 5pm.*

## Exhibitor Complimentary Advertisements

The Convocation exhibit fee includes an advertisement in the Convocation program book. Advertisements are due to AAO Communications at [communications@academyofosteopathy.org](mailto:communications@academyofosteopathy.org) no later than **February 6, 2023**. All advertisements must be 300dpi and in .jpg, .png, or .tif format; see dimensions on Page 8.

*The AAO will not create advertisements for exhibitors that do not submit their own.*

## Travel Arrangements

AAO has obtained **Globally Yours Travel** to handle flight reservations. To take advantage of this service, contact Tina Callahan at (480) 816-3200 or at [globallyyourstravel@cox.net](mailto:globallyyourstravel@cox.net).

**All additional equipment and services, such as booth cleaning, electrical outlets and internet access must be arranged by exhibitors at your expense.**



Cover photo and photo above courtesy of The Broadmoor

## The Broadmoor

1 Lake Avenue

Colorado Springs, CO 80906

[www.broadmoor.com](http://www.broadmoor.com)

Make hotel reservations online

The Broadmoor is a legendary destination resort in Colorado with picturesque mountain views, luxurious accommodations, and unmatched services & amenities.

From their website:

*Since first opening our doors over a century ago, The Broadmoor has offered guests an incredible way to experience the unique beauty of the American West. Today, as the world's longest running consecutive Forbes Five-Star and AAA Five-Diamond resort, that tradition is met with warm, genuine hospitality and an unmatched selection of adventures and activities that celebrate our magnificent surroundings.*

*Our iconic Colorado Springs hotel is home to an abundance of restaurants, cafes and lounges, two legendary golf courses, a world-renowned spa, 19 distinctive retail outlets, and an array of programs for guests of all ages and interests. We also specialize in hosting unforgettable meetings and events with over 315,000 square feet of sophisticated function space.*



# AAO Convocation

## About the American Academy of Osteopathy

As the nation's largest medical society devoted to fostering osteopathic manipulative medicine, the American Academy of Osteopathy focuses on teaching, promoting and researching the science, art and philosophy of osteopathic medicine, emphasizing the integration of osteopathic principles and osteopathic manipulative treatment in patient care.

The Academy's almost 5,000 members consist of doctors of osteopathic medicine (DOs), osteopathic medical students, international affiliates, associate members, honorary members, and supporters.

## About AAO Convocation

In 2022, the AAO's Convocation attracted more than 1,100 registered attendees, mostly practicing osteopathic physicians, residents and medical students.

The majority of physician attendees specialize in family medicine and other primary care fields, and many attendees are believers in complementary and alternative medicine. Many make their major yearly purchases at Convocation, and they rely on this event to learn about new medical programs, equipment and other innovations.

## Convocation Exhibit Hall

The Convocation exhibit hall is conveniently located adjacent to the lecture area and breakout sessions. Practicing osteopathic physicians and osteopathic medical students attend lectures each morning and breakout sessions each afternoon and evening.

The exhibit hall is situated for maximum exposure as physicians and students move between lectures and breakout sessions with an opening reception on Wednesday night in the exhibit hall, coffee every morning, and cash lunch options daily to drive traffic past your booth.



**All equipment and services (including booth cleaning and electrical outlets), must be arranged through exhibitor service provider at your expense. Contact information will be provided after exhibitors are confirmed.**

# Exhibitor Information

## What should you exhibit?

- Computer equipment and programs, including electronic health record systems
- Education materials
- Exercise equipment
- Residency programs
- Medical innovations
- Medical office equipment
- Osteopathic manipulative treatment tables
- Pharmaceutical products and information
- Preventive, nutritional and similar products
- Other services that may benefit physicians or students

## What is included?

- Booth space is 10 feet wide and 10 feet deep
- Rear 8-foot drape
- Three-foot-high side rail drapes
- Booth sign with booth number and exhibitor name
- Six-foot draped table
- Two side chairs
- One wastebasket
- Security when the exhibit is closed
- Self-service exhibitor virtual portal
- Virtual exhibitor “booth” from the Monday before Convention through 60 days after Convocation concludes

## What are the benefits?

- Custom Convocation app means your company information is available on demand
- Opening reception in the exhibit hall on Wednesday evening
- Lunch available for purchase in the exhibit hall on Thursday and Friday
- Company listing in the Convocation app
- Virtual “booth space” in the Convocation app one week before, throughout Convocation, and for 60 days post-event
- Listing on the AAO website as an exhibitor
- Complimentary advertising in the Convocation digital workbook
- Choice of booth space, first-come first-served
- Security during non-attendee exhibit hours
- Company name listed in *AAO Member News*, the AAO member newsletter
- **Corner booth exhibitors:** company logo on the AAO website

## Exhibit hours

- Wednesday, March 15—5 PM to 7 PM
- Thursday, March 16—7:30 AM to 7 PM
- Friday, March 17—7:30 AM to 5 PM

*Exhibitors are not permitted to exhibit in the exhibit hall outside these hours; the app and virtual “storefronts” are available throughout Convocation.*

## AAO Exhibit Contact

AAO Event Planner  
3500 DePauw Blvd.  
Suite 1100  
Indianapolis, IN 46268-1136  
[EventPlanner@academyofosteopathy.org](mailto:EventPlanner@academyofosteopathy.org)  
(317) 879-1881, ext. 216  
Fax: (317) 879-0563

---

## Can't make it to Convocation?

Even if you cannot exhibit at the AAO 2023 Convocation, you can still gain valuable exposure to AAO members by advertising your company or program in the Convocation's digital program, which is posted on the AAO website in advance of Convocation. You can also reach AAO members throughout the year by running ads in the online publications *AAO Member News* and alongside the digital peer-reviewed *AAO Journal*. Contact AAO Communications at (317) 879-1881 ext. 216, or [by email](mailto:) for more information about advertising before, during and after Convocation.

# Sponsorship Opportunities

## TITLE SPONSOR

### Annual business meeting luncheon

**\$10,000**

AAO voting members attend this luncheon to choose new leaders and to honor award recipients. The title sponsor will be allowed to distribute literature to attendees, and a representative may address the attendees for 5 minutes. This sponsorship includes a complimentary exhibit booth. The sponsor must be approved by the AAO Board of Trustees.

## TECHNOLOGY

### Wireless access landing page

**Variable**

Sponsor wireless internet access for the lecture hall, the exhibit hall or the breakout rooms, and every wireless user will see your name before they connect to the internet. For pricing, contact AAO Executive Director Sherri L. Quarles at [SQuarles@academyofosteopathy.org](mailto:SQuarles@academyofosteopathy.org) or at (317) 879-1881, ext. 214.

### Relax and Recharge Station

**\$2,000**

Guests can take advantage of a comfortable seating area to rest their feet and recharge devices. This exclusive sponsor will be recognized in print and by a sign at the seating area.

### Marketing Email: Promoting Additional Sponsorship

**\$500**

A single marketing email to all registered attendees sent prior to Convocation promoting an additional sponsorship event or exhibit booth prior to Convocation. You will be featured as a sponsor of the additional sponsorship (e.g. “2023 Convocation Opening Reception Sponsored by...”) sent by AAO to the registrants on your behalf.

### Mobile app sponsor

**\$1,500**

In 2017, AAO launched its first mobile app for Convocation, and more than 660 users logged into the app. This exclusive sponsorship opportunity will put your organization’s information in front of each user who opens the app.

### Marketing Email: One-Page Flyer

**\$1,500**

A single marketing email to all registered attendees sent prior to Convocation. Vendor will provide a 1-page flyer or marketing piece to the AAO planners to send to the registrants on their behalf. *Flyer or marketing piece must be approved by AAO leadership before the marketing email is scheduled.*

### Convocation Slidedeck Personalized Slide

**\$2,500**

A single 16:9 slide in the Convocation slidedeck, displayed frequently throughout the event in breakout rooms, before and after sessions, and before and after large events. May include company logo, flyer, and/or marketing information supplied by the vendor pending final approval by AAO leadership.

## BREAKOUT SESSIONS

### Convocation breakout sessions

**Variable**

Manufacturers of treatment tables are invited to sponsor Convocation breakout sessions by providing

treatment tables for one or more rooms. Most rooms will be used for six breakout sessions each day, and the Academy requests approximately 40 tables per

room. Sponsors will be recognized verbally, in print and by a sign outside the room.

**For more information about sponsorship opportunities, contact AAO CEO Sherri L. Quarles at [SQuarles@academyofosteopathy.org](mailto:SQuarles@academyofosteopathy.org) or at (317) 879-1881, ext. 214.**

# Sponsorship Opportunities

## REGISTRATION

<b>Convocation program book</b> <b>\$3,500</b>	<b>Neck wallet</b> <b>\$2,500</b>	<b>Convocation USB drives</b> <b>\$3,500</b>
The official Convocation program provides schedules, event information, speaker information and venue maps. If you take advantage of this exclusive opportunity to provide printed copies, your company's logo will be prominently featured in the program book. In addition, your company may provide a printed promotional item to insert in all attendees' registration packets.	At registration, each attendee will receive a neck wallet branded with your organization's logo. Cost is \$2,500 for physician neck wallets or \$2,500 for student neck wallets.	Take advantage of this exclusive sponsorship opportunity to provide all Convocation attendees with USB drives branded with your organization's logo. The drives will be loaded with the Convocation digital program.
<b>Water bottles</b> <b>\$5,000</b>	<b>Convocation tote bag</b> <b>\$4,500</b>	<b>Registration packet inserts</b> <b>\$400</b>
At registration, each attendee will receive a water bottle branded with your organization's logo.	At registration, each attendee will receive a Convocation tote bag branded with your organization's logo.	Include your organization's flier or brochure in each attendee's registration packet. Finished fliers or brochures must be no larger than 5.5 inches by 8.5 inches, and 1,500 copies must be delivered to the Academy before Feb. 1, 2023.

## FOOD AND FUN

<b>Opening Reception</b> <b>\$7,500</b>	of osteopathic manipulative treatment to attendees, guests and exhibitors. Your sponsorship provides beverage service for those waiting for the service for a single day.	<b>SAAO Mixer</b> <b>\$3,000</b>
By sponsoring the food and beverage service for the opening reception, which takes place in the exhibit hall, your organization will receive valuable exposure as attendees network and kick start the Convocation weekend.		The Student American Academy of Osteopathy mixer is the biggest party of the week. Osteopathic medical students who work hard all year take this opportunity to relax and to get to know each other. A sign posted at the entrance will recognize your sponsorship.
<b>Exhibit Hall Morning Beverage Service</b> <b>\$3,000</b>	<b>RAAO Business Luncheon</b> <b>\$3,000</b>	<b>Refreshments at an Exercise Event</b> <b>\$1,500</b>
The exhibit hall is the perfect place to grab a morning cup of coffee or tea. The company that sponsors morning beverage service in the exhibit hall will be recognized by a sign at the beverage station for a single day.	The interns, residents and postdoctoral fellows who belong to the Resident American Academy of Osteopathy (RAAO) attend this luncheon to elect new leaders and to recognize award winners. A sign posted at the entrance will recognize your sponsorship.	By sponsoring the refreshments at one of the four live exercise events (Thursday morning SAAO Fun Run, Thursday morning yoga, Friday morning qigong, or Saturday morning yoga), your organization will receive valuable exposure as attendees get in some early-morning exercise. A sign posted at the entrance to an event, will recognize your sponsorship of the event.
<b>Osteopathic Education Service</b> <b>\$2,000</b>	<b>RAAO Mixer</b> <b>\$3,000</b>	
The Academy's Osteopathic Education Service (OES) provides complimentary personalized demonstrations	The RAAO mixer provides interns, residents and postdoctoral fellows with a chance to network. A sign posted at the entrance will recognize your sponsorship.	

# AAO Convocation Exhibitor Agreement

Complete exhibitor agreement online  
[www.academyofosteopathy.org/convo-exhibitor](http://www.academyofosteopathy.org/convo-exhibitor) or send the  
completed exhibitor agreement on pages 7-9 to:

[EventPlanner@academyofosteopathy.org](mailto:EventPlanner@academyofosteopathy.org)  
American Academy of Osteopathy C/O Event Planner  
3500 DePauw Blvd., Suite 1100  
Indianapolis, IN 46268-1136

## Contact Information

--	--

Contact name

Title

--	--

Email address

Telephone number

## Organization Information

--

Organization name

--

Street address

--	--	--

City

State

ZIP code

--	--	--

Web address

Telephone number

Fax number

## Representatives Attending (up to four)

--

--

--

--

## Signature

--	--

Signature

Date

As a duly authorized representative of the organization listed above, I agree to all rules and regulations outlined on pages 10-11.



# AAO Convocation Exhibitor Agreement

## Exhibit Booths

Booths are assigned on a first-come, first-served in order of received exhibitor agreements based on selected booth type and requested booth numbers.

Brief description of your organization's products or services for the Convocation's mobile app.

Who or what would you like your exhibit booth next to, if possible?

Who or what would you NOT like your exhibit booth next to, if possible?

Multiple booth reservations earn a 10% discount on additional booths.

Advertising artwork (tif, jpg or PDF) must be emailed to [communications@academyofosteopathy.org](mailto:communications@academyofosteopathy.org) by February 6, 2023.

Booth Type	Digital Program Ad Size	Rate	Booth Numbers (from left to right on booth diagram)
Corner	Full-page (7.5 in x 10 in)	\$1,300	409, 410
			401, 402,
			207, 208, 313, 314, 315
			201, 202, 301, 302, 303
			107, 108
Aisle	Half page (7.5 in x 5 in)	\$1,150	101, 102
			407, 408, 405, 406,
			403, 404
			205, 206, 203, 204,
			309, 310, 311
			305, 306, 307
			105, 106, 103, 104

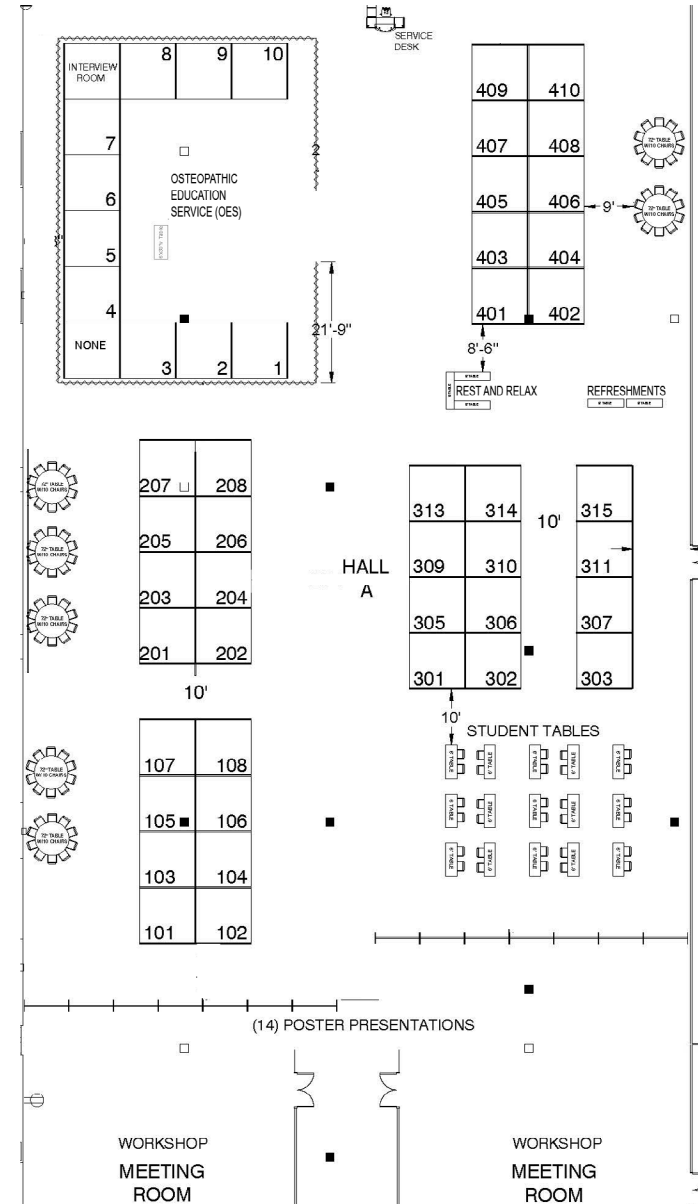


Exhibit hall layout subject to change by fire marshall



# AAO Convocation Exhibitor Agreement

## Sponsorship Opportunities

<input type="checkbox"/> Annual business meeting luncheon	\$10,000*	<input type="checkbox"/> Convocation tote bag	\$4,500
<input type="checkbox"/> Wireless access landing page**	Variable	<input type="checkbox"/> Water bottles	\$5,000
<input type="checkbox"/> Mobile app sponsor	\$1500	<input type="checkbox"/> Convocation USB drives	\$3,500
<input type="checkbox"/> Relax and Recharge Station	\$2,000	<input type="checkbox"/> Registration packet inserts	\$400
<input type="checkbox"/> Marketing Email: One-Page Flyer	\$1,500	<input type="checkbox"/> Opening reception	\$7,500
<input type="checkbox"/> Marketing Email: Promote Add'l Sponsorship	\$500	<input type="checkbox"/> Exhibit Hall Morning beverage service	\$3,000 / day
<input type="checkbox"/> Personalized Slide in Convocation Slidedeck	\$2,500	<input type="checkbox"/> Osteopathic Education Service	\$2,000 / day
<input type="checkbox"/> Convocation breakout sessions**	Variable	<input type="checkbox"/> RAAO business luncheon	\$3,000
<input type="checkbox"/> Convocation program book	\$3,500	<input type="checkbox"/> RAAO mixer	\$3,000
<input type="checkbox"/> Physician neck wallet	\$2,500	<input type="checkbox"/> SAAO mixer	\$3,000
<input type="checkbox"/> Student neck wallet	\$2,500	<input type="checkbox"/> Refreshments at an exercise event	\$1,500

\*This sponsor must be approved by the AAO Board of Trustees. Price includes exhibit booth rate.

\*\*For pricing, contact AAO Executive Director Sherri L. Quarles at [SQarles@academyofosteopathy.org](mailto:SQarles@academyofosteopathy.org) or at (317) 879-1881, ext. 214.

## Total Cost

Booth Rate(s): \$ \_\_\_\_\_

Sponsorship 1 Rate: \$ \_\_\_\_\_

Sponsorship 2 Rate: \$ \_\_\_\_\_

-----

**Total Amount:** \$ \_\_\_\_\_

## Payment Information

A check or money order made payable to the American Academy of Osteopathy is enclosed.

# Exhibit Rules and Regulations

## AAO Convocation, March 15-19, 2023

### All exhibitors should read the following information carefully.

1. **Exposition sponsorship:** The American Academy of Osteopathy Convocation is produced by and is the property of the American Academy of Osteopathy (AAO) referred to as “the organizer.” The organizer and show management will promote attendance at Convocation.
2. **Contract for exhibit space:** The application for booths, assignment of space and payment of the rental deposit constitute a contract to rent the assigned space. Exhibitors failing to occupy space are not relieved of the obligation to pay the full rental fee. Available space will be allocated on a first-come, first-served basis based on the size of the space requested. The organizers reserve the right to make final space assignments or change the space assignments after the application is accepted should it be in the best interest of Convocation.
3. **Cancellation or withdrawal:** Upon giving written notice, an exhibitor may withdraw from the Convocation until February 4, 2023. No refund will be given unless the organizers are able to sell the forfeited booth space to another exhibitor. In the event that the space is sold, 50% of the deposit shall be returned approximately 30 days after the close of Convocation.
4. **No refund will be made for exhibit space canceled after February 4, 2023.** The date on which the organizers receive the notice of cancellation shall serve as the official date of cancellation. As noted above, the AAO have the right to resell the space vacated upon notification of cancellation.
5. **Occupancy of space:** See the exhibit diagram in Exhibitor Prospectus.
6. **Cancellation of Convocation:** Should any situation beyond the control of the AAO arise to prevent the 2023 Convocation from occurring, the organizers will not be held liable for any expenses incurred by the exhibitor except the rental cost of the booth space.
7. **Exhibitor’s representative:** Each exhibitor must name at least one person to be its official representative, with authority to enter into such contracts necessary for installing and removing the exhibit and arranging for services for which the exhibitor is responsible. At least one person from the exhibitor must be in the exhibit booth during all hours the Convocation’s exhibit hall is open.
8. **No assignment:** The exhibitor agrees not to assign or sublet the whole or any portion of the rented space covered by this agreement. No two companies of different ownership can share a single booth without prior approval by the AAO.
9. **Solicitation in the exhibit hall:** The aisles and other common space in the exhibit hall are not leased to the exhibitors and shall be under the control of the AAO. The exhibitor shall keep displays, discussions, interviews, distribution of literature, lectures or any other type of activity inside the contracted booth space. Exhibitor representatives are strictly prohibited from standing in aisles or in front of exhibit booths of other exhibitors for advertising purposes. In addition, exhibitor representatives are prohibited from passing out materials from anywhere except within their booth space. Nothing shall be posted, tacked, nailed, screwed or otherwise attached to columns, walls, floors, or other parts of the building or furniture. Signs, rails, etc. will not be permitted to intrude into or over aisles. Individuals connected with nonexhibiting concerns are prohibited from any dealings, exhibiting, or soliciting within the exhibit hall or other Convocation facilities.
10. **Exhibit standards:** All exhibitors and exhibits shall present materials in a manner appropriate for an audience of physicians and other medical professionals. The AAO shall be the sole judges and shall have discretionary authority to determine whether exhibits or exhibitors are not appropriate. The AAO shall have the right to prohibit any exhibit or part of an exhibit that in the AAO’s opinion is not suitable to or in keeping with the character or purpose of Convocation. Questionable exhibits shall be modified at the request of the organizers, and if modifications are not sufficient to correct deficiencies, the AAO shall have the authority to remove the exhibit or exhibitor’s representatives from the Convocation’s facility without being obligated to reimburse or otherwise indemnify the exhibitor for fees and other expenses. The AAO reserves the right to interpret and refuse to include in the Convocation’s program book and other program materials advertising, literature and other materials that they believe are inappropriate or would otherwise be in bad taste if such materials were displayed or distributed.
11. **Liability and insurance:** The exhibitor is responsible for maintaining general liability insurance throughout Convocation, with limits of liability of at least \$1 million combined single limits, including

# Exhibit Rules and Regulations

## AAO Convocation, March 15-19, 2023

coverage for bodily injury and property damage. The exhibitor must provide a certificate of liability insurance to the organizers no fewer than 30 days prior to Convocation. This certificate must confirm that the exhibitor has general liability and workers' compensation for both paid and unpaid exhibitor personnel at Convocation. Failure to provide such a certificate will result in forfeiting any claims to exhibit, and no funds will be returned. The exhibitor agrees to indemnify, defend and hold forever harmless the American Academy of Osteopathy from any damages or charges imposed for negligence, willful misconduct, or breach of this contract by the exhibitor. In addition, the exhibitor agrees to strictly comply with the applicable terms and conditions contained in the agreement between the The Broadmoor and the American Academy of Osteopathy regarding the exhibit premises. Furthermore, the exhibitor shall at all times protect, indemnify, defend and hold harmless the Board of Trustees of the American Academy of Osteopathy, show management, and subcontractors against and from any and all loss, cost, damage, liability and expense arising from or otherwise related to said exhibitor's occupancy and use of the exhibit premises or a part thereof. Security guards shall be furnished when the exhibit hall is closed. Furnishing guards shall not increase the liability of show management or the AAO.

12. Safety: Fire regulations require all display material used for decoration to be flame-proofed. All electrical equipment, including signs and lights, shall

be in good condition and able to pass inspection of the fire marshal. Each exhibitor agrees to be knowledgeable and responsible regarding ordinances and regulations pertaining to health, fire prevention and public safety while participating in the AAO Convocation. The use of flammable materials necessary to the exhibit for which no alternative can be used must be brought to the attention of show management and the AAO in writing by February 1, 2023, for approval. In addition, no one may operate equipment to move exhibit materials other than show management.

13. Copyright permission and indemnification: The exhibitor represents and warrants that no musical work protected by copyright will be staged, produced or otherwise performed via either "live" or "mechanical" means by or on behalf of the exhibiting firm at the AAO Convocation unless the exhibitor has previously obtained written permission for such use from the copyright owner or the copyright owner's designee (e.g., ASCAP, BMI or SESAC). The exhibitor further represents and warrants that it shall be fully responsible for performing all obligations under any agreement permitting the use of such music, including but not limited to all obligations to report data and to pay royalty fees.
14. Photograph release: Photographs taken by AAO-designated photographers in the exhibit hall and other venues at Convocation may be used in future AAO publications, on the AAO website, and in other AAO materials. The exhibitor agrees to

allow the AAO to use photographs of the exhibit and exhibitor personnel in any AAO-related publications, website and other materials.

15. Miscellaneous regulations: The exhibitor shall not foster or conduct outside activities that would take qualified attendees from Convocation functions or exhibits during the scheduled hours of 5 pm to 7 pm on March 15, 7:30 am to 7 pm on March 16, and 7:30 am to 5 pm on March 17. Manufacturers and suppliers must be exhibitors to use hospitality suites. The term hospitality suite shall include any open room with readily-available food, drink, or entertainment that may have been publicly announced or advertised.
16. Rules and regulations: Rules and regulations relevant to The Broadmoor will be provided to the exhibitor by the organizers upon receipt of the signed exhibitor agreement. The Convocation will abide by local and federal regulations and protocol pertaining to COVID-19 which are subject to change before and during the event.
17. Amendments to regulations: Any and all matters and questions not specifically covered by the articles in this agreement shall be subject to the decision of the AAO. The aforementioned items covered by this agreement may be amended at any time by the AAO in the interest of Convocation, and notice thereof shall be binding on the exhibitor equally with the rules set forth in this agreement.