



INNOVATORS
pop-up



MOMENTS OF *Wonder*



BEYOND WHAT MEETS THE EYE.

OCTOBER 8TH, 2026
6-9 PM

New Orleans

POWERED BY:



LaunchLab
Partners

What is Innovators Pop-Up?

Innovators Pop-Up was born out of the idea that early innovators need a space dedicated to showcasing their technology that allows for connection with key industry influencers, provides a compelling and memorable experience to attract attendees, delivers enduring impact, and is mindful of budgets.

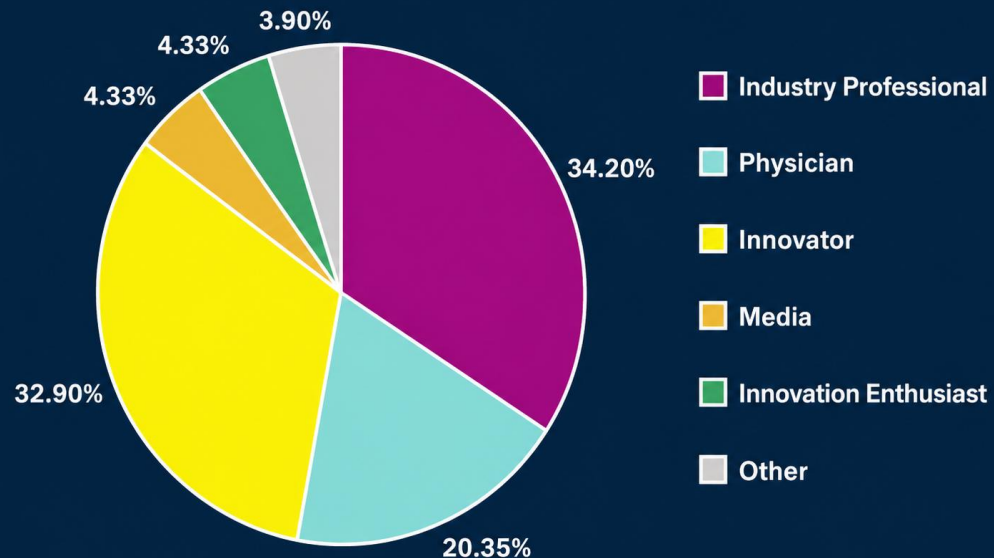
- **Event Execution** – Managing logistics, venue coordination, and seamless operations
- **Showcasing Innovation** – Providing a platform for emerging ophthalmic technologies
- **Industry Connections** – Facilitating engagement with physicians, investors, and key stakeholders
- **Strategic Marketing** – Driving visibility through promotions, social media, and media partnerships
- **Content & Thought Leadership** – Capturing event highlights, insights, and interviews

Innovators Pop-Up at AAO 2025

16 October 2025 | Orlando, FL | 275+ Attendees | 10 Participating Companies



Attendee Mix



"The most valuable part of participating in this is interacting with people in a very natural way and introducing your products so they get a chance to touch and feel them. It's nice to be able to sit and chat in a fun atmosphere with music. People came here to have fun, to learn something, and to really enjoy themselves."

- John Garland, Consultant



"The part about Innovators Pop-up that exceeded my expectations is introducing the ability to interact with the technology, not just hear about it in a didactic way. I think innovators need this type of pop-up opportunity to showcase all the work that they've put in – oftentimes years of work – and if you're doing it with people who are interested in early-stage innovation, then you're able to showcase that in a really meaningful and, frankly, fun way. That attracts the right people and the right type of dialogue that we're all hoping for."

- Sanjeev Ganatra, Global Head, Ophthalmology, CBCC Global Research

Emerging Companies Showcase



Event Sponsors



Goals



Create a memorable experience

Provide a dedicated space for emerging companies to showcase innovation and allow attendees to interact with their technologies hands-on.



Facilitate deeper industry connections

Foster high-value networking between innovators, physicians, investors, media, and industry.



Drive value for participating companies

Position Showcase Innovator's as premier players in the industry for early-stage ophthalmic innovations and provide startups with a platform for further visibility.

Event Details



- **Date:** 8 October 2026
- **Time:** 6:00–9:00 PM ET (VIP early-access 5:30 PM ET)
- **Venue:** Hosted in New Orleans ahead of AAO 2026 - venue details coming soon
- **Participants:**
 - 6-8 booths (Showcase Innovator's)
 - 200+ attendees (industry leaders, physicians, media, and investors)
- **Format:**
 - Interactive company booths featuring hands-on device and therapeutic mechanism of action demonstrations
 - Hot Seat Competition for Showcase Innovators, with prepared video responses reviewed by leading industry experts and the winner announced live at the event
 - Engaging, social atmosphere with beverages and hors d'oeuvres
 - VIP lounge & private bar for sponsors
 - On-site photographer and videographer capturing event highlights and attendee testimonials
 - Curated music to enhance networking and ambiance



The Hot Seat

Where innovation meets the spotlight.

The Hot Seat is a pitch competition designed to give innovators a powerful platform to showcase their ideas. This year, participants will receive curated questions in advance and submit recorded video responses for review by our Hot Seat judges. The winning innovator will be announced live at the event.

For Innovators:

- Respond to curated questions designed to highlight your innovation
- Share your story and vision through a recorded video submission
- Gain visibility with industry leaders, investors, press, and peers
- Compete for the title of **Top Innovator of the Night**

The Judges:

The Innovator of the Night judging panel is made up of respected industry leaders - along with select few Champion Sponsors. Judges will review each video submission, evaluate the responses, and select the winning innovator to be recognized live at the event. *(Judges participation is limited and by invitation for top-tier sponsors.)*

Bring your boldest. Be ready to defend it. This is the Hot Seat.

Sponsor Packages



	Friend	Ally	Champion
	\$10,000	\$15,000	\$20,000
Logo on Website	X	X	X
VIP Access (5:30 PM entry + private bar for your group)	X	X	X
Prominent Branding	X	X	X
Attendee List	X	X	X
Inclusion in Email Communication	X	X	X
Promotion Video Played at Event		X	X
Dedicated Social Media Feature		X	X
iDSocial recording at meeting of your choice			X
Company Landing Page on Innovators Pop-up Website*			X
Hot Seat Judge			X

* Looking for something tailored? Custom sponsorship packages are available upon request.

Sponsor Add-Ons

	Fees
	Optional
<u>Bar Sponsor + Onsite Branding</u>	\$5,000
<u>Fun Element + Onsite Branding (To be discussed)</u>	\$5,000
<u>Entertainment + Onsite Branding</u>	\$5,000

Sponsor Commitments

As an Innovators Pop-Up Sponsor, your brand commits to:

- **Marketing Participation**
 - Provide leadership headshot(s) and short quote(s) for use in promotional materials
 - Actively support event promotion by sharing Innovators Pop-Up assets across your brand's social media, email, and personal networks
 - Designate a primary point of contact to coordinate all marketing and event-related communications with the Innovators Pop-Up team
 - Agreed upon Sponsor Package Fee

Innovator's Pop-Up is Powered By:



Built by physicians. Driven by community.

iDSocial is where eyecare meets modern media—amplifying trusted voices, shaping clinical conversations, and bringing innovation closer to practice.



LaunchLab Partners (LLP) is a healthcare marketing and commercialization agency that partners with healthcare companies at every stage of growth to build visibility, strengthen market presence, and accelerate impact. Backed by veteran leadership and working as an extension of its clients' teams, LaunchLab combines strategy, storytelling, and execution with clarity, creativity, and momentum.



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**Popping up today.
Shaping tomorrow.**

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