



SUBSPECIALTY DAY 2019

EXHIBITOR PROSPECTUS

ASCRSRefractiveDay.org

ASCRSGlaucomaDay.org

CorneaDay.org

Friday, May 3, 2019

Programming will be held in the San Diego Convention Center.

2019 INVITATION TO EXHIBIT

Dear Exhibitor:

We are pleased to invite you to exhibit at the 2019 ASCRS Subspecialty Day programs on Friday, May 3, 2019.

This exhibit hall – which is open to all attendees of ASCRS Glaucoma Day, ASCRS Refractive Day and Cornea Day – offers a unique opportunity for exhibitors to connect with the most important target market for your company’s products and services. These one-day educational programs attracted a combined total of over 2,300 ophthalmologists and healthcare professionals in 2018.

2018 ATTENDANCE PROFILE	
Ophthalmologists	2,216
Healthcare Professional	101
Industry (Non-Exhibitor)	52
Total Attendance	2,369

Thank you for your support and interest in participating in our educational programs.



Jamie Barbera
Exhibits Manager
ASCRS•ASOA

EXHIBIT DATES/HOURS

Friday, May 3, 2019

7:00 a.m.–4:00 p.m.

SPACE ASSIGNMENT

ASCRS Subspecialty Day exhibits are an extension of the continuing education program. To be accepted by ASCRS and the Cornea Society, the products and services should be related to ophthalmic or medical administrative fields.

Table top exhibits will be assigned space on a first-come, first-serve basis. Exhibit space is limited, thus companies are limited to one tabletop space. Requests for additional tabletop spaces will be reviewed on an individual basis.

ASCRS and the Cornea Society reserves the right to reconfigure the exhibit hall floor plan and reassign any exhibiting company at any time. Should the affected exhibitor cancel their space as a result of his booth reassignment, space payments will be refunded in full provided the exhibits manager receives the written cancellation within the designated time frame. The affected exhibitor must submit his cancellation notification in writing within 14 days of notification of space reassignment.

The exhibit hall will be open for ASCRS Glaucoma Day, ASCRS Refractive Day and Cornea Day attendees only:

Morning and afternoon food and beverage will be provided in the hall.

Exhibitors for ASCRS Subspecialty Day will have access to the session rooms with a ASCRS Subspecialty Day exhibitor badge, providing there is seating open for attendees.

BOOTH SPACE GUIDELINES

Exhibits are for disseminating information and displaying products that can easily fit within the allotted tabletop exhibit space. The maximum height of products and display materials on the table may not exceed 7ft. from the floor, nor can the products wrap around to produce any type of sidewall or blocking line of sight to another exhibit table. All exhibitors are required to keep their materials within their exhibit space.

Portable, pop-up back walls are permitted.

All exhibits are subject to review on-site and modification where necessary.

Custom-built booth displays are strictly prohibited. Any requests to substitute the 6' table with equipment must be made in writing no less than 30 days in advance of the exhibition. Please note that the exhibit hall configuration is subject to approval by the local fire marshal.

LASERS & POTENTIALLY HAZARDOUS LIGHTS

Any exhibitor who will be utilizing or displaying lasers or other hazardous optical sources will be required to review the ASCRS Laser Safety Guidelines and submit the Laser Safety Use form by April 12, 2019.

IMPORTANT DATES TO REMEMBER

Booth applications will be accepted until the exhibit area is sold out. Subspecialty Day booths payments are required to be submitted in full with the application.

December 3

Last day to cancel exhibit space without incurring a penalty

December 4-January 3

Booth cancellation will forfeit 30% of total booth fee

December

Exhibitor badge registration open

December

Exhibitor Service Kit available online

December

Exhibit space assignments emailed

January 4-March 4

Booth cancellation will forfeit 50% of total booth fee

March 5-showsite

Booth cancellation will forfeit 100% of total booth fee

April 12

Laser safety use form due

April 19

Mailing sample with pre-registration list request form due. No lists will be run after this date.

May 1-6

Exhibitor registration open

May 2

Exhibit installation 1:00–5:00 p.m.

May 3

Exhibit hall open 7:00 a.m.–4:00 p.m.

May 3

Exhibit dismantle 4:00–6:00 p.m.

ASCRS SUBSPECIALTY DAY TABLE TOP EXHIBIT DISPLAY GUIDELINES

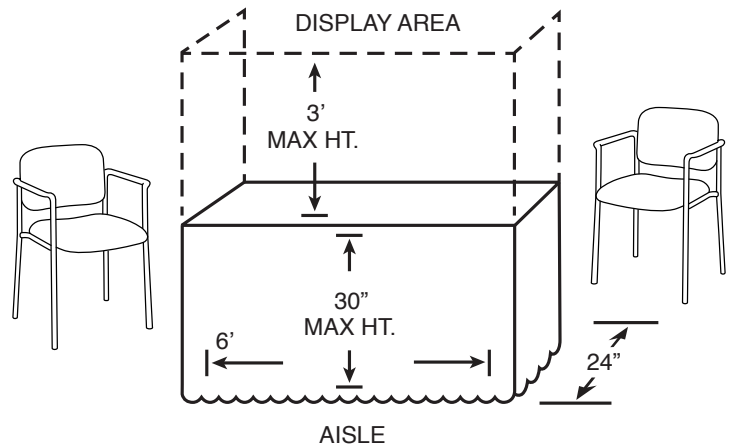
Exhibitors will be asked to remove any exhibits not in compliance with these guidelines

YOUR EXHIBIT SPACE INCLUDES:

- One draped table, 6' long x 2' deep x 30" High. The table is topped in a black skirt.
- Standard ID sign on the your table. 11" long x 17" high.
- Two chairs
- One wastebasket

TABLE DISPLAY GUIDELINES:

- Table top height may not exceed 7ft, exhibit fixtures, signage, products, etc. must be placed on top of the table top.
- Equipment carts are permitted in lieu of provided table. Carts must not exceed display area limits of 66" high x 6' long x 24" deep.
- Display space may not extend beyond the table surface.
- Signs or banners reaching a maximum of 6' long x 30" high may be hung from the drape on the front of the table.
- Maximum height permitted on top of the table is 3" high.



YOUR TABLE TOP IS YOUR ONLY DISPLAY SPACE

- The Exhibit area is carpeted, no other flooring is allowed.
- Free standing signage is permitted BEHIND your table only not next to it.
- Pop-up displays are permitted on top of your table or behind it, not next to your table.
- Additional furniture will not be permitted, nor will ordering additional chairs or a different size tables be permitted.

EXHIBIT SPACE RENTAL FEES

Fee: \$7,500

Items included in the booth fee are as follows:

Two (2) complimentary ASCRS Subspecialty Day exhibitor badges

1875 priority points toward exhibiting at the 2020 ASCRS•ASOA Annual Meeting will apply for your participation in Subspecialty Day

Company listing in the show issue of EyeWorld News Magazine

Company listing in the ASCRS Subspecialty Day Final Program

Company listing in the meetings app

ASCRS•ASOA accepts American Express, Discover Card, MasterCard, VISA, Checks, and wire transfers.

PAYING BY CHECK:

Checks are to be made out to the American Society of Cataract and Refractive Surgery.

Checks are to be drawn on U.S. bank accounts only.

Check payments must accompany a copy of your booth space application and may be mailed to:

ASCRS•ASOA

Attn: Exhibits Manager

4000 Legato Road, Suite 700

Fairfax, VA 22033

WIRE TRANSFER:

THE TRANSACTION FEE MUST BE INCLUDED IN THE TOTAL WIRE AMOUNT.

ASCRS•ASOA IS NOT RESPONSIBLE FOR THIS AMOUNT AND YOU WILL BE BILLED FOR THE BALANCE.

Please ask your banking institution for the transaction fee amount to include. Wire details will not be provided until completed booth space application has been submitted.

Please contact the exhibits manager for wire instructions.

CANCELLATION POLICY

Cancellation of assigned booth space must be submitted in writing to the exhibits manager. Cancellations will not be taken on the phone.

Upon cancellation of exhibit space, exhibitor is responsible for canceling any hotel rooms and/or meeting space that may have been on hold.

Exhibitors canceling after booth space has been contracted will forfeit a percentage of the total space fee based on the following schedule:

- **150 days from show date (December 4, 2018)–120 days from show date (January 3, 2019) forfeit 30% of total booth fee**
- **119 days from show date (January 4, 2019)–60 days from show date (March 4, 2019) forfeit 50% of total booth fee**
- **59 days from show date (March 5, 2019)–0 days from show date forfeit 100% of total booth fee**

Exhibitors that fail to agree to (pay) the cancellation fee will not be permitted to exhibit at future ASCRS•ASOA meetings until the balance is paid in full.

OUTSTANDING BALANCES/PAYMENTS DUE

Companies that have an outstanding balance due from a previous meeting for booths or marketing purchases will not be permitted to exhibit until the balance is paid in full.

OFFICIAL HOTELS

The official housing management company for ASCRS•ASOA is onPeak.

Housing opened on-site at the 2018 ASCRS•ASOA Annual Meeting in Washington, DC. and is open to all exhibiting companies.

ONPEAK

Domestic Phone: (800) 370-8282

International Phone: (312) 527-7300

Email: ascrs-asa@onpeak.com

ASCRS•ASOA has contracted rooms San Diego for the 2019 Annual Meeting. These hotels are considered “official” hotels.

ANY HOTELS NOT LISTED HERE ARE NOT WITHIN THE ASCRS•ASOA BLOCK AND ARE NOT PROTECTED BY ONPEAK AND ASCRS•ASOA.

PRIORITY POINTS FOR HOUSING

Exhibitors are required to secure all sleeping rooms through onPeak.

In doing so, exhibitors have the ability to accrue or lose priority points.

Exhibitors that utilize onPeak for 100% of their housing needs receive ten (10) times their booth square feet in priority points toward the 2020 Annual Meeting. Exhibitors who do not utilize onPeak their housing needs will lose priority points for the 2020 Annual Meeting equal to 50% of their total booth square feet. Please see the priority points section of the Exhibitor Prospectus for more details on how priority points are calculated.

SECURING HOUSING

In order to secure your exhibitor room(s) or block, you will need to submit your request online. This will notify onPeak of your requested housing needs and on which nights you will need them for your staff.

Any exhibitor requesting a room block of 20 rooms or more will be required to accept the terms of the ASCRS•ASOA Attrition Agreement along with their Exhibitor Room Block Request online.

ASCRS•ASOA reserves the right to make adjustments to your room block based on your organization’s history of rooms reserved vs. rooms utilized. Any request for an increase in excess of 5% of your total room pick-up from the previous year will only be granted when extenuating circumstances exist; this is subject to approval by the exhibits manager.

The exhibitor room blocks will be limited at some locations.

A Maximum of 30 rooms can be booked at the following hotels:

- Hilton Bayfront San Diego
- Marriott Marquis San Diego
- Omni San Diego

For all other hotels, onPeak/ASCRS will try and accommodate each groups needs based on availability as best as possible. Your group may need to be split up between multiple hotels.

When requesting any type of suite, please note that it will count for more than one room hotel allotment. A one-bedroom suite will count as two rooms and a two-bedroom suite will count as three rooms.

All requests for suites that will be used as sleeping rooms must go through onPeak.

Hospitality Suite requests for the purpose of meetings or entertaining must be requested through the Affiliate Function Process. Please see guidelines in the Exhibitor Prospectus for more details on Affiliate Functions or contact the meetings manager, Kristine Coan for details. kcoan@ascrs.org

ROOM ASSIGNMENT AND CONFIRMATION

All housing assignments will be made in the order they are received. If your hotel choices are not available, an assignment will be made in a hotel comparable to your requested choices.

ONPEAK WILL SEND YOU A CONFIRMATION OF YOUR HOTEL ASSIGNMENT AFTER THE CUT OFF TIME PERIOD.

You will be able to distinguish email communications from onPeak, the official housing management company, as they will have the ASCRS•ASOA 2019 official meeting logo within the communication and official onPeak seal.

There are many companies that try to pose as the official ASCRS•ASOA housing management company. Please contact ASCRS•ASOA directly if you are uncertain of the designation of a company that has been contacting you.

ROOMING LISTS:

Exhibitor group block rooming lists are due to onPeak by March 8, 2019.

RULES & REGULATIONS

ASCRS•ASOA Show Rules & Regulations detailed within the 2019 ASCRS•ASOA Exhibitor Prospectus are in effect.

AFFILIATE FUNCTIONS & MEETING SPACE

All meeting space requests are subject to the Meeting Space Guidelines & Procedures. Please refer to the affiliate functions information in the Exhibitor Prospectus or contact Kristine Coan, meetings manager at kcoan@ascrs.org for more details.

INSTALLATION OF EXHIBITS

Installation hours are:

Thursday, May 2 **1:00–5:00 p.m.**

All exhibit crates must be empty and tagged and removed for storage no later than 5:00 p.m.

Display space not claimed and occupied by 5:00 p.m. on Thursday, May 2, may be canceled or reassigned without notification or refund.

If the exhibit is on hand, ASCRS and the Cornea Society reserves the right to assign labor to set up any display that is not in the process of being erected by 4:30 p.m. on this day and/or order the removal of all display materials and crates not in the process of being set up by 4:30 p.m. on this day.

The charge for labor to complete either of these options will be billed to the exhibitor and ASCRS•ASOA and the Cornea Society shall have no liability for such work. Labor within the booth can be provided either through an exhibitor appointed contractor (EAC) or GES. All individuals working in the hall must be badged at all times.

ALL INSTALLATION MUST BE COMPLETED AND BE SHOW READY BY 5:00 P.M., THURSDAY, MAY 2, 2019

Exhibit booths must be staffed during all open show hours.

Exhibitor badges for ASCRS Subspecialty Day will grant access to the ASCRS Glaucoma Day, ASCRS Refractive Day and Cornea Day session rooms. CME credits cannot be claimed with exhibitor badges.

DISMANTLE OF EXHIBITS

The dismantling period is 4:00-6:00 p.m., on Friday, May 3.

All exhibitor displays or materials left in the hall after 6p.m. will be packed and shipped at the discretion of ASCRS•ASOA and all applicable service charges will be applied to the exhibitor of record.

IN NO CASE WILL DISMANTLING BE ALLOWED BEFORE 4 P.M., ON THIS DAY.

If exhibitor violates this regulation, they may lose priority points for future booth assignments or may be denied exhibit space in future trade expositions.

Please book your travel arrangements accordingly.

FLOOR COVERING

The exhibit hall for ASCRS Subspecialty Day will be carpeted, and companies are prohibited from providing their own floor covering.

HANGING SIGNS

Hanging signs are not permitted within the ASCRS Subspecialty Day exhibit area.

ASCRS SUBSPECIALTY DAY TABLE TOP EXHIBIT AGREEMENT FORM

Please review the Tabletop Display Guidelines on the previous page. You are required to sign and return this form to Jamie Barbera at jbarbera@ascrs.org along with your booth contract in order for it to be considered complete.

I have read and agree to comply with the ASCRS Subspecialty Day Exhibit Guidelines. I understand ASCRS/the Cornea Society (and/or GES) reserves the right to require modifications to my table top exhibit on-site should it be deemed out of compliance.

NAME _____

COMPANY _____

SIGNATURE _____

DATE _____

Please return to Jamie Barbera along with your booth contract

Email: jbarbera@ascrs.org

Fax: (703) 547-8840

ASCRS SUBSPECIALTY DAY EXHIBIT SPACE APPLICATION

MAY 3, 2019 • SAN DIEGO, CA • SAN DIEGO CONVENTION CENTER

Please tell us which program is your company's focus is towards - Please check all that apply:

ASCRS GLAUCOMA DAY ASCRS REFRACTIVE DAY CORNEA DAY

COMPANY INFORMATION — INCLUDE INFORMATION EXACTLY AS IT SHOULD BE PUBLISHED IN THE FINAL PROGRAM.

COMPANY NAME

ADDRESS 1

CITY STATE ZIP COUNTRY

PHONE

WEBSITE

CONTACT INFORMATION (FOR INTERNAL USE ONLY)

CEO/PRESIDENT

MARKETING CONTACT MARKETING CONTACT EMAIL

EXHIBIT CONTACT TITLE

EXHIBIT CONTACT PHONE

EXHIBIT CONTACT EMAIL

PAYMENT METHOD—PLEASE CHECK ONE.

VISA MasterCard AMEX Discover Check Wire Transfer (wire transfer fee must be included)

AMOUNT ENCLOSED \$

ACCOUNT NUMBER

EXPIRATION DATE CODE

NAME OF CARDHOLDER

SIGNATURE OF CARDHOLDER

AUTHORIZATION: Contracts will not be processed unless signed and include payment. I am an authorized representative of the company with full power and authority to sign and deliver this application and contract. The company listed on this application agrees to comply with all the policies, rules, and regulations contained in the Exhibitor Prospectus and all policies, rules, and regulations adopted after publication of the prospectus.

AUTHORIZED OFFICER SIGNATURE

DATE

Please complete the application/contract as well as the company listing information and mail, fax or email to:

Mail: ASCRS•ASOA/Attn: Jamie Barbera/SDEX
4000 Legato Rd., Suite 700 Fairfax, VA 22033

Fax: (703) 547-8840

Email: jbarbera@ascrs.org

COMPANY LISTING INFORMATION (Must accompany application)

Please provide a company description in 100 words or less for publication in the 2019 ASCRS Subspecialty Day Final Program. If no company description is supplied, the company name, address, telephone number, and booth number will be the only information published in the program.