

EXHIBIT SPACE ASSIGNMENT

EXHIBIT BOOTH SPACE ASSIGNMENT

The ASCRS•ASOA exhibits are an extension of the continuing education program. To be accepted by ASCRS•ASOA, the products and services should be related to the ophthalmic or medical administrative fields.

Booth placement is prioritized using a point system. Points are accrued through a variety of opportunities extended by ASCRS•ASOA, including the number of years a company has continuously exhibited.

Prior to booth assignments, exhibiting companies will be evaluated according to points earned. An email will be sent out to all exhibiting companies from the previous year detailing total points earned for the following year. Companies with the greatest number of points are assigned first, progressing to companies with the fewest. Companies that advertise or provide commercial support accrue more points than non-participating companies.

In order for an exhibiting company's accrued Priority Points to be applied to space selection standings, the exhibiting company must submit the completed space application to ASCRS•ASOA by August 26, 2016.

The exhibit booth space application will be considered complete when it has been signed by the appropriate authorized personnel; product categories & company description have been submitted; and the 50% deposit amount received by the August 26, 2016 deadline date.

Applications received on or after August 27, 2016 will be processed after space selection assignments have taken place for those companies who submitted their required documentation by the deadline. An additional 100 Priority Points will be allotted toward the 2017 Annual Meeting booth space selection standings if full payment is received with your exhibit space application by the August 26, 2016 deadline.

CONFIGURATION OF EXHIBIT HALL

ASCRS•ASOA 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 their booth reassignment, space payments will be refunded in full. The affected exhibitor must submit their cancellation notification in writing no later than 14 days after notification of space reassignment to receive refund.

BOOTH SHARES

Booth companies wishing to share booth space must have a minimum of 200 square feet.

Both companies are required to submit separate booth space applications & contracts and a signed letter on official company letterhead by each company acknowledging they agree to share space.

Each company must provide individual company and product descriptions to be listed in ASCRS•ASOA publications.

PRIORITY POINT ACCRUAL INFORMATION

Priority Points are a large factor in your exhibit location at the ASCRS•ASOA Symposium & Congress.

ASCRS•ASOA recognizes that the location of a booth at our annual meeting is of high strategic importance. ASCRS•ASOA has a system in place that determines the order of space selection for each exhibitor.

With the exception of the number of consecutive years exhibiting, Priority Points are accrued in the following ways and reset to zero after each year's Symposium & Congress concludes. Priority Points are not earned based upon booth size or cost of exhibition space.

How are Priority Points accrued?

1. Years exhibiting at consecutive annual meetings are accrued per year and applied to the next consecutive year.
 - a. 1–5 consecutive years exhibiting are awarded 10 points per year.
 - b. 5–10 consecutive years exhibiting are awarded 20 points per year.
 - c. 10–15 consecutive years exhibiting are awarded 30 points per year.
 - d. 15–20 consecutive years exhibiting are awarded 40 points per year.
 - e. 20+ consecutive years exhibiting are awarded 50 points per year.
2. Utilizing the ASCRS•ASOA official housing bureau, onPeak, for 100% of the exhibiting companies housing needs.
 - a. Ten (10) times the total square footage of your booth at the 2015 annual meeting will be awarded in points toward the 2016 annual meeting if onPeak is used.
 *Ex. 20 ft. x 20 ft. booth = 400 square feet = 4,000 Priority Points earned toward the 2016 annual meeting.
 - b. If onPeak is NOT used for 100% of the exhibiting companies housing needs, company will lose Priority Points for the 2017 annual meeting equal to 50% of the total booth square footage.
 *Ex. 20 ft. x 20 ft. booth = 400 square feet = -200 Priority Points toward the 2017 annual meeting.
3. Partnering with ASCRS•ASOA via advertising in ASCRS•ASOA publications, by purchasing advertising and/or marketing items for the annual meeting (e.g. tote bags), or by contracting with ASCRS•ASOA to host a corporate event during the 2016 calendar year will accrue 25% of the total dollar spent in earned Priority Points toward the 2018 annual meeting.

Administrative Eyecare expanded to 6 printed issues. Earn bonus Priority Points if you purchase advertising space in all 6 issues. during the 2016 calendar year. Accrual is below:

- 100 points for 1/2 page ad in all 6 issues
- 200 points for full page ad in all 6 issues

Plus, receive 25% of the total dollar spent in earned Priority Points toward the 2018 annual meeting.

4. Exhibiting at other ASCRS•ASOA meetings during the 2016 calendar year will accrue 25% of the total dollar spent in earned Priority Points toward the 2018 annual meeting.
 - Other ASCRS•ASOA meetings include: Young Eye Surgeons-Advanced Cataract Training (YES ACT), Combined Ophthalmic Symposium (COS).
 - If you exhibited at the previous Annual Meetings' ASCRS Glaucoma Day/Cornea Day or World Cornea Congress (takes place every 5 years) you will earn 25% of the total dollar spent in earned priority points towards the next consecutive annual meeting.
5. Donations to the ASCRS Foundation during the 2016 calendar year will accrue 25% of the total dollar donated in earned Priority Points toward the 2018 annual meeting.
6. Completion of the post-meeting survey will result in 100 Priority Points toward the next consecutive year.
7. **An additional 100 Priority Points will be awarded to all exhibiting companies who submit full booth space payment with their completed booth space application & contract by the August 26, 2016 deadline. These 100 additional points will be considered toward the 2017 booth space assignment.**

PRIORITY POINTS & EXHIBIT SPACE ASSIGNMENT

PRIORITY POINT ACCRUAL PERIODS

CATEGORY	ACCRUAL PERIOD	YEAR APPLIED
Years Exhibiting at Annual Meeting	Past Consecutive Years	2017
Housing	Fulfillment of final block utilized at 2016 Annual Meeting	2017
Advertising & Marketing	Calendar year, January 2016–December 2016	2018
Exhibiting at other ASCRS•ASOA Meetings	Calendar year, January 2016–December 2016	2018
Exhibiting at ASCRS Glaucoma/Cornea Day	2016 Annual Meeting	2017
ASCRS Foundation Donation	Calendar year, January 2016–December 2016	2018
Completion of the Post Annual Meeting Survey	Immediately following the 2016 Annual Meeting	2017
100% Booth Payment submitted at time of contract submission by deadline date	July 25, 2016–August 26, 2016	2017