

## PRIORITY POINTS

Priority points are a large factor in your exhibit location at the ASCRS•ASOA Annual Meeting.

ASCRS•ASOA recognizes that the location of a booth at our Annual Meeting is of high strategic importance and has a system in place that determines the order of space selection and assignment 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 Annual Meeting concludes. Priority points are not earned based upon booth size or cost of exhibition space.**

## WAYS TO EARN POINTS

1. Years exhibiting at consecutive annual meetings are accrued per year and applied to the next consecutive year.

- 1–5 consecutive years exhibiting are awarded 10 points per year
- 5–10 consecutive years exhibiting are awarded 20 points per year
- 0–15 consecutive years exhibiting are awarded 30 points per year
- 15–20 consecutive years exhibiting are awarded 40 points per year
- 20+ consecutive years exhibiting are awarded 50 points per year

2. Utilizing the ASCRS•ASOA official housing bureau, onPeak, for 100% of the exhibiting company's housing needs.

- Ten (10) times the total square footage of your booth at the 2018 Annual Meeting will be awarded in points toward the 2019 Annual Meeting if onPeak is used.
- If onPeak is not utilized from the 2018 Annual Meeting for the exhibiting company's housing needs, said company will lose priority points towards the 2019 Annual Meeting equal to 50% of the total booth square footage.

3. Exhibiting at 2018 ASCRS Subspecialty Day you will earn 25% of the total dollar spent towards the 2019 Annual Meeting.

4. Exhibiting at the Combined Ophthalmic Symposium and/or YES Advanced Cataract Training meetings during the 2017 calendar year will accrue 25% of the total dollar spent and applied toward the 2019 annual meeting.

5. Purchasing advertising and/or participating in sponsorship opportunities from the 2017 annual meetings or by contracting with ASCRS•ASOA to host a corporate event during the 2017 calendar year will accrue 25% of the total dollar spent toward the 2019 Annual Meeting.

6. Donations to the ASCRS Foundation during the 2017 calendar year will accrue 25% of the total dollar donated in earned priority points toward the 2019 Annual Meeting.

**7. An additional 100 priority points will be awarded to all exhibiting companies who submit full booth payment with their completed booth application by the August 31 deadline. These additional points will be considered toward the 2019 booth space assignment.**

## PRIORITY POINT ACCRUAL PERIODS

CATEGORY	ACCRUAL PERIOD	YEAR APPLIED
Years exhibiting at annual meeting	Past consecutive years	2019
Housing	Fulfillment of final block utilized at 2018 Annual Meeting	2019
Exhibiting at ASCRS Subspecialty Day	2018 Annual Meeting	2019
Advertising and marketing	Calendar year, January 2017–December 2017	2019
Exhibiting at the Combined Ophthalmic Symposium and/or YES Advanced Cataract Training	Calendar year, January 2017–December 2017	2019
ASCRS Foundation donation	Calendar year, January 2017–December 2017	2019
100% booth payment submitted at time of contract submission by deadline date	July 16, 2018 - August 31, 2018	2019