

CONTESTS, DRAWINGS, AND RAFFLES

Exhibitors are encouraged to engage meeting attendees and add value to the meeting experience. That said, contests, drawings, raffles, entertainment, and other similar activities must be reviewed and approved by the ASCRS Exhibits Manager. These activities must be compatible with and maintain the professional atmosphere and tone of the Annual Meeting, as well as enhance the attendee experience and should not be disruptive to neighboring exhibitors.

Exhibitors are not permitted to collect names or register individuals for contests, drawings, or raffles that will be held outside the Annual Meeting. Gaming devices of any description are not permitted in the Exhibit Hall.

EXHIBITOR BOOTH MARKETING GUIDELINES

Except where specifically provided by contractual agreement between ASCRS and the exhibiting company for sponsorships and marketing opportunities, exhibitor marketing efforts must not extend beyond the confines of the exhibit booth.

Exhibitors may not:

- Solicit attendees in lobby spaces of the Convention Center.
- Place or hand out promotional fliers in any locations other than their exhibit booth.
- Conduct marketing within the confines of the Convention Center.
- Place marketing on the sidewalks and promenade leading up to the Convention Center or official ASCRS hotels.
- Place marketing by shuttle bus entrances, passenger drop off/pick up, and taxi lines.
- Permit mobile advertising to remain stationary in front of the Convention Center entrances or other assigned meeting spaces.

AFFILIATE FUNCTION MARKETING GUIDELINES

You are permitted one sign in front of your meeting/event space. Signage for your meeting or event is not permitted outside the confines of a competing exhibitor's meeting or event.

Should competing companies host events in the same hotel/venue on the same day, external marketing is limited to immediately in front of your meeting/event space(s) only.

External marketing may not interfere or detract from a competing exhibitor's event or marketing.

External personnel used for marketing purposes are expected to maintain appropriate behavior and dress at all times.

EBLAST/EMAIL MARKETING

All eblast marketing must be approved through ASCRS prior to distribution and must contain the ASCRS disclaimer. Please contact Jamie Barbera, Exhibits Manager, jbarbera@ascrs.org, to obtain a copy of the disclaimer and submit your eblast marketing piece for approval by March 8.

MAILING LISTS

There will be a request form in the Exhibitor Service Kit, available in December. The first preregistration attendee list request will be complimentary. **The list will only contain name, registration category, title and physical mailing addresses;** ASCRS and ASOA are not permitted to disclose email addresses.

PHOTOGRAPHY, FILMING, & STREAMING

- Non-flash photography is allowed for personal, social, or non-commercial use.
- Please respect attendees and presenters who state they do not want their slides and/or content shared on social media.
- Exhibitors taking photos must do so in a manner that does not disturb the presenter or other attendees.
- Sharing slides that feature patient faces or other identifiable information is prohibited.
- Video recording, live audio and/or video streaming is strictly prohibited. Failure to comply with this policy may result in being removed from the session and/or meeting.

PRESS RELEASES

For Members of the Media:

Members of the media are welcome and encouraged to attend the ASCRS/ASOA Annual Meeting. We kindly request that all journalists pre-register. Registered media will have full access to all ASCRS and ASOA programming material and updates.

For further questions please contact Karen Mathes at kmathes@ascrs.org or 913-484-5355.

For Exhibitors:

Exhibitors may issue press releases regarding their products, data, or other proprietary information available in the Exhibit Hall. They may also reference the fact that they are exhibiting at the ASCRS/ASOA Annual Meeting and that sessions at the meeting will provide additional data or information about their products or services. However, no company shall describe the presentation of data or information at the meeting in such a way as to imply an endorsement by ASCRS. Specifically, words such as “featured” or “showcased” must be avoided. Furthermore, no company shall issue a release listing by name official ASCRS and ASOA meeting content, programming, educational sessions, or other presentations.

Any press release referencing an exhibitor’s participation in the meeting must also include the following disclaimer:

All educational content of the ASCRS/ASOA Annual Meeting is planned by its Program Committee, and ASCRS and ASOA do not endorse, promote, approve, or recommend the use of any products, devices, or services.

The use of the ASCRS and ASOA logos is NOT permitted. Improper press releases will result in a Priority Point penalty.

For further questions, please contact Karen Mathes at kmathes@ascrs.org or 913-484-5355.

2022 EXHIBITOR SOCIAL MEDIA PROMOTION

All exhibitors are encouraged to promote their 2022 ASCRS Annual Meeting attendance and booth information in advance of and throughout the meeting. All posts using the hashtags #ASCRS2022 and/or #ASOA2022 will be displayed for attendees to view.

PROMOTIONAL TOOLS AVAILABLE TO SHOWCASE EXHIBITOR ENGAGEMENT ARE OUTLINED BELOW:

- Exhibitors may use a “We’re Exhibiting” image on Facebook, Twitter, LinkedIn, Instagram, and in email signatures. Exhibitors may also place the image on their website.
- Contact Jamie Barbera (jbarbera@ascrs.org) and provide booth number to request the customized image.
- Make sure all posts use the meeting hashtag #ASCRS2022 and/or #ASOA2022.
- Publish the post and repeat as desired.

EXHIBITORS ARE ENCOURAGED TO LEVERAGE SOCIAL MEDIA THROUGHOUT THE MEETING AS DESIRED, PROVIDED POSTS COMPLY WITH THE GUIDELINES BELOW:

- Do not amend or alter the “We’re Exhibiting” image.
- Do not use the image in a way that suggests or implies partnership, sponsorship, or endorsement by ASCRS or ASOA.

KEEP THESE GUIDELINES IN MIND WHEN POSTING ABOUT THE ANNUAL MEETING:

- Non-flash photography is allowed for personal, social, or non-commercial use.
- Please respect attendees and presenters who state they do not want their slides and/or content shared on social media.
- Exhibitors taking photos must do so in a manner that does not disturb the presenter or other attendees.
- Sharing slides that feature patient faces or other identifiable information is prohibited.
- Video recording, live audio, and/or video streaming is strictly prohibited. Failure to comply with this policy may result in being removed from the session and/or meeting.

TO FACILITATE EXHIBITOR ENGAGEMENT, ASCRS AND ASOA HAVE PROVIDED A COUPLE OF SUGGESTED EXAMPLES:

- 1 “Meet us in Washington, D.C. at #ASCRS2022.
We are showcasing (enter description here).”
- 2 “Meet us in Washington, D.C. at #ASOA2022.
We are showcasing (enter description here).”

Examples



EXHIBIT BOOTH GIVEAWAYS

Items that will be used only by internal staff of the exhibiting company (and therefore not given away) are exempt from this policy.

Exhibiting companies may distribute descriptive product literature and samples of their listed products to each booth visitor. Where permitted by law, it is appropriate for companies to offer items that are not of substantial value (\$100 or less) and do not have value to healthcare professionals outside of their professional responsibilities. For example, an anatomical model for use in the examination room is intended for the education of patients and would be acceptable.

Potential giveaway items must be designed primarily for the education of patients or healthcare professionals.

Potential giveaway items may not duplicate items ASCRS supplies with the support or promotional fees paid to ASCRS by a corporate supporter or advertiser. These items include but are not limited to lanyards, tote bags made of an enduring material, and bottled water.

Exhibiting companies may wish to place giveaway items from their booth in a bag. Because our attendee tote bags are a sponsored item, you are required to follow the guidelines below.

1. A product sample of the bag is required to be submitted to Jamie Barbera, ASCRS Exhibits Manager, for prior approval.
2. The bag is required to be plastic or paper only.

Prescription drug samples may be distributed to ophthalmologists only in accordance with the Prescription Drug Marketing Act.

Distribution of approved items must not create a nuisance or cause interference with adjoining exhibitors.

For those companies that follow the Pharmaceutical Research and Manufacturers of America (PhRMA) Code and/or the Advanced Medical Technology Association (AdvaMed) Code, giveaways permitted for the Annual Meeting are those designed primarily for the education of patients or healthcare professionals. It is the sole responsibility of the exhibiting company to abide by the guidelines set forth by the PhRMA and AdvaMed Codes.

ASCRS, at its sole discretion, shall have the right to prohibit the distribution of any item it deems objectionable or otherwise inappropriate.

You are required to gain approval for your giveaway.

Failure to provide a sample by March 8 may preclude the exhibitor from providing a giveaway. All giveaway items must be pre-approved by the Exhibits Manager or will be confiscated on the show floor and not returned.

Please submit a picture and short description of the items to Jamie Barbera, ASCRS Exhibit Manager, jbarbera@ascrs.org.

POLICY ENFORCEMENT

Any unapproved Annual Meeting marketing and/or advertising carries with it the possibility of penalties to be assigned at the discretion of ASCRS. Penalties will be conducted in accordance with the below unless otherwise stated. Depending on the severity of the offense and/or conduct, and/or number of violations, ASCRS may opt to forgo the below and close the event.

1st Offense

Verbal warning

2nd Offense

The exhibiting company will lose all Priority Points accrued during the calendar year and will receive no Priority Points for the remaining portion of the year. Additionally, the company may be prevented from exhibiting or attending the following ASCRS Annual Meeting.

3rd Offense

ASCRS will prohibit the exhibiting company from exhibiting at the next ASCRS Annual Meeting. The exhibitor will lose all Priority Points accrued during the calendar year and will receive no Priority Points for the remaining portion of the year.

Again, it is not the intent of ASCRS to interfere with exhibitor outreach and/or marketing efforts, but only to ensure that the Annual Meeting remains a fair and positive opportunity for all involved.

HELIUM BALLOONS, CONFETTI & FOG MACHINES

Helium balloons, confetti, and fog machines are not permitted on the show floor.

PROMOTIONAL MATERIAL

Exhibitors may not use the name or logos of the American Society of Cataract and Refractive Surgery (ASCRS) or the American Society of Ophthalmic Administrators (ASOA) in promotional material without written consent from ASCRS and ASOA. While at the exhibition, distribution of advertising material and exhibitor solicitation of any sort shall be restricted to the exhibitor's booth. Neither company nor products may extend into the aisle or beyond the limits of the assigned booth.

FOOD & BEVERAGE IN EXHIBIT BOOTHS

Exhibitors are encouraged to purchase food and beverages from the Convention Center catering department for their booth during Exhibit Hall hours. Popcorn is not permitted.