

ASCRS SUBSPECIALTY DAY 2021 EXHIBITOR GUIDE

▶ **ASCRS Refractive Day**
ASCRSRefractiveDay.org | August 13

▶ **ASCRS Glaucoma Day**
ASCRSGlaucomaDay.org | August 13

▶ **ASCRS Cornea Day**
ASCRSCorneaDay.org | August 13

Dear Exhibitor:

We are pleased to invite you to exhibit at the **2021 ASCRS Subspecialty Day** programs on **Friday, August 13, 2021**.

This Exhibit Hall, which is open to all attendees of **ASCRS Glaucoma Day**, **ASCRS Refractive Day**, and **ASCRS 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 more than **2,300 ophthalmologists and healthcare professionals in 2019**.

2019 ATTENDANCE PROFILE

Ophthalmologists	2,205
Healthcare Professional	100
Industry (Non-Exhibitor)	45
Total Attendance	2,350

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



Jamie Barbera
Exhibits Manager, ASCRS ASOA



EXHIBIT DATES/HOURS

Friday, August 13 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, the products and services should be related to ophthalmic or medical administrative fields.

Tabletop exhibits will be assigned space on a first-come, first-served 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 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 the booth reassignment, space payments will be refunded in full provided the exhibits manager receives the written cancellation within the designated timeframe. The affected exhibitor must submit the cancellation notification in writing within 5 days of notification of space reassignment.

The Exhibit Hall will be open for ASCRS Glaucoma Day, ASCRS Refractive Day, and ASCRS 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 an 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 as long as it fits within the confines of your 6 ft table space and not blocking line of sight of the companies next to you.

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 **May 14, 2021.**

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.

SEPTEMBER 30

Housing opens

NOVEMBER 13

Booth applications due

DECEMBER 16

Last day to cancel exhibit space without incurring a penalty

DECEMBER 17, 2020– FEBRUARY 13, 2021

Booth cancellation will forfeit 30% of total booth fee

JANUARY 8

Tabletop numbers will be assigned

FEBRUARY 12

Exhibitor badge registration open

FEBRUARY 12

Exhibitor Service Kit available online

FEBRUARY 14–JUNE 13

Booth cancellation will forfeit 50% of total booth fee

MAY 14

Laser safety use form due

JUNE 1

Through conference dates, exhibitors will be responsible

for 90% of room nights booked.

Exhibitors agree to pay for the number of rooms not utilized up to 90% of the Total Room Nights booked.

JUNE 14–ON SHOW SITE

Booth cancellation will forfeit 100% of total booth fee

JUNE 16

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

JUNE 16

Giveaway item approval deadline

JULY 23

Housing cut off and room list with names due

AUGUST 12–16

Exhibitor registration open

AUGUST 12

Exhibit installation 1:00–5:00 p.m.

AUGUST 13

Exhibit Hall open 7:00 a.m.–4:00 p.m.

AUGUST 13

Exhibit dismantle 4:00–6:00 p.m.

TABLETOP 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 your table.
- ▶ Two chairs
- ▶ One wastebasket

YOU ARE RESPONSIBLE FOR ORDERING ELECTRIC AND INTERNET IF NEEDED AT YOUR EXHIBIT TABLE.

FLOOR COVERING

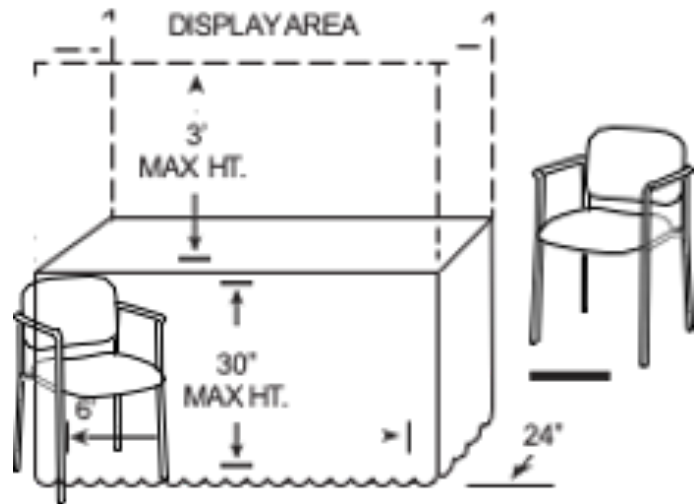
The Exhibit Hall for ASCRS Subspecialty Day will be carpeted, and companies are prohibited from providing their own floor covering.

HANGING SIGNS

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

TABLE DISPLAY GUIDELINES

- ▶ Tabletop height may not exceed 7 ft; exhibit fixtures, signage, products, etc. must be placed on top of the tabletop.
- ▶ Equipment carts are permitted in lieu of provided table. Please advise the Exhibits Manager prior to show site and arrival.
- ▶ 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.
- ▶ Display space may not block line of sight to other exhibitors.
- ▶ 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 TABLETOP 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 table be permitted.



EXHIBIT SPACE RENTAL FEES

Fee: \$7,500

Items included in the booth fee are:

Two (2) complimentary ASCRS Subspecialty Day exhibitor badges

4 Priority Points toward exhibiting at the 2022 ASCRS Annual Meeting will apply for your participation in Subspecialty Day

Company listing in the show issue of *EyeWorld*

Company listing in the ASCRS Subspecialty Day Final Program

Company listing in the meetings app

PAYMENT METHODS

ASCRS accepts:

- ▶ American Express
- ▶ Discover
- ▶ Mastercard
- ▶ VISA
- ▶ Wire transfers

WIRE TRANSFERS

Please contact the Exhibits Manager, jbarbera@ascrs.org, for wire instructions.

The transaction fee must be included in the total wire amount including the bank's processing fee. ASCRS 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 the booth application has been submitted.

OUTSTANDING BALANCES/PAYMENTS DUE

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

All booths are required to be paid in full prior to setting up onsite at the current Annual Meeting. ASCRS has the right to refuse to permit your booth installation if you have not paid your balance(s).

BOOTH SPACE CANCELLATIONS

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 once their booth has been assigned will forfeit a percentage of the total space fee based on the following schedule:

- ▶ 239 days from show date (**December 17, 2020**)–181 days from show date (**February 13, 2021**) forfeit 30% of total booth fee
- ▶ 180 days from show date (**February 14, 2021**)–59 days from show date (**June 13, 2021**) forfeit 60% of total booth fee
- ▶ 60 days from show date (**June 14, 2021**)–0 days from show date forfeit 100% of total booth fee

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

INABILITY TO HOLD CONVENTION OR CHANGE IN SCHEDULED DATES

If because of war, strike, the destruction, construction or renovation of the Exhibition Venue, government order, terrorist act, act of God or other cause beyond the control of the Association, the Conference and Exhibition or any part thereof is prevented from being held, the Association shall be relieved of its obligations under these Terms and Conditions. In regard to Exhibitors, the Association shall determine and refund to Exhibitor its proportionate share of the balance of the aggregate exhibit fees received that remain after deducting expenses incurred by the Association and reasonable compensation to the Association, but in no case shall the amount of the refund to Exhibitor exceed the amount of the exhibit fee paid by Exhibitor. In regard to Sponsors, Sponsorships are non-refundable. The Association shall determine the remaining aggregate value of the sponsorship fees as of the date of cancellation or postponement and apply the remaining sponsorship value to an upcoming conference as agreed to by the parties. Exhibitor(s) and/or Sponsor(s) acknowledge and agree that the Association may be required to change the scheduled dates of the Conference and Exhibition as set forth in the Contract for reasons beyond its control or for reasons that, in the sole judgment of the Association, will benefit the Conference and Exhibition and the participating exhibitors and sponsors. In the event that the Association is required, or decides, to change the dates of the Conference and Exhibition, the Association will make its best efforts to notify exhibitors and sponsors in writing of such change at least sixty (60) days prior to the dates originally set forth in the Contract.

OFFICIAL HOTELS

The official housing management company for the ASCRS Annual Meeting is onPeak.

Housing will open on **September 30**.

ONPEAK

Domestic Phone: 800-370-8282

International Phone: 312-527-7300

Email: ascrs-asa@onpeak.com

ASCRS has contracted rooms for the 2021 Annual Meeting. These hotels are considered “official” hotels.

Any hotels not listed in the next section are NOT within the ASCRS housing block and room availability and room rates are not protected by ASCRS or onPeak.

PRIORITY POINTS FOR HOUSING

Exhibitors are required to secure all sleeping rooms through onPeak. In doing so, exhibitors have the ability to accrue Priority Points or lose Priority Points.

- ▶ Exhibitors that utilize onPeak for 100% of their housing needs receive 1 point per one hundred square feet of exhibit space
- ▶ Exhibitors that do not utilize onPeak for their hotel needs will have 1 point deducted per one hundred square feet of exhibit space.

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 Attrition Agreement along with their online exhibitor room block request.

ASCRS 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.

Exhibitors cannot request more than 5% over the amount of rooms actualized in 2019. Due to limited inventory around the Convention Center, groups of 20+ rooms have limitations at the following hotels:

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

- ▶ Marriott Marquis San Francisco

For all other hotels, onPeak/ASCRS will try and accommodate each group’s 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 submitted through the affiliate function process. Guidelines on requesting meeting space will be available in February. Please contact the Exhibits Manager for details, jbarbera@ascrs.org, if you have any questions

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 CUTOFF TIME PERIOD.

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

There are many companies that try to pose as the official ASCRS housing management company. Please contact ASCRS 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 **July 23, 2021**.



RULES & REGULATIONS

ASCRS Show Rules & Regulations detailed within the 2021 ASCRS Exhibitor Guide are in full 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 guide or contact Exhibits Manager Jamie Barbera, jbarbera@ascrs.org, for more details.

INSTALLATION OF EXHIBITS

Installation hours:

Thursday, August 12 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, August 12 may be canceled or reassigned without notification or refund.

If the exhibit is on hand, ASCRS 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 shall have no liability for such work. Labor within the booth can be provided either through an exhibitor appointed contractor (EAC) or Freeman.

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, AUGUST 12.

Exhibit booths must be staffed during all open show hours.

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

DISMANTLE OF EXHIBITS

Dismantle hours:

Friday, August 13 4:00–6:00 p.m.

All exhibitor displays or materials left in the hall after 6 p.m. on Friday, August 13 will be packed and shipped at the discretion of ASCRS and all applicable service charges will be applied to the exhibitor of record.

IN NO CASE WILL DISMANTLING BE ALLOWED BEFORE 4:00 P.M. ON AUGUST 13.

If an 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.

ASCRS SUBSPECIALTY DAY TABLETOP EXHIBIT AGREEMENT FORM

Please review the Tabletop Display Guidelines on page 36. You are required to sign and return this form to the Exhibits Manager 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 and Freeman reserve the right to require modifications to my tabletop exhibit on-site should it be deemed out of compliance.

NAME _____

COMPANY _____

SIGNATURE _____

DATE _____

Please return to the Exhibits Manager along with your booth contract

Email: jbarbera@ascrs.org

Fax: 703-547-8840



ASCRS SUBSPECIALTY DAY EXHIBIT SPACE APPLICATION AUGUST 13 • SAN FRANCISCO, CA • MOSCONE CONVENTION CENTER

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

GLAUCOMA REFRACTIVE CORNEA

COMPANY INFORMATION — PUBLISHED IN THE FINAL PROGRAM

COMPANY NAME _____

ADDRESS _____

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

American Express Discover Mastercard VISA Wire Transfers (*wire transfer fee must be included*)

AMOUNT PAID \$ _____

CREDIT CARD 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 Guide and all policies, rules, and regulations adopted after publication of the guide.

AUTHORIZED OFFICER SIGNATURE _____ DATE _____

To submit your booth space application, please ensure your contract is complete and email it to jbarbera@ascrs.org or fax to 703-547-8840.

COMPANY LISTING INFORMATION (MUST ACCOMPANY APPLICATION)

Please provide a company description in 100 words or less for publication in the 2021 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.

To submit your booth space application, please ensure your contract is complete and email it to jbarbera@ascrs.org or fax to 703-547-8840.