



EXHIBIT BOOTH MARKETING & ACTIVITIES

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 Exhibits Manager and are also subject to review by ASCRS. These activities must be compatible with and maintain the professional atmosphere and tone of the Annual Meeting, as well as enhance the attendee experience.

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.

E-BLAST/EMAIL MARKETING

All e-blast 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 e-blast marketing piece for approval by June 16, 2021.

EXHIBITOR SOCIAL MEDIA GUIDELINES

All exhibitors are encouraged to promote their Annual Meeting attendance and booth information in advance of and throughout the meeting. ASCRS has promotional tools that are available for exhibitor use. To obtain these tools, contact **Jamie Barbera, Exhibits Manager**, jbarbera@ascrs.org.

Exhibitors are encouraged to leverage social media throughout the meeting, and must comply with the following guidelines:

- ▶ 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.
- ▶ Keep in mind these guidelines 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.

EXHIBITOR PRESS RELEASES

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 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 press release listing, by name, any official ASCRS 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 Annual Meeting is planned by its program committee, and ASCRS does not endorse, promote, approve, or recommend the use of any products, devices, or services."

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, 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 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 June 16 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, 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

Helium balloons and confetti are not permitted.

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 permitted to purchase food and beverages from the convention center catering department for their booth during exhibit hall hours. Popcorn is not permitted.