

ASCRS is excited to invite you to participate in the 2020 Virtual Annual Meeting on May 16-17. ASCRS will offer the same top-tier education, industry engagement, and CME credits that meeting attendees are accustomed to, in an all-new digital environment.

The 2020 ASCRS Virtual Meeting will be tailored specifically for the new digital space and includes a variety of live and on-demand educational sessions. All total, over 400 hours of educational programming, along with two full days to engage with attendees through the virtual exhibit hall from 8 am – 6 pm are planned.

The virtual meeting will include a varied selection of symposia and instructional courses in a live stream format. Paper sessions, posters, films, and a selection of pre-recorded instructional courses – all originally planned for Boston, will be available on-demand with full slides, video, and audio.

There will also be opportunities for interaction with attendees through corporate-sponsored educational sessions, and attendees can network with industry, colleagues, and faculty using the digital platform.

We appreciate your patience while we gather additional information to better assist you. Further details will be communicated in the coming days.

While we cannot all gather in Boston in May, ASCRS is still looking forward to sharing the latest news and innovations in anterior segment surgery via this exciting virtual platform.

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IMPORTANT DATES & DEADLINES

(due dates are subject to change)

April 24	Sponsor/Exhibitor confirmation page due
April 29	Start updating and/or uploading assets for booth if applicable, in your exhibitor dashboard
May 13	All assets for virtual sponsorship and exhibits due
May 16	Virtual Exhibit Hall Open 8:00am – 6:00pm
May 17	Virtual Exhibit Hall Open 8:00am – 6:00pm

CONTACT INFORMATION

VIRTUAL SPONSORSHPS

Jessica Donohoe
jessica@eyeworld.org

Joe Dooley
joe@eyeworld.org

VIRTUAL EXHIBITS

Jamie Barbera
jbarbera@ascrs.org

SPONSORSHIPS AND VIRTUAL EXHIBIT OPPORTUNITIES

Platinum Sponsor – Custom Pricing

Please contact a sales representative for pricing and concessions information
Refer to page 4 for registration information and badge allotment

Gold Sponsor – Custom Pricing

Please contact a sales representative for concessions and pricing information
Refer to page 4 for registration information and badge allotment

Silver Sponsor - \$15,200

Refer to page 4 for registration information and badge allotment

- Hero (Banner) Ad (1140px by 250px – png. format)
- Company Logo (360px x 360px - png. format)
- Company Name
- Company Description
- Contact Info
- Website + Social Links (shows on your virtual booth landing page)
- Product Categories – transferred from your existing exhibitor dashboard
- Company Collateral up to 6 pieces
- Company Video up to 1 (supply URL)
- Match Making (unlimited)
- Schedule a Meeting (unlimited)
- Lead Capture (post meeting report)

Bronze Exhibitor: \$3,800

Refer to page 4 for registration information and badge allotment

- Company Logo (360px x 360px – png. format)
- Company Name
- Company Description
- Contact Info
- Website + Social Links (shows on your virtual booth landing page)
- Product Categories – transferred from your existing exhibitor dashboard
- Company Collateral up to 1 piece
- Match Making (unlimited)
- Schedule a Meeting (unlimited)
- Lead Capture (post meeting report)

EXAMPLE SILVER VIRTUAL EXHIBIT BOOTH

Exhibitors / Anyfest

Exhibitor Hero

Exhibitor Hero
1140px by 250px

Anyfest

Exhibitor Logo
300px by 300px

Sed ut perspiciatis unde omnis iste natus error sit voluptatem accusantium doloremque laudantium, totam rem aperiam, eaque ipsa quae ab illo inventore veritatis et quasi architecto beatae vitae dicta sunt explicabo. Nemo enim ipsam voluptatem quia voluptas sit aspernatur aut odit aut fugit, et quia consequuntur magni dolores eos qui ratione voluptatem sequi nesciunt. Neque porro quisquam est, qui dolorem ipsum quia dolor sit amet, consectetur, adipisci velit, sed quia non numquam eius modi tempora incidunt ut labore et dolore magnam aliquam quaerat voluptatem.

<https://www.anyfest.com/>


[Twitter](#)
[LinkedIn](#)

[White Paper #1](#)
[White Paper #2](#)

REPRESENTATIVE CONTACT
 MrNameLastname
 Co-Founder, CEO
 +1-123-123-2312
 firstlastname@emailio

LOCATION
 United Kingdom
 Ireland
 United States
 India

PRODUCT CATEGORIES
 Category 1
 Category 2
 Category 3
 Category 4



EXAMPLE BRONZE VIRTUAL EXHIBIT BOOTH

Anyfest

Exhibitor Logo
300px by 300px

Sed ut perspiciatis unde omnis iste natus error sit voluptatem accusantium doloremque laudantium, totam rem aperiam, eaque ipsa quae ab illo inventore veritatis et quasi architecto beatae vitae dicta sunt explicabo. Nemo enim ipsam voluptatem quia voluptas sit aspernatur aut odit aut fugit, et quia consequuntur magni dolores eos qui ratione voluptatem sequi nesciunt. Neque porro quisquam est, qui dolorem ipsum quia dolor sit amet, consectetur, adipisci velit, sed quia non numquam eius modi tempora incidunt ut labore et dolore magnam aliquam quaerat voluptatem.

<https://www.anyfest.com/>

[Twitter](#)
[LinkedIn](#)

[White Paper #1](#)
[White Paper #2](#)

REPRESENTATIVE CONTACT
 MrNameLastname
 Co-Founder, CEO
 +1-123-123-2312
 firstlastname@emailio

LOCATION
 United Kingdom
 Ireland
 United States
 India

PRODUCT CATEGORIES
 Category 1
 Category 2
 Category 3
 Category 4

All information provided in your exhibitor dashboard for the 2020 Annual Meeting, such as company description, product categories and company contact details will be transferred into the digital platform automatically. Please log in no later than April 30 to update your information if needed. If your sponsor/exhibitor level included digital assets, such as company logo, PDFs and Videos, you will have access to upload this in your exhibitor dashboard. Please contact Jamie Barbera, Exhibits Manager, jbarbera@ascrs.org for specs and if you do not remember this password.

EXHIBITOR REGISTRATION

Exhibiting companies will qualify for (6) complimentary exhibitor personnel registrations per 10x10 (100 SF) of their original exhibit space from Boston. Each additional badge (over allotment) will cost \$300.00.

Exhibitor registration will grant access to any virtual meeting sessions.

Please pay close attention to the instructions below regarding your registration allotment and transitioning into the virtual meeting.

1. Please log in to the exhibitor registration portal below (this is the same link as it was previously for the Boston meeting). You will need your exhibitor dashboard password to enter the site.
Email Jamie Barbera, Exhibits Manager, jbarbera@ascrs.org if you no longer have this password.
[Badge Registration Login](#)
2. The portal will show your “badge” allotment and your staff list if any names were entered previously for the 2020 Annual Meeting.
3. Please do not enter any names under World Cornea Congress or ASCRS Subspecialty Day if those options appear. You should only be editing your staff list from the main exhibit section.
4. Please enter all names of the personnel that will be attending the 2020 Virtual Annual Meeting and available for your virtual booth.
5. **PLEASE DELETE ANY NAMES THAT WILL NOT BE ATTENDING.**

2020 VIRTUAL MEETING OVERVIEW

VIRTUAL EXHIBIT HALL

Saturday, May 16	8:00am – 6:00pm Eastern Standard Time
Sunday, May 17	8:00am – 6:00pm Eastern Standard Time

VIRTUAL MEETING OVERVIEW

Saturday, May 16	8:00am – 6:00pm Eastern Standard Time
Sunday, May 17	8:00am – 6:00pm Eastern Standard Time

ASCRS Symposia
 ASCRS Courses
 ASCRS Posters (300) and Films (200)
 ASCRS Papers sessions (approximately 50)
 Ophthalmic Photographer’s Exhibit
 Skills Transfer Video Library
 Offering 24 hours of CME for the live event
 Additional 10 hours of CME for enduring

2020 VIRTUAL CORPORATE SYMPOSIA

ASCRS and ASOA are pleased to provide industry with the option to sponsor a corporate symposium or industry spotlight presentation at the 2020 ASCRS Annual Virtual Meeting. These sessions offer industry the opportunity to deliver their own (non-CME) educational message to Virtual Meeting attendees.

The industry sponsor is responsible for providing faculty and content. ASCRS will provide a customized turnkey solution that includes allocation of programming time within the ASCRS Virtual Meeting, marketing, registration, and event staffing.

Please see below for timing (subject to change):
Programs are in Eastern Standard Time Zone

Saturday, May 16, 2020	Sunday, May 17, 2020
7:30 – 8:30 AM: Corporate Program 1	Non-compete
10:30 – 11:30 AM: Corporate Program 2	10:30 – 11:30 AM: Corporate Program 2
12:00 – 1:00 PM: Corporate Program 3	12:00 – 1:00 PM: Corporate Program 3
1:30 – 2:30 PM: Corporate Program 4	1:30 – 2:30 PM: Corporate Program 4
3:00 – 4:00 PM: Corporate Program 5	3:00 – 4:00 PM: Corporate Program 5
4:30 – 5:30 PM: Corporate Program 6	4:30 – 5:30 PM: Corporate Program 6

Availability is limited. Platinum and Gold level sponsors have the option to have a corporate educational program incorporated into larger sponsorship packages. Please contact Jessica Donohoe jessica@eyeworld.org or Joe Dooley joe@eyeworld.org , for more information and to check on availability.

PRIORITY POINTS

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

ASCRS 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. We will honor the following priority point breakdown.

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
 - 10–15 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. Even though you do not have a physical exhibit booth, ASCRS will honor priority points based on the size booth you would have had in Boston at our Annual Meeting.
 - Should you elect to participate in the 2020 Virtual Annual Meeting, we will apply ten (10) times the total square footage of your physical booth at the 2020 Annual Meeting toward the 2021 Annual Meeting.
 - If you elect not to participate in the 2020 Virtual Annual Meeting, no points will be applied. No penalty will be applied.
3. Exhibiting at the ASCRS | ASOA Summer Symposium (previously Combined Ophthalmic Symposium) during the 2020 calendar year will accrue 25% of the total dollar spent and applied toward the 2022 Annual Meeting.
4. Purchasing advertising and/or participating in sponsorship opportunities from the 2020 Virtual Annual Meeting or by contracting with ASCRS to host a corporate symposium during the 2020 calendar year will accrue 25% of the total dollar spent toward the 2022 Annual Meeting.
5. Donations to the ASCRS Foundation during the 2020 calendar year will accrue 25% of the total dollar donated in earned priority points toward the 2022 Annual Meeting.
6. An additional 1000 priority points will be awarded to all exhibiting companies who elect to participate in our 2020 Virtual Meeting. Points will apply towards your 2021 Annual Meeting exhibit booth space.
7. An additional 500 priority points will be awarded towards your 2021 Annual Meeting exhibit booth, to all virtual exhibiting companies who elect to donate the remainder of your 2020 Annual Meeting booth fee paid.
8. An additional 200 priority points will be awarded towards your 2021 Annual Meeting exhibit booth, to all virtual exhibiting companies who elect to donate a specific amount from your 2020 Annual Meeting booth fee paid.

PAYMENTS & REFUNDS

Payment Policy & Process

If you elect to participate in the 2020 Virtual Annual Meeting Exhibit Hall, your original payment for the 2020 Annual Meeting will be automatically transferred. We will award you 1000 bonus priority points for participating, towards your 2021 Annual Meeting booth space.

Depending upon the sponsor/exhibit level you choose, you may be owed a balance.

The following options are available for any balance due to you:

- Donate your balance to the ASCRS Foundation. We will send you a receipt for your tax-deductible donation and award you an additional 500 priority points towards your 2021 Annual Meeting booth space.
- Donate a specific amount of your balance to the ASCRS Foundation. We will send you a receipt for your tax-deductible donation and award you an additional 200 priority points towards your 2021 Annual Meeting booth space.
- Request a refund. Because of the challenges of the COVID-19 pandemic, refunds will be delayed; the estimated date is July 15. Refunds will be processed via ACH.

Declining Participation in the 2020 Virtual Exhibit Hall & Refund Process

Should you elect **NOT** to participate in the 2020 Virtual Annual Meeting Exhibit Hall, the following cancellation policy will apply:

You must provide in email, the notice of cancellation to Jamie Barbera, Exhibits Manager
jbarbera@ascrs.org Cancellations will not be taken over the phone.

- Donate your refund to the ASCRS Foundation. We will send you a receipt for your tax-deductible donation and award you an additional 500 priority points.
- Donate a specific amount of your balance to the ASCRS Foundation. We will send you a receipt for your tax-deductible donation and award you an additional 200 priority points towards your 2021 Annual Meeting booth space.
- Request a refund. Because of the challenges of the COVID-19 pandemic, refunds will be delayed; the estimated date is July 15. Refunds will be processed via ACH

GENERAL TERMS, MEETING RULES & REGULATIONS

- 1) These rules and regulations constitute an essential part of the contract for the virtual exhibit space. During the exhibit for the 2020 ASCRS Virtual Annual Meeting, the American Society of Cataract and Refractive Surgery reserves the right to render all interpretations and to establish further regulations as may be deemed necessary for the general success of the exhibition.
- 2) ASCRS reserves the right to decline, prohibit or expel an exhibit which, in its judgement, is out of keeping with the character of the exhibition, this reservation being all inclusive as to person, things, printed matter, product, conduct, etc. Should the exhibit be expelled, space payments will not be refunded.
- 3) Exhibitors shall be bound by all pertinent laws, codes and regulations of municipal or other authorities having jurisdiction over the virtual exhibit or the conducting of said exhibit, together with the rules and regulations of the owners and/or operators of the virtual platform in which the exhibition is held.
- 4) It is agreed that if the exhibitor fails to comply in any respect with the terms of the agreement, then ASCRS shall have the right, without notice to the exhibitor, cancel their virtual exhibit space and sell or offer for sale, the virtual exhibit space covered by this contract, said exhibitor to be liable for any deficiency, loss or damage suffered by the exhibition by reason of the premises stated, which loss or damage the exhibitor agrees to pay the exhibition upon demand together with reasonable expenses and the 2020 ASCRS Virtual Annual Meeting incurred by reason thereof.
- 5) It is further agreed that actual occupation of the virtual exhibit space by an exhibit is of the essence thereof, and that should the exhibition be unable to affect the sale of the space as herein provided, the exhibition is then expressly authorized to occupy or cause said space to be occupied in such manner as it may deem in the best interest of the exhibition, without any rebate or allowance whatsoever to the exhibitor and without in any way releasing said exhibitor from any liability hereunder, and said exhibitor expressly agrees to pay the exhibition the full sum therein forth.
- 6) ASCRS shall have full power in the interpretation and enforcement of all rules and regulations contained herein and the power to make such amendments thereto, and such further rules and regulations as it shall consider necessary for the proper conduct and success of the virtual exhibition.
- 7) I understand that by providing my mailing address, email address, telephone number and fax number, I consent to receive communications sent by or on behalf of The American Society of Cataract and Refractive Surgery (and their subsidiaries and affiliates), and official contractors via regular mail, email, telephone or fax. I understand that The American Society of Cataract and Refractive Surgery may share my address, email, telephone, fax with other organizations.

ACCESS TO EXHIBITS

Virtual exhibits will be open May 16 – May 17, 2020 from 8:00am eastern time – 6:00pm eastern time. You do not need a code to access your booth, this is available via the virtual meeting link.

CONTESTS, DRAWINGS AND RAFFLES

Contests, drawings, raffles, and entertainment are prohibited. Exhibitors are not permitted to collect names for contests, drawings or raffles to be held outside the meeting.

EVALUATION OF SPACE APPLICATION

In order to preserve and maximize the educational value of the technical exhibit program, ASCRS will examine all space applications and evaluate the proposed exhibits to determine whether they satisfy certain basic criteria.

Permission to exhibit does not constitute in any way an ASCRS endorsement or approval of the exhibited products or services or guarantee that space will be assigned. The examination and evaluation of space applications will be performed in accordance with guidelines established by the ASCRS Executive Committee. The principle criteria to be considered in reviewing applications shall include, but is not limited to, whether the products or services proposed for exhibition relate specifically to the practice or advancement of ophthalmology generally and/or cataract and refractive surgery specifically, whether the proposed exhibit is of educational value to [ophthalmologist] [cataract and refractive surgeons], and whether the products or services in question are safe and effective.

FDA REGULATIONS

Exhibitors must abide by all applicable Food and Drug Administration (FDA) regulations, including but not limited to any or all approval requirements. Exhibitors are reminded that the FDA generally prohibits the advertising or other promotion of investigational or unapproved drugs and devices. The FDA also forbids the commercial promotion of approval drugs or devices for unapproved uses.

Unapproved devices may be virtually-digitally displayed only if they are the subject of an effective investigational device exemption (IDE) or if they are the subject of a pending 510 (k) pre-market notification application. Any investigational product that is displayed or graphically depicted within the exhibit must (a) contain no claims of safety or effectiveness, (b) contain no comparative claims to other marketed products, and (c) be accompanied by a sign clearly and prominently stating that the device is limited by federal law to investigational use and is not approved by the FDAs for commercial distribution in the United States.

Exhibitors may not sell, commercialize, or take orders or names with respect to an investigational drug or device, or a device that is the subject of appending 510 (k) application, unless limited to research or investigational use. These restrictions are not intended to limit the full exchange of scientific information regarding an investigational drug or device. If the FDA or a court of competent jurisdiction determines that a company's exhibit at an ASCRS and/or ASOA meeting is in violation of any FDA regulations, including but not limited to the promotional restrictions and rules described above, the company may be subject to sanctions, including but not limited to exclusion from exhibiting at subsequent compliance with FDA regulations should be addressed to the appropriate agency within the FDA.

GIVEAWAYS

Exhibiting companies may distribute descriptive product literature and samples of their listed products to each virtual booth visitors. Exhibitors who wish to distribute items of educational nature other than product samples must submit a request in writing to Jamie Barbera jbarbera@ascrs.org by April 29.

In response to the Pharmaceutical Research and Manufacturers of America's (PhRMA) new codes governing interactions with healthcare professionals and in supporting similar changes from the Advanced Medical Technology Associates (AdvaMed), **the only giveaways allowed are those designed primarily for the education of patients or healthcare professionals**. Prescription drug samples may be distributed to physicians only in accordance with the Prescription Drug Marketing Act.

Where permitted by law, it is appropriate for companies to offer items that are not 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 the patients and would be

acceptable. ASCRS, in their sole discretion, shall have the right to prohibit the distribution of any item it deems objectionable or otherwise inappropriate. Distribution of approved items must not create a nuisance or cause interference with adjoining exhibits.

OUTSTANDING BALANCE / PAYMENT INFORMATION

Companies that have a past due balance with ASCRS | ASOA or ASCRS | ASOA Media, including, but not limited to any meeting, function, media project, or the 2020 Annual Meeting, will not be permitted to exhibit at the ASCRS Virtual Annual Meeting until the balance is paid in full.

PRIORITY POINTS

Please refer to the priority point section in the body of the 2020 Virtual Annual Meeting Sponsorship and Exhibitor Guide, above.

PROMOTIONAL MATERIAL

Exhibitors may not use the name or logos of American Society of Cataract and Refractive Surgery, ASCRS or American Society of Ophthalmic Administrators, ASOA, and/or ASCRS Virtual Annual Meeting in promotional material without written consent from ASCRS. While at the exhibition, distribution of advertising material and exhibitor solicitation of any sort shall be restricted to the exhibitor's virtual booth or meeting spaces.

PROFESSIONAL BEHAVIOR

Professional behavior is always expected by each company and its representatives during the ASCRS Virtual Annual Meeting. Any provocation of another either verbally, physically or by any other means will result in all parties involved surrendering their badges immediately and access to the virtual meeting will be terminated and all parties being prohibited from attending the remainder of the meeting. If there is more than one offense, ASCRS will prohibit the parties' attendance at ALL future ASCRS | ASOA events.

SELLING

Selling or order taking is permitted, but the exhibitor is expected to maintain proper decorum, follow ASCRS' high standards, and be consistent with the educational purposes and integrity of the show and profession. All taxes related to sales/orders on site are the sole responsibility of the exhibitor.

VIOLATIONS

Specific actions may be taken by ASCRS for violation of provision of these guidelines. Violations of any ASCRS policies, rules or regulations may result in the loss of priority points for future space assignments at any ASCRS Meeting and or immediate removal from the virtual exhibit hall and or denial of exhibit space at future meetings. The action taken will be determined on the basis of the particular circumstances of the violations but in cases involving major violations, may include legal action.

2020 VIRTUAL ANNUAL MEETING – SPONSORSHIP AND EXHIBIT CONFIRMATION

VIRTUAL EXHIBIT COMPANY NAME – please print below

VIRTUAL EXHIBIT CONTACT INFORMATION – will not be published, for internal use only.

CEO/President: _____
 Marketing Contact: _____ Email: _____
 Booth Contact: _____ Email: _____
 Booth Contact Title: _____ Booth Contact Phone Number: _____

SPONSOR/EXHIBITOR LEVEL – Please select one:

- ☐ Platinum Sponsor \$Custom ☐ Gold Sponsor \$Custom ☐ Silver Sponsor \$15,200
☐ Bronze Exhibitor \$3,800

BALANCE DUE TO EXHIBITOR OR DONATION – please select one:

_____ I elect to participate at the above sponsor/exhibitor level and donate the remainder of my original 2020 Annual Meeting booth payment to the ASCRS Foundation.

_____ I elect to participate at the above sponsor/exhibitor level and donate \$_____ of my original 2020 Annual Meeting booth payment to the ASCRS Foundation and would like to request a refund of the balance.

_____ I elect to not participate in the 2020 Virtual Annual Meeting and instead receive a full refund from my original 2020 Annual Meeting booth payment

AUTHORIZATION

I am an authorized representative of the company with full power and authority to sign and deliver this confirmation. Company agrees to comply with all the policies, rules, and regulations contained in this Sponsorship & Exhibitor Guide and all policies, rules, and regulations adopted after publication of this information.

Authorized Officer Name: _____

Authorized Officer Signature: _____ Date: _____

Please email this to jbarbera@ascrs.org or Fax to 703-547-8840 Do Not Mail This Form

