

 **ASCRS**
ANNUAL MEETING
13-17 AUGUST 2021 | SAN FRANCISCO, CA

EXHIBITOR GUIDE

ADDITIONAL PROGRAMS

- ▶ **ASCRS Subspecialty Day**
August 13
- ▶ **ASOA Workshops**
August 13
- ▶ **Technicians & Nurses Program**
August 13-17

Dear Exhibitor:

It is with great pride and excitement that we invite you to participate in the **American Society of Cataract and Refractive Surgery (ASCRS) Annual Meeting** and the **American Society of Ophthalmic Administrators (ASOA) Annual Meeting** taking place **August 13–17, 2021** at the **Moscone Convention Center** in **San Francisco, CA**.

We have weathered a global pandemic that has robbed our surgeons and our industry partners of one of the attributes that makes our meeting so special—the opportunity to connect on ideas, share information, and learn new skills. Technology is a great asset, but it simply cannot replace the unique opportunity to connect face-to-face with an individual.

A total of **829 days** will have elapsed from the close of our 2019 ASCRS Annual Meeting in San Diego and the opening of our 2021 ASCRS Annual Meeting in San Francisco. We expect next year's event to have an energy like few others in our nearly **50-year history**, as ophthalmology comes together and reconnects. It will be a special event and we hope you are there to share it with us.

Enclosed is information on our **exhibition opportunities for ASCRS Subspecialty Day** being held on **Friday, August 13, 2021**, and the **ASCRS Annual Meeting and ASOA Annual Meeting**, which begin **August 14, 2021**.

We have a focused effort on driving our members to engage with exhibitors and spend more time in our Exhibit Hall in 2021. The centerpiece of this effort will be the **ASCRS Tap Room**, located in the **Exhibit Hall**, where surgeons, administrators, nurses, technicians and industry representatives can meet, share a beverage, and reconnect.

It will be a special time, and we look forward to being with you in San Francisco!



Terry Kim, MD
ASCRS President



Steve Speares
ASCRS Executive Director



IMPORTANT DATES	4
2019 ATTENDANCE HIGHLIGHTS	5–6
EXHIBIT SCHEDULE	7
MEETING CANCELLATION POLICY	8
SPACE ASSIGNMENTS	9
PRIORITY POINTS FOR SPACE ASSIGNMENTS	10
BOOTH FEES	11
PAYMENT SCHEDULE & METHODS	12
EXHIBIT SPACE APPLICATION	13–14
HOTELS	15–16
AFFILIATE FUNCTIONS	17–18
BIOMED HAZARDOUS WASTE, LASER SAFETY & SPECIALTY GAS	19
FDA REGULATIONS	20
ASCRS OFFICIAL SERVICE CONTRACTORS	21
EXHIBITOR APPOINTED CONTRACTORS	22
UNION JURISDICTIONS & LABOR	23
MATERIAL HANDLING & SHIPPING	24
BOOTH TYPES & DESIGNS	25–26
DURING THE EXHIBITION	27–28
EXHIBIT BOOTH MARKETING & ACTIVITIES	29–30
POLICIES AND REGULATIONS	31–32
ASCRS SUBSPECIALTY DAY EXHIBIT INFORMATION	33–42

JULY 15

Priority point totals will be emailed

SEPTEMBER 28

Booth space applications open online

SEPTEMBER 30

Housing opens

NOVEMBER 13

Booth applications due including 50% deposit and company description (2 priority points will be applied if full payment is submitted with application)

DECEMBER 16

Last day to cancel exhibit space without incurring a penalty

DECEMBER 17–FEBRUARY 13

Booth cancellation will forfeit 30% of total booth fee

JANUARY 8

Booth space confirmations emailed

FEBRUARY 12

Affiliate functions applications available in your exhibitor dashboard

FEBRUARY 12

Exhibitor Service Kit opens and available in your exhibitor dashboard

FEBRUARY 12

Exhibitor badge registration opens online

FEBRUARY 19

Final booth payments due

FEBRUARY 14–JUNE 13

Booth cancellation will forfeit 60% of total booth fee

MARCH 31

Exhibitors may release up to 10% of the Total Room Nights booked without penalty

MAY 14

Island booth blueprints with line drawings and hanging sign/rigging plans due to Exhibits Manager (ISLAND BOOTHS ONLY)

MAY 14

Hazardous waste/wet lab forms due to exhibits manager

MAY 14

EAC forms & EAC certificate of insurance forms* due to ASCRS Exhibits Manager, jbarbera@ascrs.org

**If forms are not received by this date, you will be required to use Freeman for install and dismantle services.*

MAY 14

Laser Safety forms due for ASCRS and ASOA Exhibit Hall and Subspecialty Day exhibits (if applicable for your exhibit)

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 (60 DAYS OUT)

Booth cancellation on or after this date will forfeit 100% of total booth fee

JUNE 16

Mailing samples with pre-registration attendee list request form due. Attendee lists will not be processed after this date.

JUNE 16

Giveaway approval request deadline

JULY 23

Hotel cut off and room list with names due

AUGUST 11–16

Exhibitor registration open

AUGUST 11–13

ASCRS Exhibit Hall installation

AUGUST 12

ASCRS Subspecialty Day exhibit tables installation 1–5 p.m.

AUGUST 13

ASCRS Subspecialty Day exhibits open 7 a.m.–4 p.m.
ASCRS Subspecialty Day exhibits dismantle 4 p.m.–6 p.m.

AUGUST 16–18

ASCRS Exhibit Hall dismantle

**The exhibitor checklist with all vendor products and service ordering deadlines will be provided in the service kit.*

2019 ANNUAL ATTENDANCE HIGHLIGHTS

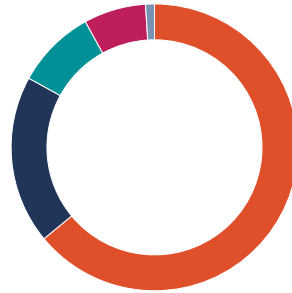


IN 2019 ...

- ▶ Exhibiting Companies: 322
- ▶ Meeting Attendees: 5,989
- ▶ Exhibitor Attendees: 4,780
- ▶ Total Attendance: 10,769

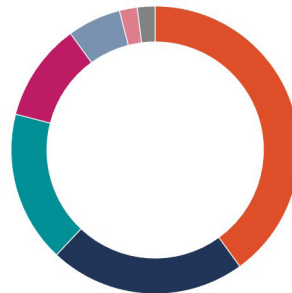
OPHTHALMOLOGISTS BY LOCATION

- ▶ U.S. Ophthalmologists: 2,489
- ▶ International Ophthalmologists: 1,296



2019 ANNUAL MEETING ATTENDANCE BY CATEGORY

Ophthalmologists	64%
Practice Management	19%
Technicians and Nurses	9%
Corporate, Guests, Other	7%
Optometrists and Physician Assistants	1%



2019 ALL MD'S BY PRIMARY AREA OF PRACTICE

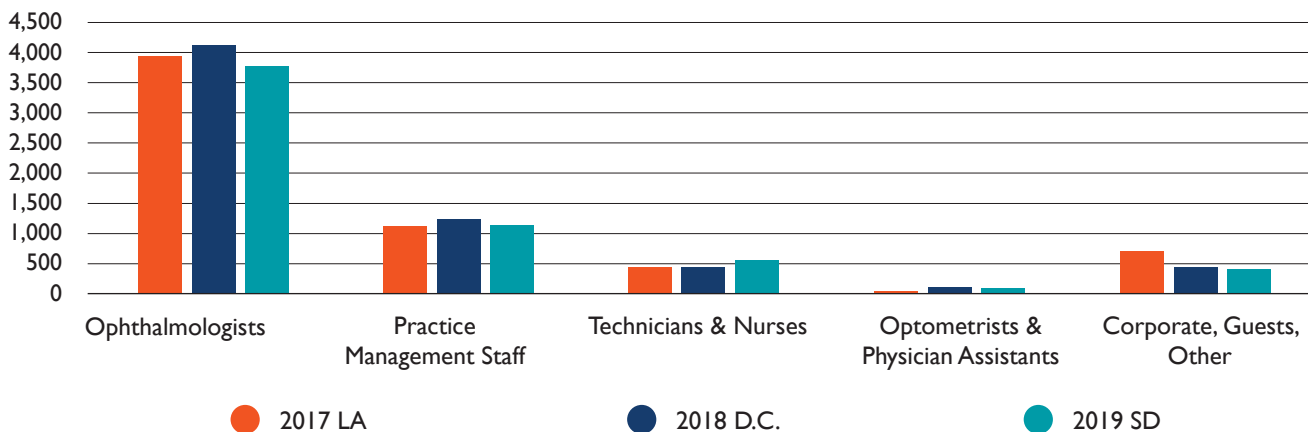
Cataract	40%
Comprehensive	24%
Cornea	17%
Refractive	11%
Glaucoma	6%
Retina	2%
N/A (PhD, etc.)	2%



OPHTHALMOLOGIST BY LOCATION

U.S. Ophthalmologists	66%
International Ophthalmologists	34%

ANNUAL MEETING ATTENDANCE TRENDS

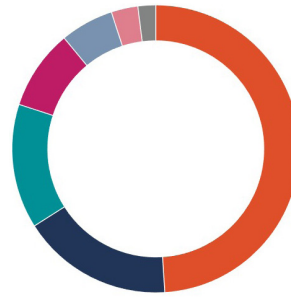


PREPARE TO CONNECT WITH THE ENTIRE OPHTHALMIC CARE COMMUNITY

The ASCRS Annual Meeting is the largest U.S. meeting for anterior segment specialists, practice management staff, and ophthalmic technicians and nurses. It's where more than 6,000 attendees come to learn directly from the world's thought leaders in ophthalmology and return with the practical tools needed to improve their practice and enhance patient outcomes.

- ▶ Total Attendance: 5,989
- ▶ Ophthalmologists: 3,821
- ▶ Practice Management Staff: 1,150
- ▶ Technicians & Nurses: 522
- ▶ Optometrists & Physician Assistants: 69
- ▶ Other (Corporate, Guests, Press): 427

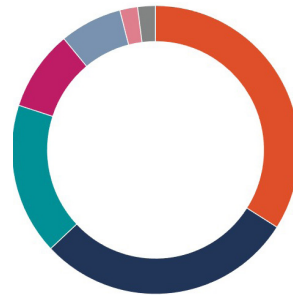
The ASCRS Anterior Segment Surgery Program, the ASOA Ophthalmic Practice Management Program, and the Technicians & Nurses Program are held simultaneously. These annual meetings are the principal educational forums for ASCRS and ASOA members and feature topic-specific general sessions, exhibits, educational posters, affiliate meetings, and the ASCRS Film Festival.



2019 ATTENDEES BY PRIMARY AREA OF PRACTICE

(INTERNATIONAL ONLY)

Cataract	49%
Cornea	17%
Refractive	14%
Comprehensive	9%
Glaucoma	6%
N/A (PhD, etc.)	3%
Retina	2%



2019 ATTENDEES BY PRIMARY AREA OF PRACTICE

(U.S. ONLY)

Cataract	34%
Comprehensive	29%
Cornea	17%
Refractive	9%
Glaucoma	7%
N/A (PhD, etc.)	2%
Retina	2%

U.S. ATTENDANCE BY REGION

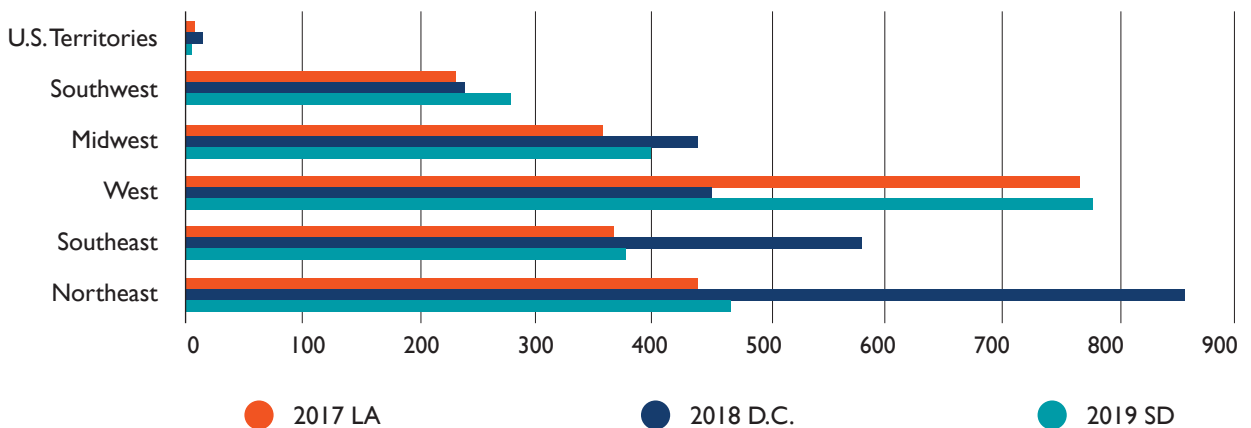




EXHIBIT SCHEDULE

MOSCONE SOUTH HALL ABC

Saturday, August 14	9:00 a.m.–6:00 p.m.
Sunday, August 15	9:00 a.m.–5:00 p.m.
Monday, August 16	9:00 a.m.–5:00 p.m.

ASCRS WELCOME PARTY

4:30–6:00 p.m. in the Exhibit Hall on Saturday, August 14.

EXHIBITOR REGISTRATION

MOSCONE SOUTH LOBBY

Wednesday, August 11	8:00 a.m.–5:00 p.m.
Thursday, August 12	8:00 a.m.–6:00 p.m.
Friday, August 13	7:00 a.m.–7:00 p.m.
Saturday, August 14	7:00 a.m.–5:00 p.m.
Sunday, August 15	7:30 a.m.–5:00 p.m.
Monday, August 16	8:00 a.m.–12:00 p.m.

EXHIBITS INSTALLATION, HALLS ABC

Wednesday, August 11	8:00 a.m.–8:00 p.m.
Thursday, August 12	8:00 a.m.–8:00 p.m.
Friday, August 13	8:00 a.m.–5:00 p.m.

ASCRS SUBSPECIALTY DAY EXHIBITS – HALL D, ROOM 9–12

Installation	
Thursday, August 12	1:00–5:00 p.m.
Exhibits Open	
Friday, August 13	7:00 a.m.–4:00 p.m.
Dismantle	
Friday, August 13	4:00 p.m.–6:00 p.m.

EXHIBIT HALL DISMANTLE

EXHIBITS CLOSE

Please keep the aisles clear of debris during the move-out process to prevent trip hazards. Freeman will begin pulling aisle carpet promptly at 5:00 p.m. Please pull those parts of your displays you can easily handle and are closest to the aisles further into your booth space to help protect them.

EMPTY RETURN

Freeman will begin the return of empty containers promptly at 5:00 p.m. on Monday for a projected completion of 12:00 a.m. Cardboard and fiber cases will be returned first. Please **DO NOT** offer gratuities to workers in an attempt to find your empties. To ensure your safety, exhibitors will not be allowed in the crate storage area.

Please schedule your staff and travel accordingly as we cannot guarantee what time you will be finished with tear down on Monday evening.

EXHIBITOR MOVE OUT, HALL ABC

August 16	5:00 p.m.–9:00 p.m.
August 17	8:00 a.m.–10:00 p.m.
August 18	8:00 a.m.–12:00 p.m.

**All labor and outbound material handling services performed after 4:30 p.m. will have overtime charges applied.*

DISMANTLE INFORMATION

All exhibitor materials must be removed from the exhibit facility by 12:00 p.m. on Wednesday, August 18, 2021.

To ensure all exhibitor materials are removed from the exhibit facility by the Exhibitor Move-Out deadline, please have all carriers check in by 8:00 a.m. on Wednesday, August 18, 2021. Drivers not checked in by this time will risk the possibility of their shipments going out on the house carrier.

POST SHOW PAPERWORK AND CARRIER CHECK-IN

Freeman Exhibitor Services Department will gladly prepare your outbound Material Handling Agreement and labels in advance. Complete the Outbound Shipping form in the service kit and your paperwork will be available at show site. Be sure your carrier knows the company name and booth number when planning for shipping your exhibit at the close of the show.

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.



EXHIBIT BOOTH SPACE ASSIGNMENT

The ASCRS exhibits are an extension of the continuing education program. To be accepted by ASCRS, the products and services should be directly related to the ophthalmic or medical administrative fields.

Booth placement is prioritized using a point system. Companies with the greatest number of points are assigned first, progressing to companies with the fewest amount of points.

Due to the COVID-19 pandemic and the ongoing changes in convention regulations for exhibitions, as well as the many restrictions on ceiling heights in the Moscone Convention Center, we will be auto assigning booth spaces for the 2021 Annual Meeting. This means you will NOT be selecting your booth on a scheduled phone call as we have done in years past. Priority Points will still be in consideration for determining booth locations as well as special consideration for those that participated in our Virtual Annual Meeting. As regulations and guidelines from the State of California and City of San Francisco may change leading to the Annual Meeting, ASCRS will alter the floor plan if deemed necessary.

Points are accrued through a variety of opportunities extended by ASCRS. See next page for details.

Prior to booth assignments, exhibiting companies are evaluated according to points earned. An email was sent out to all exhibiting companies from the previous year detailing total points earned for the upcoming Annual Meeting.

In order for accrued Priority Points to be applied to space selection standings, the exhibiting company must submit the completed space application online by the published deadline.

The exhibit booth space application will be considered complete when it has been electronically signed by the appropriate authorized personnel and the 50% deposit amount is received by the published deadline date.

Additional Priority Points will be rewarded toward the 2021 Annual Meeting booth space standings if full payment is received with your exhibit space application by deadline.

Applications received on or after the deadline will be processed AFTER space selection assignments have taken place. These booths will be assigned based on availability and Priority Points will not be considered.

CONFIGURATION OF EXHIBIT HALL

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 their booth reassignment, payments will be refunded in full. The affected exhibitor must submit their cancellation notification in writing no later than 3 days after notification of space reassignment to receive a refund.

BOOTH SHARES

Companies wishing to share a booth space must have a minimum of 200 square feet.

A signed letter on official company letterhead by each company acknowledging they agree to share the space must be sent to the Exhibits Manager, jbarbera@ascrs.org.

The Exhibits Manager will advise how to proceed.

Each company must provide individual company descriptions and product categories to be listed in annual meeting publications.

If companies are splitting the booth fee, please note this in your email.

Both companies will be listed in the meeting program and meeting app.

PRIORITY POINTS

Priority Points are the principal determining factor for 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 point system in place that determines the order of space selection and assignment for each exhibitor.

**NEW Priority Points Accrual System Calculations

The below accrual period is in effect for your 2021 Annual Meeting exhibit booth.

Priority Points for the Annual Meeting are accumulated annually and added to the cumulative total following these guidelines:

- 2 points for exhibiting at the current Annual Meeting
- 4 points for exhibiting at ASCRS Subspecialty Day (Cornea, Glaucoma & Refractive Day)
- 2 points for applying full payment with the space application by the deadline
- 1 point **earned** per one hundred square feet of exhibit space if you utilize onPeak for your hotel needs
- 1 point **deducted** per one hundred square feet of exhibit space if you do not utilize onPeak for your hotel needs
- 4 points for purchasing F&B in your booth during the ASCRS Welcome Party
- 4 points will be earned for participation in *EyeWorld* (4 issues over one year), starting for the 2022 Annual Meeting
- Points will be earned for your donations to the ASCRS Foundation; see to the right for point scale and timeline
- Points will be earned for any sponsorship spend. See to the right for point scale. Points toward your 2021 points are calculated from 2019–May 2020.

Please contact **Jamie Barbera, Exhibits Manager**, jbarbera@ascrs.org, for the breakdown of sponsorship areas calculated.

- 2 points for completing the post Annual Meeting Exhibitor Survey

**Additional Foundation partnership benefit timelines including those related to the Annual Meeting will be coordinated directly with the Foundation.*

***Value for approved in-kind Foundation donations will be included*

FOUNDATION DONATION	POINTS EARNED
\$1,000–\$4,999	2 points
\$5,000–\$14,999	4 points
\$15,000–\$29,999	6 points
\$30,000–\$49,000	10 points
\$50,000–\$79,000	15 points
\$80,000–\$100,000+	20 points

DATE DONATIONS RECEIVED	MEETING
Donations received in 2018, 2019, and up to July 10, 2020	2021 Meeting <i>*New point system</i>
July 11, 2020–August 13, 2021	2022 Meeting
August 14, 2021–April 23, 2022	2023 Meeting
April 24, 2022–May 5, 2023	2024 Meeting
May 6, 2023–April 5, 2024	2025 Meeting

SPONSORSHIP SPEND	POINTS EARNED
\$1,000–\$4,999	2 points
\$5,000–\$14,999	4 points
\$15,000–\$29,999	6 points
\$30,000–\$49,999	10 points
\$50,000–\$79,999	15 points
\$80,000–\$149,999	20 points
\$150,000–\$199,999	25 points
\$200,000–\$299,999	30 points
\$300,000–\$399,999	35 points
\$400,000–\$499,999	40 points
\$500,000–\$599,999	45 points
\$600,000–\$699,999	50 points
\$700,000+	60 points

SPONSORSHIP SPEND DATE	MEETING
June 2020–July 2021	2022 Meeting
July 2021–June 2022	2023 Meeting
July 2022–June 2023	2024 Meeting
July 2023–June 2024	2025 Meeting



BOOTH SPACE FEES & PAYMENTS

EXHIBIT SPACE RENTAL FEES

Space rental fees are charged according to booth configuration and size. All exhibit specifications will be in accordance with ASCRS' rules and regulations.

Inside Linear/Perimeter: \$3,900

Corner Linear/Perimeter: \$3,900

Linear booths are sold in ten-foot by ten-foot (10' x 10') increments.

Island Booths: \$39.00 per square foot

An island booth is defined as a booth with all sides exposed to an aisle. To determine the cost, multiply the size by \$39 (example: 20' x 20' = 400 x \$39 = \$15,600).

INCLUDED IN BOOTH FEE

- Six complimentary exhibitor personnel badges per 100 square feet of booth space.
- Admission to the ASCRS Welcome Party on Saturday at the convention center, the ASCRS Film Festival, the ASOA Celebration, as well as admission to ophthalmologist and administrator sessions, provided seating is available.
- Carpet is NOT included with your booth.
- Company name in the ASCRS Program Preview
- Company name, booth number, and product categories in the Online Real-Time Program and Final Program
- Company name and booth number in the show issue of *EyeWorld*
- ASCRS meeting app

PAYMENT SCHEDULE

A 50% deposit is required with your application no later than **November 13, 2020**. Applications submitted without payment will not be binding and space will not be assigned or held.

Final booth payments are due February 19, 2021.

Companies who do not submit a contract by the deadline will not have their Priority Points considered toward their 2021 space selection and will not be assigned a booth space appointment time until after the initial assignments are completed.

The remaining 50% balance is due February 19, 2021. Contracts submitted after this date must include the full booth space fee in order to be processed.

If payment is not received on or before February 19, 2021, exhibitors will lose Priority Points (toward the following year's Annual Meeting booth space).

ASCRS may cancel or reassign unpaid space without notification. Returned payments will be charged a processing fee of \$50.00.

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 a previously assigned booth 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.

DOWNSIZE POLICY

Requests to downsize assigned booth space must be submitted in writing to the Exhibits Manager. Downsize requests will not be taken on the phone.

Exhibitors downsizing AFTER their booth space has been assigned will forfeit a percentage of the total space fee based on the following schedule and will be subject to booth relocation:

Requests to downsize AFTER your booth has been assigned (**December 16, 2020–January 8, 2021**) will forfeit 50% penalty on the original full booth space fee.

All requests received to downsize AFTER **January 8, 2021** will result in an 80% penalty on the original full booth space fee.

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).

EXHIBIT SPACE APPLICATION



IMPORTANT NOTE:

50% deposit due with application on or by **November 13, 2020**.
Final payments are due on **February 19, 2021**.

Applications must include product categories and company description on the following page.

COMPANY NAME _____

ADDRESS 1 _____

ADDRESS 2 _____

CITY _____ STATE _____

ZIP _____ COUNTRY _____

COMPANY PHONE _____

COMPANY FAX _____

BUSINESS EMAIL _____

WEBSITE _____

BOOTH CONTACT INFORMATION

(ASCRS AND ASOA USE ONLY)

BOOTH CONTACT NAME _____

BOOTH CONTACT TITLE _____

PHONE EXT _____

EMAIL _____

BOOTH SIZE

Please place an "X" next to your preferred booth type. There is a 10' x 10' minimum for linear booth space and a 20' x 20' minimum for island booth space

_____ CORNER-LINEAR BOOTH \$3900 PER SQUARE FOOT

_____ INSIDE-LINEAR BOOTH \$3900 PER SQUARE FOOT

_____ IF YOU ARE REQUESTING AN INLINE BOOTH (10 x 10) PLEASE ALSO INDICATE THE QUANTITY NEEDED HERE.
(EXAMPLE: 10 x 20 REQUESTS WOULD DESIGNATE A 2 IN THIS BOX.)

_____ ISLAND BOOTH (20 x 20 or larger)
\$39 PER SQUARE FOOT

PLEASE DO NOT PLACE ME NEAR THE FOLLOWING COMPANY(IES). REQUESTS ARE BASED ON ABILITY TO ACCOMMODATE.

PAYMENT METHOD; PLEASE CHECK ONE

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

AMOUNT ENCLOSED \$ _____

CREDIT CARD NUMBER: _____

EXPIRATION DATE _____ CODE _____

NAME OF CARDHOLDER _____

AUTHORIZATION: Contracts will not be processed without signature and a 50% deposit on booth space. I am an authorized representative of the company above, with full power and authorization 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 the policies, rules and regulations adopted after publication of the Exhibitor Guide.

AUTHORIZED NAME (PRINT) _____ DATE _____

AUTHORIZED SIGNATURE _____ TITLE _____

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

COMPANY LISTING INFORMATION (PLEASE TYPE OR PRINT)

Please provide a company description in 100 words or less for publication in the online floor plan listing. Company description should focus on the product and its usage. ASCRS reserves the right to edit text to format and fit requirements without notice. Once your contract has been submitted you will have the ability to log in to your exhibitor dashboard at any time and update your company description and categories if needed.

PRODUCT CATEGORY (MINIMUM OF 1, MAXIMUM OF 6 PERMITTED)

To ensure that we have your company listed under the appropriate product category, please list the product categories your company should be listed under in our programs and mobile app.

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



OFFICIAL HOTELS

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

Housing will open on **September 30, 2020**.

ONPEAK

Domestic Phone: 800-370-8282

International Phone: 312-527-7300

Email: ascrs-asoa@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 among 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.

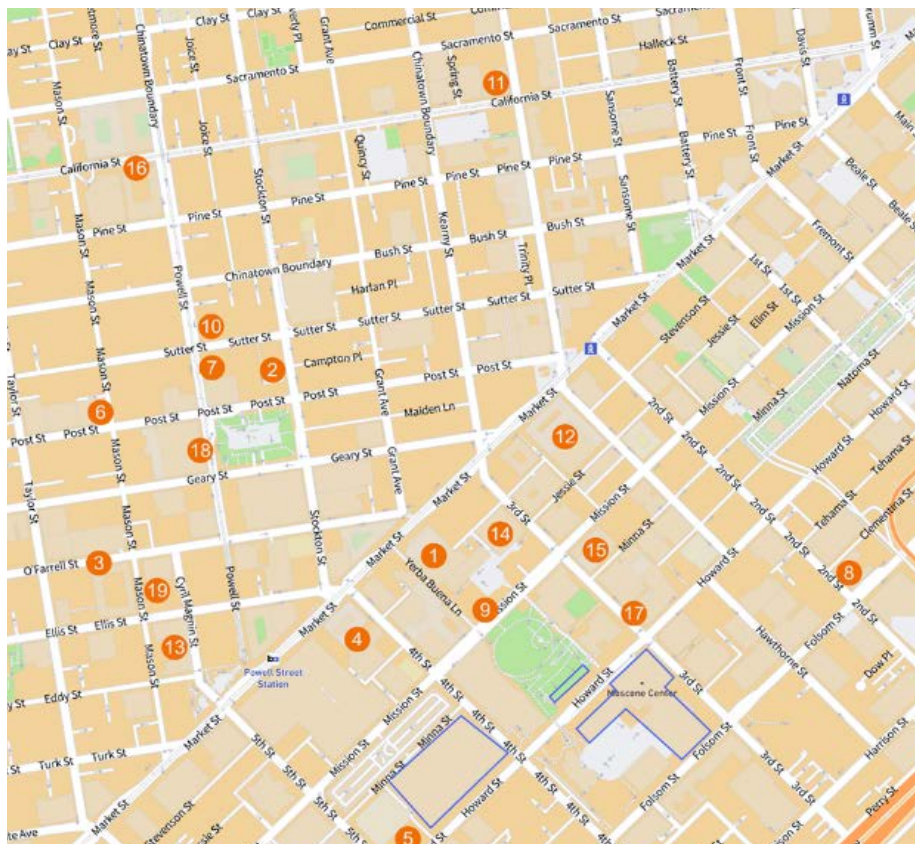
ONPEAK WILL SEND YOU A CONFIRMATION OF YOUR HOTEL ASSIGNMENT AFTER THE CUT-OFF TIME PERIOD.

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**.



#	HOTEL	RATE	DISTANCE TO MOSCONE
1	Four Seasons San Francisco	\$399 s/d	2 blocks
2	Grand Hyatt San Francisco	\$299 s/d	6 blocks
3	Hilton San Francisco Union Square	\$309 s/d	5 blocks
4	Hotel Zelos	\$339 s/d	2 blocks
5	Intercontinental San Francisco	\$359 s/d	1 block
6	JW Marriott San Francisco	\$339 s/d	7 blocks
7	Kimpton Sir Francis Drake Hotel	\$279 s/d	8 blocks
8	The Clancy	\$339 s/d	4 blocks
9	Marriott Marquis	\$329 s/d	1 block
10	Marriott Union Square	\$309 s/d	8 blocks
11	Omni San Francisco	\$309 s/d	8 blocks
12	Palace Hotel San Francisco	\$359 s/d	3 blocks
13	Parc 55	\$309 s/d	4 blocks
14	Park Central San Francisco	\$309 s/d	2 blocks
15	St. Regis San Francisco	\$479 s/d deluxe/\$509 s/d grand deluxe	1 block
16	Stanford Court San Francisco	\$219 s/d	9 blocks
17	W San Francisco	\$359 s/d	1 block
18	Westin St. Francis	\$329 traditional/\$369 deluxe	7 blocks
19	Hotel Nikko	\$299 s/d	4 blocks



AFFILIATE FUNCTION POLICIES & PROCEDURES

REQUESTING MEETING SPACE

Companies must complete the meeting space application, available online only, for any industry hosted events, and gain ASCRS approval prior to contacting or working with the selected hotel or venue.

Applications will open February 12, 2021.

An application is required to be submitted for each day a meeting or event is being held.

An application must be submitted even if it's not at one of the ASCRS official hotels.

An application must be submitted for any venue space or restaurant space.

If you are requesting function space at a location that is not listed in the menu selection, you are still required to apply for function space through the online application process and note the requested location in the application.

The meeting space application can be found within your exhibitor dashboard starting February 12, 2021. Requests can only be made online. Payment is due at time of submitting your application, otherwise the request will not be sent through the database and ASCRS will not be notified. All space assignments are subject to availability and requests are handled on a first-come, first-served basis.

Hospitality suites fall under the affiliate function policy and follow all rules and regulations set forth by the affiliate function policy and procedures listed here.

CONFIRMED EXHIBITORS

A non-refundable administrative fee of \$500.00 will be required at time of application per function, per day up until **May 14, 2021**. Space requests made on or after **May 15, 2021** will be charged a non-refundable \$750.00 administrative fee.

NON-EXHIBITING COMPANIES

A non-refundable administrative fee of \$1000.00 will be required at time of application per function, per day.

AFFILIATE APPLICATION PAYMENTS

Payments must be made at time of application using one of the following credit cards: American Express, Discover, Mastercard or VISA.

CHECKS WILL NOT BE ACCEPTED AS A FORM OF PAYMENT FOR AFFILIATE FUNCTIONS.

POLICIES AND PROCEDURES

ASCRS does not endorse or sanction any affiliated function. Use of the ASCRS and its subsidiaries' names or logos in conjunction with these events is strictly prohibited.

ASCRS will not be held responsible for any charges incurred by approved or outside vendors. All charges are the sole responsibility of the company hosting the affiliate event.

ASCRS MEETING SPACE APPROVAL PROCESS

All functions must be scheduled so as not to interfere with the ASCRS and ASOA programs, breaks, events, and lunches. Events that are submitted that conflict with the below outlined dates and times will not be approved.

CORPORATE AFFILIATE MEETINGS

Corporate affiliate meetings are defined as functions that include only the exhibiting company personnel.

These meetings may be scheduled anytime from **Thursday, August 12–Monday, August 16**, provided meeting space is available at the requested location.

All Corporate Affiliate Meetings must be submitted to ASCRS through the meeting space application process and must be approved by ASCRS.

AFFILIATE MEETINGS WITH 100 OR FEWER PROFESSIONAL ATTENDEES

A professional attendee is defined as an ophthalmologist, optometrist, practice administrator, technician or nurse, and/or anyone considered to be a health professional.

Affiliate meetings and functions that include the attendance of less than 100 professional attendees may be held beginning **Thursday, August 12–Monday, August 16** within the following time periods (please note there is limited availability):

Thursday, August 12	Any time
Friday, August 13	Prior to 8:00 a.m. & after 5:30 p.m.
Saturday, August 14	Prior to 8:00 a.m. & after 5:30 p.m.
Sunday, August 15	Prior to 8:00 a.m. & after 5:30 p.m.
Monday, August 16	Prior to 8:00 a.m. & after 5:30 p.m.

Those time periods reflect when any aspect of the event may begin including onsite registration and/or a reception.

All affiliate meetings with 100 or fewer professional attendees must be submitted to ASCRS through the meeting space application process and must be approved by ASCRS.

AFFILIATE MEETINGS WITH MORE THAN 100 PROFESSIONAL ATTENDEES

A professional attendee is defined as an ophthalmologist, optometrist, practice administrator, technician or nurse, and/or anyone considered to be a health professional.

Affiliate meetings and functions that include the attendance of more than 100 professional attendees may be held beginning **Thursday, August 12–Monday, August 16** within the following time periods (please note there is limited availability):

Thursday, August 12	Any time
Friday, August 13	Prior to 7:00 a.m. & after 7:00 p.m.
Saturday, August 14	Prior to 7:00 a.m. & after 7:00 p.m.
Sunday, August 15	Prior to 7:00 a.m. & after 7:00 p.m.
Monday, August 16	Prior to 7:00 a.m. & after 7:00 p.m.

Those time periods reflect when any aspect of the event may begin including registration and reception.

All affiliate meetings with more than 100 professional attendees must be submitted to ASCRS through the meeting space application process and must be approved by ASCRS.

THIRD PARTY COORDINATOR INFORMATION

Companies using a third party to coordinate their off-site events are required to have their contact information included in the online application.

POLICY REGARDING UNAPPROVED FUNCTIONS

In order to maintain the integrity of the meeting for all attendees and exhibitors, the following enforcement policy will be enacted for all affiliate meetings. ASCRS will speak with the hotel/venue, company contact listed on the application or other personnel with managerial responsibility and require that the affiliate function be shut down during show hours for all violations.

1st Offense

The exhibiting company hosting the function will have their Priority Points accrued during the current year reduced by 50%. They may also be prohibited from requesting meeting space for the following year. In addition, the exhibitor will not receive any Priority Points accrued for either the housing or the consecutive years attending.

2nd Offense

The exhibiting company hosting the function will lose all Priority Points accrued during the calendar year and will receive no Priority Points for the remaining portion of the year. ASCRS will not permit the company to host or act as a meeting planner for any affiliate function for the following two years. Additionally, the company may be prevented from exhibiting or attending the following ASCRS Annual Meeting.

3rd Offense

ASCRS will prohibit the exhibiting company hosting the function from exhibiting at the next ASCRS 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. ASCRS will not permit the company to host or act as a meeting planner for any affiliate function the following five consecutive years.

ASCRS appreciates the need for each firm to conduct business in an effective and efficient manner during the course of the meeting and is pleased to note that the large majority of exhibitors comply with our policies, enabling our attendees to enjoy the full scope of educational and social content offered by both ASCRS and our industry partners.



BEFORE THE EXHIBITION

BIOMEDICAL WASTE

Companies with exhibits that include the use of animal tissue, human tissue, disposable needles, sharps, human blood, or products contaminated with blood must complete the ASCRS liability waiver and the hazardous waste removal order form and pay the corresponding fee for removal of the waste no later than **May 14, 2021**.

Additional information including the liability waiver and hazardous waste removal order form can be found in the Exhibitor Service Kit available online in February.

BIOMEDICAL HAZARDOUS WASTE (SUPPLIES & REMOVAL)

Companies with exhibits that include the use of animal tissue, human tissue, disposable needles, sharps, human blood, or products contaminated with blood must complete the ASCRS liability waiver, the hazardous waste removal order form and pay a fee for the removal of the waste. A Freeman representative will drop off the supplies you requested to your booth on **Friday, August 13**. You will be required to drop off your medical waste at the designated location near the service center, at the close of the show, every evening. Exhibitors should dispose of any waste products they generate during the exhibition in accordance with guidelines established by the facility.

More information can be found in the service kit available in February.

LASERS & OTHER POTENTIALLY HAZARDOUS LIGHT SOURCES

Any exhibitor who will be utilizing or displaying lasers (inoperable or operable) or other hazardous optical sources will be required to review the ASCRS Laser Safety Guidelines and submit the laser safety use form to the Exhibits Manager no later than **March 17, 2020**. This form will be in the Exhibitor Service Kit.

LASER SAFETY INSPECTIONS & REGISTRATION

The exhibiting company utilizing or displaying lasers during the ASCRS Exhibit Hall and Subspecialty Day will be subject to a laser safety inspection performed by an outside expert along with an ASCRS staff member. A schedule will be provided before move-in begins onsite.

Absolutely no lasers will be displayed without first being inspected and approved by the laser safety inspector.

Identification signs stating the class of laser, inoperable or not FDA approved at this time, are required to be displayed for such lasers. Signage must be displayed at all times during the show or

equipment housing the laser will be removed immediately, at the expense of the exhibitor.

Exhibitors with lasers may also be subject to, without notice, an inspection by the Department of Health. Should the state feel that the laser(s) do not meet approval, the exhibitor will not be permitted to use the laser(s) during the show.

FLAMMABLE & TOXIC MATERIALS

All materials used in display, construction or decorating should be made of fire-retardant materials and be certified as flame retardant.

Samples are required to be available for testing pre-show and onsite. Materials that cannot be treated to meet the requirements are not permitted for use. A flame-proof certificate is required to be available on hand for inspection by the fire marshal.

Flame retardant certificates must be sent to the Exhibits Manager by **May 14, 2021**.

Exhibitors should be aware of local regulations regarding fire/safety and environment, which must be adhered to.

All gas cylinders must be securely fastened to a carriage or to a fixed location at all times, and may be subject to fire marshal review.

SPECIALTY GASES

If you will need to order specialty gases, please contact:

Messer Industrial Gases

1-833-7MESSER

Electronics.cs@messer-us.com

Please contact the Exhibits Manager for further explanation and detail.

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 approved drugs or devices for unapproved uses.

Unapproved devices may be 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. Exhibitor is required to post a sign stating the device or product is not FDA approved at this time.

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 FDA 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 subject of a pending 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 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 ASCRS meetings.

Concerns or questions regarding compliance with FDA regulations should be addressed to the appropriate agency within the FDA.



FREEMAN IS DESIGNATED AS THE ASCRS ANNUAL MEETING SERVICE CONTRACTOR

Available services include:

- Audio/visual
- Booth cleaning
- Carpet
- Electrical
- Installing and the dismantling of exhibits
- Material handling
- Plumbing
- Rigging

Freeman also provides the following specialty services:

- Booth furniture rental and accessories
- Custom exhibits and rentals
- Graphics
- Shipping

Freeman will be on-site at the Exhibitor Service Center during the ASCRS Annual Meeting to assist you in coordinating any last-minute services, order additional products, and to answer any questions you may have.

MOSCONE CENTER EXHIBITOR SERVICES

Below are the exclusive vendors and services at Moscone Center:

- Catering – SAVOR San Francisco (In-house provider)
- Telecom/Internet

OTHER OFFICIAL SHOW CONTRACTORS

ASCRS has secured vendors as official contractors to provide the necessary services for a successful meeting and exhibition. We encourage exhibitors to utilize their services. Contact information and order forms will be available in the Exhibitor Service Kit. To identify our partners, look for the Annual Meeting or association logo on all order forms and email communications.

- ADCOM Worldwide – Freight/Shipping Services
- Convention Data Services – Lead Retrieval
- OnPeak – Housing
- RA Consulting – Booth Security
- Urban Jungle – Floral

EXHIBITOR APPOINTED CONTRACTORS (EAC) & LABOR

Labor within the booth can be provided either through an exhibitor appointed contractor (EAC) you have hired or the official service contractor (Freeman). All individuals working in the hall must be badged at all times.

An EAC is any company other than one of the designated official contractors for ASCRS that provides services to an exhibitor and will require access to the show during installation, show days, or dismantle.

EACs are NOT permitted to perform any of these services:

- Catering
- Plumbing
- Electrical services
- Rigging/hanging signs
- Material handling
- Telecom/internet

DESIGNATING AN EAC

An exhibitor can designate an EAC for installation and dismantle of their booth, audio/visual (A/V), photography, lead retrieval, or other specialty services, but the exhibiting company MUST submit the EAC authorization form and EAC insurance certificate to ASCRS by **May 14, 2021** or the EAC will not be permitted access to the Exhibit Hall.

Documents may be submitted via email to the contact below:

Jamie Barbera

Exhibits Manager | exhibits@ascrs.org | Fax: 703-547-8840

Failure to submit forms by the designated deadline will result in the exhibiting company being required to use labor provided by the official service contractor for installation and dismantle and other ASCRS selected contractors for other services.

Exhibitor is required to submit a form for an EAC company that is not listed below:

- Freeman – Official Show Contractor & Audio/Visual
- TBD – Booth Photography/Video
- RA Consulting – Booth Security Services
- Urban Jungle – Floral/Plant Services
- Moscone – Catering, Internet, Telecom
- Xpress Leads Convention Data Services – Lead Retrieval

EAC ACCESS TO THE SHOW FLOOR

EACs are not permitted on the show floor during show hours. Should access to the show floor be necessary during show hours, the exhibiting company must allocate the EAC a badge from their corporate allotment of exhibitor badges, and proper professional attire is required.

EAC CERTIFICATE OF INSURANCE (COI)

Exhibitors are not required to submit a COI. This is for EAC companies only. The EAC must send ASCRS an acceptable public liability insurance policy (COI) as to coverage limits located on

our meeting website and agree to name ASCRS, Freeman and the Moscone Center as an additional insured on any such policy(ies) and agree to furnish ASCRS proof of payment of the premium on any such policy(ies).

Policy(ies) shall expressly provide that the policy(ies) shall not be canceled or altered without at least 10 days prior written notice to ASCRS from the insurance company.

The COI must state ASCRS as the certificate holder, be addressed to the location below and include the exhibiting company's name and booth number in the comments:

ASCRS | 12587 Fair Lakes Circle, Suite 348 | Fairfax, VA 22033

INDEMNIFY & HOLD HARMLESS

Exhibitor expressly agrees to indemnify and hold harmless ASCRS, its management, agents, and employees from any and all liability, claims, loss, damages or expenses, including counsel fees and costs resulting from injuries to any person, including other exhibitors, the agents, employees and attendees, or damage to any property, including property owned by other exhibitors, in connection with its use of the exhibit space.

Exhibitor agrees that the exhibition assumes no responsibility for the safety of the properties of the exhibitor, its officers, agents or employees from theft, damage by fire, accident or any other cause whatsoever.

The exhibition provides security guards for public spaces only; however, attention is called to the necessity for insurance covering all risks (liability, fire, theft, damage, etc.) on your exhibit from place of shipment to the exhibition, facility, return, and during exhibition.

COIs may be submitted via email or fax to the contact below no later than **May 14, 2021**.

Jamie Barbera

Exhibits Manager | jbarbera@ascrs.org | Fax: 703-547-8840

EAC & LABOR BADGING

Wristbands will be given to EACs and Labor at the designated check-in desk, during move-in and move-out and will only be given to EACs if ASCRS has received the Notice of Intent to Use an EAC along with a valid certificate of insurance (COI) from the EAC. The designated EAC check-in location for all Moscone North and South events is the Moscone South employee entrance. ASCRS will have a check-in desk.

Wristbands allow EACs access to the show floor during move-in and move-out only. An EAC without the EAC work authorization form or without a valid certificate of insurance (COI) on file must provide completed documentation or will NOT be permitted on the show floor.



CONVENTION CENTER RULES/INSURANCE

Exhibitor expressly agrees to adhere to all convention rules and regulations published by the convention center. Exhibitor agrees to meet all convention center insurance requirements and accepts sole responsibility for securing required license/permits needed, for example, from ASCAP/BMI for the use of music in booth area. Please refer to the specific convention center website for further details.

LABOR RATES

Install & Dismantle Labor	Electrical Labor
ST: \$154.75/hr	ST: \$192.00/hr
OT: \$271.50/hr	OT: \$384.00/hr

EXHIBITOR HAND-CARRY PROCEDURES

Exhibitors may transport materials they can carry in one trip to their booths. Examples of acceptable hand-carry materials include boxes, suitcases or fiberboard shipping cartons, portable displays on wheels and small luggage racks.

The following items are **NOT** considered hand-carry items:

Two-wheel dolly loads, hotel bellman's carts, boxes or crates requiring two people to carry.

EXHIBITOR INSTALL/DISMANTLE PERMISSIONS

- ▶ Install and dismantle displays within a 100 square foot or less booth space if one person can accomplish the task in 30 minutes or less without the use of tools.
- ▶ Install graphics and small signs, and logos and graphics that are attached with pre-cut Velcro strips.
- ▶ Make technical electrical adjustments such as install light bulbs, plug-in extension cords, etc.

PLUMBERS

Freeman will handle all plumbing work such as compressed air, water, drain or natural gas.

SPECIALTY GASES

If you will need to order specialty gases, please contact:
Messer Industrial Gases
1-833-7MESSER
Electronics.cs@messer-us.com

RIGGING

Freeman is the designated official providers of all rigging in the Exhibit Hall.

UNFINISHED SIDEWALLS & BACKWALLS

Exhibitors must mask all displays with unsightly back/side walls. If necessary, a drape will be installed to cover any unfinished parts of a display and the exhibitor will be charged accordingly by Freeman.

UNION JURISDICTIONS IN THE SAN FRANCISCO BAY AREA

You may appreciate knowing in advance that union labor may be required for certain aspects of your exhibit handling. To help you understand the jurisdiction the various unions have, please read the following:

DISPLAY LABOR

By definition, the installation or dismantling of exhibits that require the use of hand tools, or takes one person more than 30 minutes, or exceeds ten feet in any direction falls within the jurisdiction of the Local 510 of the Sign Display and Crafts Union. You can handle and set out the products you manufacture; however, all background materials—display boards, backdrops, stands—anything the products are displayed upon, attached to, or made part of, and laying of floor tile and carpets must be installed by union labor. Labor can be ordered in advance by returning the Display Labor order form, or on show site at Freeman Service Center.

MATERIAL HANDLING

The Teamsters Union Local 2785 (and Local 287 for shows in San Jose) has jurisdiction over all unloading and reloading of materials. The Union also has jurisdiction over the operation of all material handling equipment; this includes all dollies and hand trucks. You may hand-carry only what you can manage by yourself (one person) in one trip, using no equipment. Since hand-carried materials may not come through the freight entrance, show management will designate a specific entrance for hand carried items. Current union jurisdiction precludes hotel personnel from delivering material to exhibit booths.

ELECTRICAL

IBEW Electricians jurisdiction covers all electrical labor for each booth including but not limited to cable distribution under your carpet or flooring, and throughout the booth structure. Included are connections and hardwiring of all electrical equipment, (e.g., 208 volt and higher services, panels, motors, and audio/visual equipment), installation of all lighting hung from truss or beams and distribution of all cabling throughout the booth and truss structures. (San Francisco includes the lighting truss assembly and hanging.) All stage hand labor used in the exhibit area will be supplied through Freeman with exception of their company representative/supervisor. Unless contracted directly with the in-house AV/internet provider, all data and coaxial cable run within the booth, overhead or on the floor will be installed by our electricians. Electrical services are provided on a time and material basis and cannot be performed by other unions, I&D houses or Exhibitors.

TIPPING

Freeman requests that exhibitors do not tip our employees. They are paid an excellent wage scale denoting a professional status, and we believe that tipping is not necessary. This applies to all Freeman employees. Any request for such should be brought to the attention of a Freeman Representative at Freeman Service Center.

SAFETY

Standing on chairs, tables or other rental furniture is prohibited. This furniture is not engineered to support your standing weight. Freeman cannot be responsible for injuries or falls caused by improper use of this furniture. If assistance is required in assembling your booth, please order labor on the Display Labor order form and the necessary ladders and tools will be provided.

IN GENERAL

Craftsmen at all levels are instructed to refrain from expressing any grievances or directly challenging the practices of any exhibitor. All questions arising with regard to the Union's jurisdiction or practices must be directed to a Freeman management representative.

MATERIAL HANDLING & SHIPPING

Material handling is the unloading of your shipment, transporting it to your booth, storing and returning your empty crates and cartons and reloading your shipment at the close of the show (also called drayage). This service is not included in the cost of your booth space. Avoid unexpected costs at show site and pre-order this service.

Handling charges are based on the weight of the freight. Shipments are billed by the hundred. A 200 lb minimum per shipment applies.

Minimum per shipment may apply, see Material Handling/Drayage for details in the Exhibitor Service Kit. Please prepay all shipping charges. Freeman cannot accept or be responsible for collect shipments. Crated and uncrated shipments must be separated and clearly identified on separate bills of lading with separate weight tickets; otherwise, Freeman will invoice the entire load at the uncrated rate.

- Crated: Material that is skidded or is in any type of shipping container that can be unloaded at the dock with no additional handling required.
- Uncrated: Material that is shipped loose or pad-wrapped, and/or unskidded machinery without proper lifting bars or hooks.
- Special Handling: Defined as shipments that are loaded by cubic space and/or packed in such a manner as to require special handling, such as ground loading, side door loading, constricted space loading and designated piece loading or stacked shipments. Also included are mixed shipments and shipments without proper delivery receipts.
- Overtime Surcharges: Shows that move-in or move-out on weekends or after 4:30 p.m. during the weekday may be subject to additional overtime surcharges.

WAREHOUSE SHIPMENTS – ST/ST

Boxed, crated or skidded	\$123.17/CWT
Special handling*	\$165.94/CWT

Material handling

Warehouse Crated	\$128.50/CWT
Show-Site Crated	\$150.50/CWT

ADVANCED WAREHOUSE

Exhibitor Name & Booth #
ASCRS 2021
c/o Freeman/PDS
365 East Grand Avenue
South San Francisco, CA 94080

Freeman will accept crated, boxed or skidded materials beginning **Friday, July 9, 2021**, at the above address. Material arriving after **Monday, August 2, 2021** will be received at the warehouse with an additional after deadline charge. Please note that the Freeman Warehouse does not accept uncrated freight (loose, pad-wrapped material and/or unskidded machinery), COD shipments, hazardous materials, freight requiring refrigerated or frozen storage, a single piece of freight weighing more than 5,000 pounds or a single piece of freight beyond the dimensions of 108" H x 93" W. Warehouse materials are accepted at the warehouse Monday through Friday between the hours of **8:00 a.m.–3:30 p.m.** Certified weight tickets must accompany all shipments.

SHOW SITE

Exhibitor Name & Booth #
ASCRS 2021
c/o Freeman
Moscone Center
747 Howard Street
San Francisco, CA 94103

**All carriers must first check in at the marshalling yard located at Pier 80 via Cesar Chavez Blvd.*

Freeman will receive shipments at the exhibit facility beginning at 8:00 a.m. on **Wednesday, August 11, 2021**. Shipments arriving before this date may be refused by the facility. Any charges incurred for early freight accepted by the facility are the responsibility of the exhibitor. Certified weight tickets must accompany all shipments.

The freight target floor plan for move-in dates and times, will be available in February in the Exhibitor Service Kit.

You are required to adhere to the target floor plan schedule in order to assist with a smooth move-in for all exhibitors.

BOOTH TYPES & DESIGNS

HANGING SIGNS

A hanging sign is defined as an exhibit component suspended above an island space exhibit for the purpose of displaying graphics or identification.

Hanging signs, regardless of type, are subject to the maximum size allowances stated in these policies and must conform to the standards that follow.

If the sign is hung horizontal or vertical, the combined length of all signs may not exceed the following limits:
(Multiple sign dimensions are totaled to determine the length of the sign)

- ▶ Hanging signs or banners are permitted in island booths only.
- ▶ Hanging signs and graphics will be permitted to a maximum height of 25 feet from the top of the sign to the floor, where applicable.
- ▶ For a single-faced or double-faced one-piece sign, the length of the sign may not exceed fifty percent (50%) of the booth dimension on the aisle that it faces.
- ▶ For a rectangular, square, circular, or triangular sign, the length of any side of the sign may not exceed fifty percent (50%) of the booth dimension on the aisle that it faces.
- ▶ The height limit for each side of a sign is eight feet (8').

CANOPIES, CEILINGS, TOWERS, AND MULTI-LEVEL EXHIBITS

Canopies and Ceilings: A canopy is defined as an exhibit component supported over an exhibitor's assigned booth space for decorative or functional purposes.

- ▶ Canopies, false ceilings, umbrellas, and canopy frames will comply with all line-of-sight requirements.
- ▶ Canopies may not be lower than 7 ft. from the floor and within 5 ft. of any aisle.

Towers: A tower is defined as a free-standing exhibit component separate from the main exhibit feature. All towers are subject to the line-of-sight restrictions applicable to the type of exhibit space configuration being used.

Multi-Level Exhibit: A multi-level exhibit is defined as an exhibit booth where the display feature includes two levels. Multi-level booths may not exceed two levels.

If you have a material covering as part of your hanging sign, you are required to submit the fire-retardant certificate with your blueprints.

If you have a multi-level exhibit, you are required to submit the stamped engineering approval copy with your blueprints.

Additional information will be included in the online Exhibitor Service Kit.

BLUEPRINTS & BOOTH RENDERINGS

You are required to secure approval from the Exhibits Manager before beginning any new construction. If you are planning a new booth design, please send the preliminary blueprints to the Exhibits Manager and indicate the date by which approval is needed in order to meet your internal construction schedules.

Island booths are required to email a copy of blue prints indicating all dimensions as well as an isometric or elevation view of your exhibit including the hanging sign to the Exhibits Manager, jbarbera@ascrs.org, by May 14, 2021.

YOUR BOOTH LAYOUT AND HANGING SIGN ARE NOT CONSIDERED FINAL UNTIL THE EXHIBITS MANAGER HAS SENT YOU APPROVAL.



DURING THE EXHIBITION

ACCESS TO EXHIBITS

Exhibitors will have access to the hall prior to opening each day in accordance with the below:

Saturday–Monday, 2 hours before the hall opens (7:00 a.m.)

No approval will be granted for access to the show floor prior to 7:00 a.m. each day.

If an exhibitor requires access to the show floor on any of these days prior to the above, the exhibitor is required to contact the Exhibits Manager directly. Security and the Moscone Center public safety officers are not permitted to grant any early access.

BADGES REQUIRED

Everyone is required to have a badge on in order to gain access to the exhibit hall.

CARE OF FACILITY

Protection of convention facility property

Nothing shall be posted on or tacked, nailed, screwed or otherwise attached to the columns, walls, floors, or other parts of the facility or convention hall exhibit area without permission from the proper building authority. Please ask the Exhibits Manager.

Packing, unpacking, and assembly of exhibits shall be done only in designated areas and in conformity with the directions of the convention hall managers or their assistants.

CHILDREN IN THE EXHIBIT HALL

Due to safety considerations, under no circumstances are children allowed inside the Exhibit Hall during installation or dismantle.

Children under the age of 18 are required to be accompanied by an adult that has an attendee badge. Strollers are not permitted in the Exhibit Hall.

PROFESSIONAL BEHAVIOR

Exhibitors may not enter another exhibitor's booth. Professional behavior is expected by each company, its representatives, and exhibitor appointed contractors at all times during the ASCRS 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 being escorted off the premises by security, and all parties being prohibited from attending the remainder of the meeting, exposition, and functions.

It is the discretion of the Exhibits Manager to ask the exhibiting company(ies) to vacate the premises immediately or at the close of the day, as well as either penalize or prohibit the parties' attendance at any future meetings held by the association.

PHOTOGRAPHING AND VIDEOTAPING

Exhibitors may not take photos or videos of other booths.

An exhibitor may photograph or videotape only within the confines of their booth.

Exhibitors who designate any third party to provide this service will be required to submit an EAC form, and the EAC must submit a COI form by the noted deadline.

EACs are prohibited from videotaping outside of the assigned booth space without proper approval from the Exhibits Manager.

Exhibitors understand and agree that photographs of their exhibit will be taken by the official show photographer while documenting the Annual Meeting. Exhibitors agree that photos of their booth possibly containing logos and trademarks may appear without restriction in promotional and other documents produced by ASCRS.

SECURITY

ASCRS will hire security guards for the public areas of the convention center.

Should you have valuable items in your booth that need to be left overnight, it is recommended that you hire the official show security company to provide security detail services. An order form will be provided in the Exhibitor Service Kit available in February.

ASCRS is not responsible for lost, stolen, or damaged items.

SELLING

Selling or order taking is permitted, however 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.

Exhibitors must obtain any/all permits/licenses required by the host state/city prior to selling/taking orders on-site. All taxes related to sales/orders on-site are the sole responsibility of the exhibitor.

SELLER'S PERMITS/SALES TAX INFORMATION, STATE OF CALIFORNIA (BUSINESS LICENSE)

If any merchandise is sold on-site during an event, by either show management or exhibitors, the State of California requires the selling party to have a valid California Seller's Permit. This applies to all exhibitors selling or taking orders from the exhibit floor. It pertains to show management if the organization sells merchandise in a bookstore or other sales outlet. This applies to both non-profit as well as for-profit organizations.

Exhibitors should be formally advised of this requirement as it is show management's responsibility to demonstrate proof that all exhibitors either hold a valid California Seller's Permit or are not offering for sale any merchandise that is subject to California sales tax.

- ▶ For more information on the California Seller's Permit Application, please visit the California State Board of Equalization website: www.boe.ca.gov.
- ▶ The California Sales permit application can be found at: www.cdtfa.ca.gov/taxes-and-fees/faqseller.htm.
- ▶ Permits can also be requested by phone from the Permit Request Line: 800-400-7115, from TDD phones: 800-735-2929, or from voice phones: 800-735-2922.

SOUND & PRESENTATIONS IN BOOTHS

When conducting a presentation in your booth, it is the exhibitor's responsibility to keep overflow crowds clear of the aisles. ASCRS reserves the right to determine whether sound presentations and any audio/visual being displayed are the correct decibel level.

Earphones/headsets are required for booth presentations.

Seating for presentation areas must be free and clear from the aisles and be monitored and controlled so that all aisles remain congestion free.



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.



GENERAL RULES AND REGULATIONS

1. These rules and regulations constitute an essential part of the contract for the exhibit space. During the Annual Meeting, the American Society of Cataract and Refractive Surgery (ASCRS) and the American Society of Ophthalmic Administrators (ASOA) reserve 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 that, in its judgment, is out of keeping with the character of the exhibition, this reservation being all inclusive as to the persons, 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 exhibit facility or the conducting of said exhibit, together with the rules and regulations of the owners and/or operators of the facility 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, to sell or offer for sale the exhibit space covered by this contract. Said exhibitor will 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 costs incurred by reason thereof.
5. It is further agreed that actual occupation of the 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 a 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 herein set 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 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 ASCRS (and their subsidiaries and affiliates) via regular mail, email, telephone or fax. I understand that ASCRS may share my address/email/telephone/fax with other organizations.

VIOLATIONS

Specific actions may be taken by ASCRS for violation of any provision of these guidelines. Violations of any ASCRS policies, guidelines, rules, or regulations may result in the loss of Priority

Points for future space assignments and/or immediate removal from the 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.

CATASTROPHE

ASCRS will not be liable for the fulfillment of this contract as to the delivery of exhibit space if non-delivery is due to any of the following causes: by reason of the facility being damaged or destroyed by fire, act of God, public enemy, war or insurrections, strikes, acts of terrorism, the authority of the law, public health crisis, postponement or cancellation of the exposition, or for any cause beyond their control. It will, however, in the event of its not being able to hold an exhibit for any of the above-named reasons, reimburse exhibitors on a pro-rate basis on any amount paid in, less any and all legitimate expenses incurred, such as but not limited to rent, advertising, salaries, operating costs, etc.

EVALUATION OF SPACE APPLICATION/CONTRACT

In order to preserve and maximize the educational value of the technical exhibit program, ASCRS will examine all space application/contracts 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 evaluation of space application 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 are 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 ophthalmologists, cataract and refractive surgeons, and whether the products or services in question are safe and effective.

Every exhibitor applicant who did not exhibit at the 2019 ASCRS Annual Meeting must complete the review process for assignment of exhibit space. An applicant who did exhibit in 2019 must complete the review process only if there has been a material change in circumstances relating to its company (e.g., a change in ownership, control, or legal status) or in the nature, name, composition, products, labeling, or regulatory status of the products and services to be exhibited, or if the safety or efficacy of the company's products or services have been called into question through litigation, regulatory proceedings, customer complaints, or other reliable sources of adverse information.

The information required for review are the following:

1. Company profile
2. The products and/or services the company plans to exhibit (i.e., product brochures, literature, or samples).
3. Exhibitors must disclose details on any consumer or government litigation, orders, injunctions, judgments, or settlements over the last three years regarding the business practices of the company or the products and services to be exhibited. Companies with complaints filed against them with state or federal consumer affairs regulatory agencies, the Better Business Bureau, or ASCRS members may be required to provide an explanation of the resolution of those complaints.
4. Exhibitors shall not exhibit any products or services other than those included in their space application/contract or approved in writing by ASCRS. Successfully completing the exhibit application does not guarantee that you will be assigned booth space. ASCRS meetings consistently sell out of exhibit space and maintain waiting lists.

ASCRS exhibit space is assigned in Priority Point order to all exhibitors that have a history of exhibiting at ASCRS meetings.

Even where an exhibitor meets the basic criteria described above, ASCRS still reserves the right to deny any request to exhibit based on space limitations, safety concerns, failure to comply with these procedures or requirements, past inappropriate conduct by the applicant (including but not limited to failure to comply with ASCRS exhibitor rules and regulations), or a reasonable determination by ASCRS that the company's products or services are not safe and/or effective.

Alternatively, ASCRS may decide to reduce an applicant's accrued Priority Points based on the applicant's past failure to comply with ASCRS exhibitor rules and regulations or legal or regulatory actions or consumer/member complaints relating to the safety and efficacy of an applicant's products or services.

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.

OUTSTANDING BALANCE/ PAYMENT INFORMATION

Companies that have a balance due from a previous show will not be permitted to exhibit in future shows until the balance due is paid in full.

If payment is not received on or before **February 19, 2021**, exhibitors will lose 10 Priority Points, per day, each day the balance is overdue.

ASCRS reserves the right to reassign or cancel the booth space without notice that is not paid in full by the deadline.

Applications received by ASCRS on or after **February 20, 2021**, must include 100% payment to be processed.

PRIORITY POINTS

ASCRS has the discretion to reduce an exhibitor's accrued Priority Points based on past inappropriate conduct by the applicant (including but not limited to failure to comply with ASCRS exhibitor rules and regulations) or legal or regulatory actions or consumer/member complaints relating to the safety and efficacy of an applicant's products or services.

PROMOTIONAL MATERIAL

Exhibitors may not use the name or logos of the American Society of Cataract and Refractive Surgery or ASCRS or the American Society of Ophthalmic Administrators or 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.

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

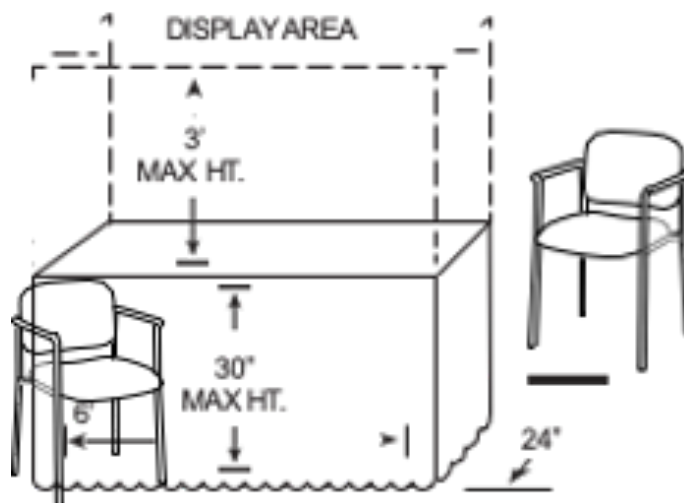
The Exhibit Hall for ASCRS Subspecialty Day will be carpeted, and companies are prohibited from providing their own floor covering.

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-asoa@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.

This image shows a single sheet of white paper with horizontal ruling lines. The lines are evenly spaced and run across the width of the page. There are no margins, text, or other markings on the paper.

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.