

ASCRS ACTIVATIONS FOR 2020



THE THRIVING PRACTICE

The ASCRS Annual Meeting – the largest U.S. meeting focused on fulfilling the varied needs of anterior segment surgeons – is the premier destination for showcasing the latest advancements designed to help attendees optimize patient care. Through its unique strategic partnership with the American Society of Ophthalmic Administrators, the ASCRS Annual Meeting offers the opportunity to bring innovation to the entire practice and to enhance the patient experience throughout the complete eye care journey.

In 2020, ASCRS offers The Thriving Practice, an experiential event that showcases new developments associated with all aspects of ophthalmic care. From staff training tools and EMR systems to the latest technologies, devices and techniques, The Thriving Practice spotlights today's innovations shaping tomorrow's ophthalmic future.

This unique engagement event presents ASCRS and ASOA corporate partners with an unparalleled opportunity to reach and influence key decision makers. Complimenting your booth display with a presence in The Thriving Practice connects your company with the tools on the forefront of technology, encapsulating your products and services in a cloak of innovation and ingenuity.

TOUR OF EXCELLENCE

The ASCRS Annual Meeting consistently boasts a world-class exhibit hall featuring companies dedicated to meeting the needs of anterior segment surgical practices. The meeting also consistently draws nearly one thousand residents, fellows and physicians in their first five years of practice. ASCRS and ASOA recognize that connecting these future ophthalmic leaders with the companies driving technology will help expand clinical knowledge, improve clinical skills and ultimately enhance patient care.

New in 2020, ASCRS will host the Tour of Excellence. Ophthalmic program directors will guide young physicians through the exhibit hall and facilitate introductions on the exhibit hall floor with companies participating in The Thriving Practice. Program directors will receive brief backgrounders provided by each participating company featuring highlights to incorporate into introductory remarks.

These guided tours offer participating companies the opportunity to connect with current and emerging ophthalmic leaders, showcasing premier technologies and building relationships with this important audience.

ASCRS TAP ROOM

According to ASCRS research*, the two words most often used to describe the ASCRS Annual Meeting are "innovation" and "fun." The ASCRS Tap Room strategically brings the two together to enhance the meeting experience for both attendees and exhibitors.

The ASCRS Tap Room offers a forum where attendees can grab a drink, learn about the latest technologies, devices, products and services, and network with friends and colleagues. Participating companies will have forty-five minute segment(s) to share information with attendees and engage in a facilitated Q&A session. Purposefully placed within the exhibit hall, the ASCRS Tap Room provides participating companies the opportunity to present corporate perspectives within a comfortable, welcoming environment – a place anterior segment surgeons call home.