



**WORLD**  
**CORNEA**  
**CONGRESS**

# **WORLD CORNEA CONGRESS SPONSORSHIP GUIDE**

**May 14-15, 2020**



Dear World Cornea Congress Sponsor,

We are pleased to invite you to participate in World Cornea Congress VIII, to take place May 14–15, 2020, at the Boston Convention and Exposition Center, Boston, Massachusetts.

Held every 5 years, the World Cornea Congress brings together leading cornea experts to highlight the clinical and research progress made by the international cornea community. The program includes multiple symposia, free papers, electronic posters, courses, educational labs, networking opportunities, and exhibits.

2015 ATTENDANCE PROFILE	
Ophthalmologists	1,451
Healthcare Professional	104
Industry (Non-Exhibitor)	37
Other	26
Total Attendance	1,618

Bundled sponsorships are available at multiple levels. The following pages outline the industry partnership opportunities available at World Cornea Congress VIII.

Thank you for your interest and support of World Cornea Congress VIII.

Kathryn Colby, MD, PhD  
Bennie Jeng, MD  
Elmer Tu, MD

**Program Directors**



**Platinum Sponsor: \$125,000 (Total value: \$172,340.00)**

**Number available: 1**

**Included with sponsorship:**

- Twenty badges for the exhibit hall and educational programs (for World Cornea Congress VIII access only)
- Two 10' x 10' exhibit spaces in the World Cornea Congress VIII Exhibit Hall with priority location selection
- One 1-hour, **non-CME lunchtime** educational event/lab with A/V, food service, and registration provided. In addition, production of web-based, enduring material for online post-meeting distribution
- Sole sponsorship of World Cornea Congress VIII Meeting App (inclusive of splash page, multiple banner ads within the app, and sponsor to be incorporated on marketing materials as well). Please note other companies will be listed in the exhibit section of the app.
- One business suite for private meetings (for World Cornea Congress VIII only) located in room 213
- Two column wraps located in highly visible locations
  - Displayed from Thursday, May 14 – Tuesday, May 19, 2020
- One large banner (approximately 25' x 78") in a highly visible location
  - Displayed from Thursday, May 14 – Tuesday, May 19, 2020
- One set of escalator clings in a highly visible location
  - Displayed from Thursday, May 14 – Tuesday, May 19, 2020
- Three full-page ads in the World Cornea Congress VIII Final Program
- Logo and link on the Cornea Society website
- Top recognition listing in all onsite corporate support signage
- Listing in the exhibitor section of World Cornea Congress VIII Final Program.
- Up to 20 copies of the World Cornea Congress VIII Final Program
- Priority points equaling 25% of the total sponsor fee applied towards your exhibit space at the 2021 ASCRS Annual Meeting



**Gold Sponsor: \$92,000 (Total value: \$111,480.00)**

**Number available: 2**

**Included with sponsorship:**

- Fifteen badges for the exhibit hall and educational programs (for World Cornea Congress VIII access only)
- One 10' x 10' exhibit space in the World Cornea Congress VIII Exhibit Hall
- One 1-hour, **non-CME** educational event/lab with A/V, food service, and registration provided. In addition, production of web-based, enduring material for online post-meeting distribution
- One business suite for private meetings (for World Cornea Congress VIII only) located in room 213
- Two column wraps located in highly visible locations
  - Displayed from Thursday, May 14 – Tuesday, May 19, 2020
- One large banner (approximately 25' x 78") in a highly visible location
  - Displayed from Thursday, May 14 – Tuesday, May 19, 2020
- Two full-page ads in the World Cornea Congress VIII Final Program
- Logo and link on the Cornea Society website
- Recognition listing in all onsite corporate support signage
- Listing in the exhibitor section of World Cornea Congress VIII Final Program
- Listing in the exhibitor section of the World Cornea Congress VIII app
- Up to 15 copies of the World Cornea Congress VIII Final Program
- Priority points equaling 25% of the total sponsor fee applied towards your exhibit space at the 2021 ASCRS Annual Meeting

**Silver Sponsor: \$55,000 (Total value: \$68,476.00)**

**Number available: 2**

**Included with sponsorship:**

- Eight badges for the exhibit hall and educational programs (for World Cornea Congress VIII access only)
- One 10' x 10' exhibit space in the World Cornea Congress VIII Exhibit Hall
- One 1-hour, **non-CME** breakfast educational event/lab with A/V, food and beverage, marketing, and registration service provided
- Two overhead hanging banners (approximately 94" x 20") in highly visible locations
  - Displayed from Thursday, May 14 – Tuesday, May 19, 2020
- One full-page ad in the World Cornea Congress VIII Final Program
- Logo and link on the Cornea Society website
- Recognition listing in all onsite corporate support signage
- Listing in the exhibitor section of World Cornea Congress VIII Final Program
- Listing in the exhibitor section of the World Cornea Congress VIII app
- Priority points equaling 25% of the total sponsor fee applied towards your exhibit space at the 2021 ASCRS Annual Meeting



- Up to eight copies of the World Cornea Congress VIII Final Program

**Bronze Sponsor: \$15,000** (Total value: \$21,010.00)

**Number available: 4**

**Included with sponsorship:**

- Five badges for the exhibit hall and educational programs (for World Cornea Congress VIII access only)
- One 10' x 10' exhibit space in the World Cornea Congress Exhibit Hall
- Industry Spotlight timeslot: One 10–12-minute presentation by a physician of the company's choice or by company employee (can be promotional in nature (**non-CME**)).
- One full-page ad in the World Cornea Congress VIII Final Program
- Recognition listing in all onsite corporate support signage
- Listing in the exhibitor section of World Cornea Congress VIII Final Program
- Listing in the exhibitor section of the World Cornea Congress VIII app
- Five copies of the World Cornea Congress VIII Final Program
- Priority points equaling 25% of the total sponsor fee applied towards your exhibit space at the 2021 ASCRS Annual Meeting

**Participating Level: \$7,500**

**Included with sponsorship:**

- Two badges for the exhibit hall and educational programs (for World Cornea Congress VIII access only)
- One 10' x 10' exhibit space in the World Cornea Congress VIII Exhibit Hall
- Listing in the exhibitor section of World Cornea Congress VIII Final Program
- Listing in the exhibitor section of the World Cornea Congress VIII app
- One copy of the World Cornea Congress VIII Final Program
- Priority points equaling 25% of the total sponsor fee applied towards your exhibit space at the 2021 ASCRS Annual Meeting

**Additional sponsorship opportunities are available on an a-la-carte basis or can be included as part of a platinum-, gold-, or silver-bundled sponsorship at a discounted rate.**

- World Cornea Congress VIII licensed content broadcast (*sole sponsorship*): **Call for pricing**
  - Pre-determined CME content to be made available to sponsor for electronic distribution
- World Cornea Congress VIII tote bag (*sole sponsorship*): **\$24,000.00**
- Corporate educational breakfast: 1-hour, non-CME breakfast program with A/V, food and beverage, marketing, and registration service provided: **\$39,500.00**
- World Cornea Congress Welcome Reception (*sole sponsorship*): **\$30,000.00**
  - Thursday, May 14 from 5:30–7:30 p.m. at Boston Westin Waterfront
  - Sponsor receives 8–10 minutes to speak on company's behalf and welcome
  - Sponsor's logo to be included on all print and electronic communications to meeting attendees
- Private business suite located in room 213: **\$5,500.00**
- Individually sponsored column wraps, banners, window clings, and more are also available:

**Contact your sales representative for more information and pricing**

## EXHIBIT DATES/HOURS

Thursday, May 14 7:00 a.m.–4:00 p.m.  
Friday, May 15 7:00 a.m.–4:00 p.m.

## SPACE ASSIGNMENT

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

Table top exhibits will be assigned space on a first-come, first-serve 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 and The Cornea Society 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 his booth reassignment, space payments will be refunded in full provided the exhibits manager receives the written cancellation within the designated time frame. The affected exhibitor must submit his cancellation notification in writing within 5 days of notification of space reassignment.

The exhibit hall will be open for WCCVIII attendees only.

Morning and afternoon food and beverage will be provided in the hall each day.

Exhibitors for WCCVIII will have access to the session rooms with a WCCVIII 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 side wall 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 6ft table space.

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 March 17, 2020.

## IMPORTANT DATES TO REMEMBER

Booth applications will be accepted until the exhibit area is sold out. WCCVIII exhibit payments are required to be submitted in full with the application.

### December 17

Last day to cancel exhibit space without incurring a penalty

### December 18, 2019-January 17, 2020

Booth cancellation will forfeit 30% of total booth fee

### December 2

Exhibitor badge registration open

### December 2

Exhibitor Service Kit available online

### January

Exhibit space assignments emailed

### January 18, 2020-March 17, 2020

Booth cancellation will forfeit 50% of total booth fee

### March 18-showsite

Booth cancellation will forfeit 100% of total booth fee

### March 17

Laser safety use form due

### April 24

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

### May 1

Giveaway item approval deadline

### May 13-15

Exhibitor registration open

### May 13

Exhibit installation 1:00–5:00 p.m.

### May 14 & May 15

Exhibit hall open 7:00 a.m.–4:00 p.m.

### May 15

Exhibit dismantle 4:00–6:00 p.m.

## WCCVIII TABLE TOP EXHIBIT 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. 11" long x 17" high.
- Two chairs
- One wastebasket

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

### IMPORTANT NOTE REGARDING ELECTRIC:

Electric can be ordered; however, you MUST notify the ASCRS Exhibits Manager, Jamie Barbera in advance so that your table is assigned near electric ports. Please advise when submitting your application.

### FLOOR COVERING

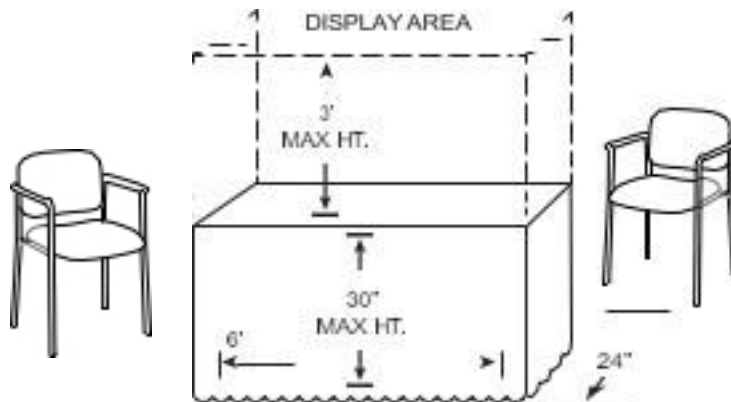
The exhibit hall for WCCVIII will be carpeted, and companies are prohibited from providing their own floor covering.

### HANGING SIGNS

Hanging signs are not permitted within the WCCVIII exhibit area.

### TABLE DISPLAY GUIDELINES:

- Table top height may not exceed 7ft, exhibit fixtures, signage, products, etc. must be placed on top of the table top.
- Equipment carts are permitted in lieu of provided table. 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.
- Signs or banners reaching a maximum of 6' long x 30" high maybe hung from the drape on the front of the table.
- Maximum height permitted on top of the table is 3" high.
- 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 tables be permitted.





## **PAYMENTS**

ASCRS accepts American Express, Discover Card, MasterCard, VISA, Checks, and wire transfers.

### **PAYING BY CHECK:**

Checks are to be made out to the American Society of Cataract & Refractive Surgery.

Checks are to be drawn on U.S. bank accounts only.

Check payments must accompany a copy of your booth space application and may be mailed to:

ASCRS/WCCVIII  
Attn: Exhibits Manager 4000 Legato Road, Suite 700  
Fairfax, VA 22033

### **WIRE TRANSFER:**

THE TRANSACTION FEE MUST BE INCLUDED IN THE TOTAL WIRE AMOUNT.

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 completed booth space application has been submitted.

Please contact the exhibits manager for wire instructions.

## **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 after booth space has been contracted will forfeit a percentage of the total space fee based on the following schedule:

- 150 days from show date (December 17, 2019)–120 days from show date (January 17, 2020) forfeit 30% of total booth fee
- 119 days from show date (January 18, 2020)–60 days from show date (March 17, 2020) forfeit 50% of total booth fee
- 59 days from show date (March 18, 2020)–0 days from show date forfeit 100% of total booth fee

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

## **OUTSTANDING BALANCES/PAYMENTS DUE**

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



## OFFICIAL HOTELS

The official housing management company for ASCRS is onPeak.

Housing opened on-site at the 2019 ASCRS Annual Meeting in San Diego. and is open to all exhibiting companies.

### ONPEAK

Domestic Phone: (800) 370-8282  
International Phone: (312) 527-7300  
Email: [ascrs-asa@onpeak.com](mailto:ascrs-asa@onpeak.com)

ASCRS has contracted rooms in Boston, MA for the 2020 Annual Meeting. These hotels are considered "official" hotels.

ANY HOTELS NOT LISTED HERE ARE NOT WITHIN THE ASCRS BLOCK AND ARE NOT PROTECTED BY ONPEAK AND ASCRS.

### PRIORITY POINTS FOR HOUSING

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

Exhibitors that utilize onPeak for 100% of their housing needs receive ten (10) times their booth square feet in priority points toward the 2021 Annual Meeting. Exhibitors who do not utilize onPeak their housing needs will lose priority points for the 2021 Annual Meeting equal to 50% of their total booth square feet. Please see the priority points section of the Exhibitor Guide for more details on how priority points are calculated.

### 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 Exhibitor Room Block Request online.

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.

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

- Westin Waterfront
- Renaissance Waterfront

For all other hotels, onPeak/ASCRS will try and accommodate each groups 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 requested through the Affiliate Function Process. Please see guidelines in the Exhibitor Prospectus for more details on Affiliate Functions or contact Jamie Barbera for details. [jbarbera@ascrs.org](mailto:jbarbera@ascrs.org)

## 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 2020 official meeting logo within the communication and official onPeak seal.

### ROOMING LISTS:

**Exhibitor group block rooming lists are due to onPeak by March 6, 2020.**

## **RULES & REGULATIONS**

ASCRS Show Rules & Regulations detailed within the 2020 ASCRS Exhibitor Guide are in 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 Jamie Barbera, meetings manager at [jbarbera@ascrs.org](mailto:jbarbera@ascrs.org) for more details.

### **INSTALLATION OF EXHIBITS**

**Wednesday, May 13 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 Wednesday, May 13, may be canceled or reassigned without notification or refund.

If the exhibit is on hand, ASCRS and The Cornea Society reserves the right to assign lab or to setup 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 setup 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 and The Cornea Society 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.

### **DISMANTLE OF EXHIBITS**

**Friday, May 15 4:00–6:00 p.m.**

All exhibitor displays or materials left in the hall after 6 p.m. will be packed and shipped at the discretion of ASCRS and The Cornea Society and all applicable service charges will be applied to the exhibitor of record.

If 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.

Exhibitor badges for WCCVIII will grant access to the WCCVIII session rooms. CME credits cannot be claimed with exhibitor badges.

**WCCVIII TABLE TOP EXHIBIT AGREEMENT FORM**

Please review the Tabletop Display Guidelines on the previous page. You are required to sign and return this form to Jamie Barbera at [jbarbera@ascrs.org](mailto: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 WCCVIII Exhibit Guidelines. I understand ASCRS, The Cornea Society and Freeman reserves the right to require modifications to my table top exhibit on-site should it be deemed out of compliance.

NAME

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COMPANY

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SIGNATURE

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DATE

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Please return to Jamie Barbera along with your booth contract

Email: [jbarbera@ascrs.org](mailto:jbarbera@ascrs.org)

Fax: (703) 547-8840

**WCCVIII EXHIBIT SPACE APPLICATION****MAY 14-15, 2020 • BOSTON, MA • BOSTON CONVENTION AND EXHIBITION CENTER****COMPANY INFORMATION —PUBLISHED IN THE FINAL PROGRAM**

COMPANY NAME

ADDRESS 1

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**☐ VISA ☐ MasterCard ☐ AMEX ☐ Discover ☐ Check ☐ Wire Transfer (wire transfer fee must be included)

AMOUNT ENCLOSED \$

ACCOUNT 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

Please complete the application/contract as well as the company listing information and mail, fax or email to:

Mail: ASCRS/Attn: Jamie Barbera/WCCVIII      Fax: (703) 547-8840      Email: jbarbera@ascrs.org  
4000 Legato Rd., Suite 700 Fairfax, VA 22033



Please provide a company description in 100 words or less for publication in the World Cornea Congress VIII 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.

## CONTACT INFORMATION:

**Jamie Barbera, Exhibits Manager**

**[ibarbera@ascrs.org](mailto:ibarbera@ascrs.org)**

**Molly Phillips, East Coast Sales Representative**

**[molly@eyeworld.org](mailto:molly@eyeworld.org)**

**Joe Dooley, West Coast Sales Representative**

**[joe@eyeworld.org](mailto:joe@eyeworld.org)**