



2013 Exhibit Booth and Advertising Contract PAGE 1 OF 4

To guarantee participation in the ASRS 31st Annual Meeting, a signed contract (including the exhibitor initials on pages 1-3) with full payment must be received no later than April 9, 2013.

EXHIBITOR INFORMATION Please print clearly

Company name _____

Complete mailing address _____

City _____ State or Province _____ ZIP or postal code _____ Country _____

First and last name of company contact assigned to this meeting _____

Title _____ Email _____

Phone _____ Fax _____

EXHIBIT SPACE FEES Corporate representative badges are sold separately.

All exhibit space must be purchased in multiples of 10 square feet (sq ft.) Amount enclosed

- STANDARD Inline of island:
 - 8 x 10: \$10,000 8 x 20: \$20,000 8 x 30: \$30,000\$ _____
 - Island 16 x 20 \$40,000 Other ___x___ \$ _____
- PUBLISHER/ EMR Inline or island:
 - 8 x 10: \$7,000 8 x 20: \$14,000 8 x 30: \$21,000\$ _____
 - Island 16 x 20 \$28,000 Other ___x___ \$ _____
- NON-PROFIT Inline or island:
 - 8 x 10: \$5,000 8 x 20: \$10,000 8 x 30: \$15,000\$ _____
 - Island 16 x 20 \$20,000 Other ___x___ \$ _____

MOBILE APP ADVERTISING (Exhibitors Only)

Exhibitor Web site listing: Qty___\$1,000 each

DIGITAL AND RELATED ADVERTISING

- E-mail stations outside exhibit hall\$10,000
- E-blasts during Annual Meeting\$2,500
- iTunes cards\$5,000
plus the cost of cards

RETINA TIMES ADVERTISING 4-color process

(Rates shown here are exhibitor rates; for non-exhibitor advertising contract, please visit www.asrs.org)

- Half page (horizontal)\$4,500
- Full page\$6,000
- 2-page spread.....\$10,000
- 2-page insert\$8,000
- 4-page insert *\$9,000
- Cover tip **\$10,000
- Inside front cover and facing page.....\$13,000
- Page facing masthead\$6,500
- Page facing table of contents.....\$6,500
- Inside back cover\$7,000
- Outside back cover\$8,500

*Rates shown are for printed inserts provided by the advertiser. For pricing to have Retina Times print the inserts, Contact Mary Anne Difatta at m.difatta@asrs.org.
**Cover-tip pricing is based on Retina Times' printing a 7" x 5-1/2", 4-color, 2-sided advertising piece. Advertisers must supply a high-resolution PDF.



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PAYMENT METHOD All fees MUST be paid in US dollars

I have enclosed the following amount (including the total of booth space and advertising costs) \$ _____
in the form of:

CHECK payable to American Society of
Retina Specialists (ASRS Tax ID: 11-3791806)

Account Number _____

Expiration date _____

Cardholder's name as it appears on the credit card _____

Credit card billing address if different from that stated on page 1 _____

Street _____ City _____ State/Province _____ ZIP/Postal code _____ Country _____

Cardholder's signature _____

AmEx MasterCard VISA

3- or 4-digit printed code _____

on back of VISA and MasterCard/on front of AmEx

CANCELLATION POLICY

Exhibit booth rental and/or advertising space may be cancelled, in writing, on or before April 16, 2013 with a full refund minus a \$200 handling fee. Cancellations received from April 17, 2013 to April 23, 2013 will be honored, minus a handling fee equal to 50% of the total fee. There will be no refunds for cancellations after April 23, 2013 regardless of cause, except in the instance of force majeure.

All cancellation requests must be in writing and sent to:

American Society of Retina Specialists
20 N Wacker Drive, Suite 2030
Chicago, IL 60606 USA
Phone 312.578.8760
Fax 312.578.8763
Email m.difatta@asrs.org

Regulations and Guidelines

SPACE UTILIZATION AND CONSTRUCTION

Exhibitors will have a pipe and drape booth constructed at the ASRS's cost. Exhibitors erecting their own displays are responsible for any costs incurred for carpentry, electrical, or display assistance. The Sheraton Centre Toronto takes no responsibility for loading, unloading, and deposit of materials. Exhibitors shall arrange their displays so they do not obstruct other exhibits. Aisles must be kept clear. Display materials must extend no further than the footprint assigned to that exhibit. Display areas should be arranged so that attendants will be within the space assigned. It is forbidden to nail, tape, or hang materials on any of the exhibition hall walls. All freestanding exhibition displays must be self-supporting and cannot utilize The Sheraton Centre Toronto's walls, ceilings, or columns for support. Any damage to The Sheraton Centre Toronto, external or internal, caused by exhibitor participation and display will be charged to the exhibitor.

SAFETY RESTRICTIONS

All display materials and contents must conform in all respects to applicable safety, health, and fire codes in addition to the rules of the Sheraton Centre Toronto. All materials used within the display, for decoration, or any displayed products shall be flame retardant. Biohazardous materials are prohibited. Safety and fire exits and stand-related equipment must be left accessible and in full view at all times.

Any operational lasers must conform to appropriate safety precautions. No unshielded laser beam delivery is permitted anywhere within the display, and must be fully housed with wavelength absorbent materials.

The ASRS reserves the right to prohibit or require the removal of any display, exhibit, parts of a display, or products that it deems not suitable, unsafe, not in accordance with these regulations, or not acceptable with professional ethics as determined by the ASRS.

MUSIC AND SOUND RESTRICTIONS

Public address, sound-producing or amplifying devices, which project sound beyond the exhibitor's stand, are prohibited. ASCAP and BMI laws apply to the ASRS 31st Annual Meeting and prohibit the playing of copyrighted music without appropriate licensing.



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HOSPITALITY SUITES AND PROMOTIONALS

Hospitality suites are prohibited without written prior authorization by the ASRS. Publicizing hospitality suites during the meeting sessions is prohibited. Prizes, promotional and giveaway items are permitted. Exhibitors shall assume responsibility for delivery of prizes. Any promotional/giveaway items utilizing the name of the ASRS require prior written authorization.

Exhibitors are prohibited from serving food and/or alcohol or distributing giveaways that include food and/or alcohol not purchased from The Sheraton Centre Toronto.

SPEAKERS' FORUMS AND WET LAB COURSES

Speakers' Forums and wet lab courses at the exhibition stands are allowable only by prior written authorization from the ASRS. Any company wishing to engage and publicize any educational activities as part of their exhibition should contact the meeting management for approval.

SATELLITE EVENTS AND USE OF ASRS LOGO

Please be advised that the hosting of any satellite events that conflict with ASRS-sponsored events is strictly prohibited.

The following dates and times are off-limits for holding satellite events:

Saturday, August 24, 2013: 9:00 AM-10:00 PM

Tuesday, August 27, 2013: 7:00 AM-1:00 AM (August 28, 2013)

Sunday, August 25, 2013: 7:00 AM-5:30 PM

Wednesday, August 28, 2013: 7:30 AM-12:30 PM

Monday, August 26, 2013: 7:00 AM-6:00 PM

Use of the ASRS logo and/or ASRS 31st Annual Meeting logo in conjunction with promotional materials is strictly forbidden. Unauthorized use of any of the ASRS name, logo, or reference to the 31st Annual Meeting may result in legal action. Companies or organizations and companies found to be in violation of the above policy may result in not being allowed to participate in future meetings, loss of attendance benefits, or possible legal action. Attendance and support at the ASRS 31st Annual Meeting automatically constitutes agreement with this policy.

ON-SITE SALES

The sales and exchange of purchased goods on the exhibit floor is permitted. Telephone hookups for credit card authorization are not provided by the ASRS as part of the exhibit fee, but can be arranged in advance directly with the Sheraton Centre Toronto. All phone line installation and usage fees are to be paid by the exhibitor.

SECURITY

The ASRS 31st Annual Meeting will provide an on-premises security guard during hours when the Exhibit Hall is closed. The presence of security guards is to aid the exhibiting companies in security, not to guarantee the safety of items. The ASRS shall be held harmless for any loss, theft, or damage of items. No security guards will be present during the day when the Exhibit Hall is open. Companies are responsible for their own exhibition space at all hours. Neither the ASRS nor The Sheraton Centre Toronto provides insurance for displays and equipment. Private insurance of displays and contents by exhibitors is encouraged. Exhibitors shall provide to the ASRS all insurance and/or policy riders in which the ASRS is listed as a coinsured.

LIABILITY

By exhibiting at the ASRS 31st Annual Meeting, the exhibitor, for and on behalf of itself, its employees, agents, invitees, and each other, releases and waives any and all claims, demands or actions against the ASRS, the Program Committee, its officers, directors, employees, agents and invitees. In addition, exhibitor agrees to hold harmless and indemnify the ASRS, the Program Committee, its officers, directors, employees, and agents, and each of them for any and all claims, demands or actions arising out of or as a result of any act of omission on the part of the exhibitor, its officers, directors, employees, agents or invitees, and each of them as a result of its exhibit or otherwise related to the ASRS 31st Annual Meeting.

The ASRS is not liable for any injury related to the construction and display of any products at the meeting. Exhibitor shall indemnify and hold harmless the ASRS 31st Annual Meeting and its servicing agents from all liability (damage or accident) which might ensue from any cause resulting or connected with transportation, placing, removal, or display of exhibits.



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ASSIGNMENT OF EXHIBIT SPACE

The ASRS reserves the right to rearrange the floor plan at any time. The ASRS also reserves the right to relocate any exhibitors should it become necessary for causes beyond the control of the ASRS or advisable in the best judgment of the ASRS. The signing of the contract constitutes full agreement with these assignment policies and procedures.

FAILURE TO OCCUPY SPACE

Any space not occupied by 4:00 PM on August 24, 2013 shall be deemed forfeited by the exhibitor and no refund shall be paid. The ASRS may reassign such space, at its discretion, without any obligation to the forfeiting exhibiting company.

PRE-SHIPMENT OF MATERIALS

Detailed information on shipment will be provided by Brede Exposition Services, the contracted trade show company retained by the ASRS, in the Exhibitor Services Manual available online May 22, 2013.

INSTALLATION/REMOVAL OF EXHIBITS

Installation of displays will begin on Friday Aug 23, 2013. Brede Exposition Service will contact you with specific time. All exhibits must remain in place until 2:00 PM on August 27, 2013. All exhibits must be completely torn down and removed no later than 6:30 PM on August 27, 2013. Any materials and displays not dismantled by 6:30 PM will be removed and discarded at the company's expense.

NAME BADGES

All attending company representatives must register and display a name badge at all times during the meeting. Transfer of a name badge from one company representative to another is not allowed. The ASRS shall have control over all admission policies. Badges will be used for entry into the Exhibit Hall, Scientific Sessions and Social Events.

RESPONSIBILITY CLAUSE

Exhibitor assumes responsibility and agrees to indemnify and defend the ASRS, its Board of Directors and The Sheraton Centre Toronto, employees and agents against any claims or expenses arising out of the use of the exhibition premises.

The Exhibitor understands that neither the ASRS nor The Sheraton Centre Toronto maintains insurance covering the Exhibitor's property and it is the sole responsibility of the Exhibitor to obtain such insurance.

Exhibitors are to maintain comprehensive general liability insurance in the amount not less than \$2,000,000.00, combined single limit for personal injury and property damage. The Sheraton Centre Toronto and the ASRS shall be named as additional insureds on the policy for the length of the event. Certificates of insurance may be requested by the ASRS at any time prior to the event.

TERMS OF ASSIGNMENT

We understand that the signer of this contract or the designee shall be the official representative of the exhibitor and shall have the authority to certify representatives and act on behalf of the exhibitor in all negotiations. This contract and related future mailings will be sent to the signer with copies to the designated additional contact for matters pertaining to the exhibits.

We agree to abide by the ASRS 31st Annual Meeting Exhibitor Regulations & Guidelines, which are made a part of this contract by reference and fully incorporated herein. We agree that this contract is subject to terms and conditions of the 2013 lease agreement of exhibit space between the contracted trade show company and the ASRS. This is not a binding contract until signed by an official representative of the ASRS.

Signed: _____ / / 2013
Official Representative/Exhibiting Company Month Day

Signed: _____ / / 2013
Official Representative/ASRS Month Day

Please send completed form with payment for delivery no later than April 9, 2012 to:

MAIL: American Society of Retina Specialists, 20 N Wacker Drive, Suite 2030, Chicago, IL 60606 USA
EMAIL: Mary Anne Difatta at m.difatta@asrs.org

[QUESTIONS?](#)

Phone 312.578.8760