



Exhibitor and Advertiser Prospectus

American Society of Retina Specialists
31st Annual Meeting
August 24-28, 2013 ♦ Toronto, Ontario, Canada





American Society of Retina Specialists 31st Annual Meeting

August 24-28, 2013
Sheraton Centre Toronto
Toronto, Ontario, Canada

Organizing Committee

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Vice President
Tarek Hassan, MD

President
John T. Thompson, MD

Education Super Committee Chair
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Site Selection Chair
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Member-at-Large and
Credentials Chair
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Film Festival Chair
Brett T. Foxman, MD

Corporate Relations
Committee Chair
Antonio Capone, MD

ASRS Executive Vice President
Jill F. Blim

ASRS Director of Education
Stacy Kiff

Join us at the American Society of Retina Specialists 31st Annual Meeting

Dear Corporate Sponsor:

The ASRS 31st Annual Meeting will be held at the Sheraton Toronto Centre from August 24-28, 2013, offering the most comprehensive and stimulating array of vitreoretinal information and technology ever assembled, combined with an outstanding social program.

This state-of-the-art meeting features scientific papers with Q&A sessions, scientific posters with lively author interaction, panel discussions on controversial issues and techniques, award lectures, a Retina Case Conference, the 15th Annual Film Festival, and instructional courses.

Other events include the Special Interest Groups lunch, the Young Physicians Section symposium, the Women in Retina symposium, an engaging social program, and much more. The scientific program will feature the latest clinical and technological developments, presented by international leaders.

The ASRS 31st Annual Meeting presents a unique opportunity for you to interact with the members of the world's most prominent organization of retina specialists. The membership of the society includes more than 2,450 physicians from more than 55 countries, and we expect an outstanding turnout for this year's meeting.

The exhibition floor will be designed to maximize physician-representative interaction. As always, your representatives are invited to attend the scientific sessions and to participate in all planned social events.

The ASRS 31st Annual Meeting offers greater advertising opportunities than ever before, including the Annual Meeting mobile app. In this prospectus, you will also find information on other digital advertising opportunities, as well as details on advertising in the always popular *Retina Times* Annual Meeting issue.

Your support is vital to the success of our meeting. Our goal is for you to return to your office confident that you earned an outstanding return on your investment.

Mark your calendar for the ASRS 31st Annual Meeting. We look forward to seeing you in Toronto.

With best personal regards,

A handwritten signature in black ink, appearing to read 'Antonio Capone'.

Antonio Capone, MD
ASRS Corporate Relations
Committee Chair



ASRS membership

ASRS comprises more than 2,450 members, 81% from the US and 19% from around the world. Members are represented in the US, District of Columbia, Puerto Rico and Canada, as well as more than 55 other countries.

Expected attendance

Nearly 1,000 retina specialists are expected, with 75% from the US and 25% from our international membership. The 31st Annual Meeting will be promoted through the ASRS website and *Retina Times* to ensure maximum meeting attendance.

Exhibitor-doctor interaction statement

ASRS seeks a mutually beneficial relationship with its partners. Our members benefit from the increased size and scope of a meeting made possible by support from commercial interests. The opportunity for physicians to meet corporate representatives and to learn about their products and services is an important component of the meeting.

Likewise, we recognize that our open meeting policy offers an opportunity for our partners to remain abreast of the latest developments in our field. Our meeting will offer an unsurpassed opportunity for one-on-one contacts.

We invite your company to partner with us to reach the retinal physician consumer with greater efficiency than ever before.

We recognize that the proliferation of scientific meetings creates ever-increasing demands upon fixed corporate resources.

ASRS is committed to working with your company to help maximize return on the money spent in support of our meeting.

Enhance our mission to further vitreoretinal education, research, and development through this prime opportunity to showcase your company's products, therapies, and services.

Meeting highlights

- Scientific paper presentations
- Scientific poster sessions
- Panel discussions
- Award lectures
- Retina Case Conference
- 15th Annual Film Festival
- Instructional courses
- Special Interest Groups lunch
- Young Physicians Section symposium
- Women in Retina symposium
- And more...

2013 Preferences and Trends (PAT) Survey

ASRS polls members with questions relating to preferences on a wide variety of topics, including common and complicated surgical techniques, instrumentation, pharmaceuticals, practice structure, and socioeconomic issues.

The data package includes the ability to cross-tabulate responses according to the respondent's location, type of practice, and length in practice. PAT Survey

responses will be displayed graphically (without cross-tabulation) at a special exhibit at the 31st Annual Meeting.

Emerald-Level and Diamond-Level members of the 2013 ASRS Corporate Membership Program are entitled to submit up to 5 questions for the 2013 PAT Survey by the May 16, 2013 deadline and to receive a copy of the 2013 PAT Survey results.

Platinum-Level members of the 2013 ASRS Corporate Membership Program will receive a copy of the 2013 PAT Survey results.

Bronze-Level, Silver-Level and Gold-Level members of the 2013 ASRS Corporate Membership Program have the option to purchase a copy of the 2013 PAT Survey results.

Exhibit hall hours

The exhibit hall will be open during the following hours (subject to change):

Saturday, August 24
11:30 AM-5:30 PM

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

Monday, August 26
7:00 AM-6:30 PM

Tuesday, August 27
7:00 AM-2:00 PM

Exhibitors are required to keep their displays open to attendees during the above hours of exhibition.

Exhibit Space and Fees

STANDARD

An 8 x 10 booth space is priced at \$10,000.

PUBLISHER/EMR

An 8 x 10 booth space priced at \$7,000. Publishers may obtain a literature rack at a rate of \$4,000.

NON-PROFIT

Booth space is priced at \$5,000.

The following space may be purchased in a linear fashion (ie, 8 x 20, 8 x 30, etc.) or as an island (minimum 16 x 20, 16 x 24, etc).

BOOTHS INCLUDE

- Pipe/drape
- Signage with company name
- 1 table, 2 chairs
- Descriptive paragraph and contact information in the Annual Meeting Electronic Guide

Please note: All booths must be carpeted at the exhibitor's expense.

CORPORATE REPRESENTATIVE ALL-ACCESS MEETING BADGE

Early-bird (on or before May 29, 2013) \$1,000

Regular (May 30-August 9, 2013) \$1,200

Late/on-site (after August 9, 2013) \$1,500

BADGE INCLUDES

- Scientific paper presentations and poster sessions
- Retina Case Conference
- 15th Annual Film Festival
- Daily continental breakfast
- Refreshment breaks
- Box lunches
- Welcome reception
- Gala dinner and Umbo Lounge

EXHIBITOR SERVICE MANUAL

The Exhibitor Service Manual will be provided by Brede Exposition Services, the official trade show coordinator of the ASRS 31st Annual Meeting, to all confirmed exhibitors on May, 3 2013.

A complete set of forms for ordering all furnishings and services will be included in the manual.

EXHIBITION SPACE ASSIGNMENT

The final floor plan will be confirmed on May 20, 2013. Companies will be notified of placement and final booth dimensions at that time.

The Meeting Planning Committee reserves the right to rearrange the floor plan at any time. ASRS reserves the right to relocate any exhibitors should it become necessary for causes beyond the control of the committee or advisable in the best judgment of the committee.

The signing of the Exhibit Booth Contract constitutes full agreement with these assignment policies and procedures.

Important Dates

April 9

Deadline for receipt of exhibitor booth contract with full payment

May 3

Exhibitor Service Manual available online

May 20

Booth space notification

June 3

Final program available online

August 23/24

Exhibit hall move-in/set-up

August 27

Exhibit hall move-out/tear-down

Questions?

Exhibit Inquiries

Mary Anne Difatta
Phone: 312.578.8760
Fax: 312.578.8763
Email: m.difatta@asrs.org

Advertise in *Retina Times*' Annual Meeting Issue



The ASRS 31st Annual Meeting offers an exceptional opportunity for your company to advertise in a special issue of *Retina Times*, the official ASRS member publication.

Unlike other retinal-interest journals, 100% of our readership consists of fellowship-trained retina specialists. Increase awareness of your company by placing an ad in the Annual Meeting issue, distributed at the premiere scientific meeting for vitreoretinal specialists.

All advertising will be sold on a first-come, first-served basis. For companies not exhibiting at the ASRS 31st Annual Meeting, non-exhibitor rates will apply.

Advertising Rates (4-color process)

Ad Size	Non-exhibitors	Exhibitors	Premium Positions	Non-exhibitors	Exhibitors
1/2 page (horizontal)	\$ 5,240	\$ 4,500	Inside front cover and facing page	\$14,500	\$13,000
Full page	6,500	6,000	Page facing masthead	7,525	6,500
2-page spread	11,000	10,000	Page facing table of contents	7,525	6,500
2-page insert*	9,000	8,000	Inside back cover	8,000	7,000
4-page insert*	10,000	9,000	Outside back cover	9,500	8,500
Cover-tip or bellyband**	11,000	10,000			

*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.

PLEASE NOTE: The 10% advertiser discount for ASRS 31st Annual Meeting support, as well as the 15% agency discount, do not apply to the Annual Meeting issue.

Ad close and payment deadline: April 8, 2013

Artwork deadline: June 28, 2013

Questions?

Contact Mary Anne Difatta at 312.477.8861 or m.difatta@asrs.org.

Ad space dimensions and production specs are available on the *Retina Times* 2013 rate card, available at www.asrs.org.



How to participate

EXHIBIT BOOTH SPACE

To reserve exhibit space for the ASRS 31st Annual Meeting, please send a completed Exhibit Booth Contract, signed by an authorized company official, with full payment to:

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

Deadline is April 9, 2013

Contracts with full payment must be received no later than April 9, 2013. All fees must be paid in U.S. dollars by corporate check, personal check, or credit card (AmEx, MasterCard, or VISA). Checks must be made payable to: American Society of Retina Specialists.

LEAD RETRIEVAL

Detailed information will be provided in the Exhibitor Service Manual.

REGISTRATION

Once the Exhibitor Booth Contract has been returned, a Corporate Representative Registration Form will be provided to the company contact who is

responsible for distributing the form to representatives planning to attend the meeting. Each registered corporate representative is invited and encouraged to participate in all aspects of the meeting.

Corporate representatives may register to attend the meeting according to the fees noted on the Corporate Representative Registration Form. In addition, each registered corporate representative is entitled to register a guest (spouse, significant other, or child) according to fees noted on the form. A corporate representative may not register another corporate representative in the "guest" category.

CANCELLATION POLICY

Exhibit booth rental 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 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 North Wacker Drive, Suite 2030
Chicago, IL 60606 USA
Fax 312.578.8763
Email: m.difatta@asrs.org

Preliminary Program

A detailed scientific program will be posted later.

Friday, August 23

5:00-8:00 PM Meeting Registration

Saturday, August 24

8:00 AM-8:00 PM Meeting Registration
9:00am-Noon Subspecialty Reviews
Noon-1:00 PM Lunch in Exhibit Hall
1:00-2:30 PM Symposium 1 (Socio-economic)
2:30-5:30 PM Medical and Surgical Case Conference
7:00-10:00 PM Welcome Reception

Sunday, August 25

7:00-8:00 AM Breakfast/Exhibits
7:00 AM – 5:30 PM Exhibit Hall Open
7:30-9:30 AM Symposium 2
9:30-10:00 AM Break/Exhibits
10:00 AM – Noon ASRS Awards and Special Presentations
Lunch in Exhibit Hall;
Young Physician Section Symposium and Lunch
1:30-3:30 PM Symposium 3
3:30-4:00 PM Break/Exhibits
4:00-5:30 PM Symposium 4

FREE EVENING

Monday, August 26

7:00-8:00 AM Breakfast/Exhibits
7:00 AM – 5:30 PM Exhibit Hall Open
7:30-9:30 AM Symposium 5
9:30-10:00 AM Break/Exhibits
10:00-11:00 AM Symposium 6
11:00 AM – 12:15 PM Symposium 7
12:15-1:45 PM Lunch in Exhibit Hall;
Women in Retina Lunch
1:45-4:45 PM Retinal Innovation Summit (NO CME)
5:00-6:30 PM Scientific Poster and Exhibit Hall Wine and Cheese Reception

FREE EVENING

Tuesday, August 27

7:00-8:00 AM Breakfast/Exhibits
7:00 AM – 2:00 PM Exhibit Hall Open
7:30-9:30 AM Symposium 8
9:30-10:00 AM Break/Exhibits
10:00 AM - Noon Symposium 9
Noon-1:30 PM Lunch in Exhibit Hall/
SIG luncheon
2:00-6:00 PM Instructional Courses
7:00 PM – Midnight Gala Dinner and Umbo Lounge

Wednesday, August 28

7:30-8:30 AM Breakfast
8:30-10:00 AM Symposium 10
10:00-10:30 AM Break
10:30 AM – 12:30 PM Symposium 11
12:30 PM Meeting Adjourns

HOTEL RESERVATIONS

Sheraton Centre Toronto Hotel
123 Queen Street West
Toronto, Ontario M5H 2M9

As the headquarters hotel for this year's Annual Meeting, the Sheraton offers:

- Fast access to all events during the meeting
- Extended networking and socializing with ASRS colleagues you only see once a year
- First-class amenities, including spa and 24/7 fitness center
- Outstanding dining options, from casual to upscale
- Sweeping views of the Toronto skyline from the Sheraton's Club Lounge

The hotel is also in the center of the best Toronto has to offer in restaurants, shopping, live entertainment, and cultural and recreational activities.

ASRS has secured a limited number of rooms at reduced rates, which are available on a first-come, first-served basis. Group rates are guaranteed through July 21, 2013. Rates are valid 3 days prior and 3 days after the official meeting dates based on availability.

Reserve your hotel room early—Reservation cut-off is July 21

Online reservations

<https://www.starwoodmeeting.com/StarGroupsWeb/booking/reservation?id=1301146991&key=D8612>

Phone reservations

800-325-3535

(identify affiliation with ASRS for group rate)

Sponsorship Opportunities

ASRS Annual Meeting Mobile App

Based on member feedback, ASRS will continue offering an Annual Meeting Mobile App. The ASRS mobile app provides visibility for your company with meeting attendees like never before.

Take advantage of this instant way to reach your target audience of fellowship-trained retina specialists in Toronto and beyond.

Each mobile app-related opportunity offers you a unique set of benefits, allowing you to choose the best way to reach top retina specialists personally and gain the recognition you desire. Ask about opportunities and pricing.

Each time a registrant opens the Annual Meeting Mobile App your company's name will be prominently displayed.

[\\$30,000 exclusive or multiple sponsors at \\$10,000 each](#)

Room Drops

Be sure the newest information about your company's products reaches each attendee at the beginning of the day. This is an excellent way to draw members to your exhibit booth or industry symposia. Room drops are available on a daily basis. Commercial supporter provides room drops and delivery.

[\\$1000 per day](#)

WiFi Sponsorship Opportunity

This popular service provides complimentary internet access for ASRS meeting attendees while in the scientific session, instructional courses, and Exhibit Hall. Support for the duration of the meeting includes company acknowledgement in program material, on-site signage, and promotional materials.

[\\$15,000](#)





Nearly 1,000 retina specialists from around the world will attend the ASRS 31st Annual Meeting in Toronto.

Here are more opportunities to share your company's message, show your support for advancing the science of retina, and reach landing retina specialists.

E-mail stations outside exhibit hall

Includes:

- 4 stations per sponsor
- Screen saver ad on each monitor/station
- Business card-size recognition/sign at each monitor/station
- Acknowledgement in post-Annual Meeting e-blast

Support Amount: \$10,000

E-blasts during Annual Meeting

AM or PM e-blast to meeting attendees, with company name, booth number, Web address, and 3 lines of ASRS pre-approved text

Support Amount: \$2,500

Exhibitor's website listing

As before, all exhibitors at the ASRS 31st Annual Meeting will be listed by company name, booth number, product description, and contact information (address, phone, fax, and URL address) on the exhibitor page.

Now you can make this URL listing live. Meeting attendees will be able to access your website simply by clicking on your URL from your exhibitor listing. This option will extend the life of your listing well beyond the conclusion of the Annual Meeting.

Support Amount: \$1,000 each

iTunes® cards

iTunes cards in holders imprinted with your company's logo, given out at Annual Meeting registration

Support Amount: \$5,000 plus cost of cards

Questions?

Contact Mary Anne Difatta at 312.578-8760 or email m.difatta@asrs.org.

See You in Toronto!



Reserve Your Booth and Ad Space Now

Please complete the attached Exhibit Booth and Advertising Contract and return it to ASRS with your payment by Tuesday April 9, 2013.

ASRS thanks you in advance for your continued support.

BY MAIL:

American Society of Retina Specialists
20 N Wacker Drive, Suite 2030
Chicago, IL 60606 USA

BY EMAIL:

m.difatta@asrs.org

QUESTIONS?

Call Mary Anne Difatta at 312.578.8760

