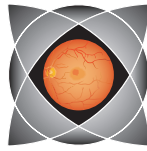




AMERICAN SOCIETY OF RETINA SPECIALISTS

Corporate Membership Program 2010

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Dear Corporate Colleague,

This year, for the first time, there is a new structure to the corporate support program. In past years, as everyone knows, there were opportunities to purchase booths of different sizes and provide support of some individual events and merchandise that were offered to attendees of the meeting. That has worked well for years, however, due to new guidelines involving conflict of interest issues and the ACCME continuing education accreditation, we are not able to continue as we have in the past.

Therefore, this year we will begin with a different structure. It revolves around the Corporate Membership Program (CMP). Companies have the opportunity to join this membership program at different levels with a host of benefits and demonstrate their support for the society. Companies will be recognized for this support at the ASRS Annual Meeting and on the ASRS website. The CMP will continue to evolve to keep pace with the changing guidelines and environment.

This year there are five CMP membership levels: Bronze (\$7,000); Silver (\$20,000); Gold (\$125,000); Platinum (\$200,000); and Diamond (\$400,000). Each level supports the ASRS over the year, as well as at the Annual Meeting. The increasing benefits with each level of support are described in the benefits statement.

Please note: Starting this year, exhibit booth space rental at the ASRS Annual Meeting and advertising fees for the *Annual Meeting Guide* and special Annual Meeting issue of the *Retina Times* are separate from the CMP, in accordance with the ACCME guidelines, and will therefore be priced accordingly. Please refer to the Exhibitor Prospectus for details. Priority booth placement and advertising space will be given to CMP participants.

We look forward to your continued partnership and support of our organization.

With best personal regards,

Philip J. Ferrone, MD

ASRS Corporate Relations Committee Chairperson

BENEFITS STATEMENT

Corporate Membership Program 2010

Contracts are due no later than April 9, 2010.

5 Levels to choose from:

Level 1: Bronze

\$7,000

BENEFITS:

- Acknowledgement as a Bronze Level member of the CMP in the *Retina Times*, on the ASRS website, on Annual Meeting signage, and in the *Annual Meeting Guide*
- 2 complimentary all-access Annual Meeting registration badges¹
- Option to purchase the ASRS 2010 PAT Survey Results

Level 2: Silver

\$20,000

BENEFITS:

- Acknowledgement as a Silver Level member of the CMP in the *Retina Times*, on the ASRS website, on Annual Meeting signage, and in the *Annual Meeting Guide*
- 3 complimentary all-access Annual Meeting registration badges¹
- Option to purchase the ASRS 2010 PAT Survey Results
- Member of the Corporate Membership Committee²
- Corporate logo on the Annual Meeting Hotel Room Key Cards

Level 3: Gold

\$125,000

BENEFITS:

- Acknowledgement as a Gold Level member of the CMP in the *Retina Times*, on the ASRS website, on Annual Meeting signage, and in the *Annual Meeting Guide*
- 8 complimentary all-access Annual Meeting registration badges¹
- Option to purchase the ASRS 2010 PAT Survey Results
- Member of the Corporate Membership Committee²
- Scientific Poster Session acknowledgement of support with signage at the Annual Meeting
- 5 minutes podium time at Annual Meeting Product Review Mini-Symposium Lunch³

Level 4: Platinum

\$200,000

BENEFITS:

- Acknowledgement as a Platinum Level member of the CMP in the *Retina Times*, on the ASRS website, on Annual Meeting signage, and in the *Annual Meeting Guide*
- 10 complimentary all-access Annual Meeting registration badges¹
- PAT survey results and option to submit up to 5 questions for the survey⁴
- Member of the Corporate Membership Committee²
- 10 minutes podium time at Annual Meeting Product Review Mini-Symposium Lunch³
- Retina Case Conference acknowledgement of support with signage at the Annual Meeting
- Film Festival acknowledgement of support with signage at the Annual Meeting

Level 5: Diamond

\$400,000

BENEFITS:

- Acknowledgement as a Diamond Level member of the CMP in the *Retina Times*, on the ASRS website, on Annual Meeting signage, and in the *Annual Meeting Guide*
- 15 complimentary all-access Annual Meeting registration badges¹
- PAT survey results and option to submit up to 5 questions for the survey⁴
- Member of the Corporate Membership Committee²
- 15 minutes podium time at Annual Meeting Product Review Mini-Symposium Lunch³
- Young Physicians Lunch Symposium acknowledgement of support at Annual Meeting with podium time and signage
- Special Interest Group Breakfast acknowledgement of support at Annual Meeting with signage

1 Additional corporate representative meeting badges may be purchased: Early-bird all-access badge \$1,000; Regular all-access badge \$1,200; Late/on-site all access badge \$1,500.

2 Corporate Membership Committee:

This committee will hold a meeting during the Annual Meeting where companies (as a benefit of their level of corporate membership program support) can discuss with the ASRS leadership how well the Annual Meeting and the ASRS overall meet the needs of the industry sponsors of the Society. This is intended to be a friendly, frank exchange of ideas on how to maximize the corporate-to-society relationship including aspects of the Annual Meeting for all involved, as well as to discuss ways of further educating the membership about different developments in research and treatment of eye diseases.

3 Product Review Mini-Symposium Lunch:

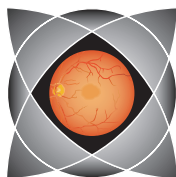
An open, free lunch held for all attendees of the Annual Meeting during which different companies (as a benefit of their level of corporate membership program support) will be able to speak for an allotted time to the audience about their company, products, research, and future directions and applications of their technology. The speaker may be a company employee or someone selected by the company to speak on their behalf. This will be an opportune time to reach out in a less formal setting to a large audience of the meeting's attendees.

4 PAT Survey Questions:

Up to 5 questions may be submitted to the 2010 ASRS PAT Survey if submitted by the deadline date of May 15, 2010.

For more information on the ASRS Corporate Membership Program, contact:

A S R S



**AMERICAN
SOCIETY OF RETINA
SPECIALISTS**

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