Exhibitor and Advertiser Prospectus

American Society of Retina Specialists
30th Annual Scientific Meeting

August 25-29, 2012 • Las Vegas, Nevada
Dear Corporate Sponsor:

ASRS is turning 30 and we’re celebrating! The ARIA Resort & Casino Las Vegas will host the ASRS 30th Annual Meeting from August 25-29, 2012 and will offer the most comprehensive and stimulating array of vitreoretinal information and technology ever assembled, combined with an outstanding social program in exciting Las Vegas.

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 14th 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 30th 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 over 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 30th Annual Meeting offers greater advertising opportunities than ever before. This is the first meeting in our history to offer the Scientific Program and Guide on an iPad app. In this prospectus, you will find information on digital advertising opportunities, as well as details on advertising in the special 30th anniversary commemorative issue of Retina Times.

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

Mark your calendar for the ASRS 30th Annual Meeting. We look forward to seeing you in Las Vegas.

With best personal regards,

Philip J. Ferrone, MD
ASRS Corporate Relations Committee Chair
ASRS membership

The ASRS comprises more than 2,450 members, 81% from the US and 19% from around the world. Members are represented in all 50 states, the District of Columbia, Puerto Rico and Canada, as well as in more than 55 countries.

Expected attendance

Nearly 1,000 retina specialists are expected, with 75% from the US and 25% from our international membership. The 30th Annual Meeting will be promoted through the ASRS Web site and Retina Times to ensure maximum meeting attendance.

Exhibitor-doctor interaction statement

The 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
14th Annual Film Festival
Instructional courses
Special Interest Groups lunch
Young Physicians Section symposium
Women in Retina symposium
And more...

2012 Preferences and Trends (PAT) Survey

The PAT Survey polls ASRS 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 30th Annual Meeting.

Emerald and Diamond-Level members of the 2012 ASRS Corporate Membership Program are entitled to submit up to 5 questions for the 2012 PAT Survey by the May 16, 2012 deadline and to receive a copy of the 2012 PAT Survey results.

Platinum-Level members of the 2012 ASRS Corporate Membership Program will receive a copy of the 2012 PAT Survey results.

Bronze, Silver and Gold-Level members of the 2012 ASRS Corporate Membership Program have the option to purchase a copy of the 2012 PAT Survey results.

Exhibit hall hours

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

Sunday, August 26
7:00 AM-5:30 PM

Monday, August 27
7:00 AM-6:30 PM

Tuesday, August 28
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
Booth space is priced at $100 per square foot with a 100 square foot minimum booth size (10 x 10).

PUBLISHER/EMR
Booth space is priced at $70 per square foot with a 100 square foot minimum booth size (10 x 10). Publishers may obtain a literature rack at a rate of $4,000.

NON-PROFIT
Booth space is priced at $50 per square foot with a 100 square foot minimum booth size (10 x 10).
Additional space may be purchased in increments of 10 square feet in a linear fashion (ie, 10 x 20, 10 x 30, etc.) or as an island (minimum 20 x 20, 20 x 30, 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.

BADGE INCLUDES
- Scientific paper presentations and poster sessions
- Retina Case Conference
- 14th 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 30th Annual Meeting, to all confirmed exhibitors on April 25, 2012. 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 18, 2012. 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. The 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 and Advertising Contract constitutes full agreement with these assignment policies and procedures.

CORPORATE REPRESENTATIVE ALL-ACCESS MEETING BADGE

Early-bird (on or before May 29, 2012) $1,000

Regular (May 30-August 10, 2012) $1,200

Late/on-site (after August 10, 2012) $1,500

Questions?

Exhibit and iPad app inquiries:
Deb Whalen
ASRS Exhibits Manager
Phone 312.578.8760
Fax 312.578.8763
Email: deb.whalen@asrs.org

Retina Times advertising inquiries:
Susan Raef
Retina Times Managing Editor
Phone 312.578.8760
Fax 312.578.8763
Email: susan.raef@asrs.org

IMPORTANT DATES
April 9
Deadline for receipt of exhibitor booth, iPad app and Retina Times advertising contract with full payment

April 25
Exhibitor Service Manual available online

May 18
Booth space notification

May 25
Final program available online

June 29
Advertising materials due

August 25
Exhibit hall move-in/set-up

August 28
Exhibit hall move-out/tear-down
Advertise in *Retina Times’* 30th Anniversary Commemorative Issue

The 2012 ASRS Annual Meeting offers an exceptional opportunity for your company to advertise in a special 30th Anniversary Commemorative Annual Meeting issue of *Retina Times*, the ASRS quarterly member publication.

The distribution of *Retina Times* approaches that of many major retinal-interest journals—and unlike others, 100% of our readership consists of fellowship-trained retina specialists. Increase awareness of your company by placing an ad. All advertising will be sold on a first-come, first-served basis.

For companies not exhibiting who wish to reserve ad space, general advertising rates will apply. Visit [www.asrs.org](http://www.asrs.org) to download an advertising space request form.

### Advertising rates (4-color process)

<table>
<thead>
<tr>
<th>Ad size</th>
<th>Non-exhibitors</th>
<th>Exhibitors</th>
</tr>
</thead>
<tbody>
<tr>
<td>1/2 page (horizontal)</td>
<td>$ 5,240</td>
<td>$ 4,500</td>
</tr>
<tr>
<td>Full page</td>
<td>6,500</td>
<td>6,000</td>
</tr>
<tr>
<td>2-page spread</td>
<td>11,000</td>
<td>10,000</td>
</tr>
<tr>
<td>4-page insert*</td>
<td>10,000</td>
<td>9,000</td>
</tr>
<tr>
<td>Cover tip**</td>
<td>11,000</td>
<td>10,000</td>
</tr>
</tbody>
</table>

* Rates shown are for printed inserts provided by the advertiser. For pricing to have *Retina Times* print the inserts, contact Susan Raef at susan.raef@asrs.org.

** Cover-tip pricing is based on *Retina Times’* printing a 7” x 5-1/2”, 4-color, 2-sided advertising piece. Advertiser must supply a high-resolution PDF.

### Premium positions

<table>
<thead>
<tr>
<th>Premium positions</th>
<th>Non-exhibitors</th>
<th>Exhibitors</th>
</tr>
</thead>
<tbody>
<tr>
<td>Inside front cover and facing page</td>
<td>14,500</td>
<td>13,000</td>
</tr>
<tr>
<td>Page facing masthead</td>
<td>7,525</td>
<td>6,500</td>
</tr>
<tr>
<td>Page facing table of contents</td>
<td>7,525</td>
<td>6,500</td>
</tr>
<tr>
<td>Inside back cover</td>
<td>8,000</td>
<td>7,000</td>
</tr>
<tr>
<td>Outside back cover</td>
<td>9,500</td>
<td>8,500</td>
</tr>
</tbody>
</table>

** Artwork deadline: June 29, 2012

### Ad space dimensions

<table>
<thead>
<tr>
<th>Page size</th>
<th>Non-bleed width x depth</th>
<th>Bleed width x depth</th>
<th>Publication trim size: 8-1/2” x 11-1/2</th>
</tr>
</thead>
<tbody>
<tr>
<td>1/2 page horizontal</td>
<td>7-1/2” x 5-1/4”</td>
<td>N/A</td>
<td>Bleed sizes include 1/8” trim from outside, bottom, and top.</td>
</tr>
<tr>
<td>Full page</td>
<td>7-1/2” x 10-1/2”</td>
<td>8-3/4” x 11-3/4”</td>
<td>Keep live matter at least 1/2” from trim.</td>
</tr>
<tr>
<td>2-page spread</td>
<td>16” x 10-1/2”</td>
<td>17-1/4” x 11-3/4”</td>
<td>Binding: Saddle-stitched</td>
</tr>
</tbody>
</table>

Ad production specs are available on the *Retina Times* 2012 rate card, available at [www.asrs.org](http://www.asrs.org).
How to participate

EXHIBIT BOOTH AND ADVERTISING SPACE

To reserve exhibit and advertising space for the ASRS 30th Annual Meeting, please send a completed Exhibit Booth and Advertising 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
Fax 312.578.8763
deb.whalen@asrs.org

Deadline is April 9

Contracts with full payment must be received no later than April 9, 2012. 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 and Advertising 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.

CANCELATION POLICY

Exhibit booth rental and/or advertising space may be cancelled, in writing, on or before April 16, 2012 with a full refund minus a $200 handling fee. Cancellations received from April 17 to April 23, 2012 will be honored, minus a handling fee equal to 50% of the total fee. There will be no refunds for cancellations after April 23, 2012 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
deb.whalen@asrs.org
## Preliminary Program

**Friday, August 24**
- 5:00-8:00 PM Meeting registration

**Saturday, August 25**
- 12:00-8:00 PM Meeting registration
- 1:00-4:15 PM Instructional courses
- 4:30-6:30 PM Retina Case Conference
- 7:00-10:00 PM Welcome reception

**Sunday, August 26**
- 7:00-8:00 AM Breakfast/exhibits
- 7:00 AM-5:30 PM Exhibit hall open
- 7:30-9:30 AM Symposium 1
- 9:30-10:00 AM Break/exhibits
- 10:00 AM-12:00 PM ASRS awards and special presentations
- 12:00-1:30 PM Lunch in exhibit hall
- 1:30-3:30 PM Symposium 2
- 3:30-4:00 PM Break/exhibits
- 4:00-5:30 PM Symposium 3
- 5:30 PM Free evening

**Monday, August 27**
- 7:00-8:00 AM Breakfast/exhibits
- 7:00 AM-5:30 PM Exhibit hall open
- 7:30-9:30 AM Symposium 4
- 9:30-10:00 AM Break/exhibits
- 10:00-11:00 AM Symposium 5
- 11:00 AM-12:15 PM Symposium 6
- 12:15-1:45 PM Lunch in exhibit hall
- 1:45-3:15 PM Symposium 7
- 3:15-3:45 PM Break/exhibits
- 3:45-5:00 PM Symposium 8
- 5:00-6:30 PM Scientific poster and exhibit hall wine and cheese reception
- 6:30 PM Free evening

**Tuesday, August 28**
- 7:00-8:00 AM Breakfast/exhibits
- 7:00 AM-2:00 PM Exhibit hall open
- 7:30-9:30 AM Symposium 9
- 9:30-10:00 AM Break/exhibits
- 10:00 AM-12:00 PM Symposium 10
- 12:00-1:30 PM Lunch in exhibit hall
- 2:00-6:00 PM Instructional courses
- 7:00 PM-1:00 AM Gala dinner and Umbo Lounge

**Wednesday, August 29**
- 7:30-8:30 AM Breakfast
- 8:30-10:00 AM Symposium 11
- 10:00-10:30 AM Break
- 10:30 AM-12:30 PM Symposium 12
- 12:30 PM Meeting adjourns

**HOTEL RESERVATIONS**

ARIA Resort & Casino Las Vegas
3730 Las Vegas Blvd. South
Las Vegas, NV 89109

The contemporary architecture of ARIA is complemented by the resort’s lavish accommodations. Guestroom corridors streaming with natural light open to areas of enclosed glass, delivering spectacular city or mountain views.

Resort amenities include: an exhilarating casino floor; 3 primary pools with 50 cabanas, 1 adults-only pool retreat; 16 restaurants and 10 bars and lounges, including a nightclub; a 2-level spa and salon includes a barbershop, deluxe fitness room, group exercise studio, meditation and relaxation rooms, separate men’s and women’s eucalyptus steam rooms and redwood saunas.

A block of hotel rooms has been set aside for attendees of the ASRS 30th Annual Meeting at a discounted rate of $149 plus tax per night and a $10 daily Resort Fee plus tax. Reservations will be accepted on a first-come, first-served basis. Group rates are guaranteed through July 27, 2012 (inventory permitting). 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 date is July 27

**Online reservations**
[https://resweb.passkey.com/go/ASRSM12](https://resweb.passkey.com/go/ASRSM12)
The ARIA Resort & Casino will provide information on its deposit and cancellation policy when you make your reservation.

**Phone reservations**
866.359.7757 or 702.590.7757
(Identify affiliation with ASRS to secure the group rate.)
You asked for ASRS digital advertising opportunities—here they are!

The 2012 ASRS Annual Scientific Meeting will be the first meeting in our history to offer the Scientific Program and Guide on an iPad app.

The ASRS iPad app enables your company to interact directly with meeting attendees like never before. Take advantage of this instant way to reach your target audience of fellowship-trained retina specialists in Las Vegas and beyond.

Each iPad-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.

iPad ad opportunities include:

- Splash ads
- Banner ads
- Exhibitor’s Web site listing
- Videocasts
- Podcasts
- Individual iPad apps

Want to tie in with the iPad app?

Here are more ways to keep your name in front of Annual Meeting attendees:

- E-mail stations outside the exhibit hall
- E-blasts during the Annual Meeting
- AC chargers for iPads
- iTunes cards in imprinted holders
Choose from these iPad ad opportunities ...

Splash ad
Includes:
• Splash ad, with company name, logo and design of your choice
• Recognition on ASRS Web site (company name/logo in ASRS-designed acknowledgement)
• Acknowledgement in post-Annual Meeting e-blast
• Special signage for display in company booth at Annual Meeting
Support Amount: $7,500

Banner ads
Includes:
• Banner ads to run along bottom of iPad app randomly throughout Annual Meeting
• Recognition on ASRS Web site (company name/logo in ASRS-designed acknowledgement)
• Acknowledgement in post-Annual Meeting e-blast
• Special signage for display in company booth at Annual Meeting
Support Amount: $3,500–$5,000 (Details on ad specs to come.)

Exhibitor’s Web site listing
As before, all exhibitors at the 2010 ASRS 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 Web site 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

Note: All iPad applications require Adobe Flash Player 10

Videocast
Includes:
• Videocast, on topic pre-approved by ASRS, to appear in ASRS-designated area on the iPad app
• Recognition on ASRS Web site (company name/logo in ASRS-designed acknowledgement)
• Acknowledgement in post-Annual Meeting e-blast
Support Amount: $7,500 plus expenses
(Video length subject to ASRS review.)

Podcast
Includes:
• Podcast, on topic pre-approved by ASRS, to appear in ASRS-designated area
• Recognition on ASRS Web site (company name/logo in ASRS-designed acknowledgement)
• Acknowledgement in post-Annual Meeting e-blast
Support Amount: $7,500 plus expenses
(Podcast length subject to ASRS review.)

... or create your own app

Individual iPad app
Pre-developed application available via coupon given out at individual booths
Support Amount: Contact Deb Whalen at 312.578.8760
Nearly 1,000 retina specialists from around the world will attend the 30th Anniversary ASRS Annual Scientific Meeting in Las Vegas. Here are more opportunities to share your company’s message, show your support for advancing the science of retina, and reach leading 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

**AC chargers for iPads**

Includes:
- Business card-size acknowledgment included, indicating supporter’s name and booth number (if applicable)
- Acknowledgement in post-Annual Meeting e-blast

Support Amount: $10,000 plus cost of chargers

**iTunes® cards**

Includes:
- 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?**

Call Deb Whalen at 312.578.8760
See You In Las Vegas!

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 Monday, April 9, 2012.

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 FAX:
If paying by credit card, you may fax your completed Exhibit Booth and Advertising Contract form to: 312.578.8763.

Questions?
Call Deb Whalen at 312.578.8760