ASRS 40\textsuperscript{th} Annual Scientific Meeting

2022 Exhibitor and Advertiser Prospectus

July 13 – 16, 2022
New York, NY
Dear Corporate Sponsor:

What better location to host the ASRS 40th Annual Scientific Meeting than New York City?!

This year’s meeting will be held at the Javits Center from July 13-16, 2022, offering the most comprehensive and stimulating array of vitreoretinal information and technology ever assembled, combined with an outstanding social program. The Javits Center recently completed a historic renovation, making this convention center one of the world’s premier meeting locations.

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 24th Annual Film Festival, and instructional courses. Other events include the Early Career Section lunch, the Women in Retina Case Conference, an engaging social program, and much more. The scientific program will feature the latest clinical and technological developments, presented by international leaders.

The ASRS 40th Annual Meeting presents a unique opportunity for you to interact with the members of the world’s most prominent organization of retina specialists. 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.

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 40th Annual Meeting. We look forward to seeing you in NYC!

With best personal regards,

Jill F. Blim, MS
ASRS Executive Vice President
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 retina. 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
- Papers on demand (PODs)
- Panel discussions
- Award lectures
- 24th Annual Film Festival
- Early Career Section symposium
- Women in Retina symposium
- Diversity, Equity, and Inclusion Program
- And more...

2022 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.

Diamond-Level, Emerald-Level, and Platinum-Level members of the 2022 ASRS Corporate Membership Program are entitled to receive a copy of the 2022 PAT Survey results.

Bronze-Level, Silver-Level and Gold-Level members of the 2022 ASRS Corporate Membership Program have the option to purchase a copy of the 2022 PAT Survey results. Contact susan.raef@asrs.org.

Exhibit hall schedule

Exhibit hall hours will be provided in the exhibitor manual. Exhibitors are required to keep their displays open to attendees during the hours of exhibition.

Wednesday, July 13
Exhibit hall set-up

Thursday, July 14
Exhibit hall open

Friday, July 15
Exhibit hall open

Saturday, July 16
Exhibit hall open
Exhibit tear-down
Exhibit Space and Fees

Booth options
The following space may be purchased in a linear fashion (ie, 10 ft x 20 ft, etc.) or as an island (minimum 20 ft x 20 ft, etc). Island exhibit space must be purchased in multiples of 10 square feet and is priced at $100 per square foot.

Standard
10 ft x 10 ft booth space is priced at $10,000.

Non-Profit
10 ft x 10 ft booth space is priced at $5,000.

Booths include:
• Pipe/drape
• 1-line booth ID sign
• 1 table, 2 chairs
• Waste basket
• Descriptive paragraph and contact information in the Annual Meeting Electronic Guide

Exhibition space assignment (Determined by ASRS)
The final floor plan will be confirmed in May 2022. 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.

Questions?
Exhibit Inquiries
Sam Zerang
Email: sam.zerang@asrs.org

Important Dates

April 1, 2022
Deadline for receipt of exhibitor booth contract with full payment

April 2022
Final program available online

May 2022
Exhibitor Service Manual available online

May 2022
Booth space notification

July 13, 2022
Exhibit hall move-in/set-up

July 16, 2022
Exhibit hall move-out/tear-down

Corporate representative all-access meeting badge
(Required for all exhibit staff)

Early-bird (on or before March 14, 2022) $1,000

Regular (March 15, 2022 - June 28, 2022) $1,200

On-Site/Late (After June 28, 2022) $1,500

Badge includes:
• Scientific paper presentations, papers on demand, and poster sessions
• Case Conference
• Instructional Courses
• 24th Annual Film Festival
• Daily continental breakfast
• Refreshment breaks
• Lunches
• Welcome reception
• Gala dinner

Exhibitor Service Manual
The Exhibitor Service Manual will be provided by Levy Exposition Services, the official trade show coordinator of the ASRS 40th Annual Meeting, to all confirmed exhibitors in May 2022.

A complete set of forms for ordering all furnishings and services will be included in the manual.
Advertise in *Retina Times’ 2022 Annual Meeting Issue*

The 40th American Society of Retina Specialists (ASRS) Annual Meeting, scheduled for July 13-16, 2022 in New York City, offers an exceptional opportunity for your company to advertise in a special issue of *Retina Times*, the ASRS 5-times-yearly member publication.

The distribution of *Retina Times* approaches that of many major retinal-interest journals—and unlike others, 100% of our physician readership consists of fellowship-trained retina specialists or fellows in training.

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 at the 2022 ASRS Annual Meeting, non-exhibitor ad rates will apply. See information on exhibiting: visit www.asrs.org/annual-meeting/exhibitors.

### Advertising rates (4-color process)

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<thead>
<tr>
<th>Ad size</th>
<th>Non-exhibitors</th>
<th>Exhibitors</th>
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<tbody>
<tr>
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<td>$ 4,820</td>
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<td>6,960</td>
<td>6,425</td>
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<td>10,700</td>
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<td>Furnished 2-page insert*</td>
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<tr>
<td>Furnished 4-page insert*</td>
<td>10,710</td>
<td>9,640</td>
</tr>
<tr>
<td>Cover tip or bellyband*</td>
<td>11,785</td>
<td>10,710</td>
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<tr>
<td>Furnished outsert (exhibitors only)</td>
<td>2- and 4-page outserts available. Email <a href="mailto:susan.raef@asrs.org">susan.raef@asrs.org</a> for details.</td>
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<table>
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<td>Page facing table of contents</td>
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<td>Inside back cover</td>
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<td>10,175</td>
<td>9,105</td>
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*Rates shown are for printed inserts, cover tips, and bellybands furnished by the advertiser.

For pricing to have *Retina Times* print these materials, contact Susan Raef at susan.raef@asrs.org.

**NOTE:** The 10% corporate supporter discount and 15% agency discount do not apply to the Annual Meeting Issue.

### Ad space dimensions

<table>
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<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”. Bleed sizes include 1/8” trim from outside, bottom, and top. Keep live matter at least 1/2” from trim. Binding: Saddle-stitched</th>
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Ad production specs are available on the *Retina Times* 2022 rate card, available at www.asrs.org.
How to Participate

Exhibit booth space
A limited number of booths are available. Priority points will be taken into consideration until March 15, 2022. To reserve exhibit space for the ASRS 40th Annual Meeting, please send a completed Exhibit Booth Contract, signed by an authorized company official, with full payment to:

Sam Zerang, Senior Manager of Meetings & Exhibits: sam.zerang@asrs.org

If paying by check, please mail to our new remittance address:
American Society of Retina Specialists
PO Box 772559
Detroit, MI 48277-2559 USA

Deadline is April 1, 2022
Contracts with full payment must be received no later than April 1, 2022. 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.

Attendee list
One complimentary list will be provided to exhibitors on July 6, 2022. It will contain attendees’ names and locations only (no email addresses, phone numbers or mailing addresses).

Lead retrieval
Detailed information will be provided by CONEXSYS.

Registration
Once the Exhibitor Booth and Advertising Contract has been returned, registration instructions will be provided to the main company contact. Each registered corporate representative is invited and encouraged to participate in all aspects of the meeting.

In order to attend the meeting, Corporate representatives must register in advance; see 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) see fees noted on the Registration 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 13, 2022 with a full refund minus a $200 handling fee. Cancellations received from April 14-20, 2022 will be honored, minus a handling fee equal to 50% of the total fee. There will be no refunds for cancellations after April 20, 2022 regardless of cause, except in the instance of force majeure.

All cancellation requests must be in writing and sent to: Sam Zerang, Senior Manager of Meetings & Exhibits: sam.zerang@asrs.org
Sponsorship Opportunities

ASRS Annual Meeting Mobile App Sponsorship
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 New York and beyond.

Each time a registrant opens the Annual Meeting mobile app, your company’s name will be prominently displayed.

Support Amount: $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 at the official ASRS hotel. 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 fees.

Support Amount: $1,000 per day (plus cost of room drops and distribution fees)
Deadline: June 15, 2022

WiFi Sponsorship Opportunity
This popular service provides complimentary Internet access for ASRS meeting attendees while in the scientific sessions and Exhibit Hall. Support for the duration of the meeting includes company acknowledgement in program material, on-site signage, and promotional materials.

Contact sam.zerang@asrs.org for pricing and availability.

Hotel Keycards
Create custom artwork for hotel keycards that will be distributed to attendees at the official ASRS hotel. This highly sought-after opportunity provides the supporting company with an excellent high-profile advertising medium. Each time attendees use their keycard, they will see your advertising message. Commercial supporter pays actual cost of key card production and distribution.

Support Amount: $25,000 for exclusive opportunity (plus cost of key cards and distribution fees)
Deadline: May 18, 2022

continued on next page
**Charging Lounge**
Advertise your company’s message on an electronic device charging lounge.

**Support amount:** $30,000 for exclusive opportunity
Location: Exhibit hall
Deadline: June 1, 2022

**E-blasts during Annual Meeting**
AM or PM e-blast to meeting attendees who opt-in to receive emails, with company name, booth number, Web address, and 3 lines of ASRS pre-approved text.

**Support Amount:** $2,500
Sign-up deadline: June 15, 2022

Please note that content must be finalized by June 20, 2022

**Branded Hand Sanitizer Station**
Support amount: $1,000 per station
Deadline for production-ready artwork:
June 15, 2022

**Onsite Print Sponsorship Opportunities**
Contact sam.zerang@asrs.org for pricing and availability.
See you in beautiful New York City!

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 Wednesday, April 1, 2022

ASRS thanks you in advance for your continued support.

By mail:
American Society of Retina Specialists
PO Box 772559
Detroit, MI 48277-2559 USA

By Email:
sam.zerang@asrs.org

Questions?
Call 312.578.8760