

**ASRS 41<sup>ST</sup> ANNUAL  
SCIENTIFIC MEETING**



**2023 Exhibitor and  
Advertiser Prospectus**

July 28 – August 1  
Seattle, WA



## Join us at the American Society of Retina Specialists 41<sup>ST</sup> Annual Meeting

### American Society of Retina Specialists 41st Annual Meeting

July 28 - August 1, 2023  
Seattle, WA

#### PROGRAM COMMITTEE

##### Program Committee Chair

J. Michael Jumper, MD,  
FASRS

##### President

July E. Kim, MD, FASRS

##### Education Committee Chair

Reginald J. Sanders, MD

##### ASRS Executive

##### Vice President

Jill F. Blim, MS

##### ASRS Vice President

##### of Education

Stacy Kiff

Dear Corporate Sponsor:

The ASRS 41st Annual Scientific Meeting will be held at the Seattle Convention Center from July 28-August 1, 2023, 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 25th Annual Film Festival, international symposia, and sub-specialty review 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 41st 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 sponsorship 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 41st Annual Meeting. We look forward to seeing you in Seattle!

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
- 25th Annual Film Festival
- Early Career Section symposium
- Women in Retina symposia
- Diversity, Equity, and Inclusion Program
- And more...

## 2023 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 2023 ASRS Corporate Membership Program are entitled to receive a copy of the 2023 PAT Survey results.

Bronze-Level, Silver-Level and Gold-Level members of the 2023 ASRS Corporate Membership Program have the option to purchase a copy of the 2023 PAT Survey results. Contact [susan.raef@asrs.org](mailto: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.

---

**Friday, July 28**  
Exhibit hall set-up

---

**Saturday, July 29**  
Exhibit hall open

---

**Sunday, July 30**  
Exhibit hall open

---

**Monday, July 31**  
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

### Corporate representative all-access meeting badge

(Required for all exhibit staff)

**Early-bird (on or before March 20, 2023) \$1,000**

**Regular (March 21, 2023 – June 2, 2023) \$1,200**

**On-Site/Late (After June 3, 2023) \$1,500**

#### Badge includes:

- Mobile app access with live stream feed and access to recording for one month post-meeting
- International symposia
- Sub-specialty review courses
- Scientific paper presentations, papers on demand, and poster sessions
- Case Conference
- 25th Annual Film Festival
- Continental breakfasts, refreshment breaks, and lunches
- Welcome reception
- Gala dinner

### 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.

**Exhibitor Service Manual** provided by Levy Exposition Services, the official trade show coordinator of the ASRS 41st Annual Meeting, to confirmed exhibitors in April 2023.

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

### Exhibition space assignment

(Determined by ASRS) The final floor plan will be confirmed in April 2023. 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?

Sam Zerang  
Email: [sam.zerang@asrs.org](mailto:sam.zerang@asrs.org)

## Important Dates

### March 10, 2023

Deadline for receipt of exhibitor booth contract with full payment

### April 2023

Final program available online

### April 2023

Exhibitor Service Manual available online

### April 2023

Booth space notification

### July 28, 2023

Exhibit hall move-in/set-up

### July 31, 2023

Exhibit hall move-out/tear-down



# Advertise in *Retina Times*' 2023 Summer/Annual Meeting Issue

The 41st American Society of Retina Specialists (ASRS) Annual Meeting, scheduled for July 28 to August 1, 2023 in Seattle, offers an exceptional opportunity for your company to advertise in a special combined Summer/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 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 2023 ASRS Annual Meeting, non-exhibitor ad rates will apply. See information on exhibiting: visit [www.asrs.org/annual-meeting/exhibitors](http://www.asrs.org/annual-meeting/exhibitors).



## Advertising rates (4-color process)

Ad size	Non-exhibitors	Exhibitors
1/2 page (horizontal)	\$ 5,615	\$ 4,820
Full page	6,960	6,425
2-page spread	11,785	10,700
Furnished 2-page insert*	10,295	9,225
Furnished 4-page insert*	11,365	10,295
Cover tip*	12,440	11,365
Furnished outsert (exhibitors only)	2-, 4-, and 8-page outserts available. Email <a href="mailto:susan.raef@asrs.org">susan.raef@asrs.org</a> for details.	

Premium positions	Non-exhibitors	Exhibitors
Inside front cover and facing page	15,530	13,925
Page facing masthead	8,060	6,965
Page facing table of contents	8,060	6,965
Inside back cover	8,570	7,500
Outside back cover	10,175	9,105

\*Rates shown are for advertiser-furnished printed inserts and cover tips. For pricing to have *Retina Times* print these materials, contact Susan Raef at [susan.raef@asrs.org](mailto: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

Page size	Non-bleed width x depth	Bleed width x depth	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 <b>Closing Date: April 28, 2023</b> Artwork Deadline: June 2, 2023
1/2 page horizontal	7-1/2" x 5-1/4"	N/A	
Full page	7-1/2" x 10-1/2"	8-3/4" x 11-3/4"	
2-page spread	16" x 10-1/2"	17-1/4" x 11-3/4"	

For ad production specs, see the *Retina Times* 2023 rate card at [www.asrs.org/publications/retina-times/advertise](http://www.asrs.org/publications/retina-times/advertise).



## How to Participate

### Exhibit booth space

A limited number of booths are available. Priority points will be taken into consideration until February 24, 2023. 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, Director of Corporate Relations  
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 March 10, 2023

Contracts with full payment must be received no later than April 1, 2023. 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.

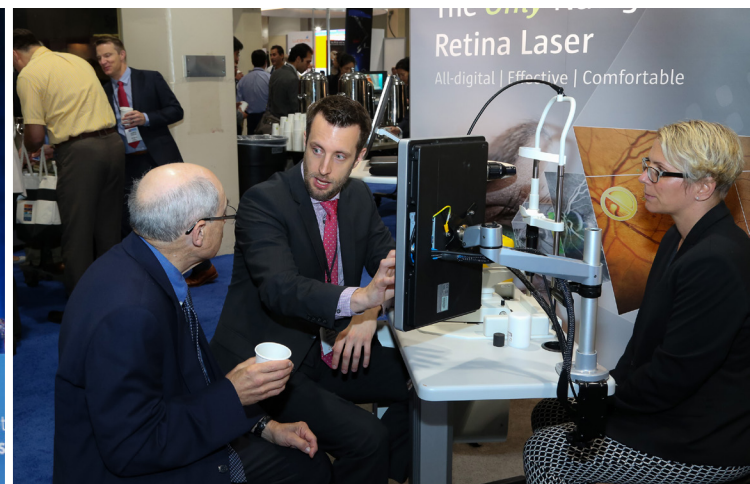
### Lead retrieval

Detailed information will be provided by CONEXSYS.

### Cancellation policy

Exhibit booth rental space may be cancelled, in writing, on or before March 24, 2023 with a full refund minus a \$200 handling fee. Cancellations received from March 25-31, 2023 will be honored, minus a handling fee equal to 50% of the total fee. There will be no refunds for cancellations after March 31, 2023 regardless of cause, except in the instance of force majeure.

All cancellation requests must be in writing and sent to:  
Sam Zerang, Director of Corporate Relations:  
sam.zerang@asrs.org





## Sponsorship Opportunities

### ASRS Annual Meeting Mobile App Sponsorship

The ASRS mobile app provides visibility for your company with meeting attendees like never before. The app will offer all program information, including paper abstracts, posters, on-demand papers, and films, and a live stream of the General Session.

Take advantage of this instant way to reach your target audience of fellowship-trained retina specialists in Seattle 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 23, 2023**

### 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.

**Support amount: \$40,000 exclusive or multiple sponsors at \$10,000 each.**

### 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 12, 2023**

*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 2, 2023**

---

### 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 23, 2023**

**Please note that content must be finalized by June 30, 2023**

---

### Branded Hand Sanitizer Station

**Support amount: \$1,000 per station**

**Deadline for production-ready artwork: June 23, 2023**

---

### Outdoor Advertising

EMC Outdoor is the ASRS-approved partner for outdoor advertising. Please see page 9 for details

### Onsite Print Sponsorship Opportunities

Contact [sam.zerang@asrs.org](mailto:sam.zerang@asrs.org) for pricing and availability.





# emc outdoor

Advertising In Real Life

Promote your meeting presence and visibility through Congress-approved channels to connect and engage with your target audience where they are Beyond the Booth.

Increase your brand visibility and stay front of mind during the event by taking advantage of the available opportunities at all budget levels.

Engage with decision-makers and key influencers at multiple touchpoints, with valuable opportunities to drive traffic to your booth.

Simplify your planning process and consider association-approved opportunities that will help you enhance your presence at key meetings.

Available Opportunities could include:

- Airport – Static & Digital options
- Billboards
- Transportation/Street Level options
- Many more

For more information [inquire here](#)





# See you in Seattle!

## 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 March 10, 2023**

ASRS thanks you in advance for  
your support.

**By mail:**

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

**By Email:**

[sam.zerang@asrs.org](mailto:sam.zerang@asrs.org)

**Questions?**

Call 312.578.8760

