



2025 Exhibitor and Advertiser Prospectus

**ASRS 43rd Annual
Scientific Meeting**
Long Beach, California
July 30–August 2, 2025



ASRS American Society of
Retina Specialists



Join us at the American Society of Retina Specialists 43rd Annual Meeting

American Society of Retina Specialists 43rd Annual Meeting

July 30–August 2, 2025
Long Beach, California

PROGRAM COMMITTEE

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FASRS

Council on Education Chair
Paul Hahn, MD, PhD, FASRS

**ASRS Chief Executive
Officer**
Jill F. Blim, MS

**ASRS Vice President
of Education**
Stacy Kiff

The ASRS 43rd Annual Scientific Meeting will be held at the Long Beach Convention Center in Long Beach, CA from July 30–August 2, 2025, offering the most comprehensive and stimulating array of vitreoretinal information and technology ever assembled.

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, and new surgical education initiatives, including a Surgical Experience Center in the exhibit hall and a Surgical Retina Summit. The scientific program will feature the latest clinical and technological developments, presented by international leaders.

The ASRS 43rd 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.

In this prospectus, you will find information on exhibit and 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 43rd Annual Meeting. We look forward to seeing you in Long Beach!

A handwritten signature in black ink, reading 'Jill F. Blim'.

Jill F. Blim, MS
ASRS Chief Executive Officer



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 retina physician consumer with greater efficiency than ever before.

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

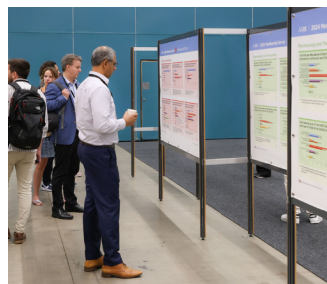
ASRS is committed to working with your company to help maximize return on the money spent in support of our meeting.

Help advance 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
- Surgical Retina Summit
- Surgical Experience Center
- Medical Case Conference
- Surgical Case Conference
- 27th Annual Film Festival
- And more...

2025 Preferences and Trends (PAT) Survey



ASRS surveys 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 2025 ASRS Corporate Membership Program are entitled to receive a copy of the 2025 PAT Survey results.

Bronze-Level, Silver-Level and Gold-Level members of the 2025 ASRS Corporate Membership Program have the option to purchase a copy of the 2025 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 30

Exhibit hall set-up

Thursday, July 31

Exhibit hall open

Friday, August 1

Exhibit hall open

Saturday, August 2

Exhibit hall open

Exhibit hall tear-down



Exhibit Space and Fees

Booth options

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

Standard

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

Non-Profit

10' x 10' m booth space is priced at \$5,000.

Island:

20' x 20' m island is priced at \$40,000;

Other: Contact ASRS for pricing.

Inline 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 April 25, 2025) \$1,000

Regular (April 26-July 14, 2025) \$1,500

On-Site/Late (After July 14, 2025) \$2,000

Badge includes:

- Mobile app access with live stream feed and access to recording for one month post-meeting
- Scientific paper presentations, papers on demand, and poster sessions
- Breakout sessions
- Continental breakfast, refreshment breaks and lunches

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 at <https://www.asrs.org/annual-meeting/registration>.

Exhibitor Service Manual provided by Levy Exposition Services, the official trade show coordinator of the ASRS 43rd Annual Meeting, to confirmed exhibitors in April 2025.

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 2025.

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

Important Dates

March 21, 2025

Deadline for receipt of exhibitor booth contract with full payment

April 2025

Final program available online

April 2025

Exhibitor Service Manual available online

April 2025

Booth space notification

July 30, 2025

Exhibit hall move-in/set-up

August 2, 2025

Exhibit hall move-out/tear-down



Advertise in *Retina Times*' 2025 Summer/Annual Meeting Issue

The 43rd American Society of Retina Specialists (ASRS) Annual Meeting, scheduled for July 30-August 2, 2025 in Long Beach, California, 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 2025 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)

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*	10,950	9,880
Furnished 4-page insert*	12,020	10,950
Cover tip*	13,095	12,020
Furnished outsert (exhibitors only)	2-, 4-, and 8-page outserts available. Email susan.raef@asrs.org 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.

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 Closing Date: April 18, 2025 Artwork Deadline: May 23, 2025
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* 2025 rate card at 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 28, 2025. To reserve exhibit space for the ASRS 43rd 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 8289
Carol Stream, IL 60197-8289

Deadline is March 21, 2025

Contracts with full payment must be received no later than March 21, 2025. 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 31, 2025 with a full refund minus a \$200 handling fee. Cancellations received from April 1-8, 2025 will be honored, minus a handling fee equal to 50% of the total fee. There will be no refunds for cancellations after April 9, 2025 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





Commercial Support Opportunities

Companies providing commercial support will be required to sign a copy of the American Society of Retina Specialists LOA.

ASRS Annual Meeting Mobile App Support

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.

Each time a registrant opens the Annual Meeting mobile app, acknowledgment of your company's support will be prominently displayed.

Support Amount: \$30,000 exclusive or multiple sponsors at \$10,000 each

WiFi Support 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 materials, on-site signage, and promotional communications.

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

Advertising Opportunities

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 hotels. 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 18, 2025

Hotel Keycards

Create custom artwork for hotel keycards that will be distributed to attendees at the official ASRS hotels. 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: March 21, 2025

continued on next page





Charging Lounge

Advertise your company's message on an electronic device charging lounge.

Support amount: \$40,000 for exclusive opportunity

Location: Exhibit hall

Deadline: March 21, 2025

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 18, 2025

Please note that content must be finalized by June 27, 2025

Branded Hand Sanitizer Station

Support amount: \$1,000 per station

Deadline for production-ready artwork: June 2, 2025



ASRS History of Retina Booth Sponsorship

The History of Retina exhibit (pictured above) is a vibrant and immersive experience exploring the evolution of retina through compelling imagery, written and video content. Your company's support of the History of Retina booth will be prominently acknowledged on the display.

Support amount: \$40,000

Outdoor Advertising

Enhance your visibility at every step of the attendee journey with arrivals, perimeter, and moving media. EMC Outdoor is the ASRS-approved partner for outdoor advertising — see contact info below.

Contact Info:
EMC Outdoor
Dana Johnston
Dana@emcoutdoor.com



Onsite Sponsorship Opportunities

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



See you in Long Beach!



Reserve Now!

Please complete the attached Exhibit Booth and Advertising Contract and return it to ASRS with your payment by March 21, 2025

ASRS thanks you in advance for your support.

By mail:

American Society of Retina Specialists
PO BOX 8289
Carol Stream, IL 60197-8289

By Email:

sam.zerang@asrs.org

Questions?

Call 312.578.8760